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WOMEN IN  
TECHNOLOGY LEADERSHIP  
36pg

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## EMPHASIS ON CYBERSECURITY IS GROWING WITH INCREASED ADOPTION OF DIGITAL TRANSFORMATION

30PG

### PM Modi launches 6G test bed, roll out likely in next few years

Prime Minister Narendra Modi launched the 6G research and development test bed, while hinting that it will be rolled out in the country in the next few years. Inaugurating the new International Telecommunication Union (ITU) Area Office and Innovation Centre in Delhi, the Prime Minister also unveiled the Bharat 6G Vision Document, which is set to become the basis for the 6G roll-out.

Modi in his speech said that India had the fastest 5G roll-out in the world in more than 125 cities in just 120 days. "Today's India is rapidly moving towards the next step of the digital revolution. India (has had) the fastest 5G roll-out in the world as 5G services have been rolled out in more than 125 cities in just 120 days," he said.

### Samsung collaborating with Microsoft, Google to develop Generative AI

After Google and Microsoft, Samsung is also working on generative AI technology. This was confirmed by Samsung's global mobile business head Dr. TM Roh during his visit to Samsung India's R&D facility in Bengaluru. He said that Samsung has already incorporated on-device AI technologies to camera, performance management and is actively collaborating with Microsoft, Google and other newly emerging partners to develop generative AI technologies.

Dr. TM Roh President & Head of Mobile eXperience Business, Samsung Electronics said that going forward, AI technology will play an important role to advance the smartphone industry.

"Due to ChatGPT, the general interest in AI among people has increased," he said.



2023-2024

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- White Paper on Indian ICT Industry (Ten Different Categories)
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For more:

[publisher@varindia.com](mailto:publisher@varindia.com)/[anil@varindia.com](mailto:anil@varindia.com)

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## WHERE ARE WE HEADING WITH THE REVOLUTION OF GPT ?

As an AI language model, GPT (Generative Pre-trained Transformer) is a tool that is rapidly evolving and improving, so it's hard to predict precisely where it's heading. However, here are some trends that we may see in the future:

As Artificial Intelligence increasingly impacts how we work, learn, and live, new improvements in AI have caught the headlines, including Chat GPT and other generative AI capabilities.

GPT models will likely continue to get larger and more powerful, allowing them to generate more sophisticated and nuanced language. This may lead to more advanced chatbots, better language translation, and more accurate natural language processing.

As AI researchers develop more efficient algorithms and hardware, GPT models will likely become faster and more resource-efficient. This could make them more accessible to a wider range of applications, from small-scale chatbots to large-scale language processing tasks.

One of the current limitations of GPT models is their ability to understand context fully. However, researchers are actively working on ways to address this issue by training models with more extensive and diverse datasets. This may lead to GPT models that can generate more accurate and relevant responses based on the context of a conversation or text.

As GPT models become more sophisticated, we may see them integrated with other technologies, such as virtual assistants, smart home devices, or even self-driving cars. This could create a more seamless and intuitive user experience for interacting with these technologies.

There is growing competition among Microsoft and Google with their technology Weapons that are Generative AI and chat GPT, these are two different types of AI language models, but they have different focuses and applications. Here are some of the key competitive differences between the two:

Chat GPT leverages deep learning, analyzing immense amounts of text data, learning the patterns, and mimicking the structure of natural language. This enables Chat GPT to generate realistic and expressive text when it is fine-tuned for specific tasks.

Whereas, Generative AI can be influential in Learning & Development, where it can assist with generating new learning content, images, voice-overs, and micro modules in seconds. Organizations need to understand and explain the functionality of generative AI and what it means for their products and services.

Generative AI, like the one used in Chat GPT, is designed to generate new content based on the input it receives, rather than simply selecting from a pre-existing set of responses. This makes it more flexible and capable of generating responses that are tailored to the specific context of a conversation.

In the case of Chat GPT, its generative AI is based on a large corpus of text data, which it uses to generate responses that are both coherent and contextually relevant. This allows it to have more natural and engaging conversations with users, as it is not limited to a fixed set of responses or scripts.

GPT models have the potential to revolutionize the media business by automating content creation, improving audience understanding, and providing a more engaging and personalized user experience. As the technology continues to evolve, we can expect to see even more innovative applications of GPT models in the media industry.

Furthermore, the use of generative AI allows Chat GPT to continually improve and evolve over time, as it can learn from the conversations it has with users and adapt its responses accordingly. This means that it can become more effective and accurate in its conversations as it gains more experience.



**S. Mohini Ratna**  
Editor, VARINDIA  
mohini@varindia.com

OpenAI Playground allows users to explore and experiment with OpenAI's artificial intelligence models, including GPT-3 (the precursor to GPT-3.5 that first powered ChatGPT, and GPT-4, the updated version), and DALL-E, a generative AI image tool.

Recently, Microsoft announced GPT-4 is available in preview in Azure OpenAI Service. Customers and partners already using Azure OpenAI Service can apply for access to GPT-4 and start building with OpenAI's most advanced model yet.

GPT-4 has the potential to take this experience to a whole new level using its broader knowledge, problem-solving abilities, and domain expertise. With GPT-4 in Azure OpenAI Service, businesses can streamline communications internally as well as with their customers, using a model with additional safety investments to reduce harmful outputs.

Overall, the use of generative AI is a major advantage for Chat GPT, as it allows it to provide more engaging, personalized, and effective conversations with users.



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**Editor:** S Mohini Ratna  
**Executive Editor:** Dr. Vijay Anand  
**Associate Editor:** Samrita Baruah  
**Sub - Editor:** Aparna Mullick  
**Sr. Correspondent:** Lopamudra Das  
**Art Director:** Rakesh Kumar  
**Network Administrator:** Ashok Kumar Singh  
**Visualizer:** Ravinder Barthwal  
**Manager-IT:** Subhash Mohanta  
**Manager-SEO:** Santosh Kumar

**BUSINESS:**

Commercial Manager: Amit Kumar Jha  
 Circulation Executive: Manish Kumar

**CORPORATE OFFICE:**

**VAR House,** A-84A/3 Rose Apartment, Paryavaran complex, IGNOU Road, New Delhi - 110030  
 Tel: 011-41656383, 46061809  
 Email: edit@varindia.com

**Bangalore: Bureau office**

Marketing Manager: S. Kamala kar  
 D-103 G.F., Ashish JK Apartments  
 Thubarahalli Extended Road  
 Bangaluru- 560066  
 Tel: 080-49530399 | Mobile:09886280836  
 E-mail: kamlakar@varindia.com

**Mumbai: Bureau office**

Regional Manager (West): Anil Kumar  
 Anurag Residency, 203 - "B" Wing, Plot No-5, Sector-9, Kamothe, Navi Mumbai-410 209  
 Tel: 022-65561292, Mobile: 08108017479  
 E-mail: anil@varindia.com, mamta@varindia.com

**Chennai: Bureau office**

Branch Manager: K. Parthiban  
 F1, Meadows Green Apartments, 64, Chetty Street  
 1st Cross, Mel Ayanambakkam, Chennai - 600 095

**Hyderabad: Bureau office**

Branch Manager: Sunil Kumar Sahu  
 32-161/3, 202 Neha Paradise, Nr. Maissamma Temple, Venketeswara colony  
 Ramakrishna Puram, Hyderabad - 500056  
 Telangana, Tel: 040-32989844/ Cell No. 08100298033  
 E-mail: sunil@varindia.com

**Kolkata: Bureau office**

Marketing Officer: Sunil Kumar  
 Correspondent: B Kiran Dutta  
 Megatherm Electronics Pvt. Ltd.  
 6th Floor, Megatherm Tower, Electronics Complex,  
 Plot L1, Sector -5, Kolkata - 700091  
 Mobile: 08100298033, E-mail: sunil@varindia.com  
 Mobile: 09903088480, E-mail: kiran@varindia.com

**Bhubaneswar: Bureau office**

Jagannath Warrior Residency, Suit No.A5/501,  
 Kaimatia Bhubaneswar-752054 | Cell No. 8100298033

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Please Contact

**Iris Global Services Pvt Ltd**

1, Bypass Road, Mahipalpur, New Delhi - 110037

Shivani Saini : +91 98998 77471

[shivani.saini@irisglobal.in](mailto:shivani.saini@irisglobal.in)

## Ingram Micro's Xvantage to create a new digital experience for partners, vendors and employees

*Ingram Micro's new AI-powered, self-learning "Digital Twin" - Xvantage delivers a frictionless digital experience never before seen in technology distribution and accelerates the time to value for everyone. Xvantage is touted to solve the complexities across the industry by providing a smarter, faster, better and more collaborative and profitable way for all to work and grow together. Ingram Micro's cloud marketplace is also integrated into Xvantage, allowing cloud solutions to be easily incorporated into solutions containing technology hardware, software and professional services.*

**Sanjib Sahoo, EVP and Global Chief Digital Officer - Ingram Micro in a chat with VARINDIA explains how the new platform will benefit partners, OEMs and end customers.**



### **How has Ingram Micro grown with digital transformation?**

What we have done a year and a half ago is to embark on the journey of Xvantage, in which we focus more on digital operations. Digital Transformation does not have a stop sign. We are always transforming. So at Ingram Micro, we have embraced these digital operations, where we focus on the art of possible. The company has come together to build the platform ecosystem and create a digital twin of Ingram Micro. This is our new AI powered ecosystem that will create a new experience for our partners, vendors and employees.

To start off that journey, we assimilated a lot of talent, both from inside the company and from outside, from companies like Amazon, Google, and built a world-class team. Xvantage is a journey which we are launching across different geographies and countries, while also launching it in India. It is an ongoing journey in which we focus on value creation and better experience. It is the next-level way to transform customers' business potential and reshape how customers see you. Ideated in Q2 2021, the Xvantage digital experience platform is powered by a global real time data mesh containing many years of operating and transactions data, as well as by several proprietary engines which are enhanced by artificial intelligence and machine learning.

### **As Ingram Micro is the leader in Distribution across the globe, how are you empowering and bridging the gap between OEM and Partners?**

The journey between OEMs and partners today is not very frictionless. When OEMs create their own products, they also need information at the back-end. Partners can engage with distributors, who in turn can build a seamless connection in terms of what they are seeing across the OEMs, their product roadmap and what the customers and partners are aiming for. This means – taking all these products, bundling them as solutions to the customers, understanding the demand for these products and what the market is like, creating categorizations of solutions and

moving towards a more balanced equilibrium where one can build a seamless connection between OEMs and partners.

So through this Xvantage ecosystem, our goal is to create a platform which will add more value to both our partners and OEMs. By taking complexities out of the process, we can give the insights and data to our partners to run their business better and take back those insights back to the OEMs for them to act upon. We touch 90% of the population and we understand what product and technology is working and what is not. If we take that information and bundle and build our solutions, then we are giving opportunities to both OEMs and partners to come and participate in this ecosystem. That is the value of exchange we want to create through this digital platform ecosystem.

### **With an increase in migration to cloud technology and increased automation, how is Ingram Micro bridging the demand supply gap?**

Moving applications to the cloud is not just digitization, but it does bring value. Also, digitization is not just automation, which may have been the case a few years back. Today digitization is experienced first and then automation follows. Automation is just a by-product. But what we are creating here is a consumer-like experience through distribution across all vendors and partners. This is how we aim to move forward. The more we are able to bring out visibility, the more we can understand the demand and supply better.

### **With most businesses now cutting on major expenses, do you think their spend on technology will also come down relatively?**

These companies will be directing their spending more on governance and planning and the focus will be more on value. So it will be not just about the spend but also how they spend. Some organizations will focus on the quality of their spending, or how it is driving value, while some organizations might not be able to do that. It depends on organizations to organizations. So before investing in any tech-

nology, an organization will see how it is driving its ROI and the business outcomes that it seeks rather than spending on it just for the sake. Prioritization will help improve much more while making that decision.

**As a customer first organization, how do you try to address their digital needs and priority?**

We start with experience first. We do a lot of design thinking, and understand customer journey maps. We also take lots of feedback from the customer. For instance, before launching this platform, we had a very fast feedback loop cycle. We listen to them, understand what is working and what is not working. In fact we have a team that incorporates those feedbacks very fast because we believe in customer-driven product development, which means that we bring in the voice of the customer to the products that we build. So we match the art of possible with the technology that we have and the art of feasible with the voice of the customer and business which help us in building products. That is our approach.

**What possible roadblocks do you see when organizations try to scale up their Digital Transformation strategies?**

In terms of roadblocks, the first factor is the mindset. We always focus on the Art of Impossible vs the Art of Possible, because change is very hard. Most digital transformation projects fail because of this mindset. We are biased towards what has worked for a long time; that is the human mind. The ability to think differently every time becomes very important. The second factor I would say – Innovation First and then Adoption Second – this concept does not work. That is a common mistake companies make. We have to have a continuous way of value creation and value capture. So technology and product can create value as technologies mature and the operational spirit has to capture that value in a continuous way. Digital Transformation is not just about adopting technologies.

**While human and AI interaction is believed to be the future, how should organizations prepare themselves for the big AI revolution within the large scope of DT?**

For me, AI is the Agile Revolution and not Artificial Intelligence. I say that because if machines can learn, then employees can learn too. What you will see in the future is a hybrid approach, where machines and humans will come together, learn from each other and move towards a more repetitive versus a more cognitive method. Repetitive tasks will move towards a more machine-driven approach and humans will drive towards more decision making and strategic roles where it will be a win-win situation for businesses. So it is not that machines will take away all the jobs. The jobs will be different but people will be the same. Machines will change the way you approach the job to be much more meaningful. And since a machine cannot learn on their own, humans will have to work with machines to make them more intelligent. That is what the future will be like.



**Message to the VARs**

I would say don't sell technology but sell solutions. Start talking to your customers – what are the problems you want to solve, and how can you partner with them. Digital Transformation addresses two gaps of the company – Opportunity Gap or the Performance Gap. Either they need a lot of technology to fix the performance gap or they need to stay ahead of the curve to invest in technology for the opportunity gap. Let's start the discussion there. By doing this you can become a true partner rather than a procurement or a technology provider. That is where I think change will happen. Digital Transformation will be an ongoing process; you will have to live with it as technology matures and continue to create solutions to constantly stay ahead in order to get a better customer experience and drive true business value.



# INNOVATION PLAYS THE ROLE OF CATALYST IN **LENOVO'S GROWTH**

Lenovo has been at the forefront of innovation and technology, and it is the core of the company which has helped in its growth trajectory. To make innovations happen Lenovo has labs and POCs across the globe with some finest engineers in high-performance computing, Artificial Intelligence, and Machine Learning. It invests a lot of money in R&D, which is very close to Lenovo. The company also has a purpose-built infrastructure. Also, for Lenovo, the ecosystem is so important that together they want to grow and thrive with the partners. In a chat with VARINDIA, Sumir Bhatia, President Asia Pacific, Infrastructure Solutions Group, Lenovo, and Amit Luthra, MD, India, Infrastructure Solutions Group, Lenovo discuss the reasons behind the company's growth, how it is bridging the partner and customer gap, overcoming supply chain constraints, deployments, innovation, and R&D, etc.



**Sumir Bhatia**  
President Asia Pacific, Infrastructure  
Solutions Group, Lenovo

## LENOVO'S GROWTH STORY

The digital transformation era has boosted the growth of Lenovo ISG. The growth is attributed to its customers by helping them to sail through their digital transformation journey. Elaborating on this, Sumir Bhatia, President Asia Pacific, Infrastructure Solutions Group, Lenovo explains, "First of all, when we talk about growth, from an ISG standpoint, our latest results are 48% year-on-year globally. This growth has come by helping our customers in the digital transformation era. Now we are focusing on specific areas and helping our customers grow and thrive. One is cloud repatriation. There is a level of cloud repatriation undergoing and this helps our customers in the hybrid environment, providing them the solutions with our partners, whether it is Nutanix, VMware, Microsoft, Red Hat, and others. The second part of the digital transformation from where we are seeing growth is on the edge. We at Lenovo have a wide portfolio, which is purpose-driven

right from security to ruggedness, and depending on whether you just want to compute or go to the extent of using GPUs."

## BRIDGING THE GAP BETWEEN PARTNER AND CUSTOMER

While talking about the gap between the partner and customer, Sumir says, "First of all, bridging the gap is all about value and making it easy for our partners and customers to adopt the technology. One of the gaps that customers have, as they move into adopting technology, is the availability of funds, availability of plans, and capex, so we provide solutions to them leveraging as-a-service. Bringing this all together in a service model - TruScale gives them the ability to plan and be able to take all the opex models as-a-service of a cloud on-prem. We are committed to bridging any gaps that exist, and our top priority is to collaborate with our customers and offer them innovative solutions that support their digital transformation journey."

## DEMAND AND SUPPLY GAP

During the pandemic when the entire world was reeling under the contagious Coronavirus which hampered normal life and due to the strict COVID-19 rules, the entire supply chain had gone for a toss. The entire industry faced these severe constraints but gradually with time, everything has come to normal.

Uttering the good news that the global supply chain has normalized, Sumir states, "I know there are many partners who have a concern about the ongoing supply chain. During the pandemic, there was a global supply chain constraint, and everybody in the industry faced what we had to face too. Today, I am pleased to tell you that our supply is on a pre-pandemic basis and back to normal. So rest assured, when you are ordering with us, expect speedy yet secure; cost-efficient yet reliable delivery. And I'm really happy to share that with you."

Elaborating on the same, Amit Luthra, MD, India, Infrastructure Solutions Group, Lenovo says, "As we all know when the pandemic struck us, most organizations wanted to have their digitization up and running, and with supply chains being constrained across the industry. Most organizations went lock stock and barrel into the cloud because they wanted their applications to be live and running. Now they realize that there are many things, be it cost, performance, or data sovereignty, which are bothering them and they are bringing some of these workloads back to the on-premises. We do work with the complete ecosystem with hyper scalers who are powering cloud - be it cloud service providers who are helping



**Amit Luthra**  
MD, India, Infrastructure Solutions Group,  
Lenovo

the Indian enterprises and SMEs to give cloud-like service for them or the customers who are building these large private clouds across the ecosystem. We are helping them on the supply side with cutting edge technology making digital transformation real with the most intelligent infrastructure that we have."

## SUCCESSFUL DEPLOYMENTS

Lenovo has helped many organizations transform to digitally abled businesses. Among many deployments, there are a few which are worth mentioning. Amit pointed out two deployments in the high performance computing area. He highlights, "High performance computing is very close to our heart leveraging the new age emerging technologies such as Artificial Intelligence and Machine Learning. In high performance computing, two such cases - India's premier Institute IIT is one of them. So, we recently had a successful installation and deployment of refreshing many older technologies that IIT Jodhpur had. We went in for a new fresh deployment which can actually bring down the time of research by offering a 100% higher performance. Since research becomes very close and we talk about human progress, one thing which is again very close to our heart is about genome sequencing, where we have our own IP around it. On genome sequencing, we helped India as one of the largest premier institutes CSIR-IGIB to do improve time to research and accelerate human progress and mankind."

"Now other solutions I would like to talk to you about is around smart cities and the city of Barcelona is a great example of that. The city of Barcelona sees a lot of tourism and business. We have actually implemented an edge solution in Barcelona. Servers right at the edge gives them insights into all the data and you can use those insights in various ways - tourism, commercial organizations, crime, law & order to make it truly a smart city. We at Lenovo are able to implement that in Barcelona. We have many smart cities around the world, including here in India and we continue to be the leaders in helping cities be smarter," says Sumir while talking about global deployment.

## INNOVATION & R&D MAKES LENOVO AN OBVIOUS CHOICE

Lenovo earns its stripes through innovation and technology. The company has labs and POCs across the globe. Lenovo possesses the best engineers and is proud of it. Lenovo's customers and partners have access to these world-class resources and infrastructures.

"So Lenovo is the number one company in the supercomputer 500, a list of top 500 installations around the world. Lenovo has been number one and every month it changes anywhere between 178 to 180 - Lenovo continues to lead that patch. We lead that because it is all about innovation. You really have to earn your stripes in that and that involves a lot of innovation, technology and we at Lenovo are absolutely leading that.

Talking about labs and POCs, we do these across the world. In Asia Pacific, here in India based on the requirements needed by customers we do POCs and benchmarks. In these labs, benchmarks can be done remotely and leverage all the equipment that we have. It is not just the infrastructure that you can leverage, the most important thing is the skilled talent. The skills as we all know are a big shortage. At Lenovo, we have the best engineers around high-performance computing, AI, and ML for professors, PhDs, weather specialists, and benchmarking specialists, which is something we are very proud of. If you are our customer or partner, you have access to these wonderful resources, infrastructure, and labs that we have around the world," highlights Sumir.

## TO CONCLUDE

Amit feels technological innovation makes Lenovo stand out of the crowd. It spends a lot of money on R&D and it builds purpose-built infrastructure. He adds, "We do not just take any general-purpose hardware and make it relevant to the edge. We have a purpose-built infrastructure for the edge. Most importantly, it is the ecosystem play; edge is not just about supplying the hardware, IoT or computing. It is all about making the complete ecosystem work."

## Message to VARS

*"One message that I would like to communicate to all the VARS & customers is: change in digital technology will actually help you. In this constrained world where there are currency fluctuations, there are uncertainties around the most important thing that will help you change is digital technology. And to be able to have that change, I would advise to keep an open mind. Just remember there are two states you and your customers can be in - either you will be disrupted, or you will be the disruptor. Having an open mindset will help you and your customers be the disruptors in this digital era. Keep growing and all the best." Sumir Bhatia, President Asia Pacific, Infrastructure Solutions Group, Lenovo.*

## BUDGET THAT CAN UNRAVEL TECHNOLOGY

The other day, a business friend of mine observed that he had expected a lot for the ICT industry in the country from the recent budget 2023-24 and said that it belied his expectations except for some customs duty changes effected for parts of mobile phones and other sundry tweaks. I did not react to his observations then since I did not go through the fine print between the lines. It took me a full day to understand the Budget in its entirety. After doing so, I thought my friend had gone off the mark in his observation about the Budget. I thought, every proposal in the Budget has an ICT angle expressed vividly or can be inferred.

Let me start with an obvious reference to the ICT sector as reflected in the Budget papers. The Finance Minister referred to the illuminating example of mobile phones and how the government is planning to boost the mobile phones to make India a leading hub not only for its manufacturing but also for exports. To make the product more competitive, the government proposed to set right the anomalies in the customs duties governing the import duty on components. The rationale behind this is that higher duty on components would make the end-products-mobile phones costly and its competitiveness in the international market will be affected. The government has also made it clear that the same treatment will be meted out to other electronic products, such as TV's, washing machines, air conditioners et al, where the government is tweaking the policy directions to make the performance of the electronics hardware sector same as that of the software sector.

So far so good. But being involved in the software sector, almost at the same time, if not even before, it gained acceptance in India, I was compelled to raise a point on behalf of the software developing fraternity: did the software sector, which made the brand India known to the outside world receive such an indulgence or accommodation? It has grown on its own without any support whatsoever. There can be valid reasons for the government to adopt a passive approach to the sector because the sector was knowledge and brain driven unlike the brick and mortar sector, where the electronics hardware industry belongs. I do not know whether that justifies the indifferent attitude towards IT and ITeS. But the fact is that the software segment overcame tough trajectories in the initial times, which no one could ever imagine. That is perhaps the strength of the industry and making it tick even without any support from the government. The good news is that the Centre is focusing on enhancing India's digital infrastructure in the coming financial year. Finance Minister Nirmala Sitharaman introduced a slew of initiatives to bolster digital infrastructure in the domains of agriculture, finance and education.

The Centre laid emphasis on digitization across many government schemes. The Digital Public Infrastructure for agriculture is

one among them, which will focus on relevant information services for crop planning and health, improved access to farm inputs, credit, and insurance etc.

The National Digital Library for young children and adolescents to facilitate availability of quality books will digitize one lakh ancient inscriptions in the first stage. To add to that is the focus on more fintech innovation. The scope of documents in DigiLocker for individuals will be expanded. For MSMEs, an Entity DigiLocker will be set up for use by MSMEs, large business and charitable trusts for storing and sharing documents online securely. The Centre is also going to introduce a National Data Governance Policy, enabling access to data for start-ups and academics for further innovation in the tech space.

What does this lead to? More opportunities for businesses of all sizes and hues. If large industries are getting involved in such activities, they should rope in MSMEs and start-ups to undertake some of the activities instead of focussing on the entire chain of activities doing in-house. I think this linkage between the large and small enterprises has yet to emerge in the Indian context, the way in which it has emerged in the tech landscape abroad. There are numerous tie-ups between large and small companies in the west to develop technologies and even between large corporations, based on the concept of competition and cooperation. I feel that in India also we should try these concepts that can bring considerable benefits to both. Even some of the large firms in India engaged in manufacturing can entrust development of the technology or device to small firms or start-ups, which can save a lot of resources and time.

That takes me to another conundrum: what will be the future "Budgets like". Before dwelling on that it is instructive to see how the Budgets will look like. Budget presentation has leaped in terms of technology. First and foremost, the present Finance Minister is the first person who read out the Budget from a tablet, which she did last year itself. Probably, the next Finance Minister will be presenting the Budget from the new Parliament House, which I am told has all digital systems in place, besides its cultural and artistic finesse. I am just speculating what the inside ambience is like. I expect that each member would be given a laptop or a notepad or both to participate in the parliament discussions. I do not know whether they would be allowed to operate these devices from home or in the precincts of their respective offices. In that case, we will be implementing the "work from home" concept in the parliament also. Besides these, there will be several meeting rooms, digital screens, a state-of-the-art library and more facilities in the new House, which I am told, is a marvellous edifice. Another notable feature will be digital security systems in place in the new building to make it fool proof from hacking.



**JOYA SCARLATA**  
DIRECTOR OF DIGITAL  
MARKETING, INTERRAIT

I mentioned all these to gauge the quantum of resources to be spent on electronic items. The House has to provide all these devices in-house necessitating huge expenditure benefitting the electronic hardware industry in the country. I cannot hazard a guess on the quantum of expenditure involved since one has to take a complete inventory of things that are needed.

Yet another factor is the spillover effect on the state assemblies. Some of the state assemblies like Kerala have already provided laptops to every member and some of them are using the device to the hilt for doing the research, such as retrieving data, sending their questions, preparing for the house deliberations, culling out data, even during the discussions etc. I feel the trend set by the central government will be sooner or later followed by the state governments. One can easily extrapolate the resources to be spent on electronic hardware goods to fully furnish and to ensure cyber security to all the state assemblies and legislative wings of the union territories.

It takes me to a hazardous guess, which may have some unintentional political undertones. That is not my purpose. I am just reflecting the possibility of a scenario, however impossible it may be. Before that, let me set a prelude to that narration. Those who are aware of the history of budget presentation in India, might be aware that till a few years ago, we had two Budgets, which were equally important: Railway Budget and General Budget. Later, they were merged into one. In the earlier General Budget, there used to be a para or two, at the last part of the General Budget, which exclusively dealt with the Postal Budget. Earlier to merging railway budget with the general budget, that practice was discontinued.

Apart from the Central Budget, each state and union territory have their Budget, address of the Governors at the assembly etc. In a federal democratic set up such conventions and traditions have their place. Just for example, in my wild imagination, let me visualize a single budget for India -for the entire country. At the same, let me make the emotional quotient before such submission, though I know for certain, it is against the federal principle: every region in the country, state and people should be a stakeholder in the Budget.

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<b>Console Port</b>	<b>Advanced L2+ Features Static Routing</b>	<b>Centralized Cloud Management</b>	<b>Robust Security Strategies</b>



**TL-SX3016F**

**JetStream 16-Port 10GE SFP+ L2+ Managed Switch**



**TL-SX3008F**

**JetStream 8-Port 10GE SFP+ L2+ Managed Switch**

## Ingram Micro India signs a distribution agreement with Planview

Ingram Micro India, a global valued added distributor, today announced a partnership with Planview, the leading platform for connected work from portfolio planning to delivery. With this announcement, Ingram Micro India will add Planview to its advanced solutions portfolio. Organizations are grappling with rapid, continual change becoming a new reality, including shifting market dynamics, economic uncertainty, intense competition, and evolving customer needs. With Planview, organizations connect strategy to delivery to improve agility, speed time to market, and fuel innovation in this changing world of digitally connected work.

"At Planview, we are uniquely positioned to help organizations streamline the delivery of strategic initiatives and enable teams to efficiently deliver their best work, a must during macroeconomic uncertainty", said Razat Gaurav, CEO, of Planview.

## Redington Limited partners with Indusface to enhance application security for enterprises

Redington Limited has announced a strategic partnership with Indusface to offer enterprises comprehensive solutions for application security.

Indusface's AppTrana is a fully managed platform that offers a wide range of security solutions to protect web applications against advanced cyber threats. These solutions include web application scanning, a cloud-based web application firewall, DDoS and bot mitigation, a secure content delivery network (CDN), and a threat intelligence engine. By collaborating with Indusface, Redington's customers can now benefit from the platform's extensive security offerings, especially AppTrana, which will help them build strong security strategies and safeguard their applications against evolving cyber threats. This partnership is particularly significant as cybercriminals are increasingly using sophisticated techniques, and organizations need to stay ahead of the curve to protect their valuable data and assets.

Rakshit Bhatt, Head Cloud, Business Group, Redington Limited, commented, "Cybersecurity is a critical component of digital transformation, and Redington is committed to offering our customers the best-in-class solutions to secure their digital assets. We are delighted to partner with Indusface, who brings a wealth of experience and expertise in application security."

## Netpoleon India partners with eMudhra to deliver secure and seamless digital transformation services

Netpoleon proudly announces its strategic partnership with eMudhra. This partnership is aimed at delivering secure and seamless digital transformation services to customers across India in the space of Identity and Access Management

As the world goes Digital, security is ever more crucial to protect identities, data and enable trust in a digital society. eMudhra focuses on Secure Digital Transformation to enable organizations to progress and evolve without sacrificing "Trust" which matters the most in our society. With an end-to-end stack around trust services, PKI, Paperless transformation and Digital Authentication, eMudhra is optimally placed to aid digital journeys where identity assertion is critical. Having been in business for over 14 years and built a reach that spans more than 50 countries, eMudhra is deeply committed to bringing change and helping societies not just go digital, but do it securely

Businesses in India continue to accelerate their digital transformation journeys, Identity Security threats are becoming more sophisticated and challenging to manage.

## Truecaller opens its largest office outside Sweden HQ in Bengaluru

Truecaller has announced the opening of its first exclusive office space outside of Sweden, in the southern city of Bengaluru, India. The office was virtually inaugurated by the Hon'ble Union Minister of State for Skill Development and Entrepreneurship & Electronics and Information Technology, Government of India Rajeev Chandrasekhar.

The launch of the Bengaluru office marks a significant milestone in Truecaller's journey in India. Since its entry in the country a decade ago, Truecaller has today grown to 338 million monthly active users, of which about 246 million are from India. Crucial to its growth and innovation capabilities, India presents unique opportunities to launch new products and services on the Truecaller platform and obtain feedback to improve solutions further.

The company's Bangalore facility occupies a renovated space of 30,443 square feet and can accommodate up to 250 employees, offering top-of-the-line technology and amenities. Truecaller plans to use this facility as its primary hub to deliver India first features and serve users globally. Notably, this office is the largest establishment of Truecaller outside of its headquarters in Stockholm, Sweden.

## Savex Technologies expands its product portfolio by partnering with TeamViewer

Savex Technologies has announced its collaboration with TeamViewer to offer professional, secure remote connectivity in the digital transformation era.

TeamViewer is a leading global technology company that provides a connectivity platform to remotely access, control, manage, monitor, and repair devices of any kind - from laptops and mobile phones to industrial machines and robots. TeamViewer has more than 625,000 subscribers and enables companies of all sizes and from all industries to digitalize their business-critical processes through seamless connectivity.

Jayant Goradia, Managing Director Savex Technologies Pvt. Ltd, said, "Thriving in the Era of Hybrid Workplace, TeamViewer remote access & control solutions will best ensure effortless connectivity and collaboration across teams, workspaces, and locations. We believe our partnership with TeamViewer, an industry-leading support software would enable our channel partners to provide instant support to their customers from anywhere across platforms and devices."



## BlackBerry comes up with its new IoT 'Center of Excellence' in India

BlackBerry Limited has announced the new 'BlackBerry IoT Center of Excellence, Engineering and Innovation' in Hyderabad, India. The world-class engineering center is recruiting India's best embedded software engineers to help build the next generation of software-defined-vehicles (SDVs) and advance innovation in other 'Internet of Things' industries, using the company's trusted, safety-certified BlackBerry QNX product portfolio and award-winning in-vehicle software platform, BlackBerry IVY.

BlackBerry is announcing new plans to scale up operations to meet growing industry demand for its mission-critical embedded software solutions and engineering services, both in India and worldwide. By the end of 2023, the Hyderabad facility - set to be the second largest for BlackBerry's IoT division globally, after Canada - is expected host over 100 software engineers across a wide range of technology positions and skill sets, including senior management, technical project management, product engineering, cloud software development, integration, and service delivery.



# Self-service Kiosk Solution



Powerful Computing



Customizable Design



Compact size



Extensibility



Data Management

Self-service kiosks have become a frequent fixture in many of our lives in recent years. The primary function of a self-service kiosk is to allow customers to complete various common tasks on their own without the assistance of a dedicated employee. Check-in for hotels and flights are made quite easily with self-service kiosks, saving a large amount of time compared to other forms of check-in.

The LIVA One H610 supports efficient and diverse 12th and 13th Gen Intel® Core™ Processors, helping businesses meet these customers' changing behaviors with powerful hardware.



## Accenture to acquire Flutura, Industrial AI Company

Accenture has agreed to acquire industrial artificial intelligence (AI) company Flutura. Flutura will strengthen Accenture's industrial AI services to increase the performance of plants, refineries, and supply chains while also enabling clients to accomplish their net zero goals faster. Accenture plans to bring Flutura's capabilities to clients in the energy, chemicals, metals, mining, and pharmaceutical industries. Terms of this deal were not disclosed.

Flutura's approximately 110 professionals specialize in industrial data science services for manufacturers and other asset-intensive companies. Its AI platform provides self-service solutions for advanced analytics. The solutions help process, asset management and reliability engineering teams assess, predict, and improve the asset performance, reliability, throughput and energy efficiency outcomes of production and manufacturing facilities. Industrial engineers and data scientists can also quickly develop digital models of industrial assets on Flutura's AI platform, which processes data from disparate IT and operations technology systems.

## VMware announces Limitless Possibilities for Partners

VMware has announced the next evolution of the company's flagship VMware Partner Connect program is live worldwide. Partner Connect is a singular, unified program for all partner types that is now more flexible and efficient, provides faster and simpler paths to progression, delivers more incentives, and rewards partners for both performance and capabilities. Through Partner Connect, VMware is empowering partners to drive growth by helping their customers successfully navigate the multi-cloud era.

Tracy-Ann Palmer, Vice President, Global Channel Sales Programs and Compliance, said, "VMware "Through Partner Connect, we are reinventing the VMware partner experience. Our strategy is for every VMware partner to own the customer lifecycle end-to-end, leading with services, partnering with others, and building predictable, recurring revenue streams."

Steve White, VP Channels & Alliances at IDC, comments, "IDC is seeing a transition in the market today, where for customers it's not just about digital transformation, it's about digital first. This continued evolution will drive changes in how the VMware partners engage their customers, where and how they create value, and how they interact with an increasingly connected ecosystem. The transformation we see VMware delivering in the Partner Connect program is a recognition of these macro trends."

## HPE to acquire OpsRamp and expand HPE GreenLake into IT Operations Management

Hewlett Packard Enterprise has entered into a definitive agreement to acquire OpsRamp, an IT operations management (ITOM) company that monitors, observes, automates and manages IT infrastructure, cloud resources, workloads and applications for hybrid and multi-cloud environments, including the leading hyperscalers.

Integrating OpsRamp's hybrid digital operations management solution with the HPE GreenLake edge-to-cloud platform – and supporting it with HPE services – will reduce the operational complexity of multi-vendor and multi-cloud IT environments that are in the public cloud, colocations, and on-premises. OpsRamp's technology – which delivers discovery, monitoring, automation, and event resolution with artificial intelligence for IT operations (AIOps) – provides end-to-end visibility, observability, and control across hybrid and multi-cloud IT environments. These capabilities span multi-vendor computing, networking, and storage, along with cloud resources, containers, virtual machines, and applications. According to IDC, 64%2 of enterprises use multiple cloud providers; the ability to manage the IT operations sprawl across heterogeneous cloud environments is becoming increasingly more important.

## GoTo Records Strong Momentum in India with 20% Customer Growth

GoTo announced the company recorded a 20% year-over-year growth in customers in the India market, driven by significant gains across its IT management and support solutions. GoTo also promoted Triveni Rabindraraj to Head of Sales, India to solidify its commitment to accelerating growth and driving value for clients' IT transformation.

Following the company's rebrand and launch of GoTo Resolve in February 2022, GoTo's IT management and support solutions have played a pivotal role in its growth and success in the India market, both through direct sales and a renewed focus on the local partner ecosystem. "India's IT services revenue is expected to grow at an annual rate of more than 11% by 2027. This opportunity positions India as a key market for GoTo and our products like GoTo Resolve and Rescue", said Yvette McEneaney, Director of Channel, APAC, at GoTo. "The growth and success that we witnessed here over the past year is a testament to the strength of our portfolio. Looking ahead, we aim to continue to expand our product offerings and foster our partner program to help a growing number of businesses make IT easy, from anywhere."

## BD Software and CyberFIT join hands to offer data WipeOut solution

BD Software Distribution and CyberFIT have joined hands to offer WipeOut, a patented technology and highly effective data erasure solution that helps organizations prevent data leakages and possible using wipeout. This collaboration will allow BD Software Distribution Pvt. Ltd. to become a Distributor of Cyberfit and enabling its customers to secure their data in the most comprehensive way Pvt. Ltd. will offer solutions to protect sensitive data.

WipeOut, developed by CyberFIT, is a patented and innovative data erasure solution that allows organizations ability to securely erase files, folders on laptops, flash drives, servers as well as databases. Wipeout works like an intelligent electronic data shredder to help organizations identify and erase sensitive data through its data disposal tool. The CEO of CyberFIT, Santosh Kamane, expressed his excitement about the partnership, stating, "We are thrilled to partner with BD Software to bring WipeOut to their customers. Our solution is designed to meet the highest standards of data security, and we believe that BD Software's brand and expertise in the Cybersecurity solutions market will help us reach a wider audience."

## Sophos Demonstrates How to Make ChatGPT a Cybersecurity Co-Pilot

Sophos, a global leader in innovating and delivering cybersecurity as a service, today released new research on how the cybersecurity industry can leverage GPT-3, the language model behind the now well-known ChatGPT framework, as a co-pilot to help defeat attackers. The latest report, "GPT for You and Me: Applying AI Language Processing to Cyber Defenses," details projects developed by Sophos X-Ops using GPT-3's large language models to simplify the search for malicious activity in datasets from security software, more accurately filter spam, and speed up analysis of "living off the land" binary (LOLBin) attacks.

"Since OpenAI unveiled ChatGPT back in November, the security community has largely focused on the potential risks this new technology could bring. Can the AI help wannabee attackers write malware or help cybercriminals write much more convincing phishing emails? Perhaps, but, at Sophos, we've long seen AI as an ally rather than an enemy for defenders, making it a cornerstone technology for Sophos, and GPT-3 is no different. The security community should be paying attention not just to the potential risks, but the potential opportunities GPT-3 brings," said Sean Gallagher, principal threat researcher, Sophos.



# Security Reference Architecture

## Talos Threat Intelligence



## XDR

## Security Operations Toolset

Kenna | Secure Cloud Insights | SecureX | Talos Incident Response

### SERVICES



### CAPABILITIES



## Zero Trust SASE

### User/Device Security

#### SASE/REMOTE WORKER

Cisco Secure Client (AnyConnect) | Umbrella | Secure Endpoint | Meraki Systems Manager | Duo | Secure E-mail | ThousandEyes



### Cloud Edge Network

#### SASE/ Security Service Edge

Duo | Secure Connect | Umbrella



### On-Premises Network

#### SASE/ SDWAN

Meraki | Secure Firewall | ThousandEyes | Viptela



#### In the Office/ Managed Location

Catalyst | DNAC | ISE | Meraki | Secure Firewall | Secure Network Analytics | Web Appliance



#### Industrial Threat Defense

DNAC | CyberVision | Industrial Networking | ISE | Secure Firewall | Secure Network Analytics



## Workload, Application, and Data Security

#### HYBRID MULTI-CLOUD

ACI | Cloud Insights | Panoptica | Radware | Secure Application | Secure Endpoint | Secure Firewall | Secure Cloud Analytics | Secure Cloud Native | Secure Workload



[cisco.com/go/sra](https://cisco.com/go/sra)

## Check Point Software Technologies unveils its Infinity Global Services

Check Point Software Technologies has introduced Infinity Global Services, an all-encompassing security solution that will empower organizations of all sizes to fortify their systems, from cloud to network to endpoint. The new service will expand Check Point's end-to-end security services across thirty areas, empowering organizations to build and enhance their cybersecurity practices and controls and demonstrate cyber resilience.

"Organizations of all sizes are struggling to monitor the growing threat landscape and adequately prevent cyberattacks. Our customers and partners reach out to us to support the build out of their cyber resilience strategy," said Sharon Schusheim, CIO and VP Technical Services at Check Point Software Technologies. "Check Point Infinity Global Services provides a comprehensive, consolidated and collaborative security solution, in a simple to deploy format so organizations can go on the security offensive to prevent attacks before they happen."

## Acer intros Nitro 5 gaming laptop powered with AMD Ryzen 7000 Series

Acer launched the all-new Nitro 5 with AMD Ryzen 7000 series. With a 57.5 Wh 4-cell Li-ion battery and battery life up to 8 hours this is the perfect companion for users on the go. AMD FreeSync allows gamers with a fluid, tear free gameplay experience at peak performance.

"The Nitro series have an unrivalled reputation for offering cutting-edge technology and intense gaming at affordable prices. As gaming has been in the spotlight for the past several years, we are proud and thrilled to introduce the latest Nitro 5 laptop to our Indian gamers. It features the latest AMD Ryzen 7000 processors which is a gaming powerhouse with high performance. With the latest sleek and refined chassis this robust laptop packs a punch giving the users a seamless gaming experience" says Sudhir Goel, Chief Business Officer, Acer India.



## Qualcomm launches the new Snapdragon 7-Series Mobile Platform

Qualcomm Technologies has announced the new Snapdragon 7+ Gen 2 Mobile Platform—delivering premium experiences brand new to the Snapdragon 7-series. Snapdragon 7+ Gen 2 provides exceptional CPU and GPU performance fueling swift, nonstop gaming, dynamic low-light photography and 4K HDR videography, AI-enhanced experiences and high-speed 5G and Wi-Fi connectivity.

"Snapdragon is synonymous with premium mobile experiences. Today's launch of the Snapdragon 7+ Gen 2 illustrates our ability to bring some of the most in-demand flagship features to our Snapdragon-7 series—making them accessible to more people," said Christopher Patrick, senior vice president and general manager of mobile handsets, Qualcomm Technologies, Inc. "We are committed to delivering the most innovative solutions to meet the needs of consumers, our customers, and the industry at large."

Snapdragon 7+ Gen 2 brings exceptional performance to the top of the 7-series fueling a host of legendary experiences. The Qualcomm Kryo CPU boasts peak speeds up to 2.91GHz, for over 50% improved performance, while the Qualcomm Adreno GPU provides 2x improved performance<sup>1</sup>. Snapdragon 7+ Gen 2 achieves up to 13% improved power efficiency across the system for extended daily use. On-device AI is integrated across the entire platform.

## Fortinet announces enhancements to its single-vendor SASE solution

Fortinet has announced significant cloud-delivered enhancements to FortiSASE, the most integrated single-vendor SASE solution on the market.

FortiSASE consolidates point products by seamlessly converging cloud-delivered networking (SD-WAN) and cloud-delivered security (SSE composed of secure web gateway, Universal ZTNA [zero trust network access], cloud access security broker [CASB], and Firewall-as-a-Service) via a single operating system (FortiOS) and single agent (FortiClient), with AI and ML layered across to drive additional operational efficiency.

In addition to enabling Secure Internet Access that is not only fast but ensures consistent security for all user traffic to and from the internet, FortiSASE now includes new updates that add enhanced support for Secure Private Access and Secure SaaS Access use cases:

Leveraging its success of delivering networking and security convergence at the edge to over 20,000 customers via Fortinet Secure SD-WAN, Fortinet is now extending this convergence to remote users via cloud-delivered SD-WAN connectivity in FortiSASE. This extends Fortinet's existing ability to deliver granular application access with Fortinet Universal ZTNA by adding broader application access with SD-WAN to support the most comprehensive set of private applications running at the data center or public cloud, while also ensuring superior user experience. This enhancement makes FortiSASE the industry's most flexible architecture for secure and reliable access to privately hosted applications by leveraging both ZTNA and SD-WAN.

## Hikvision India brings AX PRO Series Wireless Intrusion Alarm System

Hikvision India has launched AX PRO Series Wireless Intrusion Alarm System at PACC event in Kochi. The newly launched AX PRO Series Wireless Intrusion Alarm System enables more reliable intrusion detection with home automation features.

Ashish P. Dhakan, MD & CEO, Prama Hikvision India said, "It is an intelligent alarm system with convergent solutions. Anti-intrusion systems must be able to detect security breaches instantly and reliably – while also minimizing false positives. To help companies, homeowners, retail store owners, and key institutes to achieve this, Hikvision have created its AX PRO wireless alarm system, which includes highly reliable video verification solutions, secure wireless transmission, and a wide range of state-of-the-art alarm detectors."

## Kingston unveils two new DataTraveler storage solutions

Kingston Technology has expanded its iconic DataTraveler range by introducing the Kingston DataTraveler Exodia Onyx and Kingston DataTraveler 80 M. The two products will enable the on-the-go users to save and preserve their important files and memories, with excellent performance, functionality, and reliability.

Kingston DataTraveler Exodia Onyx is an exemplary USB 3.2 Gen 1 compliant flash drive that delivers quick transfers for simple and easy storage. Designed with a sleek matte black casing and paired with a sliding cap to protect the USB connector and data while not in use, the DT Exodia Onyx is the perfect affordable companion for stylish storage. The lightweight and reliable storage device features a key ring loop that provides ultimate portability, making it easy to attach to anywhere needed.

Kingston DataTraveler 80 M is a high-performance flash drive that is designed to work with USB Type-C laptops, desktops, smartphones, tablets or Mac computers without the need for an adapter. With extremely fast read speeds of up to 200MB/s, the DT 80 M allows for quick and convenient storage and file transfers to fulfill all daily needs for work, school, photos and music, and to free up space on Android smartphones on the spot while traveling.



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- ✓ Detect early signs of ransomware attacks with behavior-based threat models for each phase of the kill chain.
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## ViewSonic India rolls out LS510 and LS610 LED projectors for Corporates and Education sector

Expanding its Luminous Superior (LS) Series, ViewSonic announced the launch of LS510WE, LS510WP, LS610WHE, LS610HDH, LS610WHP and LS610HDHP LED projectors. These projectors are ideal for workplaces and schools as it offers a lifespan of 30,000 operating hours and lesser power consumption becoming cost-effective projection solutions. In addition, unique feature embedded in these projectors is the breakthrough of upto 4800 ANSI Lumens that will be bright enough for any light condition or environment.

Embracing innovation and implementing advanced technology, ViewSonic is strengthening its presence across corporates and educational institutes. Understanding consumer preference, ViewSonic introduced projectors equipped with 3rd Generation LED technology ranging from 3000 to 4800 ANSI Lumens. With an extreme-high contrast ratio of 3,000,000:1, the newly launched projectors ensure bright and detailed images even in dim or lit environments. Further, the projectors delivers better resolution in horizontal frames enhancing the viewing experience for presentations.

## SAP's Datasphere simplifies customers' data landscape

SAP India announced key data innovations and partnerships that give customers access to mission-critical data, enabling faster time to insights and better business decision-making. SAP announced Datasphere solution, the next generation of its data management portfolio, which gives customers easy access to business-ready data across the data landscape. SAP also introduced strategic partnerships with data and AI companies – Confluent Inc., Databricks Inc., Collibra NV, and DataRobot Inc. – to enrich SAP Datasphere and allow organizations to create a unified data architecture that securely combines SAP software data and non-SAP data.



Until today, accessing and using data located in disparate systems and locations – across cloud providers, data vendors and on-premises systems – has been a complex challenge. Customers have had to extract data from original sources and export it to a central location, losing critical business context along the way and recapturing it only through ongoing, dedicated IT projects, and manual effort. With today's announcements, SAP Datasphere helps eliminate this hidden data tax, enabling customers to build a business data fabric architecture that quickly delivers meaningful data with business context and logic intact.

## Lenovo rolls out ThinkStation PX, P7 and P5 desktop workstations

Lenovo announced the launch of the ThinkStation PX, P7 and P5, delivering a new trio of the most technologically advanced desktop workstations the company has ever built. Redesigned from the ground up to exceed today's most extreme, high-computing workloads across industries, these new workstations feature the latest processor technology from Intel ranging up to 120 cores and support for high-end NVIDIA RTX professional GPUs. Additionally, the new workstations boast all-new groundbreaking chassis designs and advanced thermals, as well as BMC capabilities for streamlined remote system monitoring. From virtual reality and mixed reality experiences and virtual production to machine learning, data science, computer aided engineering (CAE), reality capture and AI, these next-generation workstations meet the ever-increasing demands for more power, performance, and speed in a scalable and future-proofed way for this new hybrid-work world.

## ADATA brings overclocked Memory Module supporting Intel Xeon W processors

ADATA Technology announced the launch of the first overclocked DDR5 5600 R-DIMM memory module compatible with the latest generation of Intel Xeon W-3400 and Intel Xeon W-2400 processors. Intel recently released NEW Intel Xeon W processors that will replace the previous generation Intel Core X-Series processors for the HEDT/Workstation segment. In addition to rock solid stability and performance provided by Xeon W processors, Intel has added support for overclocking to optimize for high-performance workloads. Therefore, ADATA leads the industry and is taking the initiative in expanding workstation applications by launching overclockable DDR5 5600 R-DIMM memory.

In the face of increasingly large and complex computing operations and data processing requirements, the high-quality high-end hardware configurations and expandability exemplified by workstations can no longer fully meet market requirements. Though the production of overclocked R-DIMM memory is a rigorous process, it delivers more uniform quality and offers better performance than standard workstation memory. Multitasking efficiency and graphics processing are also significantly improved and can be applied to 2D and 3D graphics, simulation analysis, or movie editing.

## Yotta launches Power Cloud built on IBM Power

Yotta Data Services (formerly Yotta Infrastructure) has announced the launch of Yotta Power Cloud, built on IBM Power. Designed for superior performance using IBM Power, Yotta Power Cloud is a public cloud Infrastructure as-a-Service (IaaS) – delivered from Yotta's award-winning data centers with the highest security, reliability and resiliency to meet the most demanding enterprise workloads. With this launch, Yotta has architected its next-generation cloud infrastructure while delivering a platform that supports the performance needs of critical business applications and emerging technologies on a subscription model.

Yotta Power Cloud is ideally suited for existing IBM Power customers who want to seamlessly expand their workload footprint on the public cloud, without any CAPEX investment in the hardware. IBM Power is renowned for its robust architecture and high reliability for use-cases such as disaster recovery, development, testing and deployment of AI/ML workloads, and hosting ERP workloads such as SAP, with high efficiency and performance.

## Vertiv to facilitate 5G rollout with its new NetSure IPE outdoor rectifier

Vertiv has introduced the new Vertiv NetSure IPE outdoor rectifier to facilitate 5G rollout and enable operators to increase capacity in areas where demand for data is vast. These easy-to-deploy devices, available with lithium-ion battery backup, help to minimize power losses while feeding radios on top of towers and rooftops, common in these types of applications. The NetSure IPE R48-2000C2 is available now globally.

This outdoor rectifier supports telecommunications infrastructure in mobile networks and is ideal for use in network edge applications including 5G small cells, RAN, distributed telecommunications networks, and locations with high data demand, such as sports arenas, stadiums, public transport systems, airports, shopping and educational centers. High consumption of mobile data in these areas can cause networks to suffer from capacity bottlenecks that are difficult to manage. The next generation technology of NetSure IPE R48-2000C2 outdoor rectifiers quickly and reliably powers the radios needed to increase capacity and expand 5G networks. If the grid fails, depending on load and battery capacity, lightweight and maintenance-free lithium-ion batteries efficiently keep the network running for an hour or longer, while operating at higher temperatures and charging faster than lead-acid alternatives.



## Are you ready for Ransomware?

According to the Verizon DBIR report, 2021 saw a 13% increase in ransomware. That's bigger than the last 5 years combined. See how SafeBreach's RansomwareRx assessment can help protect your organization against this growing threat vector.

[Watch Video](#)

RansomwareRx

## A Complimentary Assessment Based on Real-World Attacks

Run a customized, no-cost attack scenario based on actual ransomware behavior—including MITRE ATT&CK TTPs of today's most prolific ransomware gangs and the methods used in the Cisco breach—to gain unparalleled visibility into how your security ecosystem responds at each stage of the defense process.



### What a RansomwareRx Assessment Includes

 <p><b>Training</b></p> <p>Understand the methodology around ransomware attacks, persistent threats, and malware attacks.</p>	 <p><b>Assessment</b></p> <p>Review goals and ensure simulation connection to our management console and all configurations are complete.</p>	 <p><b>Attack Scenario</b></p> <p>Run safe-by-design, real-world ransomware attacks across the cyber kill chain on a single device of your choice.</p>	 <p><b>Report</b></p> <p>Receive a custom-built report that includes simulation results and actionable remediation insights.</p>
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## Nokia to deliver future-proof broadband services in India with Netplus

Nokia has entered into a partnership with Netplus Broadband, an Internet Service Provider (ISP) in India, to supply its Multi-Access Gateway Broadband Network Gateway (BNG) application for access management, hosted on the FP5-based 7750 SR, and the 7250 IXR, which provides high-density aggregation, to scale Netplus' broadband services throughout Northern India. Netplus has operations spread across 400 plus cities and towns in several states in Northern India, with the biggest in Punjab. The 7750 SR is based on Nokia's industry leading FP5 silicon, which helps enable world-class broadband services with highly scalable subscriber management, granular bandwidth management and per-subscriber policy control, as well as deterministic performance and a 75 percent reduction in power consumption over FP4 silicon.

## BSNL to commercially launch 4G services from April

State-owned BSNL is targeting to commercially launch 4G services in April, and has started getting supply of indigenous equipment from the TCS-led consortium. The supply of equipment is part of the pre-order for 200 sites to initially launch 4G in parts of three districts of Punjab – Ferozepur, Pathankot and Amritsar.

The development comes after communications minister Ashwini Vaishnaw said last week that BSNL has deployed the first indigenous wireless base station to launch 4G.

While the government is expected to approve the complete tender to TCS for equipment for 100,000 4G sites by the end of March 2023, this installation is part of the pilot project to launch 4G starting from Punjab. As per sources, TCS, through Tejas Networks, has supplied equipment for about 50 sites for which the Centre for Development of Telematics (C-DoT) may deploy a software patch upgrade.

Earlier in February 2023, the BSNL Board recommended the deployment of 100,000 network sites by the TCS-led consortium for its 4G commercial service. The department was expected to seek clearance from the Group of Ministers (GoM) likely by early March 2023 to further issue a purchase order (PO). State-run telco expects a 20 per cent increase in revenue after a full-fledged commercial launch of next-generation 4G services in 2023-24.

## Vi Introduces New Postpaid Rs 401 Plan with One Year of Sun NXT Premium HD Subscription

Vi has partnered with Sun NXT, the most comprehensive content provider in Tamil, Malayalam, Telugu and Kannada languages. The partnership offers Vi Postpaid customers Sun NXT's premium HD subscription with dual screen access (mobile & TV) at no extra cost, for a period of one year.

Vi users can enjoy their favourite Movies, TV Shows and Music Videos in Tamil, Malayalam, Telugu, Kannada anytime, anywhere on their mobile phone or on their TV set, with the new Rs. 401 postpaid plan. In addition, Vi users can also access Sun Marathi and Bangla TV shows. From latest blockbusters like Raangi, Laatti Charge, DSP, Mahaveeryar, Thiruchitrabalam, Abbara, Annaathe, Beast, Doctor to Popular TV shows like Ethir Neechal, Sundari, Premas Rang Yave, Vontari Gulabi, Kaliveedu, Kanalpoovu, Radhika and more on Music Videos, Live TV and other TV shows. According to Avneesh Khosla - Chief Marketing Officer, Vodafone Idea Limited, said, "Digitally savvy users consuming content on the go, seek choice, freedom and flexibility. Our collaboration with Sun NXT not only further strengthens our content portfolio but also provides postpaid users access to the most exhaustive bouquet of Movies, TV Shows and Music videos in their preferred language, on their fingertips. We will continue to cater to the burgeoning demand for high quality regional content, through partnerships with the best in category players."

## Government of Karnataka launches 100 free Wi-Fi hotspots

With an aim to accelerate the adoption of digital technologies and promote a more inclusive and connected society in India, the Government of Karnataka has collaborated with ACT Fibernet to launch 100 public Wi-Fi hotspots in Malleshwaram, Bangalore.

The inauguration of 100 public Wi-Fi hotspots in Malleshwaram, the first-of-a-kind initiative in Bangalore will enable customers to experience fast and secure internet services, thanks to this advanced technology. ACT SmartFiber ensures that users can enjoy uninterrupted connectivity for activities such as video calling, streaming, and quick file transfers, all on ACT's gigabit-enabled network.

To access the free internet service, users are required to log in to the ACT Free Wi-Fi portal using their phone number and one-time password (OTP). Once authenticated, users can enjoy high-speed internet access at 25 Mbps with a data limit of 1 GB for a duration of 45 minutes, without any charge. These Wi-Fi hotspots are strategically placed across various locations in Malleshwaram, including public parks, metro stations, bus stands, educational institutions, malls, and other public places.

## Mavenir rolls out Virtual Cell Site Router

Mavenir introduced its Virtual Cell Site Router (vCSR), an innovative solution that moves the cell-site routing functionality into a containerized virtual function inside the Open RAN DU server (running on COTS hardware). The vCSR simplifies deployment and operation, reduces the number of cables and points of failure, and frees up rack space that can be used for incremental revenue generating applications. The new solution is being implemented in a Tier-1 Communications Service Provider (CSP) and will be generally available in the second half of this year.

Every 4G and 5G cell site deployed requires a high-throughput, ultra-low latency cell-site router to connect the different components into the radio access network (RAN). Typically, this router is a physical hardware device that needs to be procured, deployed, configured, optimized, and managed. This leads to additional costs per site and increases time to market.

Mavenir's cloud-native vCSR, developed in collaboration with Intel, represents an innovative approach that leverages additional CPU cores in the Distributed Unit (DU) server based on Intel Xeon processors including the 4th Gen Intel Xeon Scalable processors with Intel vRAN Boost, which are optimized for virtualization of all layers of the RAN stack, and an Intel Ethernet 800 Series Adapter with timing synchronization.

## AIIMS to strengthen its network connectivity with 5G by June 30

In order to make utmost utilization of modern communication technology for patient care, teaching, research, and good governance, All India Institute of Medical Sciences (AIIMS) will equip itself with a 5G network by June 30, according to officials.

"In line with the current trends and to enable maximum utilization of modern communication technology for patient care, teaching, research, good governance, and optimal deployment of Integrated Medical University Information System (IMUIS), it is desirable that the entire AIIMS, New Delhi campus has good strength of 5G mobile network to enable robust mobile and data connectivity inside the buildings," Srinivas said.

Prof. Vivek Tandon, Department of Neurosurgery AIIMS will spearhead the committee and other members include Dr. Vivek Gupta (Computer Facility), Superintending Engineer Jitendra Saxena and Dr. Vikas from Telecommunications as a member Secretary of the committee, and Sunita Cherodath, Senior Deputy Director General, Department of Telecommunication will be a special invitee.

## Parts of Twitter's source code leaked online

As Twitter struggles to reduce technical issues and reverse its business fortunes under Elon Musk, according to a legal filing, parts of Twitter's source code, the underlying computer code on which the social network runs, were leaked online. Twitter moved to have the leaked code taken down by sending a copyright infringement notice to GitHub, an online collaboration platform for software developers where the code was posted.

GitHub complied and took down the code the same day. It was unclear how long the leaked code had been online, but it appears to have been public for at least several months.

According to the filing, Twitter also asked the US District Court for the Northern District of California to order GitHub to identify the person who shared the code and any other individuals who downloaded it.

Twitter launched an investigation into the leak and executives handling the matter have surmised that whoever was responsible left the San Francisco-based company last year. Since Musk bought Twitter in October for \$44 billion, about 75% of the company's 7,500 employees have been laid off or resigned.

Executives were only recently made aware of the source code leak, people briefed on the internal investigation said. One concern is that the code includes security vulnerabilities that could give hackers or other motivated parties the means to extract user data or take down the site, they said.

## CRISIL reports, in India 5G user base expected to reach 300 million by fiscal 2025

In India about 300 million subscribers are expected to use 5G services by March 2025, as against an estimated 20-25 million as of March 2023. The balance two-thirds would continue to use 4G.

Telcos are on a 5G roll-out spree across India, having already launched in 300+ cities since October 2022. However, mass adoption would gather pace when retail use-cases get unlocked. Despite identification of a plethora of 5G-led use cases such as smart classrooms, precision farming and intelligent transport systems, adoption hinges on a significant improvement in network infrastructure, which will happen only gradually over the next few years.

Till then, adoption of 5G services would be largely driven by technology-neutral tariffs being offered by telcos currently. The penetration of 5G device ecosystem among users would also be crucial for uptake of 5G services.

Says Naveen Vaidyanathan, Director, CRISIL Ratings, "Currently, about 30-35% of the 150-170 million smartphones shipped in India annually are 5G enabled. While the share of 5G smartphones shipments will improve gradually, still low initial value proposition and high cost of the gadget versus a 4G phone would restrict overall 5G adoption to 300 million users by fiscal 2025. Put another way, this would mean only a third of the data users in the country will be plugging into 5G services by fiscal 2025."

In contrast, the adoption of 4G services was swift with 60% data users migrating within two years of launch, helped by better speeds (compared with 3G) at significantly cheaper tariffs.

To recall, intense price competition during the launch of mass 4G had led to ARPU falling to Rs 100 from Rs 190 over fiscals 2017-2019. However, silver lining in the cloud was massive spurt in data consumption, which led to average data consumption per subscriber per month quadrupling to ~20 gigabyte (GB) in the past 5 fiscals.

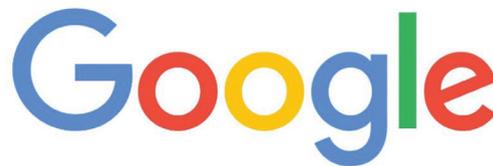
The increase in ARPUs could drive up sector's return on capital employed (RoCE) to 12-14% amid massive investments of Rs 2-2.5 lakh crore planned for 5G networks over the medium term. The RoCE is a modest 6-8% currently because of large adjusted gross revenue dues and sizeable investments made to purchase spectrum in the last two auctions.

Any higher-than-expected investment in 5G networks and spectrum and its impact on return metrics will bear watching.

## Google announces early access to Bard, its ChatGPT competitor

Google is releasing its ChatGPT competitor Bard, but not everyone would be able to access the product right away as the company is starting with a limited public rollout. The company calls Bard an "early experiment that lets you collaborate with generative AI."

Just like OpenAI's ChatGPT and Microsoft's Bing chatbot, Bard is a chatbot based on a large language model, specifically a lightweight and optimised version of LaMDA. The tech giant says the language will be updated with newer, more capable models in the future.



Early access to Bard has rolled out in the US and UK, and the company said it will expand the access over time to more countries and languages.

"You can use Bard to boost your productivity, accelerate your ideas and fuel your curiosity. You might ask Bard to give you tips to reach your goal of reading more books this year, explain quantum physics in simple terms or spark your creativity by outlining a blogpost," Google said in a blogpost.

Users can interact with Bard by asking questions and refining their responses with follow-up questions.

Google said that it will continue to improve Bard and add capabilities, including coding, more languages and multimodal experiences over time.

## Optimus to manufacture Made-in-India 4G Laptop for Primebook

In an effort to augment domestic manufacturing of electronics, Optimus Electronics announced its partnership with Primebook for manufacturing their latest flagship.

The collaboration marks OEL's foray into the laptop manufacturing market, beginning with the ground-breaking Primebook 4G, an Android 11-based laptop for students and learners. As part of the partnership, Optimus will be manufacturing around 1 lac laptop units for Primebook by end of next FY i.e March, 2024. With OEL's long-term expertise in mobile, wearable/hearable and telecom equipment manufacturing in India, OEL aims to strengthen its capabilities with further expansion into other categories of consumer electronics.

A. Gururaj, MD, Optimus Electronics said, "Our partnership with Primebook is a major milestone as we enter into laptop manufacturing, and it also further strengthens the Hon'ble Prime Minister's vision of India's position in domestic manufacturing of electronics. In the last few years, we have strived towards diversifying our expertise in electronics manufacturing, and now with Laptop manufacturing apart from hearables/wearables category and telecom equipment, we are looking to expand our operations significantly. We are glad to have Primebook on board with us and look forward to contributing in their growth story."

Primebook has witnessed remarkable success in the B2B category over the last four years and aims to expand further in the B2C category. The Primebook 4G laptop was created with the need for low-cost technology for students and learners in mind, and it will primarily serve tier 2 and tier 3 cities. Primebook 4G is a budget-friendly laptop built for students and learners, which is aimed at affordability despite their economic background. With adequate specifications of 11.6 inches HD screen with 1366 x 768 screen resolution, 4 GB LP DDR3/ 64 GB eMMC RAM/ Storage, 10 hrs of battery life, 2MP camera and PrimeOS (Android 11) operating system, Primebook 4G laptop has extensive features to provide compared to Android phones/ laptops.

## The IAMCP India conducts its All India Conference in Jaipur

IAMCP India conducted the IAMCP Annual Conference 2023 on 23-24th Feb in the lovely city of Jaipur. Microsoft Partners from all over India attended the 2 day event. Top Microsoft India leadership was present and spoke at the event. This included Executive Directors Samik Roy & Vinayendra Jain who delivered the Core Note sessions. Anurup Singhal, Siddharth Chawla, Sanjeet Sen & Charoo Sen delivered the keynote sessions.

The Microsoft leadership team and business heads delivered many Technology sessions including Cloud, AI, Analytics, Azure, Modern Workplace & much more. Their business sessions included GTM, MPN, Incentives etc which were extremely important and strategic to Microsoft partners in the room.

Chetan Shah, President IAMCP India announced some thrilling new IAMCP initiatives. He launched the IAMCP CONNECT. This will allow the 15000+ Microsoft partners across the country to search for the right IAMCP partners based on their competencies, key expertise, contacts and more. This will be a huge stepping stone to enable countless P2P opportunities in the IAMCP partner community and of course mean higher business potential and benefits for all.

IAMCP also announced the opening of IAMCP virtual memberships to Microsoft partners across the country. Till now, IAMCP had members largely around their 5 operating chapters in India. Now Microsoft partners across the country will be able to join IAMCP and leverage the benefits of being a member including ample learning and networking opportunities. Microsoft partners can simply join IAMCP through their website at [iamcpindia.org](http://iamcpindia.org)

## 2023 Dell Technologies Partner Program: Powered by Collaboration

Today marks the first day of the 2023 Dell Technologies Partner Program. New beginnings are an opportunity to reflect on where we've been and where we're going. We're certain our partner ecosystem will help customers prepare for the journey to come,



from hybrid work and hybrid cloud to the edge and sustainability initiatives. That's why we remain committed to our goal: to be the preferred technology vendor for our Partners and Distributors.

As we roll out the 2023 Partner Program, we're building upon a position of partner strength. In Q3, partners delivered approximately 50 percent of our overall net revenue, accelerated double digit storage growth, and helped us secure #1 positions in the majority of the industry's critical IT infrastructure categories.

With this momentum behind us, we recognize that consistency is key. We are setting higher standards to support partners, grow and modernize Dell's core business, and create market opportunities. We continue to strengthen collaboration and streamline the partner experience, all while holding to our commitment to leverage Dell technology to drive human progress. Our Partner Program is designed to help partners make the most of the opportunities ahead.

"As a longtime Dell Technologies partner, CDI values consistency and predictability in the Dell Partner Program. Dell's unwavering commitment to supporting its partners gives us the peace of mind that Dell will be there to help navigate the market together and drive our joint success." -- Rich Falcone, CEO and President, CDI.

## Trend Micro organizes Partner Day 2023

Trend Micro Incorporated celebrated its Partner Day 2023 by recognizing the contributions of its top-performing partners in India. The three-day event, held at Mussoorie from 3rd to 5th March, was attended by 30 business leaders from the top cybersecurity partners and system integrators in the country. The event highlighted the importance of collaboration in the fight against cyber threats and showcased the company's future roadmap and latest innovations in cybersecurity. It further shed light on Trend Micro's strong double-digit growth in 2022 in both enterprise and government businesses, and the significant role played by the channel in achieving this success. The agenda of Partner Day 2023: 'Accelerating you', was designed keeping in mind Trend Micro's motto of accelerating transformation through cybersecurity also emphasizing how Trend Micro and its channel partners can unlock their growth at a faster pace.



During the event, Trend Micro also highlighted its acquisition of Anlyz, which will enable the global cybersecurity leader to deliver XDR-led SOCaaS (SOC as a service) with predictive analysis and threat hunting capabilities for enterprise customers. It will also help MSSPs provide a more scalable, flexible, and comprehensive platform to meet the needs of their enterprise customers regardless of the complexity of their IT environments, and address their skillset shortage. The acquisition reflects Trend Micro's unwavering commitment to providing its partners with the most innovative solutions in the industry.

Trend Micro also invited ACE Ninjas from their Partner Ninja Program at Partner Day. With a stern mission to upskill and develop tech talent in partner community, addressing the skill set shortage by providing top-notch training on a wide range of cybersecurity topics, vendor-agnostic approaches, and next-gen cybersecurity concepts, The Partner Ninja program has been a resounding success for the past three years. ACE Ninjas are selected based on their knowledge, professional expertise, and drive to go above & beyond as Partner Ninjas.

## Team Computers hosts an Experiential CXO Meet with Google Cloud in Goa

Team Computers has held an experiential event in collaboration with Google Cloud, bringing together 20 CIOs from across the nation to explore digital transformation. The event took place at the luxury Avataara resort in Goa from 10th March to 12th March 2023.

Team Computers ensured that the experiential convene was as enriching and enjoyable as possible. Starting from wine & cheese tasting sessions, off-route cycling trips to explore the beauty of Salvador, with stunning vistas and unique trails, the scenic boat trips, cruising along with a close view of majestic Miramar beach, cascading rivers, and lush forests and finally ending the day on a luxury sundowner with live music followed by the gala dinner featuring delicious cuisine from around the world, as well as relaxation and rejuvenation activities to make the most of their voyage. To create a memorable experience they made sure that CIOs get to explore the beauty of idyllic Goa.

By combining the power of digital technologies with innovative thought-leadership sessions and real-world use cases, the event provided an immersive experience that inspired attendees to rethink their current strategies. The attendees had the chance to gain first-hand experience with Google Cloud's AI, ML used cases through interactive demonstrations and hands-on activities.

There were valuable insights shared on the latest tech trends and how to stay ahead of the competition in this rapidly evolving digital landscape by Ranjan Chopra who is the Managing Director and CEO of the homegrown IT brand. They discussed how technologies like machine learning, artificial intelligence, blockchain, 5G, and edge computing can be used to develop innovative solutions that can revolutionize businesses.

# Cadyce All Set To Uplift Entertainment Quotient to 8K



HDMI cables are a boon for streaming from your laptop to a bigger screen. Not just connectivity, they exhibit enthralling display standards with Ultra High Speed 8K ruling the roost. Due to all these reasons, HDMI has gained immense fandom. Complementing this popularity, Cadyce launched their most efficient assortment of ultra high-speed 8K HDMI cables with Ethernet – CA-8KHDC1.8M and CA-8KHDC3M. Both these cables are a synonym of sheer excellence and quality.

Cadyce acknowledges the diligence of consumers towards eye-pleasing picture quality. Therefore, these cables are a perfect concoction of a fabulous viewing experience. They support a maximum resolution of up to 8K@30Hz with the added advantage of 4K, full HD and 3D. With resolution dynamics like these, encounter real-life and non-pixelated picture quality like never before.

Besides, Cadyce has not compromised on the durability parameters. Both CA-8KHDC1.8M and CA-8KHDC3M flaunt 24K gold plated connectors to curb the signal loss. These cables adhere to HDMI 2.1, which supports a maximum bandwidth of 48Gbps. Further, this bandwidth helps exhibit 8K video resolutions at a higher frame rate complementing the experience with detailed color information contrary to previous HDMI versions. Besides, HDMI 2.1 is a boon for an enchanting audio experience.

Both CA-8KHDC1.8M and CA-8KHDC3M have the feature of enhanced Audio Return Channel (eARC). This functionality sends audio data from the television to the AV receiver or speakers. It ascertains that a single cable can ably send audio data, and there is no need to have a separate one. Not just this, but these single cables are equipped with a plethora of other specifications like an Ethernet channel. With CA-8KHDC1.8M and CA-8KHDC3M by your side, discard a traditional Ethernet cable because they elevate the entertainment quotient with bounties like internet connection sharing, accessing home entertainment networking for HDTVs, gaming consoles, and so much more.

“Over the years, HDMI cables are progressing at a tremendous pace. Unquestionably, Cadyce has kept a tab on this progression and similarly designed HDMI cables infused with superlative performance. These cables are a perfect companion to satiate current ultra-high-definition 8K & 4K products. Besides, the cotton braided feature is prime protagonist, which makes the cable strong and durable,” adds one of the team members of Cadyce.

The member further adds, “We want to offer the finest quality to our customers. Therefore, we perform comprehensive testing to ensure that the products fulfill our quality parameters. Amid this, only efficient and durable products pave the way in the market. Therefore, we assure you that all the products available on our online store and offline have undergone tedious quality checks to provide a satisfying experience to all our national and international customers!”



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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[www.InterraIT.com](http://www.InterraIT.com)

Interra Information Technologies, Inc  
 25 Metro Drive, Suite 550,  
 San Jose, CA – 95110  
 Tel + 1 408 451 1700  
 Fax + 1 408 441 7495

Interra Information Technologies (I) Pvt Ltd  
 SDF E – 22, Noida Special Economic Zone  
 Noida – 201305, U.P.  
 Tel + 91 120 256 8037  
 Fax + 91 120 256 8110

Interra Information Technologies (I) Pvt Ltd)  
 223-226 SDF Building, Block GP Sec V,  
 Salt Lake City, Kolkata, WB 700 091, India.  
 Tel + 91 33 23579052  
 Fax + 91 33 23573847





## A Remote Workforce and Multi-Taskers To Keep the Laptop Market to Perform in 2023



Whether working from home or office, the best laptops provide durability, power, security, and convenience. With many companies still encouraging employees to work remotely, a good laptop is what an employee seeks for the home office. As more and more companies take advantage of a distributed workforce globally, it is becoming equally important for them to make sure they have the best laptops to keep productivity in pace

While businesses had been severely impacted by the COVID-19 outbreak all throughout 2020 and 2021, what has positively benefited is the popularity of laptops. The subsequent lockdowns implemented by governments forced the worldwide laptop manufacturers to reconsider their current production processes.

The surge in the adoption of laptops in educational institutions and increase in consumer demand primarily drove the growth of the laptop market in the last few years, during and after the pandemic. Though adoption of smartphones and tablets hamper the market growth to some extent, they cannot take away the entire share of the laptop market.

Moreover, the rise in demand from the corporate sector is expected to provide lucrative opportunities for the market growth.

“As per the latest IDC report, the traditional Indian PC market, which includes desktops, notebooks, and workstations, grew 0.3% YoY in 2022 to 14.9 million units. Despite a slender slowdown, the market continues to show resilience,” says Vivekanand Manjeri, Brand Director, Client Solutions Group (CSG) - Dell Technologies India.

He continues, “The trend we have witnessed over the last few years is that the role of a PC has significantly changed. We now see employees relying on it as a gateway for collaboration and productivity. Business laptops of today have gone beyond addressing basic work requirements and catering to a myriad of ever-changing customer expectations in terms of portability, design, high-screen resolution, and performance.”

Vivekanand further says that these factors will be responsible for driving the growth of the PC industry in 2023, with

security and privacy at the core of every business function. When combined with the rise in 2-in-1 form factors and the growing importance of sustainability, the ecosystem of business PCs will only grow stronger, further improving the overall employee experience in the hybrid work era.

Says Shivangi Bhaduria, Media & Communication Manager, MSI, “Over the last decade, India's laptop market has evolved into one of the most dynamic and ever-changing in the world. As people adapt to hybrid modes of work and educational institutions rely on technology for online learning methods, the market has grown steadily.”

Shivangi is also of the opinion that various new inventions in the space will be dominating the laptop market in 2023. “Consumers are making extensive use of 2-in-1 laptops due to their portability. Furthermore, when purchasing a laptop, the

weight of the laptop is considered, creating a large market for light-weight systems. In addition to this, the growing popularity of e-gaming has fuelled demand for gaming laptops and powerful computing devices.”

## LAPTOPS DESIGNED FOR MULTI-FACETED USERS

There are many laptop models available from different brands, each with their own set of advantages and disadvantages. It does become crucial to select a laptop that matches one’s needs, regardless of the kind of work one is doing or from where one is working.

At the same time, brands need to consider the fact that users today are dynamic and play multiple roles in their daily lives. A 9 to 5 executive is a gamer at night, a chef is a social media celebrity, an educator, and or an online motivational speaker. With consumers taking on these multifaceted roles, it is critical that they use a machine that can handle all types of tasks thrown at them at any given point of time.

“Dell Technologies provides laptops for every user, workload, and business purposes. The Latitude and Precision mobile workstations are designed for the specific needs of various professionals and organizations. The present Latitude series is redesigned to be thinner and lighter yet delivering performance and power,” says Vivekanand.

Dell will soon be announcing an exciting range of business PCs for this year, which will continue to enable seamless work experiences for organizations and professionals alike.

Keeping the current market trends in mind, MSI has always relied on three key pillars - innovative technology, aesthetics, and performance with an aim to provide its customers a complete line-up of offerings as per their needs.

“MSI ensures that its entire range of laptops are equipped with best-in-class technology, innovation, and aesthetics to meet all of the customers’ needs. We



“As per the latest IDC report, the traditional Indian PC market, which includes desktops, notebooks, and workstations, grew 0.3% YoY in 2022 to 14.9 million units. Despite a slender slowdown, the market continues to show resilience.”

**Vivekanand Manjeri**  
Brand Director, Client  
Solutions Group (CSG) -  
Dell Technologies India

recently launched the all-new laptop line-up equipped with the latest NVIDIA GeForce RTX 40 series GPUs and up to 13th Gen Intel Core HX series processors in India. The new line-up includes the Stealth series, Titan GT series, Raider GE series, Cyborg series, Creator Z series, and more,” updates Shivangi.

While inflation has had an impact on most industries in some way or another, MSI as a brand has always been meticulous towards the future and innovated with a vision to provide the best-in-class product line-up. “We have carefully studied and understood the market demands and built certain capabilities into our laptops. MSI is pushing the peak of performance and innovation with a whole new laptop lineup of gaming, creator and B&P laptops. Our laptop line-up comes with innovative technology breakthroughs, extremely powerful performance and aesthetic designs that ensure the best-in-class user experience for all its consumers. As a result, we at MSI believe that if we continue innovating in line with consumer demands, there will be no significant impact of the above factors on the market demand.”

The new MSI gaming laptops come with the latest exclusive thermal design, which helps to make the gaming series more

powerful than ever and incorporates the MUX design to allow activation of Discrete Graphics Mode through MSI Center, further unleashing more GPU power. The award-winning Titan GT and Raider GE come with top-notch i9 processors and a world-class display. In addition, the Raider GE series comes with a new chassis with an upgraded matrix light bar which is fancier and more futuristic.

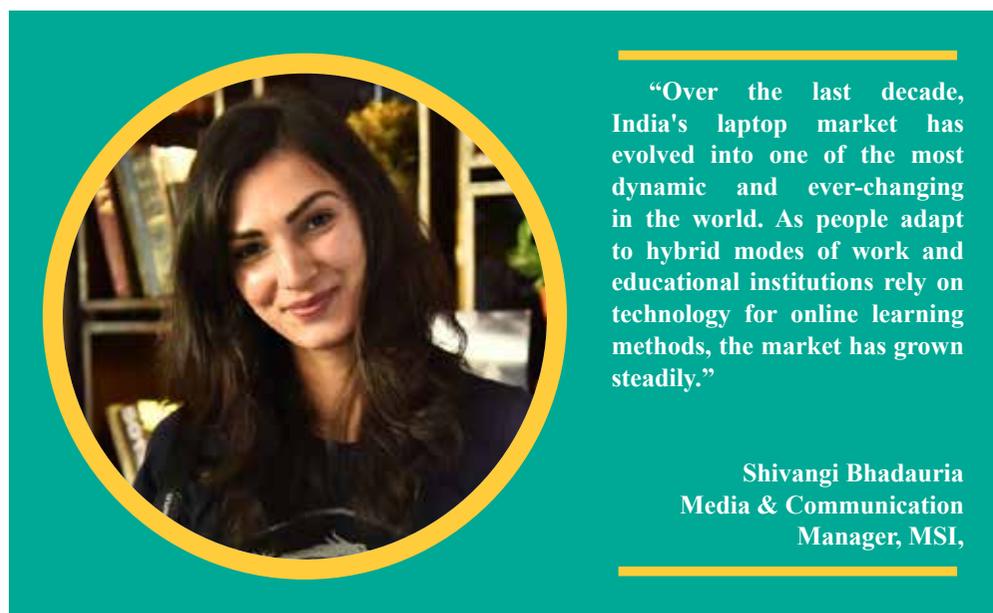
ASUS laptops have been gaining popularity in India over the past few years. ASUS is known for producing high-quality laptops with excellent performance and innovative features at affordable prices, which has made them very attractive to Indian consumers who are looking for value for their money. They have also been actively expanding their product line in India, with a focus on gaming laptops, ultrabooks, and 2-in-1 laptops.

ASUS has also been investing in marketing and promotions in India, with campaigns that appeal to the country’s young and tech-savvy population. Additionally, they have a strong network of authorized resellers and service centers across India, which has helped them establish a strong presence in the market.

## AND SO...

Laptops continue to largely drive industry 4.0 and the ongoing digital transformation. It is the need of the hour for laptop manufacturers to work together to develop and implement flexible strategies for product and quality control.

The growing demand for portable and powerful computing devices is going to propel the laptop market forward. Laptops allow users to work from anywhere, making them ideal for remote workers and students. The growing popularity of gaming laptops and the increasing demand for high-performance gaming laptops are going to further drive the market growth. The growing use of laptop computers in industries such as healthcare, education, and finance will also attempt to push the market forward.



“Over the last decade, India’s laptop market has evolved into one of the most dynamic and ever-changing in the world. As people adapt to hybrid modes of work and educational institutions rely on technology for online learning methods, the market has grown steadily.”

**Shivangi Bhadauria**  
Media & Communication  
Manager, MSI,

# LATEST LAPTOPS DRIVING PRODUCTIVITY

Choosing the best business laptop for employees or the organisation entails considering work requirements such as extended battery life, SSD quickness, port requirements and connection, security features, and keyboard kinds. With a wide range of customization available, the below laptops effortlessly provide best in class productivity solutions -

## DELL

Latitude 7330 Ultralight is the world's thinnest and lightest device, packed with premium features and intelligent solutions

Latitude 9430 is the world's smallest 14-inch 16:10 business PC, designed for today's hybrid workforce, particularly C-suite executives, project managers, and so on

Dell's Precision workstations are built for heavy workloads and are ideal for data scientists, architects, etc. The Precision 3470 is equipped with up to 12th Gen Intel Core i7 processors and optional NVIDIA T550 (4GB) DDR6 Graphics providing advanced thermal management with customizable thermal tables. Both these laptops are enabled with Dell Optimizer, an integrated artificial intelligence (AI) software that learns different work styles and responds to users' needs, automatically improving application performance, battery run-time, audio settings, and privacy.

Dell Latitude 7430 is aimed for the travelling workers, comes with the Intel Core i5-1235U to the Intel Core i7-1270P processor, and Intel Iris Xe Graphics G7. The RAM is expandable up to 32GB. It weighs 1.33 Kg and comes equipped with a 14-inch multi-touch IPS display, which makes it easy to carry and use on the go.

## MSI

The slim and powerful award-winning Stealth series is now coming with a full-size range from 14, 15, 16, to 17-inch. The all-new Stealth 14 Studio and Stealth 16 offer a magnesium-aluminum alloy body to deliver a thin and lightweight chassis.

The Creator Z series is the most powerful creator laptop in the market and comes along with the support of the brand-new MSI Pen 2. Furthermore, MSI Pen 2 can be used as a traditional pencil on paper without switching to actual pens.

The MSI Prestige series comes with a whole new level of power and performance. The new Prestige 14 Evo and Prestige 16 Evo support up to the latest Intel Core i7 H series processor, which provides a lightweight yet powerful experience for users. The brand new 13-inch Prestige 13 Evo is the lightest laptop in the whole MSI series, built of magnesium aluminum alloy, as it weighs only 990g.

MSI has also refreshed its Modern Series with new color options with star blue and beige rose to meet the everyday fashion statement.

## LENOVO

Lenovo recently unveiled the newest addition to its ThinkBook series of laptops - the ThinkBook Plus Gen 3. The laptop is equipped with an industry-first 17.3" inch ultra-wide 21:10 aspect ratio primary display along with an innovative 8-inch secondary touch-enabled display.

Lenovo introduced its first laptop with the latest AMD Ryzen processor, IdeaPad 1, delivering the perfect balance of performance, productivity, and responsiveness. IdeaPad 1 is suitable for students, teachers and working professionals prioritizing enhanced versatility and convenience.

Lenovo ThinkPad X13 Gen 3 is powerful and portable package that is equipped with AMD Ryzen PRO 6650U processor and LPDDR5 RAM clocked at 6400MHz. It weighs only 1.19KG and gets an all-day battery life with Rapid Charge technology, making it ideal for on-the-go work.

## HP

HP's ProBook 450 G9 is a sturdy office laptop with an energy-efficient Intel CPU. Its strong sides include the battery life and low emissions, combined with high-quality input devices. The business ultrabooks from HP's ProBook series promise a lot of performance, a professional security solution, and up-to-date equipment.

## ASUS

ASUS B5 Flip is the midrange offering of the brand. It features Intel's latest 12th Gen Core i7 P-series 28W high-performance processor with Thunderbolt 4, Iris Xe graphics, up to 40 GB of fast LPDDR5 RAM, and fast Wi-Fi 6.

## MICROSOFT

Microsoft's Surface Laptop 5 is, like its predecessor, a well-built laptop that prioritizes portability and a modern feature set. It's the fastest Surface Laptop to date, it has a fetching additional colourway and all of the features that from its predecessor - superb fit and finish, excellent keyboard and trackpad, a lovely screen and outstanding speakers.

## APPLE

The Macbook Air with M2 Chip gets an 8-core CPU and up to 10-core GPU, with up to 24GB of RAM to zip through everyday tasks. It weighs only 1.24 KG and packs a 13.6-inch Liquid Retina display with True Tone.



## ***Excellence in IT Solutions***

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- Strong Industry Facilitation & IT Promotion Cell to function as the single window for the entrepreneurs in the IT sector.



Govt. of Odisha

### **Odisha Computer Application Centre**

E & IT Department, Government of Odisha

OCAC Building, Plot No. N-1/7-D, Acharya Vihar, Bhubaneswar 751 013, Odisha, India

EPABX : +91-674-2567295, 2567064 Fax: +91-674-2567842 Email : [contact@ocac.in](mailto:contact@ocac.in)

Website : [www.ocac.in](http://www.ocac.in)

# EMPHASIS ON CYBERSECURITY IS GROWING WITH INCREASED ADOPTION OF DIGITAL TRANSFORMATION

Cybersecurity is the practice of protecting computer systems, networks, and digital information from unauthorized access, theft, damage, or disruption. With the increasing use of technology in our daily lives, cybersecurity has become more critical than ever before. In the digital transformation era, the growing reliance on technology and the increasing interconnectedness of devices and systems has brought about new cybersecurity risks and challenges. As organizations across industries embrace digital technologies to drive innovation, efficiency, and growth, cybercriminals are also ramping up their efforts to exploit vulnerabilities in these systems.

Cybersecurity has become a critical concern for businesses, governments, and individuals alike. The consequences of a cyber attack can be devastating, ranging from financial loss and reputational damage to intellectual property theft and even physical harm in some cases. The rise of cloud computing, AI & ML, mobile devices, and the Internet of Things (IoT) has further expanded the attack surface, making it more challenging to secure digital assets and data.

As a result, the importance of cybersecurity has grown exponentially in recent years. Organizations must now invest in robust cybersecurity measures to safeguard their networks, systems, and data from potential threats. This includes implementing access controls, firewalls, encryption, and other security technologies to prevent unauthorized access, detecting and responding to threats in real-time, and conducting regular security assessments to identify vulnerabilities and strengthen defences.

In summary, in the digital transformation era, cybersecurity is no longer a nice-to-have but a must-have for organizations of all sizes and sectors. The growing importance of cybersecurity is driven by the need to protect digital assets and data, maintain business continuity, comply with regulatory requirements, and preserve the trust of customers and stakeholders.



## Indian businesses should create cloud infrastructure like hybrid multicloud

### Evolving cybersecurity industry in India

Today, cybersecurity and data security are crucial because they safeguard personal and professional information. As data is shared internally and externally, insider threats like data theft are also a serious concern. To protect data, we must adhere to security policies, procedures, and legal requirements. The evolution of threat intelligence and mitigating the potential threats before they could cause any harm to the systems is thus essential. Clearly, there is an urgent need to manage these cyber threats by guarding against unauthorized entry, disruption or damage to the targeted computer systems and destruction of data. Cloud-native platforms, AI, ML and Quantum Computing (QC) are some of the emerging technologies that are gaining traction in the market. It is cloud-based storage that enhances scalability and flexibility and helps customers in meeting the demands in terms of data storage and security.

### Biggest challenges for Indian businesses

Indian businesses are undergoing a huge transformation. However, they do face various challenges when it comes to cybersecurity. Indian businesses are facing constant threats of data theft. Most of them lack the skilled personnel and adequate resources to defend against cyberattacks as we have always moved on a traditional path and such innovative technologies are a new trend in the industry. To address such issues, Enterprises need to have a good budget, which has been a serious concern and a barrier to addressing cyber security issues. Because of these low investments, businesses are easy targets for cybercriminals and malware. Due to the advanced increment in the tech-centric modus operandi in businesses, they are working on huge databases that are susceptible to cyber threats as they are stored on large servers.

### Potential risks associated with the increasing adoption of emerging technologies

Emerging tech is a space that provides exceptional new-age technologies and helps in the upskilling of Indian businesses and industries, be it in terms of volume, data storage, cloud transformation or easy accessibility through different servers and granting safety to the data. The technology and open source of the networks that one works on further increase the threat to data in different forms like ransomware, malware, data theft, etc. Around 77 percent of Indian business executives share that cybercriminal activity is the biggest organizational threat and 62 percent view insider threat as a major challenge.

### India improving its cybersecurity readiness

There must be a body to monitor the cybersecurity movement. Indian businesses need to create cloud infrastructure like the hybrid multicloud for storing huge databases to protect the data from all the malware and spam. Nutanix can be the appropriate cloud partner for them in their cybersecurity journey. It offers hybrid cloud infrastructure, multicloud management, along with unified storage and database services to businesses to support all types of workloads.



**FAIZ SHAKIR**  
MANAGING DIRECTOR-SALES, INDIA & SAARC, NUTANIX

# India's cybersecurity landscape evolved rapidly along with digitalisation and cloud adoption initiatives

## Evolving cybersecurity industry in India

According to our recent XDR (Extended Detection and Response) research report, 71% of cybersecurity professionals feel they're losing ground against cybercriminals. With the growing number of endpoints and ever-increasing attack surface, cybercriminals now have a diverse set of entry points for targeting enterprises. Security operations team must be empowered to detect, respond, and remediate sophisticated attacks in real time. XDR is one of the most promising technologies that predicts, identifies, and remediates threats in a more coordinated and orchestrated manner. With its unique living XDR architecture, Trellix provides cutting-edge cyber threat intelligence and adapts according to the threat posed.



## Biggest challenges for Indian businesses

Given the digitalisation explosion & dynamic nature of the cyber world, Indian businesses face a variety of cybersecurity-related challenges. Insufficient SOC resources to tackle cyber threats, a lack of awareness, increasing sophistication of cyberattacks, and potential threats like phishing, malwares are the primary concerns. Organizations that are dealing with the targeted and sophisticated threats today can enhance their security posture by adopting the XDR framework. A living security platform enables an XDR ecosystem to learn and adapt to the evolving threat landscape, keeping them always safe from potential breaches.

## Potential risks associated with the increasing adoption of emerging technologies

ChatGPT is a potent language model that has been a most talked topic of discussion recently. While it can help strengthen cybersecurity by creating code, procedures, guided investigations, and plans that can aid in countering such threats, it can also be misused to create malicious codes like evasive malwares, ransomware, or phishing emails campaigns. ChatGPT AI engines can potentially be leveraged by threat actors to create complex threats that can have massive reach and impact.

## India improving its cybersecurity readiness

India's cybersecurity landscape has evolved rapidly keeping up with digitalisation and cloud adoption initiatives. Today, there is already a growing demand from private and public sector organizations alike for a comprehensive security strategy and for security platforms to advance at the same rate as cyber threats. At the same time, businesses must invest in cutting-edge security technologies powered by AI and ML to help identify threats in real time.

**RAHUL ARORA**  
MANAGING DIRECTOR, INDIA & SOUTH ASIA, TRELLIX

# Zero Trust approach to cybersecurity aiding organisations to strengthen cyber resiliency and reduce security complexity

## Evolving cybersecurity industry in India

Cybersecurity is being recognised as an essential need for digital transformation of India Inc. Revenue in India's cybersecurity market is projected to reach US\$2.37bn in 2023. With businesses being more open to spending towards cybersecurity, Dell Technologies 2022 Global Data Protection Index report also highlighted 41% of the businesses would want to adopt a Cyber Recovery as-a-Service model in the next 12 months. Zero Trust is gaining traction with about 91% of organisations around the globe planning to deploy a Zero Trust architecture.



## Biggest challenges for Indian businesses

Some of the biggest challenges to cybersecurity remain infrastructure upgrades, lack of data science skills, and a future-ready security strategy to take on sophisticated risks. Businesses need to urgently move to a prevention-first cybersecurity strategy. Until businesses consider cyber recovery in an as-a-service model, their cybersecurity plan needs to ensure that their protection is not only limited to their infrastructure but is extended to their applications and data. This will ensure that the whole value chain and all of the employees are secured from the core till the perimeter. Leadership can also take on an empathetic role to understand the challenges of their employees when it comes to data skills and help them build on cybersecurity best practices. A Zero Trust approach to cybersecurity will help organisations to strengthen cyber resiliency and reduce security complexity.

## Potential risks associated with the increasing adoption of emerging technologies

New-age technologies like AI, ML, IoT and cloud computing will definitely augur new opportunities for the Indian businesses. However, with increasing connectedness and lack of data management infrastructure, the surface area for attacks has also been increasing. Without a robust cybersecurity plan, the new-age technologies can contribute to more vulnerability which would mean loss of critical data.

## India improving its cybersecurity readiness

Data is the currency of the internet economy and a critical asset that must be protected at all costs. To reduce business risk caused by cyberattacks and to create a more cyber resilient approach to data protection, Indian enterprises must modernise and automate their recovery and business continuity strategies and leverage the latest intelligent tools to detect and defend against cyber threats. Solutions and services which can ensure that a clean copy of data free from corruption can be recovered, will be essential. Future-ready solutions like air gap cyber vaults and integrated IT solutions which strengthen servers and storage, will be the way forward.

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

## The growing importance of cybersecurity in the digital transformation era

### Evolving cybersecurity industry in India

The cybersecurity industry in India is growing rapidly due to increasing digitization and awareness of the need for strong cybersecurity measures. Emerging technologies such as Artificial Intelligence (AI), Machine Learning (ML), Internet of Things (IoT), and quantum computing provide growth prospects, but also pose risks such as increasing the attack surface and using generative AI models to create more authentic phishing emails or automate malicious codes. Therefore, individuals and organizations need to become more vigilant.

### Biggest challenges for Indian businesses

With timely intervention and clear visibility across the threat landscape, organizations can effectively combat cybercriminals. Small and medium-sized businesses in India should invest in advanced cybersecurity solutions such as cloud-based security services and managed security services. They should also stay up-to-date with the latest threats and invest in solutions such as zero trust approach to protect identity, using multifactor authentication, and firewalls, eliminating misconfigurations, incorporating email security software to detect phishing emails, investing in elite threat hunting, intrusion detection systems, antivirus software, investing in employee training and awareness programs to ensure that their employees understand the importance of cybersecurity.

### Potential risks associated with the increasing adoption of emerging technologies

As adversaries increasingly target cloud environments, the cloud continues to evolve as the new battleground. According to CrowdStrike's 2023 Global Threat Report, cloud exploitation has skyrocketed with a 95% increase in observed cloud exploitation cases and a 300% increase in observed 'cloud-conscious' threat actors over 2021. To address these challenges, cyber-security should be woven into the digital fabric to achieve a state of "security by design". With CrowdStrike's cloud-native Falcon Platform, our customers can gain advanced end-to-end visibility and protection of any workload across endpoints, clouds, and identities.

For the third consecutive time, IDC has recently ranked CrowdStrike #1 in worldwide modern endpoint security market shares. Our customers are leveraging the CrowdStrike Falcon platform to consolidate their security stack and save on operational costs. They want to easily and cost-effectively protect the broader attack surface including the endpoint, cloud, identity and more. Unlike any other solution, CrowdStrike Falcon adapts and continuously evolves to its environment with AI and ML processing beginning on the sensor and dynamic communication with the CrowdStrike Security Cloud.

**NITIN VARMA,**  
MANAGING DIRECTOR - INDIA & SAARC, CROWDSTRIKE



## 'Businesses are fast adopting digital models to grow and expand their markets'

### Evolving cybersecurity industry in India

Contemporary market conditions in India have prompted businesses to modernize their operations and undergo significant digital transformation. Businesses are fast adopting intelligent technology solutions that facilitates innovation, wider market reach, operational efficiency, and enhanced customer experience. Hybrid work models have become more prevalent, offering greater flexibility and accessibility to company data from anywhere and any device. However, working outside the secured perimeter increases the risk of cybersecurity vulnerabilities, particularly with the constantly evolving threat landscape.

### Biggest challenges for Indian businesses

For the new 'Digital' normal, there is a need to address the cyber security challenges which are becoming far more pervasive and sophisticated than ever before. The recent increase in cyber-attacks has mandated both large and MSMEs to take a serious look at their cybersecurity measures as their vital infrastructure goes digital. With the growing cyber-attacks like phishing, malware, distributed denial of service, data breach, ransomware etc it has become imperative for the businesses to confront their digital preparedness in tackling these cyber threats. Businesses cannot afford to lose any sensitive data as this can be highly detrimental on their revenues and reputation.

### Potential risks associated with the increasing adoption of emerging technologies

AI, ML, IoT – these are emerging technologies, and we are seeing some tremendous use cases across industry segments. These technologies give organizations the ability to develop new business models or undergo digital transformation which offers endless benefits such as improved real-time interaction with customers, accurate insights, better inventory management, higher employee productivity, better resource allocation, effective forecasting resulting in more efficient business decisions.

### India improving its cybersecurity readiness

Businesses are fast adopting digital models to grow and expand their markets. But for many enterprises, especially small and medium businesses, limited knowledge and lack of IT resources remain a crucial problem when it comes to taking care of their security needs. Thus, they always look for cost effective all in one solution that is nimble, capex and asset light and easy to install on 'pay as you go' model.

Therefore, the onus lies with technology providers like us to develop relevant solutions at the right price point to support these enterprises in their digital 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.

**ADITYA KINRA**  
VICE-PRESIDENT, TATA TELESERVICES



## Lack of awareness is the biggest challenge

### Evolving cybersecurity industry in India

The digital era has dawned in India, with businesses adopting new technologies and shifting to new ways of working. This has undoubtedly attracted bad actors to strategize unique methods to attack them. According to a report by CERT-In, India reported 13.91 lakh cybersecurity incidents last year, indicating a growing number of cyberattacks. The cybersecurity market in India is expected to grow at a CAGR of 13.37% from 2022 to 2027, reaching USD 317.02 billion by 2027, as businesses mitigate and combat these risks by adopting emerging technologies such as AI/ML, distributed cloud, and 5G. These technologies can analyze vast amounts of data and identify patterns that are not easily detectable by humans, which businesses are using to develop security solutions to prevent, detect and respond to cyberattacks in real-time.



### Biggest challenges for Indian businesses

The biggest challenge is the lack of awareness, where many Indian businesses are unaware of the latest cybersecurity threats and best practices. They may not have dedicated cybersecurity personnel or adequate training programs for employees. Other challenges include limited resources to purchase/avail the technology and unskilled talents. To address these challenges, businesses should invest in cybersecurity awareness programs and training for employees to help them recognize and prevent cyber threats. Additionally, cost-efficient and easy-to-install solutions are required to enable organizations to effectively use these services.

### Potential risks associated with the increasing adoption of emerging technologies

Further to the emerging technologies, Generative AI has gained broad popularity with the introduction of ChatGPT – an OpenAI project. However, many security experts are concerned that it might introduce new cyber risks and increase the threat surface. The primary concern would be social engineering, where the tool can manipulate humans to share sensitive information with bad actors, resulting in serious attacks. The other concern is that ChatGPT can increase the number of phishing emails. The high intelligence of the tool can write emails with fewer or no spelling errors and syntax mistakes, improving the quality of phishing emails significantly, and deceiving the receiver to believe it is a genuine email.

### India improving its cybersecurity readiness

Indian businesses need to invest proactively in better IT infrastructure, holistic security solutions, the right partner and solutions that are cost-effective, easy to deploy and handle real-time customer complaints to improve cybersecurity readiness and capacity building. It is imperative for businesses to provide adequate training and education to their employees to enable them to handle attacks effectively.

**DHANANJAY GANJOO**  
MANAGING DIRECTOR, INDIA AND SAARC, F5

## Prevention-first security solutions help in driving security readiness

### Evolving cybersecurity industry in India

The cybersecurity market in India is projected to reach the revenue milestone of US \$2.37 B in 2023, according to Statista. This growth is driven by several factors such as the adoption of a cloud-first strategy, connectivity proliferation, an expanding threat landscape fuelled by a continued remote work strategy, and data privacy.

With the introduction of advanced technology like 5G, Web 3.0, metaverse, AI generative software and IoT adoption, we can expect that this is going to make the industry more prone to sophisticated Gen V and Gen VI attacks. These advanced technologies are going to decentralize the data, shift the physical infrastructure to cloud-based platforms and operate on edge computing.



### Biggest challenges for Indian businesses

According to Check Point Threat Intelligence Report, an organization in India is attacked an average of 1787 times per week in the last 6 months, compared to 983 attacks per organization globally, as the world experiences the 5th generation of cyberattacks large-scale, multi-vector, mega attacks targeting businesses, individuals, and countries. Most businesses are trying to protect their IT environments against current attack technology with security technology from 10 years ago that relies on detection only. They are stuck in the world of 2nd and 3rd-generation security, which only protects against viruses, application attacks, and payload delivery. Networks, virtualized data centers, cloud environments, and mobile devices are left exposed.

### Potential risks associated with the increasing adoption of emerging technologies

Check Point researchers have discovered that ChatGPT can be used to create malicious emails, malware, and codes that can be used to hack organizations. Hacking forums on the dark web are attempting to use this program for malicious purposes such as creating info stealers, encryption tools and phishing lures, etc. In fact, miscreants are using it in a creative way like developing cryptocurrency payment systems with real-time currency trackers to add to dark web marketplaces.

### India improving its cybersecurity readiness

Organisations should also play their part in driving security readiness and capacity building especially for prevention-first security solutions which work to prevent attacks from taking place, rather than just detecting them after the organisation has been breached. They need to implement comprehensive, collaborative and consolidated security options to protect their multiple attack surfaces – from endpoints, networks and cloud to email and even mobile.

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

## 'The role of CISO needs to be made meatier by giving it more responsibility and authority'

### Evolving cybersecurity industry in India

Digitization and disturbances at the global level has seen an increase in both the number and complexity of cyber threats. The Government of India has responded to this challenge with the launch of a dedicated Cyber Security Division under MeitY that constantly assesses threats and corresponding regulatory frameworks to mitigate cybersecurity risks. The private sector is also actively involved in building strong cybersecurity infrastructure as enterprises recognize the need to establish robust cybersecurity measures to safeguard their sensitive data. In terms of growth, India's cybersecurity industry is well-positioned and is slated to reach \$2.65 billion in 2023. However, the role of CISO needs to be made meatier by giving it more responsibility and authority, in line with the western countries.

### Biggest challenges for Indian businesses

With the pandemic, digital transformation initiatives in most organizations have accelerated by years. Business continuity has taken a different meaning. Having infrastructure availability is no longer good enough. Companies are gearing up so that any disruption in access to devices or networks or offices doesn't disrupt critical business processes. This is also leading to outsourcing key business processes.

All this has completely changed the cyber threat landscape. Companies can no longer look at the security in the traditional way. One can no longer be comfortable within a perimeter. There is no perimeter. DATA has become the center stage of all security strategies. Technologies that help in identifying, tagging, protecting and tracking business sensitive data are becoming key drivers in the digital transformation process.

### Potential risks associated with the increasing adoption of emerging technologies

The increasing adoption of emerging technologies like AI, ML, IoT, and cloud computing in India has brought about several potential risks. One of the major risks is the increased vulnerability to cyber-attacks, data breaches, and privacy violations. Many of these technologies work on large data repositories. These data repositories can become juicy targets for hackers and cybercriminals.

### India improving its cybersecurity readiness

The advent of the 5G network and advanced AI applications like ChatGPT has accelerated India's path towards becoming a digital nation. However, Indian enterprises are still struggling to keep up with the security concerns arising from these technologies. It is important to improve cybersecurity awareness among individuals and businesses by introducing specialized courses at university levels. India can also foster cybersecurity innovation through better industry-academia collaboration.



**ABHIJIT TANNU**  
CTO, SECLORE

## CISOs are investing in building a culture of Zero Trust

### Evolving cybersecurity industry in India

Modern CISOs are battling unconventional cyber threats at far more increasing frequencies than before. India witnessed 13.91 lakh cybersecurity incidents in 2022, according to a CERT-In report. It is clear that rapid digitalization, remote work, and increased collaboration have made enterprises vulnerable.

Customer-centric enterprises are no longer complacent about cyber security. They are asking if their existing cyber risk programs can tackle emerging risks and how they can foster a culture of risk awareness and resilience. Along with creating new growth opportunities, CISOs are leveraging digital technologies to build a culture of Zero Tolerance, and looking towards concepts like Secure Access Service Edge (SASE) and consumer privacy rights.

### Biggest challenges for Indian businesses

Ransomware, data leaks, phishing, and malware attacks are some of the cybersecurity challenges facing Indian businesses. Digitalization has also increased mobile and internet banking fraud, currently some of the biggest concerns for banks. According to Deloitte India's Banking survey 2022, 40% of the frauds in India can be attributed to digital and cyber-related issues. Enterprises can no longer just react to a threat or vulnerability. They have to be able to look into the future, proactively identify risks, and be prepared. CISOs are already investing in building a culture of Zero Trust through frequent training and workshops. An organization is truly secure when everyone in the organization realizes the need to be aware and understands the impact of cyber threats. Additionally, CISOs can invest in platforms and solutions that provide end-to-end data protection and decrease threat and risk exposure across the organization. They can use AI- and ML-based platforms for security automation, malware analysis, containment, and eradication.

### Potential risks associated with the increasing adoption of emerging technologies

Emerging technologies are transforming the way businesses operate – ChatGPT, for instance, is considered revolutionary by many experts. With many of these technologies working on a foundation of a humongous amount of data, there is an increased risk of data leaks and exposure. Platforms like ChatGPT that use Natural Language Processing (NLP) can be used to produce sophisticated phishing emails and used for nefarious purposes. Future-proof businesses should put strong cybersecurity safeguards in place and make sure their systems are trained on various datasets. In order to remain ahead of potential dangers and hazards, they must also keep up with the most recent advancements and best practices in these technologies.



**SARAVANAN SHANMUGAM**  
VP – INFRASTRUCTURE MANAGED SERVICES, BCT

## Indian businesses and government agencies need to continuously update and improve their cybersecurity measures



### Evolving cybersecurity industry in India

Gartner has predicted that by 2025, there could be a three-fold increase in software supply chain attacks compared to 2021, affecting 45% of global organizations. To tackle these challenges, the Indian government has taken several steps, such as establishing a national cybersecurity policy and creating the National Critical Information Infrastructure Protection Centre (NCIIPC) as a dedicated cybersecurity agency. Additionally, various Indian organizations have implemented their own cybersecurity measures, such as investing in technologies and services to safeguard against cyber threats and providing training to their employees to identify and prevent future cyber-attacks. These technologies include AI, Automation, Blockchain, Intrusion Detection Systems (IDS) and Intrusion Prevention Systems (IPS), which are used to monitor network traffic and detect any unauthorized access or suspicious activity.

### Biggest challenges for Indian businesses

India has been facing a significant increase in cyber threats in recent years, with phishing, malware, and ransomware being the most common types of attacks. Phishing attacks, in particular, have been on the rise. India's large population and growing economy make it an attractive target for cybercriminals, and it is therefore important for individuals to take steps to protect themselves. This includes using strong passwords, keeping software and operating systems up to date, using reputable antivirus and firewall programs, being cautious about clicking on and downloading suspicious links, and avoiding using public Wi-Fi without a VPN. Implementing strong security measures such as two-factor authentication, data encryption, and regular data backups can help protect against these threats.

### India improving its cybersecurity readiness

There are still several challenges that India faces in terms of cybersecurity. One of the biggest challenges is the increasing number of cyber-attacks on Indian businesses. Hackers are constantly finding new ways to breach security measures and steal sensitive information. Malware and viruses continue to be a major threat, as do phishing attacks that trick individuals into revealing their personal information.

India's rapidly expanding digital infrastructure creates new vulnerabilities that hackers have the potential to exploit. This makes it essential for Indian businesses and government agencies to continuously update and improve their cybersecurity measures.

In addition to this, the cybersecurity skilled force is growing rapidly in India. 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. India has a large and growing pool of skilled IT professionals, and many of these professionals are choosing to specialize in cybersecurity.

**KAP PRABHAKARAN,**  
VP ENGINEERING, HONEYWELL CONNECTED ENTERPRISE INDIA

## Artificial intelligence has the potential to revolutionize security with significant risks



### Evolving cybersecurity industry in India

Over the last decade, Internet penetration in India has gained massive momentum. We have more than 700 million smartphone users and Indians are more digitally savvy than ever before. The Fintech industry is one of the fastest-growing sectors and overall tech startups are on the rise.

Although people consider Cybersecurity to be a niche sector in India or globally for that matter, It is exponentially developing into one of the most integral, vast, and necessary security solutions paving the way for a more secure and dependable future in all things online. A few of the emerging technologies and approaches that are gaining traction are Quantum Computing, Cloud Computing, AI, ML, and IoT.

### Biggest challenges for Indian businesses

One of the largest challenges that Indian businesses face is a shortage of skilled cybersecurity professionals. According to a recent survey, 75% of enterprises are finding it hard to find suitably skilled cybersecurity professionals. Another consideration is the existing pool of cybersecurity professionals that need to constantly keep upskilling themselves in order to handle dynamic cyber threat scenarios and align with rapid digital transformation happening across sectors.

In most enterprises, the cybersecurity department is still considered part of the engineering department and there is a special focus on enhancing the defenses proactively. Cybersecurity measures are often treated as a reactive approach which means once a data breach occurs, then enterprises start measures on how to mitigate and consider learning to build defenses. However, they are not concerned with preventing breaches altogether. So, to start with, the thought process and outlook toward cybersecurity are required to be changed.

### Potential risks associated with the increasing adoption of emerging technologies

Whenever any new emerging technology gains momentum, the cybersecurity threats around it also tend to increase. In the current scenario, a lot of hackers are already using ChatGPT to create malware and other malicious code.

With new technology, the threat of unknown risks is also present. People get too comfortable with the technology and consider it too safe to disclose personal information which can lead to threats.

As AI, ML & IoT systems collect and process vast amounts of data, there is a risk that this information could be mishandled, either through intentional breaches or accidental leaks. This could result in sensitive information falling into the wrong hands, leading to identity theft, financial fraud, and other forms of abuse. Artificial intelligence has the potential to revolutionize security, but it also poses significant risks. These risks include Lack of Transparency, Bias, discrimination, Lack of Human Oversight, etc.

**SANDIP PANDA**  
CEO & CO-FOUNDER, INSTASAFE TECHNOLOGIES



# WOMEN IN TECHNOLOGY LEADERSHIP

20 INSPIRATIONAL FEMALE  
TECH LEADERS WHO SET THE GROUND IN  
— TECHNOLOGY INDUSTRY —



**SUDHA KV**

VICE PRESIDENT, DELL  
TECHNOLOGIES INDIA



**SINDHU GANGADHARAN**

SVP & MD, SAP LABS  
INDIA AND HEAD, SAP  
USER ENABLEMENT



**KOMAL SOMANI**

WHOLE TIME DIRECTOR  
ESDS SOFTWARE  
SOLUTIONS



**CLAIRE THOMAS**

CHIEF DIVERSITY AND  
INCLUSION OFFICER,  
HITACHI VANTARA



**DR. JESSIE JAMIESON**

SENIOR RESEARCH  
ENGINEER, TENABLE



**VINNY SHARMA**

MARKETING DIRECTOR  
- ASIA PACIFIC &  
JAPAN, SECURONIX



**SQN. LDR. DIMPLE RAWAT**

(RETD.), DIRECTOR  
HR, BARCO INDIA



**DIPTI SINGH**

DIRECTOR - ASI  
PORTFOLIO (IRS) & INDIA  
MARKETING, VERTIV



**ROOPA RAJ**

VP, HEAD OF IT, APJ  
AND GLOBAL HEAD OF  
ENGINEERING, SAAS  
TRANSFORMATION,  
VMWARE



**VAISHNAVI SHUKLA**

HR HEAD, COMVIVA



**VASANTHI RAMESH**

VP OF ENGINEERING  
FOR MANAGEABILITY  
AND DATA PROTECTION,  
NETAPP INDIA



**BELINDA PERVAN**

APJ MARKETING  
VICE PRESIDENT,  
VEEAM SOFTWARE



**MADHUSHREE DUTTA**

HEAD HR, PURE  
STORAGE INDIA



**JHILMIL KOCHAR**

MANAGING DIRECTOR,  
CROWDSTRIKE INDIA



**RAJALAKSHMI**

SRINIVASAN, DIRECTOR OF  
PRODUCT MANAGEMENT,  
MANAGEENGINE



**SHARDA TICKOO**

TECHNICAL DIRECTOR  
- INDIA & SAARC,  
TREND MICRO



**PRIYA KANDURI**

CTO - SENIOR VP-  
INFRASTRUCTURE  
MANAGEMENT & CYBER  
SECURITY SERVICES,  
HAPPIEST MINDS  
TECHNOLOGIES



**ANITA KUKREJA**

HEAD - MARKETING AND  
CHANNEL SALES, ICEWARP



**PRIYANKA SWAIN**

DIRECTOR OF  
ENGINEERING, TALLY  
SOLUTIONS



**RITUPARNA MANDAL**

GENERAL MANAGER,  
MEDIATEK BANGALORE



# WOMEN IN LEADERSHIP ROLES GRADUALLY GAINING GROUNDS

**T**hough we are living in a modern and technologically advanced world, still we find less women representation in leadership roles in tech industry. It is still overcrowded by men due to socio-cultural reasons which do not encourage women to take up challenging careers.

There is no doubt that a strong disconnect lies between the number of women entering the technology space and the rate at which they are promoted and sponsored compared to their male colleagues.

While men are typically promoted on potential, women have to prove themselves before they are promoted.

NASSCOM report reveals that women comprise only 26% of the entire IT workforce of India. Only 9% of women occupy the executive roles in the Indian tech industry. Another report by 451 Research brings forth the fact that women make 34% of the Indian IT workforce and a majority of the workers are under the age of 30. Moreover, the gender parity rate in STEM (Science, Technology, Engineering, and Mathematics) graduates stands at 50:50.

The most important challenge is to retain gender diversity in the middle management and executive roles. It is important to maintain parity from graduate to management level. Many initiatives are being taken these days by the government, NASSCOM and

various tech companies to reduce the gap.

Across sectors, the likes of KPMG in India, Larsen & Toubro, Genpact, JP Morgan, Tata Starbucks, among others, are stepping up programmes to help more women professionals who after a career break are making a comeback into the corporate world. This works at two levels: Improving gender diversity statistics and tapping into an experienced talent pool strong on attributes such as time management and productivity.

Let's take a look at how the women in technology leadership views the situation and their opinion on how the industry as a whole can come forward and eradicate this differentiation.



**SINDHYA GANGADHARAN**  
SVP & MD, SAP LABS INDIA AND HEAD  
SAP USER ENABLEMENT

***"We invest into building, strengthening and supporting every important milestone or career development and holistic growth for women"***

"Over the last two decades, some brilliant female technologists, visionaries, and product leaders have created disruptive solutions and have changed the narrative for young girls who aspire to pursue a career in tech.

Additionally, forward-looking organizations are embracing Hybrid Work or Flex Work, which provides an even better opportunity to address the skewed gender ratio in the workplaces. Leaders are finally realizing that I&D is no longer just the right thing to do; it is a business decision that has a direct impact on the bottom line of the organization

"The relative representation of women in technical roles declined between 2018 and 2022, according to LeanIn.org and McKinsey & Company data. As per the survey of 40,000 employees and 333 organizations employing more than 12 million people, women are grossly underrepresented in technical and engineering roles, and they constitute less than a third of the workforce at entry-level. With technology having such a wide-reaching impact in our everyday lives, we need to make sure the people designing, building and testing this technology represent society as a whole, so gender representation is critical.

At Hitachi Vantara, we firmly believe in the power of technology to contribute to society and protect our planet for future generations. We must incorporate the thoughts, views, and needs of half of our world's population- women - to accomplish these goals.

In the past year, we have made significant progress through investments in family-friendly policies, new healthcare benefits, flexible working, communities that provide safe spaces, new leave policies, education, and mental health support to bring diverse talent into Hitachi Vantara. We have promoted female talent from within and brought in new female talent at leadership levels, including 3 new female global leaders in the past year - Leadership - Corporate Executive Team, Hitachi Vantara and there is still a long way to go. As a part of our constant efforts to promote gender diversity and increase the representation of women to 30 percent by 2025, we are:

**SUDHA KV**  
VICE PRESIDENT  
DELL TECHNOLOGIES INDIA

***"Society and workplace must be responsible to create an unbiased ecosystem for employees"***

"STEM, or technology at large is an extremely fun and inclusive industry. As the industry continues to take center stage across the world, it is becoming one of the most attractive areas for youngsters today.

A large number of women enter the technology workforce, and perform exceptionally well. However, they quit at the mid-level, before making it to the top. Therefore, while there is a significant representation of women in technology, the ladder to leadership levels dwindles. This leads to the leaky bucket phenomenon



**CLAIRE THOMAS**  
CHIEF DIVERSITY AND INCLUSION OFFICER  
HITACHI VANTARA

***"Hitachi Vantara takes up various initiatives to increase women representation"***

- Launching a pilot leadership program through a transformational TED-style speaking course called Amplify with Ginger Leadership Communications, culminating in a range of 'Ideas Worth Amplifying.'
- Running workshops and e-learning programs with Catalyst on Men Advocating for Real Change to inspire and equip men to leverage their unique opportunity to be advocates for change and raise awareness of bias and how to tackle it.
- Co-creating an allyship program with Token Man Consulting and Potentia Talent Consulting, led by our Women of Hitachi employee resource group (ERG), with input from our Rainbow Connection (LGBTQIA+) ERG to include an intersectional lens on gender.
- Providing career development opportunities to our ERG leaders/members through a mix of internal discussion and externally facilitated training.
- Investing in programming for girls studying STEM through our partnership with Visit.org.

where very capable women professionals - after reaching a certain point in their career, drop out due to many obstacles - family responsibilities, workplace biases etc.

It is incumbent upon society and the workplace to create an unbiased ecosystem for all to persevere and excel, so that we do not lose this excellent talent pool midway.

At Dell Technologies, our endeavor is to create a safe, diverse and growth-driven landscape for our employees. This means going beyond the realms of just hiring people from different genders and rather, focusing on creating an inclusive, safe and comfortable workspace for men and women alike. Companies must aim to introduce various sensitization programs, and focus on how their female workforce can make the most of training, and upskill consistently."

because diverse teams are better positioned to unlock innovation driving market growth and enabling nonlinear novel thinking. This year's theme of DigitALL is again an opportunity for organisations to empower millions in a deeply polarized world.

At SAP, we believe a sustainable future requires the development of integrated and transformative technologies along with easy-access to digital training. We have in place targeted intervention amongst young women towards building employable and future IT Skills and workforce readiness. Our goal is to equip them with advanced career training in topics viz., data science, cloud computing, AI, Machine Learning and programming languages; provide them mentorship on how to build a career with IT industry and prepare them for future skills. We invest into building, strengthening and supporting every important milestone or career development and holistic growth for women, to ensure that they can build a success career. Some of our STEM-related skilling initiatives include Code Unnati, Nanhi Kali, and Tech Saksham to name a few."



We need more women to make an intentional choice about a career in technology, through technical and non-technical paths, rather than leaving it to chance. We need more gender diversity to design better solutions to the world's largest challenges. We must create economic independence for more women, close the gender pay gap, and break harmful stereotypes for people of all genders. We must ensure that everyone has the digital skills and technology access needed to provide for their families. We must demonstrate true allyship in everything we do and support others with our knowledge and experience wherever we can."

"At CrowdStrike, we have a keen interest in bridging existing disparities and enabling the use of technology to create a safer, more sustainable, and more equitable future for everyone. We focus on supporting our people in growing their careers, with specific groups dedicated to women, parents, veterans, and people of colour, with the goal of expanding all of our people's perspectives through meaningful connections and conversations with those they might not interact with on a daily basis.

Leaders have the responsibility of supporting women through mentorship programmes, peer training, induction, reskilling, and upskilling courses, which in turn will help nurture their growth. Also, mentorship and guidance from women who have had successful STEM based careers encourage others that there is a pathway for them. Such initiatives can allow women employees to gain knowledge and skills that can open up a variety of career paths within the same company. As part of my contribution to

## JHILMIL KOCHAR

MD  
CROWDSTRIKE INDIA

***"For some women who take on the leadership role, the challenges would be more on the personal front, which is balancing the needs of the family and the demands of work"***

the field, I play an active role as a mentor to women in cybersecurity and to children as part of the Atal Innovation Mission. In partnership with BetterUp, our Learning and Development team provides 1:1 career coaching for women leaders and those returning to work from parental leave.

According to me, for some women who take on the leadership role, the challenges would be more on the personal front, which is balancing the needs of the family and the demands of work. I did have my share of a



few testing times; however, with the excellent support of my family and colleagues at CrowdStrike, I was able to surmount them."



**DR. JESSIE JAMIESON**  
SENIOR RESEARCH ENGINEER  
TENABLE

***"Increased flexibility and remote opportunities are required so that more women take up career in tech industry"***

We're continually striving to promote gender equality in the workplace and in the community at Tenable. The industry must promote an open and supportive environment that unites women and allies from all departments, backgrounds and experience levels. We've taken our own steps to do so, including our employee resource, Women@Tenable, which supports personal and professional growth through shared experiences, resources and development opportunities.

We offer unconscious bias training to all people managers to remove bias from decision-making, including recruiting, promotions and performance review evaluations. We're focused on recruiting top talent with diverse sets of experiences, backgrounds and talent. All of these initiatives help employees feel comfortable being their unique selves in the workplace.

"Not only in technology but in STEM fields broadly, the industry suffers from a lack of women, from all backgrounds. This is because young girls are often discouraged from pursuing STEM fields at an early age. We're starting to see societal views change slowly but there's still more work to be done.

"When we think about diversity, it means respecting people from different backgrounds, cultures and experiences. While we've come a long way, there is still much to do to ensure that we continue to make the workplace equitable for women. Historically, women have been limited to certain industries and have been held to different standards than our male counterparts. This is still largely the case for women in STEM, but we are seeing gradual changes in the industry.

Being vulnerable in the workplace helps build meaningful connections and makes one more authentic when interacting with colleagues. I remember when I started in my career when female leaders wore the same grey suit and conformed to a masculine ideal. Females essentially mirrored men in the way they spoke and acted, often downplaying their femininity and putting on an aggressive personality in order to be heard. I was lucky to have a strong female leader and mentor, Wendy Johnstone, who taught me how to embrace being authentic and vulnerable. She role-modelled how not to succumb to these pressures and how leadership was not about being available 24/7. This advice followed me when I became a mother and had to learn to set different boundaries within my week than in the past.

**BELINDA PERVAN**  
APJ MARKETING VICE PRESIDENT  
VEEAM SOFTWARE

***"A diverse and inclusive work culture should start from the top"***

Setting the example for fostering a diverse and inclusive work culture should start from the top. Having more women in leadership positions and ensuring interviewing panels include better representation of all genders can address unconscious bias when hiring. These are policies and practices that are more often set by our leaders, who must understand where there needs to be more focus to achieve equity.

When we talk about equity versus equality, equity emphasises recognising that people have different needs, whereas equality focuses on treating everyone the same. This results in programs to support working parents, for example, that include flexible working hours to support their children. Understanding the equity/equality difference can also mean implementing greater support for structured programs for women to help them advance their careers, especially seeing that we currently don't see enough women in C-suite roles.

A diverse workforce is a prerequisite to unlocking the full potential of any team or organization. Only through increased inclusion and diversity—of race, gender, perspective and thought—can our industry achieve greater creativity and innovation, think outside the box, and outmaneuver our adversaries.

I believe the empowered workforce is going to require increased flexibility and remote opportunities which will hopefully translate into more women exploring the tech industry as a career.

Over time, I have learned that establishing boundaries (and sticking to them) is so important! Once my work day is over, I try to be diligent about stepping away from the computer and spending time with my family or doing extracurricular activities."



Building that culture may begin at the top, but each individual has their role to play. I've spent the last couple of years getting really involved in mentoring women and giving them guidance on how they can empower themselves and make their workplace culture more inclusive. At Veeam, I am an executive sponsor of our Women in Green and Mentor Labs programs and personally co-lead Mentor Walks Singapore, all of which are aimed at connecting women, sharing experiences and making mentorship accessible. Playing an active role in such programs continues to build better inclusivity, regardless of participants' seniority or gender."



**PRIYANKA SWAIN**  
DIRECTOR OF ENGINEERING  
TALLY SOLUTIONS

***"Flexible work arrangements for women in tech will help maintain their personal priorities thus creating a great work-life balance"***

girls to pursue more in the Science and Innovation sector. Along with this, the industry can invest in sponsoring scholarships and offering mentorship programs to help women pursue careers in the Tech industry. This will help organisations to create a larger pipeline of diverse talents for themselves.

Flexible work arrangements such as part-time work and work-from-home options for women in tech will help maintain their personal priorities thus creating a great work-life balance. Mentorship and networking opportunities for women are an absolute must in my opinion, which can help advancement in their career and hence create a longer work relationship.

I feel being flexible with my schedule along with the right planning and prioritization helps me to cope with most of my tasks, be it at home or in the office. Spending a few minutes before bedtime in planning for the next day goes a long way in organising all my tasks properly.

I believe in enabling my teams and my family so that responsibilities are shared and delegated effectively.

This also allows team members to develop their own skills and take on more responsibility and of course makes my family self-reliant as well.

Above all, having a support system of family, friends, and colleagues is a blessing and I believe it is very crucial for a woman to have this support system."



**VAISHNAVI SHUKLA**  
HR HEAD, COMVIVA

***"Comviva follows a strong culture of encouraging growth mindset and challenge the stereotypes"***

"With the wave of digital transformation across sectors, it is also crucial to bridge the digital gender divide and create a future that is inclusive and equitable for all.

The past few years have magnified the existing gender digital gap, but it has also presented an opportunity to accelerate our efforts towards digital

as well as financial inclusion for women, enabling them to achieve their maximum potential.

As women leaders, I believe it is our responsibility to advocate for policies and initiatives that will help close this gap and guarantee equal access to education, training, and job opportunities. We need to find more 'STEM girls next door' and encourage them to innovate, fail and most importantly, fuel the growth mindset.

The government and policymakers can help address this issue by investing in digital infrastructure and skill development and promoting gender equality.

Let's aim to work together to create a world where diversity and innovation are encouraged and where all women have equal access to technology. We at Comviva have a strong culture of encouraging growth mindset and challenge the stereotypes. We believe that inclusiveness is the only path to sustained success."



**VASANTHI RAMESH**  
VP OF ENGINEERING FOR MANAGEABILITY  
AND DATA PROTECTION, NETAPP INDIA

***"To achieve women driven workplace organizations should have a non-prejudiced and thriving work environment"***

"In the past decade, the emphasis on equal opportunities for women led to a higher representation of women in the IT industry. But we still have a long way to go.

At this juncture, just equal opportunities are not enough. Organizations must create a non-prejudiced and thriving work environment to achieve a workplace driven by women.

As a first step, within an organization, every leader should step up and be an ally in mentoring women and opening avenues to showcase their accomplishments.

Further, organizations must invest in communication tools and networking platforms to help women upskill and build relationships with peers and industry leaders."

"There is a lack of women representation in the Tech industry. Although there have been efforts to increase diversity and inclusion in the Technology sector, women are still grossly outnumbered in many areas of the industry, particularly in leadership roles and technical positions. Several reasons including historical biases and stereotypes have discouraged women from pursuing their career in the Technology and innovation world along with ongoing challenges and discrimination in the workplace.

However, continuous efforts are being taken by organizations to increase diversity and inclusion amongst women employees. This includes initiatives such as mentorship, internship programs, diversity and inclusion training, and efforts to create more equitable hiring and promotion processes.

There is still a long way to go in this journey, however, by working together to address these challenges, we can create a more inclusive and diverse technology industry that benefits everyone.

Creating a sustainable pipeline of talent and increasing women representation at senior levels requires an all-round approach that involves education, mentorship, leadership development and a focus on creating inclusive cultures.

We, at Tally Solutions, are definitely focusing on all these aspects. Tally offers Engineering internships to all including opportunities for women to gain hands-on experience in the Technology industry and provide mentorship and networking opportunities that can be valuable for women as they progress in their careers.

We are also placing greater emphasises on diversity in our hiring processes and trying to build inclusive cultures that support women in the workplace with the likes of flexible work arrangements including work from home options, providing mentorship and being intolerant to any bias and discrimination.

We are leading as an organisation who provides leadership opportunities to senior women. Be it Tally Care, Tally Education, Engineering or Marketing, we have a strong women force in the Leadership leading us all the way.

We are in the process to create leadership development programs specifically for women which can provide the skills and support needed to advance into senior roles and can also help to create a pipeline of future leaders.

The Technology industry should collaborate with educational institutions to encourage



**SQN. LDR. DIMPLE RAWAT (RETD.)**  
DIRECTOR HR, BARCO INDIA

***"Organizations must have a consistent strategic approach to strengthen equality and foster an appropriate ecosystem"***

"As more and more women make their mark in technology, we have also seen remarkable growth in the innovation quotient, leading to better and more advanced solutions and output. The Indian IT industry has shown tremendous improvement in bridging the gender gap and empowering women in technology. Gender parity remains essential to a resilient future, and there is a strong need to provide adequate mentorship and equal opportunities to women in the global STEM ecosystem.

Moreover, organizations need to implement a consistent strategic approach to strengthen equality and foster an appropriate ecosystem with policies aimed at enhancing women's career paths and unlocking innovative upskilling possibilities and technology-based education, starting at the grassroots."



**VINNY SHARMA**  
MARKETING DIRECTOR - ASIA PACIFIC & JAPAN, SECURONIX

***"Women leaders bring a unique set of skills and imaginative perspectives"***

leadership roles. Moreover, there are real-life cases wherein women are paid less than their male counterparts for similar roles. It's not just the corporates to blame but the whole society has inculcated this generational bias that only men can excel in STEM fields, which is not true.

If women are encouraged early on in their lives, there is a lot of potential that can be harnessed to fulfill the STEM talent demand.

We are committed to ensuring diversity and inclusion in our organization. We are constantly working to create a gender-inclusive workplace as it's proven that when women become leaders, they bring a unique set of skills and imaginative perspectives to the table. To this end, we started an EMPOWERHOUR series which runs quarterly to discuss relevant and important topics to continue empowering our workforce around the globe.

EMPOWERHOUR emphasizes the company's commitment to creating an inclusive culture so people can become their best.

Although there are several women role models in the tech field who have broken the traditional glass ceiling, there is still underrepresentation of women in senior

**ANITA KUKREJA**

HEAD - MARKETING AND CHANNEL SALES  
ICEWARP

***"The Tech industry can take several steps to increase women representation"***

"There is a significant lack of women representation in the technology world.

Despite efforts to promote diversity and inclusion, women still face numerous challenges, including gender bias and discrimination, that limit their advancement in this field.

This lack of representation is not only a social justice issue, but it also affects the overall performance of the technology industry by limiting the range of perspectives and experiences that are brought to the table.

IceWarp is committed to creating a sustainable pipeline of talent by investing in initiatives that attract, retain, and develop women in technology.

We offer mentorship, networking, and leadership development opportunities to help women build the skills and relationships needed to succeed in senior roles.

Additionally, we stay cognizant of the diversity and inclusion parameters while recruitment and promotion processes to ensure that we are creating a level playing field for all candidates.

The Tech industry can take several steps to increase women representation, including promoting workplace culture that values diversity and inclusion, providing equal pay and opportunities for growth and advancement, implementing flexible work arrangements, and investing in initiatives that attract and retain women in technology.



I also believe that we need to provide young girls with the necessary education and support to pursue STEM fields and consider careers in technology.

Balancing personal and professional life can be challenging when in a leadership role like mine which also expects me to travel quite frequently, but it is critical for maintaining well-being and overall performance.

To achieve balance, I prioritize self-care, set boundaries, and delegate responsibilities when necessary.

I also make sure to communicate effectively with my team, family, and friends to manage expectations and avoid over-commitment.

Finally, I am intentional about using my time effectively and staying organized to ensure that I am able to meet both personal and professional commitments."

We also recently announced the appointment of Nayaki Nayyar as the CEO of Securonix. She is a seasoned tech professional who has led critical success in prior roles. Not only the CEO but we have several other female leaders in senior roles including myself, who are serving as role models to our fellow female employees.

It is true that being in a leadership role calls for a larger responsibility and requires you to be more actively involved and engaged in all the operations of the organization.

At Securonix, we always make sure that we provide all our employees with a more flexible and empowering work culture so that they can effectively balance their personal and professional lives.

My journey at Securonix has been fulfilling so far as the company gives me ample opportunities to grow and at the same time I am able to lead a healthy personal life. The flexible work environment, excellent work culture and a reliable team helps me strike the right balance between work and home.

I always prioritize quality over quantity and stay on top of my schedule by utilizing my work hours in a way that maximizes my performance.

I also make sure to take frequent breaks to rejuvenate and get back with a fresh perspective."



**RITUPARNA MANDAL**  
GENERAL MANAGER  
MEDIATEK BANGALORE

***"Specific initiatives should be implemented to support women in technology industry"***

jobs are different. Women who aspire to work in technology face many obstacles, from stereotypes about their abilities to a lack of female role models in the industry. It's time for us to recognize the potential of women in technology and create a more inclusive environment for them to thrive.

As India continues to strive for excellence in electronics manufacturing, the government should focus on increasing women's participation in the technology sector to fully realize their potential towards the country's development.

Gender disparity in the tech industry is a pressing issue that deserves the industry's attention. To address this problem, we need to focus on implementing specific initiatives that support women in tech. For example, mentorship programs and diversity hiring targets can help make

"I agree there is significant improvement in the number of women employees in the IT sector, around 36% as per the Government's estimates. This would be seen as a great achievement, but it is not because this is largely the IT services domain. Technology

"Certainly, the lack of women representation in the tech industry is a cause of concern. According to NASSCOM, women only makeup 26% of India's IT workforce. In technical and managerial positions, this underrepresentation is particularly pronounced with just 9% of women occupying executive roles in India's IT sector.

The pressing reasons for this underrepresentation are many, starting with women's education including creating the educational path for them to pursue technology. Engineering and technical colleges have a smaller fraction of women.

A smaller fraction of that makes it to the industry and sustains to create a path for themselves. Even with that there are more female graduates in science, technology, engineering, and mathematics (STEM) at tertiary level in India than in developed nations, there are fewer women tech leaders, role models, and tech startups run by women today. Lack of women representation is accentuated by unconscious biases and stereotypical gender expectations in the society are significant factors that act as barriers to women. Further, women also find it challenging to integrate and balance their personal and professional lives.



**RAJALAKSHMI SRINIVASAN**  
DIRECTOR OF PRODUCT MANAGEMENT  
MANAGEENGINE

***"We have come a long way and technology is a great enabler that helps empower women, boost their self-confidence, and eliminate the fear of failure"***

"While I agree that the number of women in the technology world is less compared to their male counterparts, I wouldn't call it a lack of representation. We have come a long way and technology is a great enabler that helps empower women, boost their self-confidence, and eliminate the fear of failure. In that sense, innovation and technology act as a catalyst and helps streamline gender equality. The responsibility lies with the individual as well to embrace tech with a continuous learning attitude and upskill themselves to take up challenges.

technology centers and research facilities more inclusive for women. We also need to create women-friendly policies for work environments, such as special incentives for women techies and booster programs for women techie start-ups.

Additionally, WFH policies should be revised to allow young mothers to work from home, so that they can balance their work and family responsibilities.

As an entrepreneur in a male-dominated field, I had to work extra hard to build my dream start-up while also fulfilling my roles as a daughter, wife, and mother. Throughout this journey, I learned the importance of staying calm and focused, even in the face of adversities. I realized that perfection is not the key to success, but rather doing your best and learning from your mistakes.

As a leader, I try to motivate my team by fostering a positive, collaborative environment. By building strong personal relationships, we are able to work together more effectively, both in our personal lives and in the workplace. I've found that maintaining an optimistic outlook and a can-do attitude can make all the difference in achieving our goals."

**MADHUSHREE DUTTA**  
HEAD HR  
PURE STORAGE INDIA

***"To increase women representation businesses, policymakers, and the general public need to work together"***

"Tech companies should be involved in promoting education at the ground level by collaborating with educational institutions to offer internships, mentorship, and scholarships to girls and women interested in STEM fields. Moreover, creating mentoring and coaching opportunities for women at engineering colleges can also be a great accelerator for STEM education.

This would help them in gaining real life experience from people in the field and will nurture their interest in the field. Also, collaborating with the government to create policies that will help girls from rural backgrounds to pursue education will also create a huge impact on overall participation of girls in STEM education.



To address the underrepresentation of women and encourage more diversity and inclusion in the sector, businesses, policymakers, and the general public must work together."

Leaders around the world are also trying to educate, mentor, and adopt democratisation. There is still a long way to go, but I believe we are on the right track. Inclusivity and shared responsibility is the key.

The company culture plays an important role in creating the sustainable pipeline for growth. Opportunities are wide open for anyone. At ManageEngine, we ensure that there is openness to ideas and give due credit and recognition as appropriate. We also take care to identify and nurture talent, and provide the required support, guidance, and encouragement by creating a sense of ownership that motivates individuals to accept lead roles.

Be inclusive. Avoid being judgmental and award jobs based on merit, never on gender. Create an environment where both men and women feel confident accepting challenges and aren't afraid to fail. Just like men, women need proper guidance from the leadership staff to advance their careers."



**SHARDA TICKOO**  
TECHNICAL DIRECTOR - INDIA & SAARC  
TREND MICRO

***"To increase women representation in the tech industry, companies must take a multifaceted approach that addresses the root causes of the issue"***

our goal of fostering a diverse and inclusive workplace. One of our key strategies is to keep a close eye on available talent in the market and actively engage with potential candidates who may be a good fit for our organisation, even if we do not have a role open at the time.

We place a strong emphasis on developing women's talent and preparing them for senior leadership positions within our organisation. We are proud to have women in key leadership positions in India, including the Head of Support, the Technical Director, and the Marketing Director.

We offer a variety of upskilling initiatives that empower women to develop new skills and competencies in order to support the growth and development of our female talent.

We also value work-life balance and have implemented flexible work policies that enable our employees to balance their personal and professional lives. This policy has been especially beneficial to our female employees and has supported their growth and development within the organization.

"According to a report by 451 Research, women now make up 34% of the IT workforce in India, with the majority of these workers under the age of 30. Indeed, the youth of the Indian IT labour force has significantly powered its rapid growth, and the country is now almost at a 50:50 gender parity rate in STEM (Science, Technology, Engineering, and Mathematics) graduates. The next challenge is retaining gender diversity through middle management and leadership roles.

As a result, while India has made progress towards gender diversity in the technology industry, challenges in retaining diversity through middle management and leadership roles continue to be a barrier.

Through various initiatives and programmes, Trend Micro strives to achieve

To increase women representation in the tech industry, companies must take a multifaceted approach that addresses the root causes of the issue. Firstly, companies should review and revise their hiring practices to eliminate biases and ensure that they are attracting diverse candidates. Secondly, companies should offer development programs, mentorship, and sponsorship opportunities that support the career growth of women through possible collaborations with schools and universities to pursue STEM (Science, Technology, Engineering, and Mathematics) education and careers. Finally, companies should create a culture of inclusion where everyone feels valued and supported, regardless of gender.

Balancing personal and professional lives can be a challenge, particularly for those in leadership roles. At Trend Micro, we encourage a culture of work-life integration that recognizes that the two aspects of life are interconnected. As a leader, I prioritize self-care, time with family, and hobbies outside of work to ensure that I have the energy and focus needed to be successful.

To achieve this, I have carved out a personal space outside of my work, which I quite zealously guard. My workout time at the gym and certain regular activities with my kids on a weekly or monthly basis are absolute no-go areas, even in grave emergencies. If, by some chance, the boundaries have to be violated because of unplanned travel, etc., I make sure that I more than make up for the transgressions.

Additionally, I delegate tasks and responsibilities to my team to ensure that I can focus on strategic priorities and lead effectively."



**ROOPA RAJ**  
VICE PRESIDENT, HEAD OF IT, APJ AND  
GLOBAL HEAD OF ENGINEERING, SAAS  
TRANSFORMATION, VMWARE

***"In India, efforts have begun to correct this gender imbalance, both in the workforce and in leadership roles"***

several programs that work towards building a pipeline of women leaders.

The VMInclusion Taara program by VMware is designed to empower women in India to thrive in the technology industry from the moment they begin their careers. The program offers a comprehensive suite of resources, including training, mentorship, networking, and career development opportunities, to help women re-enter the workforce after a career break.

We also have mentorship programs and our POD's (Power Of Difference) celebrates diversity. Our inclusive policies and the celebration of diversity are one of the reasons VMware has been regularly ranked as one of the best Employers for Diversity.

Balancing personal and professional life is a challenge for anyone, especially for those in leadership roles who often have to juggle multiple responsibilities. It is even more challenging to play global roles since most of your team are distributed across multiple geographies and so are your stakeholders and customers. However, it is essential to make time for both personal and professional priorities to avoid burnout and maintain overall well-being. By prioritizing, setting boundaries, delegating tasks, empowering teams, practicing self-care, and effective communication, it is possible to achieve a healthy balance between personal and professional life."

"Despite efforts to increase diversity in tech, women continue to be underrepresented in both mid-level technical and leadership positions. According to Skillsoft's 2022 Women in Tech Report - India Region, only 7 percent of the 1,004 women tech professionals surveyed held executive-level positions (CIO, CXO, CISO), while 13 percent held managing director-level positions. Studies have found that women possess a natural advantage when it comes to personality traits for leadership positions. Women were ranked higher in a survey conducted by the Pew Research Center Social and Demographic Trends. In India, efforts have begun to correct this gender imbalance, both in the workforce and in leadership roles.

At VMware, we believe that diversity and inclusion are critical to our success, and we are committed to building a workforce that reflects the communities we serve. To achieve this goal, we have implemented



**PRIYA KANDURI**  
CTO - SENIOR VICE PRESIDENT-  
INFRASTRUCTURE MANAGEMENT & CYBER  
SECURITY SERVICES, HAPPIEST MINDS  
TECHNOLOGIES

***"The ratio of women employees increases in IT industry over last 20 years"***

"There has never been better time than now for women to be in IT & tech in India. Ratios of women employed in the IT industry in India have risen constantly over the past 20 years. Women represent 50% of the graduates in STEM field now while they make up over 30% of IT workforce in India. Western world is in total contrast with this, where women representation in tech fields is far less and declining. Indian tech firms are encouraging women empowerment and introducing numerous women friendly policies to promote workplace diversity & women leadership."

# WITH AN EXPANDING ATTACK SURFACE, CHOOSING THE RIGHT SECURITY STRATEGY BECOMES CRUCIAL

The threat landscape is constantly evolving. On the face of this, what continues to concern an organization is the question of when they are going to be attacked. Developing an incident response capability to identify and contain threats is indispensable for any organization.

Combining cyber investigative services with incident response expertise and digital forensics is going to be critical to manage the growing complexity of modern cybersecurity incidents. In an ever-evolving threat landscape, a strong cyber incident response and forensic capability is what is becoming essentially important for businesses to stay ahead of their adversaries.

While many other developed nations demand that security breach of any kind be reported within 48 to 72 hours, CERT-In (Indian Computer Emergency Response Team), a central government body which collects all the information regarding what types of cyber-attacks are occurring, has set a highly aggressive deadline of 6 hours. The 6-hours window to report cybersecurity breaches as mandated by CERT-In is seen as

a measure to put a check on the ever growing cyber-attacks.

Failure to follow the CERT-In Directions may result in up to a year in jail, a fine of up to INR 100,000, or both. It clearly states that if any organization is found that they willingly default in reporting, under the provisions of sub-section (7) of section 70B of the IT Act 2000, enunciates that “Any service provider, intermediaries, data centers, body corporate or person who fails to provide the information called for or comply with the direction under sub-section (6), shall be punishable with imprisonment for a term which may extend to one year or with fine which may extend to one lakh rupees or with both.”

Also, most of the organizations are in a state of confusion when it comes to

Cybersecurity readiness; either they spend on wrong products or they keep on thinking which way to choose, before which they already get hit by a cyber attack. With a restricted budget, it really is a challenge for customers to choose the right product. It therefore becomes important to identify the available assets in the network, the vulnerabilities posed, protect those assets and remediate the vulnerabilities using tools or devices like Firewalls, patch management solutions etc.

While a cyber attack of any scale is imminent in this age of Internet, let us hear from some of the CISOs and OEMs on what they think are the latest threats are and how should organizations raise their security level -

## Unsanctioned cloud application management continues to be a big challenge

**SEEMA SHARMA**  
GLOBAL CISO – SERVIFY

### Top Security Threats in 2023

“The biggest challenge in 2022 has been the misconfiguration of the security settings of the cloud services. This has compounded with the use of the multi-cloud environment. Because every cloud has vendor specific security controls which not all organizations are aware of. Also not every organization has a matured cloud security posture management program. They even lack skilful resources who are aware of these controls. While configuring and securing their cloud workload, there could be some security oversights or misconfigurations. Plus the cloud can be vulnerable to lot of attacks.

Secondly lot of cloud service providers provide APIs to their customers with the documentation that enables them to easily use those APIs. But these documentations can also be used by cyber criminals to identify and exploit the ways of accessing data from the cloud. In addition to that, with the industry shifting their applications towards micro-services based architecture, lot of services are running with lot of ports open and lot of API communications happening back and forth, these also increases the attack surface area. This also exposes the APIs to cyber criminals.

Thirdly, data loss and data leakage are the biggest threats. This is the same this year as well where both insider and external threats are responsible. The root cause has been the users and programs accidentally deleting some sensitive data. The functionality in the cloud based storage solution which allows you to share data through links and get forwarded to unauthorised users or cyber criminals can be misused to launch cyber attacks.”



## Cyber threats are evolving day by day

**RAVINDER ARORA**  
GLOBAL CISO & DPO – INFOGAIN

### Top Security Threats in 2023

“The biggest challenge would be the rise in phishing attacks. What we are seeing in the last few years is cyber criminals are using new techniques, new ways of sending phishing mails, especially CXO and CFO level scams. Secondly, many organizations have either started or completed their journey to the Cloud. Now these hackers are targeting the sensitive data that is stored on the Cloud. So the security of the Cloud has become even more important. Thirdly, with most of the organizations now working in a hybrid mode, so endpoint security systems are getting hacked very easily by hackers as they can get access to company networks.

### Raising the protection level of the organization

Information security cannot be a blockade in business growth. The information security system department has to become a business enabler. And there is a very thin line. We have to tell the management what are the security risks are and look to mitigating these risks without compromising on the business growth. The most important part is the Top-down approach. Right from the top management to the employees, everyone should be made aware that information security is everyone’s responsibility, and not just the responsibility of the CISO. This is one approach that would benefit the organization as a whole.”



## Training of employees is important to address in-house threats

**BOHITESH MISRA**  
CO-FOUNDER & CTO – AVEXA SYSTEMS

### Data Privacy & Security

“We are developing a connected healthcare analytics platform. This platform is going to be used by patients, hospitals, insurance companies. So the data becomes a very critical aspect of the whole security system. So I believe protecting the patient data is going to be a very critical aspect of the complete application. We are addressing all the concerns of data security and privacy with respect to healthcare data. So with this platform we are trying to ensure that data is secured for all our customers.

### Raising the protection level of the organization

What we believe is that all the data and security aspect is people driven. So we are ensuring that all our systems are protected with respect to Vulnerability Assessment and Penetration Testing (VAPT) and other such tests. We therefore ensure that all our devices are protected. However, we also try to train our people accordingly so that we are protected from in-house threats. With the recent development of ChatGPT and other vulnerabilities and malware discovered every day, we understand that hackers will be more advanced. It is therefore important to make people aware of the highest level of security threats from advanced technologies like these. I believe that awareness is going to be key for successful implementation of security checks and balances.”



## The workforce should adapt to the changing threat landscape

**KUMAR RAVI,**  
CISO – TELEPERFORMANCE INDIA

### Top Security Threats in 2023

“With the pandemic behind us and the Work From Home or the Hybrid working Model kicking in, the threat landscape has expanded multi-fold. Now every endpoint is like an entry point to the organization and that is how the attack surface is getting expanded. Talking about the threats that concern us the most, they are largely related to the malwares, the phishing attacks, because it is more of a distributed architecture now. It is no longer the castle and the moat approach. So malware, phishing, end-user privilege management still continue to be the areas where the industry in general and the companies in particular need to focus on. With the companies now embarking on their cloud journey, even the datacenters have moved out. So the cloud is another avenue that needs to be taken care of very diligently.

### Raising the protection level of the organization

There is definitely a shortage of skilled resources in the cyber security space, not only because there are businesses that have taken their digital transformation journey ahead and hence the use of more digital technologies. It is also because of the evolving threat landscape. It is like the more avenues and platforms you have, the larger the battlefield. You definitely need to have the right skills with you and with the pace technology is changing, we need the workforce that can also adapt to the changing risk landscape.”



## Ransomware going to be the top-notch cyber threat in 2023

**ABHISHEK KUMAR,**  
CEO & FOUNDER - CYBERCONN

### Top Security Threats in 2023

"Ransomware is something which is going to grow manifold in the future. Every other company will be hit by a ransomware. Close to 78% of the organizations surveyed in a particular study admitted that they have been hit by a ransomware. Along with ransomware, ransomware-as-a service is also going to rise. Nowadays hackers are already providing this service and anybody can use this service by running an automated software. Ransomware is undoubtedly going to be the top-notch cyber threat. But along with that, data breach is also going to be another concern going forward. Very soon we are going to see a cyber army attacking business organizations just to stop our business growth in our country. So because of these data breaches a lot of data is going to be available online as we have seen with some recent hacks. So ransomware and data breach are going to be the two imminent threats in the future.

### Raising the protection level of the organization

When a cyber attack happens or when a data breach happens, the company loses a lot of its value – the soft value and then the same day the customer sells their shares and the stock market comes down by millions of dollars if it is a very big company. So in order to grow, now the traditional cyber technologies are not enough. What we need is external security."



## With progressive AI, human operated Ransomware is going to impact a lot of organizations

**SMITH GONSALVES,**  
DIRECTOR & PRINCIPAL CONSULTANT, CYBER SMITH SECURE

### Top Security Threats in 2023

"The way the area of threat landscape is evolving, AI is progressing and the tools like ChatGPT are coming in, I am not surprised to see a mature human operated Ransomware which is going to impact a lot of organizations and a drastic growth in mercenary hackers using human operated Ransomware created by the advanced persistent threat groups and then deliver or proliferate through these mercenary hackers. This complicated attack is going to increase and organizations who have a turnover of around Rs 100 crore to Rs 1000 crore are going to be the victim. On top of that there are issues that are going to be concerning like the spam emails and phishing campaigns, specifically business email compromise which happens to be the key in terms of impersonating and targeting the CEOs and CFOs. Here their systems are going to be targeted to exfiltrate critical information or basically do a financial crime in the organization or target those individuals. On top of these attacks on the intellectual property especially on the data that is stored on the S3 or the blob storage is certainly going to be high.

### Raising the protection level of the organization

When you have state-of-the-art cybersecurity tools, encourage the Indian startup ecosystem with tools like passwordless and zero trust which are basically going to ensure that when someone is attacking your infrastructure he is not going to see the common tactics or the common cyber security tools that are available. Instead he will see the zero trust approach that we in the organization are utilizing."



## Ransomware and Malware continue to trend in 2023

**MOHIT PURI,**  
COUNTRY MANAGER - INDIA & SAARC - SONICWALL

### Top Security Threats in 2023

"In the last two years while we were coming out of the pandemic, Ransomware and Malware are the top trends which have been causing havoc across the globe. So as we go along, this year I see these continuing in the same way because there are so many startups which are coming up nowadays and of course they are not very well equipped with the cybersecurity tools and their whole cybersecurity posture is not up to the mark. So, for the hackers they are very soft targets. So targeting them with Ransomware and Malware attacks is very common and this will be very prevalent in 2023.

### Raising the protection level of the organization

SonicWall is no longer a firewall company; we have end to end security whether endpoint security, email security, the new zero trust which is so much in demand nowadays. So, we are actually looking after the entire security posture of an organization. We now have controls, which can give end-to-end solutions while we grow and of course, we have so many customers wherein we started with firewall, and now we are upselling and cross-selling them with other security measures and that is ensuring us growth as we go along."





The US-based technology firm, Cisco has announced its plans to expand its footprint in India by setting up a new data center in Chennai and upgrading the existing one in Mumbai to offer enhanced security solutions to customers.

During Cisco India Summit 2023 held in Jaipur, Rajasthan, Daisy Chittilapilly, President, Cisco India & SAARC, said, “At Cisco, we are committed to helping Indian organizations enhance security resilience so they can turn their digitization into a competitive advantage. We are introducing innovative cyber capabilities, expanding our security data center footprint, and continuing to build a dedicated engineering workforce in India to help organizations fortify their defenses and catalyze their transformation in the digital age.”

It is also highlighted during the summit that India is a very important market for Cisco and also the second largest R&D center outside the USA. The company also has a sizeable workforce in India in the space of security engineering. These employees are instrumental in not only aiding the innovation of cutting-edge security solutions, but also supporting Cisco’s business model transformation towards software and subscriptions.

Cisco also announced significant security innovations and investments in security infrastructure in the country to help organizations become more resilient and tackle the cybersecurity risks in a hybrid world. The company has introduced new risk-based capabilities across its security portfolio for hybrid and multi-cloud environments in India. These capabilities demonstrate progress towards realizing the full vision of the Cisco Security Cloud, which will safeguard the integrity of an organization's entire IT ecosystem. This includes the latest innovations in Zero Trust, application security, and secure connectivity.

Cisco announced the launch of several new features for its Duo Risk-Based Authentication solution. These features address security issues, including remembered devices and Wi-Fi Fingerprint to authenticate less often in trusted situations, Verified Push to protect against phishing attacks, and expanded SSO capabilities that notify and allow users to reset their passwords before they expire, improving productivity for modern enterprises.

At the same time, as apps become the business, Cisco announced that it has made a significant advancement in its application strategy with the introduction of Business Risk Observability, an industry-first enhancement to its Full-Stack Observability application security solution. Business Risk Observability provides a unique business risk scoring solution that combines Kenna Risk Meter score distribution and Business Transactions from Cisco AppDynamics.

With these new security investments and offerings, Cisco is helping build a trusted and resilient future for the nation.

In another announcement, Cisco reveals that only 24% of organizations in India have the ‘Mature’ level of readiness needed to be resilient against today’s modern cybersecurity

risks, according to Cisco’s Cybersecurity Readiness Index. It has been developed against the backdrop of a post-COVID, hybrid world, where users and data must be secured wherever work gets done. The report highlights where businesses are doing well and where cybersecurity readiness gaps will widen if global business and security leaders don’t take action.

Organizations have moved from an operating model that was largely static – where people operated from single devices from one location, connecting to a static network – to a hybrid world in which they increasingly operate from multiple devices in multiple locations, connect to multiple networks, access applications in the cloud and on the go, and generate enormous amount of data. This presents new and unique cybersecurity challenges for companies.

“Organizations have moved from an operating model that was largely static to a hybrid world, which presents new and unique cybersecurity challenges. In this environment, understanding how organizations are preparing to deal with these new challenges is critical. The Index has been built with a focus on five core pillars of identity, devices, network, applications, and data, and examines organizational postures in securing these,” said Vish Iyer, Vice President, Architectures, Cisco APJC. “These five pillars need to be protected with a mix of point tools and integrated platforms to achieve security resilience while reducing complexity. Only then will businesses be able to close the cybersecurity readiness gap.”

# VAR SECURITY

**“Indian enterprises are well ahead of their global counterparts when it comes to resilience capabilities”**

In a recent chat with VARINDIA, **JYOTI PRAKASH, REGIONAL SALES DIRECTOR, INDIA & SAARC COUNTRIES, SPLUNK** has discussed cybersecurity resilience, to improve performance, to prepare organizations for major disruptions etc.



## Organizations operating efficiently along with digital resilience

Elaborating on the topic Jyoti says, “The pandemic and other major disruptions have changed the reality of how enterprises operate today. Despite these constant changes, customers and consumers continue to expect secure, seamless, always-on digital experiences. Now, more than ever, organisations are required to get their digital ecosystem right in order to stay relevant and competitive. Especially in the context of India, where the availability of 5G promotes innovation and enables new forms of connectivity, it is imperative that organisations develop proactive and competitive digital resilience capabilities. This approach is characterised by advanced capabilities in the areas of - visibility, detection, investigation, response, and collaboration.

In our latest research, we outlined that implementing key drivers such as cross-functional crisis management, automated incident response, and collaboration to support accelerated release cycles enable organisations to kick off their resilience journey. Developing a comprehensive digital resilience strategy across departments will enable them to remain competitive and overcome disruptions. Here, we found out that Indian enterprises are well ahead of their global counterparts when it comes to resilience capabilities - with more than half of them feeling more prepared to cope with disruptions caused by recession or competitors.”

### TO REDUCE DOWNTIME, AND IMPROVE OVERALL PERFORMANCE

Unplanned downtime has varied and wide-reaching implications, with businesses risking both revenue and customer loss. Jyoti further points out, “In fact, per Splunk’s ‘Digital Resilience Pays Off’ research, organisations face an average of \$87 million per year in downtime costs due to lost revenue and productivity. Instead, advanced digital resilience capabilities enable organisations to reduce their downtime costs by an average of \$48 million per year.”

A core tenet that enables advanced organisations to minimise the impact of outages is their level of visibility across their digital systems and leverage on powerful investigation capabilities. In essence, it is the level of ability to collect and analyse data from various sources in real-time, that enables organisations to make timely, informed decisions based on data insights.

“An important technology trend of recent years has been observability, where organisations monitor their operations in real-time to anticipate issues and maintain smooth operations. In addition, businesses can improve efficiency and performance by continuing to invest in automation, disaster recovery, and employee training to reduce downtime and improve overall performance. Almost all organisations experience outages, system failures, and data breaches. By investing in digital resilience capabilities, they can stay resilient over the long term and

continue to perform and innovate securely in the face of disruption,” comments Jyoti.

### BARRIERS PREVENTING ORGANISATIONS TO PREPARE FOR MAJOR DISRUPTIONS

Focusing on narrow aspects of resilience, such as disaster recovery or business continuity planning, is insufficient and hinders businesses’ ability to deal with major disruptions. Jyoti comments, “Instead, investments should be made in proactive, competitive, and advanced digital resilience technology that detect, prevent, recover from, and respond to incidents that could adversely affect operations and hamper growth. Splunk’s unified security and observability platform gives organisations comprehensive visibility at scale, providing IT, security, and development teams with the right tools to work together to stay secure, be adaptable, and creative.”

### POTENTIAL SECTORS FOR FULLY AUTOMATED WORKFLOWS

Delving deep Jyoti says, “In our global survey of over 2,100 security and IT operations leaders across 11 countries undertaken as part of the ‘Digital Resilience Pays Off’ report, we found that among the key sectors where automation is prevalent are financial services, manufacturing, and technology sector.

With the advent of technology-driven financial services, the banking and financial services (BFSI) industry has experienced a revolution. Cloud technology and flexible IT automation platforms have seen the industry

experience rapid improvements in speed, efficiency, and consistency. Data privacy is of paramount concern for businesses in the financial sector and during times of rapid change, they are also more vulnerable. Automation helps them predict and prevent incidents and gives them a foundation of reliability and security, allowing their teams to spend more time innovating and improving on customer experiences instead of troubleshooting and firefighting.”

### MESSAGE TO THE CISOS, CIOs, AND CTOs

CISOs, CIOs, and CTOs can play a critical role in helping their enterprises navigate the winds of change by investing in these long-term capabilities to be a resilient organisation.

- **Visibility:** Invest in the team’s ability to see across their technology environment, including quality and fidelity of data and completeness of coverage
- **Detection:** Implement a data-driven approach to identify potential issues, including detection coverage and alerts
- **Investigation:** Encourage the use of data to search for potential issues and accelerate analysis, including enrichment, threat hunting and searching logs, metrics and trace
- **Response:** The speed in responding to day-to-day incidents by security, IT, and DevOps teams
- **Collaboration:** Take proactive measures to break down silos across SecOps, ITOps, and DevOps. By bringing these teams together, organisations can achieve significant business outcomes, particularly during crises, and become stronger and more competitive.

## Web Werks - Iron Mountain JV Launches its First Data Center in Bengaluru

The Web Werks - Iron Mountain Data Centers (IMDC) Joint Venture announced the launch of their first data center on their campus in Bengaluru, India. The data center is located in the prime area of Whitefield, Bengaluru and is well positioned as a gateway to Southern India. Situated in an 80,000 square feet facility, the BLR-1 is a Tier III-designed data center that can support up to 4MW of IT load.



Nikhil Rathi, Founder & CEO, Web Werks commented, "Web Werks Bengaluru data center will cater to the increasing demand from Hyperscaler and enterprises. We look forward to providing our new customers in South India with reliable and scalable colocation, cloud, storage, and network services. The addition of this data center is part of our national expansion and we are grateful to the Government of Karnataka for their support."

"The BLR-1 data center will help the Web Werks - Iron Mountain JV to meet the growing demand for connected, compliant and sustainable data center services in the region. Bengaluru is an emerging data center market witnessing strong demand for data-driven services, cloud, and colocation. I'm excited to provide our hyperscale, network, content and enterprise customers with additional options to expand with us in this market," stated Mark Kidd, EVP & Global General Manager, Data Centers & Asset Lifecycle Management.

The Web Werks - Iron Mountain JV has undertaken major investments to create a 'String of Digital Pearls' across the nation, committing to deliver operational excellence. The JV recently launched its second data center in Navi Mumbai, and is ready to launch its first data center in Hyderabad. In 2022, the Web Werks - Iron Mountain JV participated in the third ground-breaking ceremony at the Global Investors Summit in Uttar Pradesh, and announced plans to invest in a new hyperscale data center in Noida. Web Werks - Iron Mountain JV will continue to expand in existing markets of Mumbai, Pune and Noida.

## Amazon in advanced discussions to acquire MX Player

Amazon is in talks to acquire MX Player, the video streaming platform owned by Times Internet. The US online retailer has hired one of the Big Four accounting firms to carry out due diligence. The process is expected to take 30-40 days and a deal could happen within two months if all goes well. As per the reports, Times Internet was asking for over \$100 million for MX Player, while Amazon's internal team valued it at around Rs 500 crore (\$60 million). The deal is likely to be in the range of Rs 600-900 crore.

MX Player was purchased by Times Internet for \$140 million in 2018. It claims to have amassed more than 300 million users worldwide. Zee Entertainment and Sony, in addition to Amazon, are reportedly also waiting to make the acquisition.

MX Player has grown significantly in popularity in areas like India in part because it provides free access to a large selection of videos, including live cable TV channels. Consequently, advertising generates the majority of the service's income.

Times Internet is a subsidiary of the 184-year-old Bennett Coleman and Company, which runs more than 30 assets, including the English-language daily Times of India, the news source Indiatimes, business newspaper Economic Times, and advertising agency Columbia.

## Freshworks CEO Girish Mathrubootham pours in Rs 100 cr to setup a football academy at Mahabalipuram

The youth academy - FC Madras, accredited by national governing body AIFF, has come up with a world-class football facility at Mahabalipuram in Chennai.

As per the press release, after a nation-wide scouting programme 50 boys have been shortlisted which will form the academy's first batch. It also mentioned that 2,416 had been taken in for trials from which the top 100 were invited to Chennai for a seven-day rigorous camp.

According to software firm Freshworks founder-CEO Girish Mathrubootham, founder of FC Madras, "It is encouraging to see the government and private companies take a bigger interest in sports and its infrastructure, and with the new FC Madras campus, I believe we have taken another step forward to inspire other leaders and businesses to create similar academies because our future champions need it."

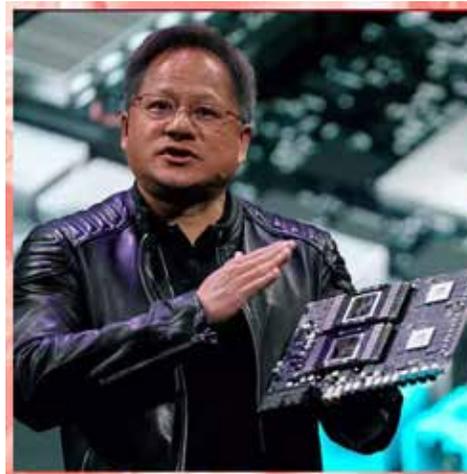
As per media reports, Mathrubootham has poured in an amount of Rs 100 crore from personal capacity towards the building of this academy.

FC Madras offers a scholarship programme for talented young footballers selected through a rigorous nationwide scouting programme. The aim of the academy is to be one of the best finishing schools for football in India that will produce players who will represent India internationally, the release said.

The campus is spread across 23-acre which includes state-of-the-art floodlit football pitches including a hybrid pitch, a functional strength and conditioning centre, medical and recovery facilities, an indoor international-standard futsal pitch, a six-lane swimming pool, a residential hostel and an alternate learning centre that follows the NIOS (National Institute of Open Schooling) curriculum.

## Nvidia set to reveal new AI technologies very soon

Nvidia Corp Chief Executive Jensen Huang is expected to announce new artificial intelligence chips and technologies at the company's annual conference for software developers. Analysts will be watching for the Santa Clara, California-based company to give more details about how it plans to widen accessibility to processing power like that used to develop fast-rising technologies such as the chatbot ChatGPT.



Huang told investors last month that it would launch its own cloud computing service to offer more readily available access to large systems built with its chips.

Nvidia has come to dominate the field for selling chips that are used to develop generative AI technologies. These new technologies rely

on the use of thousands of Nvidia chips to train the AI systems on huge troves of data.

Microsoft Corp, for example, built a system with more than 10,000 Nvidia chips for startup company OpenAI for use in developing the technologies that underpin its wildly popular ChatGPT.

Nvidia faces stiff competition in the AI chip market from AMD and several startup companies. Despite that the company has more than 80% of the market for chips used in training AI systems.



## NetApp appoints Sumeet Arora as VP, IT

NetApp announced the appointment of Sumeet Arora as Vice President of IT, India Global Delivery Center. Arora is an IT industry veteran, bringing with him over 30 years of experience in developing IT strategies aligned with high-performing technology teams.

In his new role, Arora will lead all aspects of the delivery life cycles for the company's IT services. Before joining NetApp India, Arora served as Vice President of IT for Quest Global Engineering Services for ten years, where he delivered a full breadth of IT services in the infrastructure and applications management areas. He also brings with him rich and varied experiences from other global organisations like GE and Tata Motors. Sumeet is an alumnus of Indian Institute of Technology, Bombay, and is Six Sigma Black Belt certified.



## Palo Alto Networks elevates KP Unnikrishnan as CMO, Lisa Sim to head marketing

Palo Alto Networks marketing veteran KP Unnikrishnan (Unni) has been elevated to the position of Chief Marketing Officer (CMO) effective March 4. He will be based in the company's Santa Clara headquarters and report directly to Palo Alto Networks Chairman and CEO, Nikesh Arora.

A seasoned executive with broad international experience, Unni has a proven track record of helping organisations envision their marketing strategy and develop an economic business case. He most recently served as Vice President, Marketing, Asia Pacific and Japan for almost a decade. A transformative marketer with a growth mindset, Unni will lead the global marketing team to further strengthen the positioning of Palo Alto Networks as the distinctive leader in cybersecurity.



## Pine Labs names Navin Chandani as President of its Issuing Business

Pine Labs has announced the appointment of Navin Chandani as the President of its Issuing Business. The Issuing Business of Pine Labs issues prepaid cards, gift cards, rewards, incentives, loyalty programs and several other stored value programs for retail and enterprise clients through its brand Qwikcilver.

Navin is based in Mumbai and prior to joining Pine Labs, he was the Regional Managing Director for India and South Asia at CRIF, a global fintech specialising in credit & business information, analytics, and open banking. Navin has nearly three decades of leadership experience and has worked with companies like Visa and American Express.

Commenting on the appointment, B Amrish Rau, CEO, Pine Labs, said, "We are delighted to welcome Navin, who has rich experience in building high-performance payment businesses across geographies. His wealth of experience and strategic thinking will help us scale further our issuing business."



## OPPO India appoints of Alfa Wang as President

OPPO India announced the appointment of Alfa Wang as its President effective 1st March 2023. In his new role, Wang will lead the company's business strategy and strengthen OPPO's commitment towards the Make in India initiative.

Alfa Wang joined OPPO in 2008, he has been in charge of production, procurement, and administration, he successfully advanced the organizational efficiency, expedited the operation speed, and upgraded internal execution ability efficiently. Wang has been with OPPO India since 2017, while spearheading the company's manufacturing, he also successfully executed the Make in India plan. Along with this, Wang has contributed to various other manufacturing projects across management levels. In keeping with the brand's mission of "Technology for Mankind, Kindness for the World," Wang will focus on supporting OPPO India to increase its synergies for innovation in the country, for India, and the world.



## Honeywell names Vimal Kapur as its next CEO

Honeywell has announced that Vimal Kapur, President and Chief Operating Officer, will succeed Darius Adamczyk as Chief Executive Officer on June 1, 2023. Adamczyk, who became Chief Operating Officer in 2016, Chief Executive Officer in 2017 and Chairman in 2018, will continue to serve as Executive Chairman of Honeywell. Kapur was also appointed to the company's board of directors effective March 13, 2023. These moves ensure a seamless leadership transition and position Honeywell for continued outperformance versus peers.

"Vimal is absolutely the right person to lead our company to the next level of growth and stellar performance. Vimal brings 34 years of deep knowledge about our businesses, end markets and customer needs. His ability to drive our key sustainability and digitalization strategic initiatives, along with his advancement of our world class operating system - Honeywell Accelerator - throughout the organization, gives him an outstanding platform to drive continued outperformance for our shareowners", Adamczyk said.



## Hitachi Vantara ropes in former HPE executive Sheila Rohra as Chief Business Strategy Officer

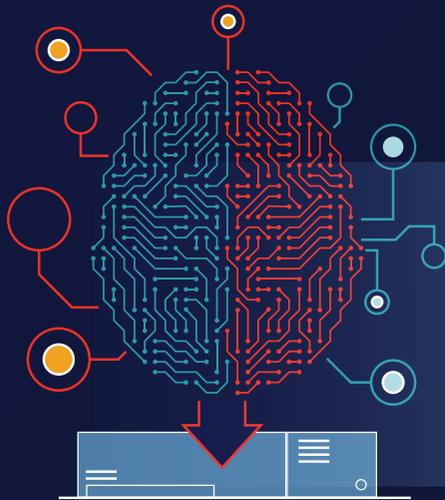
To stay ahead of an ever-changing industry landscape and keep a finger on the pulse of emerging trends, Hitachi Vantara, the subsidiary of Hitachi Ltd., announced that Sheila Rohra has been named Chief Business Strategy Officer (CBSO), effective immediately. The role will enable the company to further create and execute transformative strategies and provide new ways for customers to deal with the many opportunities and challenges they are facing.

Rohra reports directly to Gajen Kandiah, Hitachi Vantara's Chief Executive Officer, and will serve on the company's executive committee.

"Organizations like ours must keep one eye on running the business and the other on what lies ahead so that we are prepared for the demands of tomorrow," said Kandiah. "Sheila has repeatedly demonstrated her ability to identify what's next and create and execute a transformative strategy with great success."

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