INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

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21st
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FORTINET®

Understanding the MSSP and Vendor Business Relationship

"Fortinet empowers MSSP partners to unlock new revenue streams, enhance profitability, and deliver exceptional services. With a comprehensive suite of security-driven networking solutions, MSSPs can meet the evolving needs of digital enterprises. By leveraging integrated technologies, MSSPs can strengthen their strategic value, secure data and infrastructure, and drive success in the ever-changing IT security landscape."

VISHAK RAMAN
Vice President of Sales, India, SAARC, SEAHK & ANZ at Fortinet

MSSP PARTNER PROGRAM

INDIA'S FRONTLINE IT MAGAZINE
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21st INFOTECH FORUM 2023
Theme : OPTIMIZING DIGITAL TRANSFORMATION

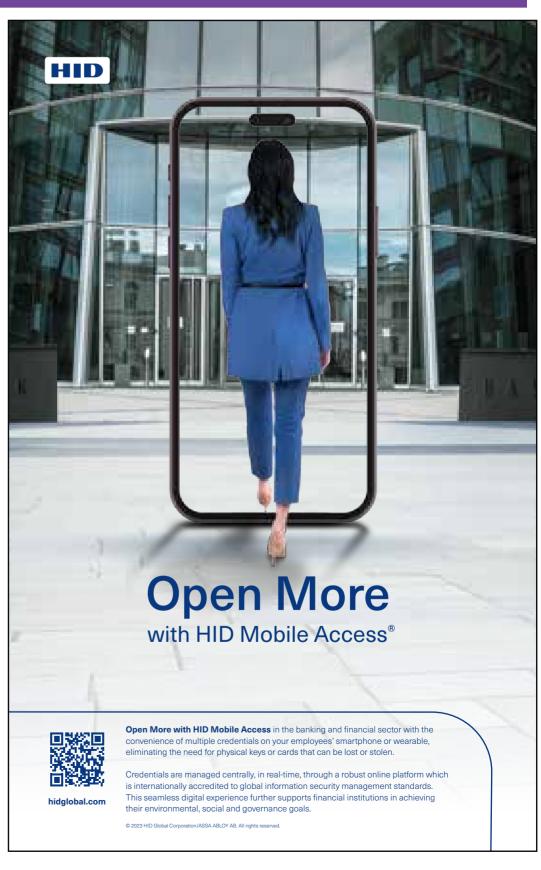## India Launches National Cybersecurity Reference Framework NCRF

The Government of India has been consistently working on providing structured guidance on cyber security to the Critical Sectors of the nation. These include Telecom, Power and Energy, Transportation, Finance, Strategic Entities, Government Entities and the Health sectors. This major initiative is being driven by the National Critical Information Infrastructure Protection Centre under a project funded by the National Security Council Secretariate.

On 12th June 2023, at an event organized at Persistent Systems Limited, Pune, the National Cyber Security Coordinator Lt General Rajesh Pant announced that the first version of this NCRF document has been finalized and it is ready for public release.

Micron announces plan for new semiconductor assembly and test facility in India

Micron Technology has announced plans to build a new assembly and test facility in Gujarat, India. Micron's new facility will enable assembly and test manufacturing for both DRAM and NAND products and address demand from domestic and international markets.

Phased construction of the new assembly and test facility in Gujarat is expected to begin in 2023. Phase 1, which will include 500,000 square feet of planned cleanroom space, will start to become operational in late 2024, and Micron will ramp capacity gradually over time in line with global demand trends.

AI BOOM BRINGS CHALLENGE
FOR TECH COMPANIES

Technological advancements have always helped organizations to scale, but have never really offloaded or augmented human intelligence. The AI boom brings both opportunities and challenges for tech companies. While AI technology holds tremendous potential, it also presents certain challenges that companies must navigate.

Advances in AI are expected to have far-reaching implications for the global enterprise software, healthcare, financial services and cybersecurity industries. A new wave of AI systems will have a major impact on employment markets around the world.

Most of the tech companies are investing heavily into AI. This is because AI has the potential to revolutionize many industries and businesses. For example, AI can be used to improve customer service, develop new products, and automate tasks.

As per the report from PwC, AI-related productivity savings and investments are generating $15.7 trillion worth of global economic output by 2030, almost equivalent to the gross domestic product of China. AI is now the biggest spend for nearly 50% of top tech executives across the economy.

The big tech companies including Google, Microsoft, IBM, Amazon, Apple, Meta and SAP are currently driving an incredible amount of innovation and development, making it difficult to keep up with the constant stream of new models and technologies and are actively acquiring AI startups to strengthen their AI capabilities.

However, Google is now facing competition from OpenAI and Microsoft, particularly in the field of generative AI. At Google I/O, the focus was on Bard, a chatbot aimed at competing with OpenAI's ChatGPT. Some experts feel that Google's recent approach has been reactive and divergent from its innovation-focused past. The company has shifted its AI operations to prioritize quick product launches, which has led to concerns about neglecting its AI history and potentially falling behind in the market.

Leading high-end chipmaker Nvidia, that makes specialist AI chips, has taken advantage of the AI boom, with its graphics cards becoming the de facto standard in data centers around the world. It provides the massive processing power needed to run advanced AI applications. With this Its market value briefly passed $1trn.

Total spending on AI systems is forecast to reach $97.9 billion in 2023, up from $37.5 billion in 2019. For the five-year period ending in 2023, the AI sector is predicted to grow at an annualized rate of 28.4%.

Technology is making inroads in business applications, improving the day-to-day efficiency of knowledge workers, helping scientists develop drugs faster and accelerating the development of software code, among other things.

The development of artificial intelligence (AI) is the most important technological advance in decades. It'll change the way people work, learn, travel, get health care, and communicate with each other. It has the potential to transform industries ranging from medicine to sales to software development. And this potential is finally being realized.

The AI industry is poised to grow to an estimated $126 billion by 2025. Today, AI has become essential for an increasing number of businesses as remote work and reliance on technology are the new daily norm. As the AI goldrush, spearheaded by technologies like Open AI's ChatGPT and Google's Bard, gains momentum, its growing prevalence is driving demand in data centers.

Investors are chasing exposure to generative AI, the technology run by ChatGPT that learns from analysing vast datasets to generate text, images and computer code. Businesses are trying to use generative AI to speed up video editing, recruitment and even legal work. Generative AI can streamline business

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workflows, automate routine tasks and give rise to a new generation of business applications.

Going forward, Artificial intelligence (AI) could replace the equivalent of 300 million full-time jobs. It could replace a quarter of work tasks in the US and Europe but may also mean new jobs and a productivity boom.

AI needs to be deployed in cybersecurity more broadly because it is being used by hackers already, and they can gain an early advantage. At least in the short-term, experts say, generative AI will increase the ability of malicious actors to create social engineering content that makes it harder for users to distinguish it from legitimate data.

A malicious actor may steal email traffic as well as a victim's address book, enabling spear-phishing messages that focus on the content of the victim's recent conversations with each of their contacts, and uses the language and syntax for each.

It is important to be prepared for the changes that AI will bring, and to develop policies that will help people in transition to new jobs.

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An Impactful PARTNER PROGRAM Unleashes Growth and Success

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Understanding the MSSP and Vendor Business Relationship

To build a successful business partnership, MSSPs need vendors who have best-in-class technologies supported by knowledgeable people and proven processes. VARINDIA spoke with Vishak Raman, Vice President of Sales, India, SAARC, SEAHK & ANZ - Fortinet to understand what an MSSP should look for while choosing a cybersecurity vendor -

What are the key differentiators as service providers compete in an increasingly crowded MSSP marketplace?

To differentiate themselves, in an increasingly crowded marketplace, managed security service providers (MSSPs) need integrated security platforms that can protect their customers' network and yet be agile enough to respond to their various business needs.

Partners often build their reputations on the services and technologies they offer. For MSSPs and partners looking to expand their offerings as part of their revenue goals, cybersecurity mesh platforms, like the Fortinet Security Fabric platform, can help them reduce their overhead while also giving customers the solutions they need. The Fortinet suite meets MSSPs demands for convergence, vendor consolidation, ease of management, and can be delivered as hardware, software, in the cloud, or as a service. And all of our solutions run on a single operating system, FortiOS, which improves operational efficiency and provides consistent security no matter where users or applications are located.

How does the Fortinet Engage Partner Program benefit MSSPs?

The Fortinet Engage Partner Program enables MSSPs to take advantage of our tightly integrated, highly automated, and high-performing technologies and improve their profitability by offering them technical training, marketing, and sales support. With Fortinet Partner Specializations, partners can focus on high business demand areas, and once a partner organization becomes eligible for designation as a Specialized Partner, they benefit from visibility as they are listed on the Fortinet Partner Locator for their region.

Fortinet is committed to and continues to invest in our partners, whether they are integrators, managed security service providers (MSSPs), or cloud partners.

We're continuing to provide the tools and support Fortinet partners need to maintain a competitive edge. As part of this commitment, we have updated our Engage Partner program to help ensure that all of our partners have what they need to differentiate, grow, and expand their businesses.

What should MSSPs look for in their cybersecurity vendor?

Just as MSSPs partner with their customers, the security vendor should partner with them. Cybersecurity vendors act as the foundation of the services and offerings an MSSP provides. To build successful business strategies, MSSPs need vendors who have best-in-class technologies supported by knowledgeable people and proven processes.

A vendor who understands an MSSPs business will provide technologies that are integrated and integratable. While an integrated solution incorporates multiple tightly-connected technologies that work together, an integratable solution fits seamlessly into a multi-vendor business technology solution stack.

A vendor's technology services should be flexible, delivering a solution in multiple ways across multiple platforms and should be scalable, combining different features, like converging networking and security, to ensure future growth. When a vendor provides well-defined technology standards, it proves their commitment to MSSPs. By reducing the operational overhead cost per customer, the MSSPs business is made more profitable.

What makes Fortinet the vendor of choice for MSSP partners?

Fortinet empowers partners by providing a robust set of technologies and services that enable long-term strategic business goals. With our broad portfolio of integrated and automated security tools for MSPs and MSSPs, supported by a dedicated Offer Development process and team, partners can offer their customers a broad, single-provider solution that increases average revenue per user. The Fortinet Security Fabric is an integrated and integratable solution, providing the security, performance, visibility, and control that partners need.

In addition, Fortinet provides additional enablement at the technical level, including channel sales engineers (SEs) who are responsible for technical enablement with our partners, with the goal of helping them maximize opportunities and building revenue-generating solutions.

To achieve business success what is the kind of solution checklist a Managed Security Provider should include in their portfolio?

Beyond providing the right services and technologies, MSSPs must also demonstrate their business value. Many customers recognize their security problems but cannot articulate where the MSSP fits into solving them. To demonstrate the vital role they can play in securing customer networks and enabling the business, MSSPs should consider offering services that works as a Mesh to detect, remediate and respond to threats across hybrid networks.

Actionable Alerts As-a-Service

Information overload and alert fatigue is a common problem facing security teams so the ability to address security monitoring is a key requirement. To help address these problems, MSSPs must provide customers with aggregated alerts enriched with context that reduce false positives. MSSPs who can enable prioritization based on severity levels with technology that streamlines task assignments and automate response can differentiate themselves from other providers.

Advance Threat Detection As-a-Service

In addition to alerts, advanced threat detection is also tied to the MSSP's ability to

incorporate advanced threat intelligence into their offering. With threat actors continually improving their tactics, techniques and procedures customers want a provider with real-time access to robust threat intelligence that can quickly detect attacks at machine speed. When combining actionable alerts with high-quality threat intelligence in a single pane of glass, an MSSP can help customers respond to zero-day attacks and other emerging threats, thereby reducing the likelihood of a data breach.

SOC As-a-Service

The cybersecurity talent gap leaves many companies struggling and customers turn to an MSSP to act as their security operations center (SOC) or support their current team. Delivering a range of services from their own SOC, specifically those that can be offered at particular service levels or tailored to individual customer needs. With a fully managed or co-managed SOC service, MSSPs can fill the talent gap by providing the skills customers need.

Automated Response As-a-Service

Some customers may have SOC teams that need augmentation because they are bogged down by manual, inefficient, error-prone, and time-consuming procedures. These customers need automation so that their teams can effectively filter repetitive tasks and focus on more critical issues. .By offering Security Orchestration, Automation and Response (SOAR) with updated playbooks, MSSPs can offer services featuring enhanced detection and accelerated incident investigation and response.

Visibility & SIEM Access As-a-Service

Customers have multiple point products that create gaps in visibility and control. To gain that visibility, many work with an MSSP who can cost-effectively provide them with a cohesive Security Information and Event Management (SIEM) solution. One of the keys to SIEM effectiveness is the ability to ingest large volumes of data from a wide range of vendor products. The ability to provide centralized management and customization options using API integrations is one-way MSSPs can distinguish themselves in the market.

How important is MSSP-Vendor business relationship?

Choosing a vendor is a strategic business decision for managed security service providers, because profitability, growth, and service quality rely on well-defined technology standards. As the foundation for these business outcomes, vendors need to provide the breadth and depth of product offerings that enable MSSPs to address various customer use cases. Simultaneously, a security vendor must offer the flexibility that ensures MSSPs can respond to evolving customer needs. An integrated solution with multiple technologies that work together enables long-term scalability and growth opportunities for MSSPs.

When evaluating a security vendor, MSSPs need to consider their customers' security needs as well as their own business objectives. For MSSPs to add new customers and increase their footprint at existing ones, cybersecurity vendors who offer integrated mesh platform enable them to achieve their business goals. To begin with an MSSP's initial business strategy may have been to provide security operations center (SOC) services. However, as customer needs change, the company may want to add new services like SD-WAN or extended detection and response. An integrated cybersecurity vendor provides all the technologies that an MSSP needs to build a long-term business growth strategy.

While many MSSPs focus on cybersecurity technology capabilities, they should remember that their customers come to them for services. Too often, MSSPs view their vendor relationship as a transactional agreement focused on products. However, when they incorporate cybersecurity vendor experience they can build a relationship that enables long-term business success.

What role should a vendor play in an MSSPs business?

On the other hand the vendors should understand the services portion of the MSSP equation. For MSSP customers, security is one part of a larger business model. For MSSPs, security is the business model. A vendor should corolate its technologies in ways that align with MSSP business and revenue objectives.

A vendor should help in quick business turnaround and time-to-revenue, the average revenue per unit (ARPU) the MSSP needs to generate to return a profit from a new service offering. It should include best practices to bring a consistent set of security policies to all customer deployments. And the vendor should also be part of the sales lifecycle that includes technology discussions, proof-of-concept and validation phase, trials with early adopters and pilot projects, and deployment.

The cybersecurity vendor acts as the MSSP's intermediary between attackers and customers. Thereby vendors must play a responsible role in an MSSPs business so that they in turn can provide their customers with the best security services possible.

MSSPS 'ENGAGE' IN A PARTNERSHIP WITH FORTINET

Harsha Ram
Head – Network Business, Sify Technologies (India)

"Sify's SD-WAN services are a major draw in the Indian Enterprise market due to a strong suite of services that maximize value for our customers.

Being a leader in the managed network services space, Sify benefits from complementary solutions that easily integrate with our ecosystem that also add value to our customers' digital journeys. Fortinet's integrated networking and cybersecurity offerings, including Fortinet Secure SD-WAN, combined with common management and analytics platforms across our SD-WAN, switching and wireless portfolio help us offer seamless solutions to our customers".

Vishal Rally
Senior Vice-President, Product Commercial and Marketing, Tata Teleservices (India)

"Tata Tele Business Services (TTBS) has collaborated with Fortinet to empower Indian enterprises with a secure and reliable connectivity solution that delivers exceptional end-user experiences. By incorporating Fortinet Secure SD-WAN into our portfolio of Core Connectivity, Business Communication, Cloud and SaaS, TTBS has strengthened the ability to meet the increasing demand for integrated and automated security solutions. SD-WAN supports enterprises in their digital transformation efforts by offering unmatched flexibility, scalability, and next-generation security features, along with valuable business intelligence capabilities."

Western Digital establishes a distinctive and central brand through product innovation

With its commitment to shape the future of data storage and management in India, Western Digital continues to deliver scalable, reliable, and cost-effective storage solutions. With the ever-increasing volume of data being generated in India due to digitization and the adoption of technologies like cloud computing, big data analytics, artificial intelligence, and IoT, the brand is constantly innovating to enhance its products.

Khalid Wani, Senior Director – Sales, India, Western Digital, while speaking to VARINDIA shares of how the company visualizes the future of data storage and how the company is focused on offering the best speeds to make storage solutions efficient -

Western Digital is a leading global data infrastructure company that provides an extensive range of purpose-built storage solutions for the storage demands and needs of various industries and consumers. Western Digital brands include SanDisk, WD, Western Digital, SanDisk Professional, and WD_BLACK.

**KHALID WANI
SENIOR DIRECTOR – SALES,
INDIA, WESTERN DIGITAL**

"Western Digital has a broad portfolio across various segments," cites Khalid Wani, Senior Director – Sales, India, Western Digital. For example, when it comes to enterprise, the data storage brand introduced the world's highest capacity drive – Ultrastar DC HC570 22TB CMR drive back in 2022. The drive helps store massive amounts of data reliably, cost-effectively, and energy efficiently.

Western Digital is focused on controlling TCOs and offering sustainable and scalable products to support the growth of SMBs and the enterprise sector. It will continue to focus on capacity in slim form factor for the enterprise sector. Moreover, as it offers its solutions across technologies, for example, SAS, SATA, and NVMe, Western Digital is also focused on offering the best speeds to make storage solutions efficient.

POWERING THE FUTURE WITH INNOVATION

Western Digital is committed to shaping the future of data storage and management in India by delivering scalable, reliable, and cost-effective storage solutions. With the ever-increasing volume of data being generated in India due to digitization and the adoption of technologies like cloud computing, big data analytics, artificial intelligence, and IoT, the brand is constantly innovating to enhance its products.

Through collaboration with partners, Western Digital aims to create a mutually beneficial relationship and achieve greater success. Additionally, the top priority for Western Digital is to provide its customers with high-quality and reliable data storage solutions.

"We are continuously introducing products to address the evolving needs of its customers. This has helped establish us as a trusted brand in the competitive storage industry. We are committed to delivering the best solutions for everyone's data storage needs," says Khalid Wani.

POSITIONING FOR EXCELLENCE

Western Digital recognizes that the technology landscape is constantly evolving and that the products that are mainstream today may not be relevant in the future. As a result, the company has placed a strong emphasis on research and development (R&D) and product engineering development to stay ahead of the curve and anticipate changing customer needs.

Western Digital's large team of researchers, engineers, and scientists is dedicated to developing new technologies and improving existing ones. With this, Western Digital is positioning itself to remain at the forefront of technological innovation and maintain its competitive edge in the industry.

Western Digital has established a distinctive and central brand through product innovation, brand building, and customer engagement. It offers high-quality and reliable storage solutions that cater to the diverse needs of its customers.

"Our HDD technology and capacity leadership provide unparalleled Total Cost of Ownership (TCO) value, while our SSDs offer ultra-high performance. The company acknowledges the different storage requirements of various sectors and offers storage solutions that provide the flexibility and agility required for a smooth digital transformation," explains Khalid Wani.

In addition to product innovation, Western Digital has placed significant emphasis on building its brand through targeted marketing and advertising campaigns. It launched various campaigns, to create awareness around why different storage requirements need different storage solutions.

In line with its corporate sustainability targets, Western Digital announced its ambitious plans of extending the company's core commitment to positively impacting its global environmental footprint. The new targets focus on powering the company's operations with 100% renewable energy, achieving net zero Scope 1 and Scope 2 emissions across the company's operations, as well as water and waste reduction targets.

MY VISION OF A MULTIPOLAR WORLD: HALLUCINATION OR REALITY?

Asoke K. Laha
President & MD, Interra IT

When I look back reflecting on this column, I am imbued with a sense of satisfaction, irrespective of what my esteemed readers might think. I could write on a wide range of subjects. I always tried to give a distinct IT context to all my articles, wherever possible. I tried to attempt subjects that are very relevant, contextual, and even trivial. I have written about, IT, economics, commerce, diplomacy, social subjects, literature, epics and what have you. Now I remember one subject other than politics, that escaped my radar, which I vaguely put as geopolitical. Let me deal with that from my own perspective, with the caveat that it is a subject that I know the least. Yet I always believe that heard melodies are sweet, but the unheard ones can be sweeter.

With that premise, let me kick off my thought process on a subject that I am not even distantly connected. I was born and brought up in an era, where we believed, the world was bipolar. That was the time China was mostly unknown to the world, facing a lot of challenges and vicissitudes. The two forces to reckon with were the United States and the Soviet Union, which ruled the roost. There was the competition between the two in all spheres, such as exerting political influence, making breakthroughs in science and technology, arm-twisting other countries with their economic power, meddling with other countries' political and economic affairs, and the list of their do's and don'ts were long. That bipolar architecture continued for several years, till the chinks appeared in the armory of the Soviet Union.

To cut a long story short, the bipolar world had shrunk into a unipolar world, within no time. The US had become all powerful with the decimation of the Soviet Union. They dictated the world at a time, China was in the making. It took several years for China to reach at the present stage to give a chase to the US, although in the pecking order of countries, China till date is yielding first position to the US. Many theories are afloat about its transition. China has invested hugely in science and technology and now it has achieved a critical mass to dictate terms in its own way while continuing with its unblemished commitment to progress. Still, that process of consolidation is continuing in various forms and hues. That also happens at a time, the world is still back to the bipolar architecture wherein the US and China are pulling their powers in their own way, captivating as many countries on their own sides either by lure or fear or both. China's preoccupations in Indochina, Africa, and some of the East European countries along with its now close ally-Russia-can be seen everywhere, as a testimony of a bipolar world.

Is this the final order that is unveiled to us? I do not think so. I feel a multipolar world is in the making. Who will be the major players in that emerging architecture? I have a few predictions. Foremost, the current seemingly bipolar dispensation is a transitionary stage. A tripolar world, where three countries would emerge leaders. Which will be the third country to join with the US and China? Had it been several years ago, I would have bet on Japan, despite its small size and several other disadvantages. But Japan is not in the race because the country had slipped into a morass for several years. My choice is between Germany and Russia. Germany because of its leadership in technology and less based on its propaganda and assertions. Several people believe that propaganda machinery both in the US and China are very powerful though their approaches may be different. The US has subtle platforms to promote its technology and other leadership tractions, whereas China uses a strategy wherein the negative news vibes fail to go beyond the four walls through an archaic method of censorship. That is also a sort of manipulation of the media.

Will the world be a different place to live in the tri-polar architecture? There may be changes in equations, how countries relate to each other, how they trade with each other, how investments are channelized, and a lot more on the economic and commercial fronts. What will be the relationship among the superpowers in the event of a tripolar world? They will compete for supremacy in every aspect of life. I feel the greatest development and challenges are going to be in the sphere of science and technology. Many new things would come into operation, which will have dual use -for good and bad. For instance, there will be aircraft and aerospace vehicles, which can travel much faster than speed so that the time taken for traveling between distant continents is drastically reduced. Can we think of traveling between Beijing and Washington in 30 minutes or so? Both Tesla and Richard Bronson are experimenting with such technologies. From launching stations, the spaceship first enters outer space and then propels towards the destination in a rarified and frictionless space to reach the destination and then descends into the Earth's orbit for landing. One can also extrapolate developments in healthcare and education to visualize hospitals and universities that can serve globally. I feel that very soon the jobs are going to be of a different nature and selection process also will undergo a drastic change. As more and more companies having trans-world operations coming up, there will be a severe crunch in manpower in developed countries. Unlike what is happening now, people will be reluctant to relocate to other countries because of better standard of living and better living conditions in home countries. Countries, which will have low fertility and birth rate will induce people to relocate by offering handsome packages. Free movement of people across the countries will receive high decibel encouragement.

The challenge may come from the very development process itself. Artificial Intelligence, IoTs, etc. will make life easier but will lead to complications. The foremost challenge is the rule of machines over man. It may be presently a utopian concept, but not too distant time, this may become a reality. Next in importance is the dumping of electronic equipment, which can be a problem, because of its adverse impact on environmental degradation. I foresee massive programs being funded by rich countries to counter climate change, which will emerge as the villain in the coming decades. Already, a good number of technocrats are demanding a sort of moratorium on further research into artificial intelligence on the plea that it will have a major impact on humanity. It is not the old reasoning of the replacement of human hands by computers, that is cited; but the emotional discord AI can create in society. There is a growing number of opinions that further breakthroughs in AI may be put on hold at least for some time till an expert group clears the ethical side of such discoveries.

This development is also temporary. Eventually, I visualize a multipolar world, where at least half a dozen countries will emerge as superpowers, who would rule the roost. What will be the criterion for being added to the League of Superpowers? Foremost is the supremacy in technology and its applications. This will be measured in terms of their innovations, discoveries, and disruptions. The second criterion will be inclusivity. Countries should have to ensure a higher standard of living to their people. Thirdly, they should have good support from countries that are not in the league. Fourthly, the countries in the league should be able to exert pressure in changing global narratives, be it trade, investments, technology, and doling out humanitarian aid. Defense preparedness will be another criterion that can push the countries up the ladder.

I venture to add three more countries to the group so to take the total number of superpowers to six. Who are they? They will be either Russia or Germany, who will be left out of the tripolar race. The fifth in number, most probably from Africa. One can speculate on South Africa or Nigeria or even Ethiopia. Finally in the Group of Six, I foresee will be India, if she is progressing well in the next twenty-five years. That I believe, is the rationale of Amrit Kal we are visualizing. Let that be the vision of over 1,7 billion people of India, who will be residing in India by that time.

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Eaton expands manufacturing facility in Puducherry

Intelligent power management company, Eaton inaugurated the expanded Electrical plant in Puducherry. With this expansion, the plant aims to double the capacity of its Medium voltage assembly lines while incorporating enhanced infrastructure. The new block spans an impressive 40,000 square feet and is laid out with cutting-edge manufacturing lines to produce ACBs (Air Circuit Breakers) and MCCBs (Molded Case Circuit Breakers) to ably serve the Electrical Industry deploying the state-of-the-art LEAN manufacturing concepts.

Syed Sajjadh Ali, Managing Director, India, Electrical Sector, said, "The expansion of our Electrical plant marks a major milestone in Eaton's continued growth in India focused on strategic markets and electrical segments. This accomplishment not only demonstrates Eaton's leadership position in the industry but also showcases our commitment to the 'Make in India' initiative, operational excellence, and our relentless pursuit of enlarging our manufacturing footprint to meet evolving demands. By leveraging Industry 4.0 principles, Eaton aims to enhance process capability, optimize production efficiency, and deliver high-quality products to our valued customers."

Hitachi Vantara, Cisco to help customers simplify hybrid cloud management

Hitachi Vantara has announced two new global partnership agreements with Cisco. The agreements bring Hitachi Vantara into Cisco's Service Provider and Solution Technology Integrator (STI) partner programs, respectively, enabling Hitachi Vantara to seamlessly integrate Cisco technologies with its storage products and position the company as a leading data center infrastructure and hybrid cloud managed services provider.

Coinciding with the STI agreement, Hitachi Vantara now includes the Cisco UCS X-Series servers in its offerings to deliver a complete converged infrastructure (CI) solution. The server line becomes part of the "Cisco and Hitachi Adaptive Solutions" portfolio which pairs Cisco compute and networking with Hitachi Vantara's Energy Star-certified Virtual Storage Platform (VSP) to offer customers one of the most reliable, resilient and environmentally friendly IT infrastructure solutions on the market. The solution is now available for Hitachi Vantara customers, helping address a growing market need for converged data center infrastructure.

Accenture to Invest $3 Billion in AI to Accelerate Clients' Reinvention

Accenture has announced a $3 billion investment over three years in its Data & AI practice to help clients across all industries rapidly and responsibly advance and use AI to achieve greater growth, efficiency and resilience.

The investment builds on Accenture's decade-plus leadership in AI. The company's AI expertise spans more than 1,450 patents and pending patent applications worldwide and hundreds of client solutions at scale, ranging from marketing to retail and security to manufacturing. Accenture has embedded AI across its service delivery approach, driving efficiency, insights, and accelerating value for thousands of clients through its market leading platforms such as myWizard, SynOps, and MyNav. Six years ago, Accenture pioneered its responsible AI framework, which is now part of how Accenture delivers its work for clients, is included in the company's code of ethics and underlies its rigorous responsible AI compliance program. Accenture is currently working with many clients on generative AI projects, such as helping a hotel group manage customer queries or a judicial system synthesize judicial process information across hundreds of thousands of complex documents.

BD Software Distribution associates with DocShifter to offer advanced document conversion software

BD Software Distribution has associated with DocShifter, the smarter document conversion software for regulated organisations.

The collaboration of BD Software and DocShifter will provide the Indian market with a simpler and smarter way of high-quality, highly configurable automated high-volume document transformation.

Commenting on the association, the CEO of BD Soft Zakir Hussain, said that "DocShifter is not new to India. Companies with a Global presence are already utilising DocShifter in their India-based operations. With this partnership, we are looking to expand the use of DocShifter in one of the fastest-growing markets in the world. With this partnership, BD Software Distribution Pvt Ltd is taking the next step in expanding its portfolio of products and services. Our existing portfolio was already robust, but this addition enables us to provide the most advanced document conversion solution to both large and small customers. DocShifter software handles the heavy lifting, so we can advise and assist our client as a trusted advisor."

Samsung India unveils the largest Premium Experience Store in Hyderabad

Samsung India has inaugurated its largest Premium Experience Store in Telangana at the Inorbit Mall in Hyderabad. The new store highlights Samsung's entire product ecosystem through exciting zones around Samsung's connected ecosystem SmartThings, smartphones, laptops, audio, gaming and lifestyle televisions. The store also has a Bespoke DIY Customisation Zone where consumers can personalize their smartphones, tabs and covers with accessories, including ones with local Hyderabad flavour.

The store is located in the new premium wing of the popular Inorbit Mall in the Cyberabad area of Hyderabad, which has emerged as a hub of Gen Z and millennials in recent years. At the store, Samsung will host a variety of Galaxy workshops under 'Learn @ Samsung' for tech savvy consumers of the tech hub of India, especially Gen Z and millennials. This will include workshops around consumer passion points such as digital art, doodling, photography, videography, fitness, cooking, coding, music as well as events around the culture and ethos of the city.

LTIMindtree now a part of Microsoft Intelligent Security Association

LTIMindtree has announced that it has joined the Microsoft Intelligent Security Association (MISA).

MISA is an ecosystem of independent software vendors (ISVs) and managed security service providers (MSSPs) that have integrated their solutions with Microsoft's security technology to better defend against a world of increasing threats.

This collaboration and security specializations will allow LTIMindtree to leverage the Microsoft Security product portfolio to enhance its MDR platform and help enterprises prevent, detect, and respond to the most sophisticated cyberattacks in real time with Microsoft Sentinel.

LTIMindtree's MDR is designed to deliver cybersecurity and resiliency services through a modular, systematic, platformized approach. It uses a pay-per-use model coupled with flexible operations, which reduces the load and dependency on in-house security teams and enables swift resolution of issues. Organizations of all sizes can adopt the MDR platform. They can leverage its ecosystem of skilled security consultants, rich library of use cases, playbooks, best practices, and plug-and-play technology to build a cyber-resilient enterprise.

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Adobe collaborates with Google to integrate AI image generation capabilities into Bard

Adobe has announced that Firefly and Express will soon be available on Google's experimental conversational AI service, Bard. With this integration, users can describe their vision to Bard in their own words to create Firefly-generated images directly in Bard.

The images can also be modified using Express to create engaging social media posts, posters, flyers, and more, with inspiration from a vast collection of templates and assets. Adobe says that Firefly will become the "premier generative AI partner for Bard."

Adbe has rolled out the latest beta version of Adobe Express at the Adobe Summit EMEA 2023. An all-in-one app, Adobe Express simplifies and enhances the process of designing and sharing social media posts, videos, images, PDFs, flyers, logos, and more. With its integration of Adobe Firefly, a family of creative generative AI models, Express aims to revolutionise content creation for a wide range of users, from creative professionals to students and large enterprises.

Commvault with New Security Capabilities and Ecosystem Integrations addressing Data Protection

Commvault has announced new security capabilities across its entire portfolio. Signaling the next phase in its evolution, Commvault is helping businesses secure, defend, and recover their data to meet increasingly sophisticated cyberthreats head on. As part of these capabilities, Commvault has expanded its security ecosystem to include product integrations with Microsoft and CyberArk.

Commvault has redefined data protection to include early warning technologies that help to secure against threats before they happen, defend enterprise data if the environment is breached, and ensure recoverability so customers and their data remain resilient in the face of evolving cyber threats. The only data protection vendor with early warning, in-depth threat monitoring, and cyber deception for production and backup environments, Commvault can detect threats in as little as five minutes versus the industry average of 24 hours. Through early detection of zero-day and insider threats, Commvault technology helps protect data against breaches and cyber-attacks.

Available in Q2, Commvault's advanced security features are managed and delivered through the simplicity of the new Commvault Cloud Command interface, providing complete visibility for better business decisions, improved security postures, and preserved data for cleaner, more efficient recoverability.

Savex Technologies firms its footing in Cloud Portfolio with Microsoft

Savex has entered into a distribution agreement with Microsoft to strengthen cloud offerings to its vast set of partners. With this collaboration Savex will focus on Modern Work, Azure Cloud services and Business Applications opportunities. This will support Savex partner network to extend capabilities to their customers' organizations and businesses to modernize office operations, leverage the cloud services and accelerate transformations with new Microsoft-enabled solutions and platforms.

Savex Technologies Pvt Ltd, is one of the largest ICT distribution houses of India. It is known and recognized for its product offerings and vast array of services to its ever-growing partner ecosystem in India. Savex plans to work closely with Microsoft to target all the market segments, including Small, Medium and Corporate customers. Savex will appoint technical resources to support and enable the growth of new business, including dedicated teams to handle both pre-sales and post-sales customer support and conduct enablement training sessions, to equip partners in smaller cities with the necessary knowledge and skills required to pitch and sell Microsoft solutions.

Optoma chooses Supertron Electronics as its National Distributor

Optoma has announced a partnership with Supertron Electronics Pvt. Ltd. as its national distributor for Interactive Flat Panels (IFPs) in India. This partnership will enable Optoma to expand its reach to Tier 2 and Tier 3 cities and provide better after-sales service to its customers.

Supertron Electronics is a leading distributor of IT and consumer electronics products in India. The company has a wide network of retail partners across the country, which will help Optoma to reach a wider audience.

Optoma's IFPs are designed for use in classrooms, boardrooms, and other professional environments. The IFPs feature stunning 4K UHD resolution, multiple easy-to-use annotation tools, and extensive connectivity features. These features make the IFPs ideal for enhanced learning, sharing, and collaboration.

Dell Technologies Project Fort Zero to Transform Security

Dell Technologies introduces Project Fort Zero to provide an end-to-end Zero Trust security solution for global organizations to protect against cyberattacks. The solution will be validated by the U.S. Department of Defense and is part of a Dell Security portfolio expansion.

Project Fort Zero builds on the momentum of Dell's Zero Trust Center of Excellence and partner ecosystem to accelerate Zero Trust adoption. Leading an ecosystem of more than 30 leading technology companies, Dell will deliver a validated, advanced maturity Zero Trust solution within the next 12 months.

"Zero Trust is designed for decentralized environments, but integrating it across hundreds of point products from dozens of vendors is complex – making it out of reach for most organizations," said Herb Kelsey, industry chief technology officer, government, Dell Technologies. "We're helping global organizations solve today's security challenges by easing integration and accelerating adoption of Zero Trust."

Web Werks - Iron Mountain JV to expand its Mumbai data center campus

The Web Werks – Iron Mountain Data Centers (IMDC) Joint Venture (JV) today announced the acquisition of a parcel of land to expand its data center campus with a third facility - MUM-3 - in Rabale, Navi Mumbai.

MUM-3 will be a Tier III-designed data center, that can support 32 megawatts of IT load and has a projected go live date of H2 2025. With the expansion, the data center campus also received approvals for an additional power substation with 120 MVA of capacity.

The new MUM-3 data center will be located close to the highly interconnected carrier hotel MUM-1 and the recently opened MUM-2 facility, which is a standalone purpose-built greenfield data center with 6 megawatts of IT load. Combined, the extended data center campus will allow customers to take advantage of additional, in demand megawatt capacity. The development of the facility will build on an already interconnected ecosystem comprising Tier-1 carriers, 200+ ISPs and three of India's largest peering exchanges, along with cloud on-ramps with major hyperscale cloud providers.

Zero Trust Security: Safeguarding Networks and Data in the Digital Age

With a strong presence in India, Allied Telesis offers a wide range of products and services, including network switches, routers, wireless solutions, IP surveillance, and network management software. The business is committed to offering top-notch goods and services that satisfy the changing demands of its clients. It is dedicated to advancing networking technology and assisting companies in achieving their connection objectives. It is a dependable partner for businesses looking for reliable and scalable networking solutions in India because to a customer-centric approach and a strong focus on quality and reliability. Dattatray Katkar, Head of Sales & Strategic Alliances - INDIA & SAARC- Allied Telesis India Pvt. Ltd focuses on the zero-trust security, its principle, unique challenges etc.

Now-a-days Zero trust security is one such security concept that is receiving a lot of attention. Zero trust security is not industry-specific, but it is especially relevant in fields like manufacturing and healthcare where the presence of OT/IoT devices presents special difficulties for conventional security methods.

On this topic Dattatray Katkar says, "In today's digital landscape, the importance of robust security measures cannot be overstated. One such security model that is gaining significant attention is zero trust security. While zero trust security is not specific to any particular industry, it holds particular relevance in sectors like manufacturing and healthcare, where the presence of OT/IoT devices poses unique challenges for traditional security approaches."

Principle of Zero Trust Security

Zero trust security is based on the idea that all users and devices must first be verified and authorised before being given access to network resources. Zero trust security operates on the presumption that no person or device, whether internal or external, should be automatically trusted, in contrast to traditional security models that mainly rely on perimeter-based defences.

Delving deep about this, Katkar points out, "The concept of zero trust security revolves around the principle of verifying and authorizing all users and devices before granting them access to network resources. Unlike traditional security models that rely heavily on perimeter-based defenses, zero trust security operates under the assumption that no user or device, whether internal or external, should be automatically trusted. This paradigm shift acknowledges the ever-increasing sophistication of cyber threats and the need for comprehensive security measures."

Unique Challenges of Zero Trust Security

Security issues are brought up by the growth of OT/IoT devices in the manufacturing and healthcare sectors. This is addressed by zero trust security, which lowers the risk of harmful activity by demanding authentication and authorization for all devices. Granular access control reduces the danger of breaches even more, especially in the healthcare industry where patient data is so delicate. Pointing out this Katkar says, "In manufacturing and healthcare industries, the proliferation of OT/IoT devices presents a unique challenge. These devices often lack the capabilities to host traditional antivirus software, making them more vulnerable to cyber-attacks. However, since they are connected to the network, they still pose a potential risk. Zero trust security addresses this issue by requiring authentication and authorization for all devices, regardless of their nature. This ensures that only trusted devices and users are granted access to the network, mitigating the potential for malicious activity.

Another key aspect of zero trust security is granular access control. By implementing this approach, organizations can ensure that users and devices are only granted access to the specific resources they require for their designated functions. This not only reduces the attack surface but also minimizes the risk of a security breach. Healthcare organizations, in particular, handle highly sensitive patient information, making zero trust security vital to safeguarding this data from cyber threats. The repercussions of a breach in this sector can extend far beyond financial and reputational damage, potentially jeopardizing patient safety and well-being."

DATTATRAY KATKAR
HEAD OF SALES & STRATEGIC ALLIANCES - INDIA & SAARC- ALLIED TELESIS INDIA PVT. LTD

To conclude

In his concluding words, Katkar comments, "Zero trust security is an essential security model for industries such as manufacturing and healthcare, which heavily rely on OT/IoT devices. By adopting this approach, organizations can fortify their networks and protect their valuable data from cyber threats.

Zero trust security not only addresses the limitations of traditional security measures but also provides a comprehensive framework for authentication, authorization, and access control. As the digital landscape continues to evolve, embracing zero trust security becomes paramount to maintaining a resilient and secure environment for both organizations and their stakeholders."

Qualcomm announces video collaboration platform suite

Qualcomm Technologies has unveiled the Qualcomm Video Collaboration Platform, a new suite of video collaboration solutions that allows original equipment manufacturers (OEMs) to easily design and deploy video conferencing products featuring superior video, audio and customizable on-device AI to power engaging, immersive virtual meeting experiences across enterprise, healthcare, educational, and home environments. The Qualcomm Video Collaboration Platform is a one-stop solution that provides essential hardware and software features specifically tailored for video conferencing so that customers can quickly design and deploy a wide variety of video conferencing products, from enterprise video collaboration systems and huddle room systems to digital whiteboards, to touch controllers and personal devices for the home.

With support for Android and Linux, the three AI-rich platforms offer greater flexibility and ability to customize and deploy video conferencing products across diverse environments. Qualcomm Technologies' industry-leading innovations in connectivity, compute, AI, audio, and video work together to deliver features.

Tally Solutions rolls out TallyPrime 3.0, eyeing on doubling its revenue

Tally Solutions announces the launch of TallyPrime 3.0. With this latest release, comes a completely revamped GST solution, significant improvements in the reporting capability, and better capabilities to help businesses collect outstanding dues faster. Tally Solutions hopes this release will be a steppingstone to double its revenue and take its customer base from 2.3 to 3.5 million customers in the next couple of years.

Tejas Goenka, Managing Director, Tally Solutions said, "Since the start of the GST journey 6 years ago, we have seen many changes by the government both to simplify and tighten the compliance system. Keeping this constant change in mind, we have completely revamped our GST experience to make it tremendously flexible for businesses to remain compliant with confidence. We have also taken our reporting system and introduced the ability to create unlimited custom reports with simple to use search and save capabilities. We are committed to bringing solutions to our customers that they can truly use and grow with." With the multi-GSTIN capability, TallyPrime 3.0 users will be able to manage multiple GSTIN data in a single Tally Company giving tremendous flexibility to the customers to maintain their business data centrally using a single company with ease and efficiency. The new release ensures trailblazing speed while generating GST returns and reconciliation of GSTR 1, 2A and 3B in a much more seamless manner. It offers a digital payment request feature, enabling businesses to enhance operations and scalability.

Salesforce Announces AI Cloud – Bringing Trusted Generative AI to the Enterprise

Salesforce has announced AI Cloud, the fastest and most trusted way for Salesforce customers to supercharge their customer experiences and company productivity with generative AI for the enterprise. AI Cloud is a suite of capabilities optimized for delivering trusted, open, and real-time generative experiences across all applications and workflows. AI Cloud's new Einstein GPT Trust Layer resolves concerns of risks associated with adopting generative AI by enabling customers to meet their enterprise data security and compliance demands, while offering customers the benefits of generative AI. This unique blend of capabilities and security solidifies Salesforce's position as the #1 AI CRM.

At the heart of AI Cloud is Einstein, the world's first AI for CRM, which now powers over 1 trillion predictions per week across Salesforce's applications. With generative AI, Einstein helps make every company and employee more productive and efficient across sales, service, marketing, and commerce.

Fortinet expands its SD-WAN and SASE to new MSSP partners

Fortinet has announced that 11 new managed security service providers (MSSPs) have adopted Fortinet Secure SD-WAN to help drive better business outcomes and experiences for their customers. Sify Technologies, Tata Teleservices, Kyndryl, 11:11 Systems, Claro Empresas, Globe Business, InfiniVAN Inc., KT Corporation,

Neurosoft S.A, SPTel and Solutions by stc join a growing list of service providers across the globe utilizing Fortinet Secure SD-WAN as the foundation for new and differentiated connectivity services without compromising on security.

As MSSPs seek new solutions to stay competitive in the rapidly evolving networking market, Fortinet Secure SD-WAN serves as the foundation for organizations to seamlessly adopt advanced networking technologies including Secure Access Service Edge (SASE), SD-Branch, and Zero Trust Network Access (ZTNA).

Verint Unveils Next-Generation Contact Center as a Service (CCaaS) Transforming the Contact Center Landscape

Verint will demonstrate its Open Contact Center as a Service (CCaaS) platform at Engage 2023 customer conference, the industry's premier customer engagement event in Las Vegas.

Verint's Open CCaaS Platform provides organizations with the foundation to choose the right path for their contact centers now and in the future. This next-generation open platform delivers customer experience (CX) automation while lowering operating costs and ultimately enables brands to achieve best-in-class contact center operations.

Historically, brands built their contact centers on telephony infrastructure and, as the industry started to shift to cloud, the first-generation cloud solutions were telephony-first and closed. Today, brands are focused on using open solutions to increase automation so they can elevate CX across channels.

Hikvision India launches its Ultra Series VDPs DS-KH9310-WTE1 and DS-KH9510-WTE1

Hikvision India has unveiled its Ultra Series VDPs DS-KH9310-WTE1 and DS-KH9510-WTE1 in All-in-one indoor station Category. These All-in-one Indoor Station comes in 7 inch and 10 inch colorful touch screen with resolution 1024 × 600. It supports Android app installation. It works as an open platform for the third-party Smart Home Automation software integration. It facilitates Video Door Phone and live view on mobile phone all-day. It also has built-in Hik-Connect for all-in-one management.

Hikvision Video Door Phone Network Indoor Station is currently available in two models - DS-KH9310-WTE1 (7-inch colorful touch screen) and DS-KH9510-WTE1 (10 inch colorful touch screen). Their resolution is 1024 × 600.Both of these models have UI V2.0, which has user friendly design. It is available in plug and play mode. It has a standard PoE switch. The device receives video call and unlocks via the client software or the mobile client remotely. It supports link to Hikvision devices to build a management center.

LG rolls out UltraPC line-ups - 2023 LG Gram Series

LG Electronics announced the launch of the 2023 LG Gram series and LG UltraPC line-ups, ushering in a new era of performance, portability, and productivity in the world of laptops. Exclusively unveiled on LG's official website these innovative devices redefine the standards of excellence, offering users an exceptional computing experience. With their sleek designs and groundbreaking features, these laptops embody LG's core values and cater to a wide range of lifestyles.

Hak Hyun Kim- Director- Home Entertainment, LG Electronics India said, "Our latest range of laptops showcases our unwavering commitment to providing an exceptional user experience and transforming the landscape of portable computing for our valued customers. These cutting-edge laptops set a new benchmark for excellence in performance, portability, and productivity, delivering an extraordinary computing experience to our customers. With their innovative features and sleek designs, these devices exemplify our commitment to pushing the boundaries of technology and providing the best-in-class products. We are excited to offer our customers a truly exceptional computing experience with the latest LG laptops."

Intel offers Arc Pro A60 and Pro A60M GPUs

Intel introduced the Arc Pro A60 and Pro A60M as new members of the Arc Pro A-series professional range of graphics processing units (GPUs). The new products are a significant step up in performance in the Arc Pro family and are carefully designed for professional workstations users with up to 12GB of video memory (VRAM) and support for four displays with high dynamic range (HDR) and Dolby Vision support.

With built-in ray tracing hardware, graphics acceleration and machine learning capabilities, the Intel Arc Pro A60 GPU unites fluid viewports, the latest in visual technologies and rich content creation in a traditional single slot factor.

Arc Pro A-series graphics offer a new option to the workstation GPU space. Compared to existing Arc Pro products, the Arc Pro A60 and A60M offer double the number of PCIe lanes with 16, twice the memory bandwidth at 384 gigabytes per second, twice the dedicated AI Xe Matrix Extensions (XMX) engines with 256, and twice the number of ray tracing units with 16. They also feature full media encode and decode support, including AV1. These make Arc Pro GPUs ideal for computer-aided design and modeling (CAD/CAM), AI inferencing tasks and media processing in dedicated business environments.

Red Hat launches Open Hybrid Cloud for internal IT

Red Hat has launched Open Hybrid Cloud, an internal IT migration that is believed to be the standard digital hybrid architecture of the future for many enterprises. Open Hybrid Cloud's three core components include a next-generation datacenter focused on building hybrid cloud infrastructure, a "hyperconnected" cloud-adjacent datacenter that enables low-latency data transfers with public cloud, and a hybrid cloud container platform built on Red Hat OpenShift 4.

All hypervisors have similar tools to OpenShift to migrate applications to the cloud. But Red Hat maintains that OpenShift is more open and is the best option to migrate to any cloud.

"The open part of this is we're not locked into any proprietary [cloud] software — we are willing to extend our compute environment anywhere, whether it is Amazon, Google, Microsoft," CIO James Palermo says. "The hybrid part is it can run in multiple environments — run it on premise or extend it to the public cloud environment in a secure manner beyond your corporate presence."

Fujitsu launches blockchain collaboration tech to build Web3 services

Fujitsu has announced the successful completion of a year-long pilot project which began in January 2022 for its proprietary "ConnectionChain" blockchain technology with the Asian Development Bank, blockchain vendor ConsenSys Software Inc., R3, and SORAMITSU, LTD demonstrating its effectiveness in streamlining and enhancing the safety of cross-border transactions (1) of financial securities.

The trials integrated "ConnectionChain" to realize a system that can connect multiple blockchains to securely facilitate transactions between different economic areas. The trials focused on improving cross-border securities settlement in regions including ASEAN, Japan, China and South Korea. Based on the results of the project, Fujitsu will begin offering a trial environment, "Fujitsu Web3 Acceleration Platform," which integrates "ConnectionChain" to enable flexible, secure connectivity across multiple economies from June 30, 2023. Fujitsu's Web3 Acceleration Platform offers a number of "Fujitsu Computing as a Service Data e-TRUST" ("Data e-TRUST") technologies to partners participating in the "Fujitsu Accelerator Program for CaaS," Fujitsu's global partner co-creation program for its Computing as a Service platform.

Seagate unveils Ultra Touch HDD made from at least 30% recycled materials

Seagate Technology introduced the latest Seagate Ultra Touch HDD that is designed with sustainability in mind. This latest addition to Seagate's line of external backup storage drives is created from 30% post-consumer recycled materials by weight and features 100% recyclable packaging. Alongside its previously released premium brand LaCie Mobile Drive which is also manufactured with post-consumer recycled materials, the new Seagate Ultra Touch HDD is part of Seagate's commitment to a sustainable, inclusive, and ethical datasphere.

Inspired by the natural world, the Ultra Touch HDD feature soft tones and a smooth design. Available in two colour options — cloud white and pebble grey, it brings that feeling of nature to your workstation. The Ultra Touch HDD comes with USB-C connectivity and are compatible with Windows PCs, Macs and Chromebooks so you can store media and documents universally regardless of the operating system. On top of that, the lightweight design allows for easy portability to work, school or on the go. The HDDs also come with a complimentary 6-Month Mylio Photos subscription and 6-Month Dropbox Backup Plan on top of the three-year limited warranty and Rescue Data Recovery Services that will help user defend against any potential data loss.

HPE announces new sustainability dashboard and comprehensive portfolio of services

Hewlett Packard Enterprise (HPE) announced the preview of a new sustainability dashboard on the HPE GreenLake edge-to-cloud platform and a comprehensive portfolio of sustainability services. The offerings, which span technology, services, financing, and asset upcycling programs, are designed to help organizations reduce the carbon footprint associated with their IT estates.

"Achieving sustainability targets in a hybrid IT environment can be complex and daunting," said Pradeep Kumar, Senior Vice President and General Manager, HPE Services. "HPE breaks down this complexity with technologies and services that enable organizations to advance from strategy and design to operations and positive impact. Our unique, comprehensive approach helps customers transform sustainability initiatives from incremental pockets of activity to a holistic approach spanning every IT domain."

HFCL bags an order from Delhi Metro Rail Corporation worth ₹ 80.92 Crores

HFCL announced its new order win worth ₹ 80.92 crores from Delhi Metro Rail Corporation (DMRC). As part of this project win, HFCL will be setting up Fibre Optics Transmission System (FOTS) for Delhi Metro Rail Project of Delhi Metro Rail Corporation (DMRC) Limited.

The timeline to execute this order is one hundred and fifty-six weeks from the date of notice to proceed (NTP). Thereafter, HFCL has to provide warranty support for one hundred and four weeks. The company will be involved in the design, manufacture, supply, installation, testing and commissioning of Fibre Optics Transmission System (FOTS) for three priority Corridors of Phase-IV of Delhi Metro Rail Project. HFCL has a strong track record in deploying communication networks for various railway projects globally and domestically, including the Mauritius Metro, the ongoing Dhaka Metro project and Gujarat Metro project coupled with Kanpur-Agra metro rail projects.

Tenda rolls out Wi-Fi 6 Routers 'RX2 Pro' & 'TX2 Pro' for home users

Tenda announces the launch of two new high-performance AX-Series Gigabit Wi-Fi 6 routers for whole-home Wi-Fi coverage for medium and large households. Presenting the new Tenda RX2 Pro and TX2 Pro Dual-Band Gigabit routers featuring the next-generation Wi-Fi 6 technology. The high-performance wireless routers are aimed at those seeking a single router for their medium to large households.

The Tenda RX2 Pro and Tenda TX2 Pro offer the latest dual-band wireless technology featuring AX1500 (802.11 AX) that can deliver high-speed data up to 1.5 Gbps or 1500 Mbps. The 5GHz transmission mode can serve AX-compatible devices with speed of up to 38% faster than conventional Wi-Fi 5 (802.11 AC) routers with data throughputs of up to 1201 Mbps. The 2.4GHz transmission band offers a wider coverage with up to 300 Mbps. Featuring 5 external 6dBi antennas powered by a high-performance signal enhancement module for higher transmission and reception sensitivity, the wireless routers provide a superior whole-home Wi-Fi 6 coverage for medium and large households, and eliminate dead zones.

Acer unveils its first eco-friendly Wi-Fi 6E mesh router - Acer Connect Vero W6m

Acer has unveiled the Acer Connect Vero W6m mesh router, its first eco-friendly Wi-Fi 6E router that incorporates post-consumer recycled (PCR) materials in its chassis and features an Eco mode for efficient energy consumption. The router is powered by a quad-core 2 GHz processor and includes a bundle of enhanced connectivity, coverage, and security features, including Wi-Fi 6E Tri-Band AXE7800 capability.

"We are thrilled to expand Acer's portfolio of network devices with the launch of the Acer Connect Vero W6m Wi-Fi 6E mesh router, engineered with support for Wi-Fi 6E tri-band connectivity to provide swift and secure connections with vast network coverage within any home or office locations," said Wayne Ma, General Manger, IoB, Acer Inc. "The performance-driven router is also the latest addition to our growing Vero line of eco-conscious products, embodying Acer's commitment to fulfilling its environmental responsibility and helping minimize carbon footprint."

Airtel 5G services now accessible to the Kochi water metro route

Bharti Airtel ("Airtel") has announced that its 5G service is now available to customers across Kochi's water metro stations for the first time, adding to the already-live service in all other parts of the island city of Kochi.

Airtel is the first service provider to democratize access to blazing fast 5G speeds to customers travelling on India's first water metro service. Airtel's 5G service is available to customers along the route of the Kerala Water Metro service between the High Court-Vypin terminals and the Vyttila-Kakkanad terminals.

Amit Gupta, COO, Kerala, Bharti Airtel, said, "We are delighted to be at the forefront of such a transformative project, delivering last-mile connectivity. It is yet another milestone in our ambition to deliver blazing fast 5G speeds to as many of our customers as possible, including on waterways. We are thrilled that our customers can now enjoy the power of the 5G service while on the water metro ride and relish the scenic beauty of Kochi."

Xiaomi India unveils its Pad 6 tablet

Xiaomi India has announced the launch of its highly anticipated tablet - the Xiaomi Pad 6, offering users a perfect blend of productivity, creativity, and entertainment.

Powered by the flagship Qualcomm Snapdragon 870 processor, Xiaomi Pad 6 is 24% faster compared to its predecessor. Designed for the modern, on-the-go consumer, Xiaomi Pad 6 comes with a 11-inch display, 2.8K resolution with 309 Pixels Per Inch that make every scene look sharp and clear, and a segment-leading 144hz refresh rate. At just 490 gms, the Xiaomi Pad 6 weighs 21 gms lesser than its predecessor. The Xiaomi Pad 6 comes with a sleek Unibody Metal design, and at just 6.51 mm in thickness, is also one of the thinnest tablets in the segment, making it the perfect companion for productivity on the go.

Available in two stunning colours: the classic Graphite Grey and chic Mist Blue, the Xiaomi Pad 6 sets a new standard for versatility, offering seamless integration of functionality, interconnectivity, style, and performance.

Nelco enhances its satellite communication solutions portfolio with a strategic investment

Nelco has announced its investment in Piscis Networks, an OEM and one of the pioneers in providing SD-WAN solutions (Software Defined Wide Area Network) that improve network performance and reliability. This investment is an important step for Nelco to expand its service portfolio and elevate its position as an integrated network solution provider. This also reinforces Nelco's commitment to deliver comprehensive and innovative satellite communication solutions to its customers. Nelco is focused on creating unparalleled high-quality solutions and services to meet the evolving demands of its customers.

Commenting on this development, P J Nath, MD & CEO, Nelco said, "This investment aligns with our vision to deliver comprehensive satellite communication solutions for our existing customers as well as new market segments. By leveraging the product portfolio and expertise of Piscis, we will augment our service offerings and provide our customers with enhanced satellite communication experiences."

Nelco continues to create newer products and services, further driving innovation in the satellite communication industry and empowering customers across various sectors. With this investment, the Company will enable its customers to further improve their network performance, reliability, and security.

Unlock the future with revolutionary High-Speed 8K HDMI Active Optical Fiber Cables

CADYCE a leader in cutting-edge technology, is proud to announce the arrival of its highly anticipated High-Speed AOC Fiber HDMI Cable series. These innovative cables are designed to revolutionize the way we experience audio and video content, delivering stunning 8K visuals, immersive audio, and unrivaled performance. The cables will be available in 3 different variants depending on the length:

CA-AOC10, CA-AOC15 and CA-AOC20.
The inclusion of Premium Aluminum Connectors in our High-Speed AOC Fiber HDMI Cables sets a new standard for durability, signal integrity, and aesthetics. Crafted with precision and attention to detail, these connectors provide a sleek and robust interface that ensures a secure and reliable connection between devices, offering peace of mind to users.

With the advent of HDMI version 2.1 compatibility, our High-Speed AOC Fiber HDMI Cables bring a host of advanced features to the forefront. Offering an astonishing 8K@60Hz resolution, viewers can now indulge in lifelike visuals with exceptional clarity and detail, ensuring an unparalleled home theater experience.

The integration of Enhanced Audio Return Channel (eARC) support elevates the audio quality to new heights. Compatible with premium audio formats such as Dolby Atmos and DTS:X, these cables enable the transmission of lossless, high-definition audio, creating a truly immersive soundscape that brings movies, music, and games to life like never before.

One of the key features of our High-Speed AOC Fiber HDMI Cables is the lightning-fast 48Gbps data transfer speed. This impressive bandwidth ensures seamless transmission of large files, uncompressed audio and video, and lag-free gaming, catering to the demands of modern multimedia enthusiasts.

By adhering to the latest HDMI version 2.1 standard, our cables support advanced features such as variable refresh rate (VRR) and auto low latency mode (ALLM). Gamers can now enjoy smoother gameplay, reduced input lag, and a competitive edge in fast-paced gaming scenarios.

Built with precision and durability in mind, CADYCE's High-Speed AOC Fiber HDMI Cables feature the highest quality materials, guaranteeing optimal signal integrity, stability, and longevity. The fiber optic technology employed in these cables ensures reliable data transmission over longer distances without any loss or interference, making them ideal for home theaters, gaming setups, and professional AV installations.

IKODOO Buds Z earbuds

Consumer Technology brand IKODOO has introduced IKODOO Buds Z earbuds in India, offering ad-vanced features for an immersive audio experience. With 50 dB Active Noise Cancellation (ANC) and AI-based Environment Noise Cancellation (ENC), these earbuds promise a serene listening environment. In col-laboration with Danish sound technology brand Vifa Sound, renowned for their acoustic expertise, IKODOO ensures superior sound quality. The company promises that its ANC-enabled earbuds will enhance the user experience with superior sound and call quality.

The earbuds supports touch controls that allows easy management of volume, tracks, and calls, while the IKODOO app offers personalized sound preferences. The AI ENC filters block external noise for clear calls. With a remarkable battery life of up to 28 hours, these earbuds provide extended playback. With just 10 minutes of charging, it offers 90 minutes of music playback or 180 minutes of music with the case.

The 10mm PEEk+PU dynamic driver delivers powerful bass and clear treble, preserving the authenticity of the music. Bluetooth 5.3 technology provides stable, low-latency audio within a 10-meter range, supporting quick pairing with Android, Windows, and iOS devices. The IPX4 water resistance rating ensures durability during workouts or outdoor activities.

Vifa Sound's expertise creates a concert-like three-dimensional soundstage effect, immersing users in rich, full-bodied audio. The package includes two IKODOO Buds Z earbuds, a charging box, USB Type-C charging cable, six pairs of eartips, and a quick user guide.

For affordable earbuds with exceptional sound quality, calling capabilities, and a range of features, the IKODOO Buds Z can be a top choice. With cutting-edge technology, reliable connectivity, and an immersive audio experience, these earbuds cater to music enthusiasts and frequent callers alike.

The IKODOO Buds Z is available exclusively on Amazon India with a price tag of Rs.1399/-. The earbuds come in different colour variants of Black, White & Green.

Tech Data brings an enablement platform for partner - Digital Practice Builder across Asia Pacific & Japan

Tech Data announced the launch of Digital Practice Builder – an enablement platform designed to accelerate channel partners' competencies around cloud, security and analytics. The Digital Practice Builder platform builds on the benefits of Tech Data's Centre of Excellence (CoE) to create an end-to-end program to help partners grow within these next-generation technology sectors.

Digital Practice Builder is aimed at enabling partners to keep pace with the complex IT landscape. As an online learning platform for digital enablement, the learning paths covered include sales enablement, marketing, services delivery, strategy development and, training enablement (technical). With the launch of Digital Practice Builder, Tech Data will enable the reseller community across Asia Pacific and Japan (APJ) to access Microsoft's revised partner program. It provides partners the capability to leverage a variety of opportunities aligned with Microsoft Cloud to innovate, scale and differentiate the types of solutions they offer, as well as drive progress toward earning a solutions designation.

"Digital Practice Builder is our newest initiative that enables channel partners to scale their resources, skills and investment holistically, to rapidly develop specialization and differentiation, with the aim of enhancing their business growth potential," said Sundaresan Kanappan, Vice President High Growth Technologies, Tech Data Asia Pacific & Japan. "What sets Digital Practice Builder apart in the industry is its emphasis on learning at scale and convenience, which we anticipate will be a game-changer and catalyst for channel growth."

Axis Communications Recognizes Partner Contributions and Business Innovations at the South Asia Pacific Partner Summit 2023

Axis Communications, the market leader in network video, successfully concluded its first integrated Annual Partner Summit for 2023 in India, representing the entire South Asia Pacific region. Held in Goa, the event brought together industry leaders, technology experts, and Axis partners from the region for a two-day immersive experience to ignite innovation and collaboration in the security and surveillance landscape. The event hosted a total of 166 participants including 129 channel and technology partners.

The summit was attended by senior leaders across different boards and regions from Axis Communications including Boudewijn Pesch, Vice President of APAC; Carl Malmqvist, Regional Director of South Asia Pacific; Mats Thulin, Director of Core Technologies, Sudhindra Holla, Director of India & SAARC, Monica Tomar, Regional Marketing Manager, South Asia Pacific, Amanda Lee, HR Business Partner, South Asia Pacific, and more.

Themed Powered by Partnership, the conversations at the event focused on the growth strategy and vision for Asia Pacific and South Asia Pacific. The two days comprised of topics including industry trends, challenges, and technological advancements designed to empower the Axis ecosystem to build strategic partnerships.

Emphasizing the pivotal role played by Axis channel partners in navigating through a dynamic business environment, Carl Malmqvist, Regional Director, South Asia Pacific, commented, "At Axis Communications, we are driven by partnerships and empowered by the people. The Axis Partner Summit 2023 exemplified this power of collaboration and showcased the unwavering commitment of our partners and leaders. Our esteemed channel partners serve as the bedrock of our achievements, labouring in unison with us to scale the gambit of our success. We are committed to fortifying and expanding our business footprint through a robust channel partner network."

FAIITA has organized interactive session with CMDA Mumbai

CMDA Mumbai with the initiative of Samir Parekh, Vice President – FAIITA has organized interactive session for its members on Thursday 8th June 2023 from 7pm onwards at Hotel Park View, Andheri West, Mumbai. The session was in the form of Open forum on GST. The meet started with National Anthem followed by offering condolence to the departed soul Saifee Merchant, Past President CMDA Mumbai.

The session was led by Kiran Garkar FCA, Chartered Practitioner. Garkar is consultant with various associations and speaker at different forums on the GST subject. His reach experience, knowledge was very much useful to the members. He has addressed the members' queries on the subject matter aptly. His lucid way of interaction on the GST subject to be mentioned.

The session concluded with honoring Kiran Girkar. Samir Parkeh appealed the members to get register to join the Webinar on "Explore and Expand Global Business Opportunities via Hong Kong organized by HKDC in association with FAIITA on 13th June 2023. The members appreciated the initiative of Samir Parkeh.

CP PLUS hosts its annual kick-off meet 2023 in Dubai

CP PLUS recently commemorated its annual kick-off meet for years of delivering excellence in the security and surveillance industry

with a grand celebration in Al Habtoor, Dubai. The kick-off meet was a huge success where CP PLUS team members from across India and Dubai came together to celebrate the amazing feat achieved by CP PLUS in the past year and to strategize what more can be done in 2023-24.

"The journey so far has been phenomenal and humbling for us. And we wanted to celebrate this incredible success with our team without which this wouldn't have been possible. This celebration is dedicated to the 16 years of delivering exceptional excellence, where every year we strive for more. We have come this far, but we still have a long way to go. I am delighted to have a great team to work with and look forward to nourishing and nurturing this association for many more years to come", said Aditya Khemka, Managing Director, CP PLUS.

The annual kick-off meet presented a medium for its team members to come together and share insights, which helps them push forward beneficial campaigns and identify potential and potential trends in the industry. It also provided a platform for team members share ideas and discuss the latest developments in the surveillance technology, which also boosted a collaborative work environment.

Sonos Ray Soundbar

The Sonos Ray is a compact soundbar that delivers impressive sound despite its size. With forward-facing speakers, it ensures consistent audio even when placed in tight spaces. The sound quality is remarkable, providing clear and immersive stereo effects, making it perfect for both TV audio and music playback.

However, it's important to note that the Ray lacks Dolby Atmos support and HDMI connectivity. Instead, it relies on an optical audio cable for TV connection. Its small and lightweight design makes it portable and suitable as a desk speaker. But the limited input options, like the absence of a 3.5mm aux input, can be a drawback unless you have alternative options such as optical output or wireless streaming through Spotify Connect, AirPlay 2, or Sonos' supported music services.

Priced at Rs 39,999 (on amazon), the Sonos Ray faces tough competition. While it lacks Bluetooth connectivity, its Wi-Fi music playback capabilities stand out. It can reach high volumes, perfect for British living rooms, and features a dedicated dialogue enhancer and a night mode for clear audio at lower volumes.

The Sonos Ray comes in black and white, with dimensions of 55.9 x 9.5 x 7.1cm, offering a sleek appearance. It houses two tweeters and two midwoofers, providing a balanced sound experience. Connectivity options include Wi-Fi, optical, Ethernet, IR, AirPlay 2, and Spotify Connect. Supported audio formats include stereo PCM, Dolby Digital, and DTS Surround. Powered by a quad-core 1.4GHz A-53 CPU with 1GB of RAM, it runs on Sonos S2 software.

In conclusion, the Sonos Ray impresses with its sound performance and compact design. Although it lacks certain features and connectivity options found in competing soundbars, its excellent audio quality, versatile placement, and integration with popular streaming services make it a worthy consideration for those seeking exceptional sound in a compact package.

An Impactful PARTNER PROGRAM Unleashes Growth and Success

A partner programme can significantly affect a company's operations by facilitating the entry into new markets, boosting sales, and enhancing the general customer experience. Partner programmes build the greatest network of partners in a variety of industries, including physical security, cyber security, cloud computing, IT operations, and risk management. This increases the value of current infrastructure investments and shortens the time to value. Corporate organisations understand how crucial partner programmes are to assisting partners in expanding their operations and prospering in the IT sector. These programmes give partners access to important tools, knowledge, and assistance that are vital to their success.

Programmes for channel partners also act as tools for inspiring and involving partners, enhancing the value for customers. As the cloud and data centre markets gain popularity, impactful partner initiatives launched by hyperscalers and top cloud computing platforms provide companies with the tools and assistance they need to flourish in the cloud. In order to scale a partner programme effectively, it is also essential to comprehend regional similarities and variations. A well-designed partner programme can boost brand recognition by partnering with trusted brands and aiding businesses in achieving their objectives. On this backdrop, let's hear from the corporate behemoths.

Western Digital fosters a collaborative ecosystem with its Partner Program

Importance of the Partner Program

At Western Digital, our channel partners, are strategic assets to us. They serve as a cornerstone of our business strategy, enabling us to expand our reach, strengthen our market presence, and drive mutual growth with our valued partners. Through this program, we foster a collaborative ecosystem where we provide our partners with the necessary tools, resources, and support to effectively promote and sell our cutting-edge solutions. By leveraging their expertise and market knowledge, we can tap into new customer segments, enhance customer experiences, and deliver innovative storage solutions that cater to evolving market demands. The Partner program truly embodies our commitment to mutual success and cements our position as a trusted leader in the storage industry.

Channel Contribution

By collaborating with our valued channel partners, we aim to expand our market reach, enhance customer engagement, and drive mutual growth. Through our joint efforts, we expect to deliver innovative storage solutions and superior customer experiences, cementing our position as a trusted leader in the industry.

Expectations from Partner Program

Through our channel program, we harness the marketing expertise and expansive network of our channel partners. By offering co-marketing funds, marketing materials, and campaign assistance, we empower our partners to effectively promote our products to their existing customers and target markets. This collaborative approach not only helps us reduce marketing expenses but also extends the visibility of our brand.

Advantages of Channel Programme

Our channel program includes comprehensive training and certification programs for our partners, ensuring that they are equipped to provide high-quality customer support. By empowering our partners to handle technical queries, troubleshooting, and post-sales support, we can reduce the burden on our customer support teams. This approach not only saves costs but also improves response times and customer satisfaction.

KHALID WANI
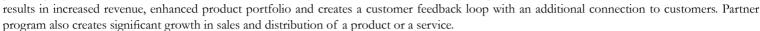**SENIOR DIRECTOR – SALES, INDIA, WESTERN DIGITAL**

Dell Technologies' partner program providing simplicity, predictability, and profitability for partners

Importance of the Partner Program

Channel partners are integral to Dell Technologies' overall success to deliver excellent customer experiences. They have always been the driving force behind Dell Technologies' business growth, and we are committed to strengthening this ecosystem, with renewed focus and ample growth opportunities.

A good partner program is as important for a partner as for a company. It helps them define profitability, training, enablement options for their team, access to special benefits, demo units and a lot more. By leveraging the partner program effectively, partners can grow their revenues, margins and capabilities of their talent pool and, in turn improve relationship with their customers. For Dell Technologies, one of the key benefits of a partner program is to be able to extend its network and improve its reach within the target segments. These results in increased revenue, enhanced product portfolio and creates a customer feedback loop with an additional connection to customers. Partner program also creates significant growth in sales and distribution of a product or a service.

Expectations from Partner Program

The Channel ecosystem has played a pivotal role in expanding our footprint. We aim to grow this further by enhancing partner experience levels and building services led go-to-market strategies, aided by new incentives and distribution support.

We launched our 2023 Partner Program in February with a renewed focus - Together, We Stop at Nothing. This celebrates the sixth anniversary of the program and its continued success with the partner community. We are building upon a position of partner strength. In Q3 of 2022, partners delivered approximately 50% of our overall net revenue, accelerated double digit storage growth, and helped us secure #1 position in the majority of the industry's critical IT infrastructure categories. Dell is focused on fulfilling its customers' evolving needs as well as their broader digital transformation ambitions with new innovations and solutions.

Advantages of Channel Programme

Dell Technologies' partner program has been rated as one of the best in the industry. With the partner feedback process we have in place, we have found that even our partners view our program as simple, predicable and profitable. We are focused on keeping our program structure and engagement with partners consistent while we continue to invest in key focus areas. We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behaviour in a way that promotes customer choice while protecting the integrity of our partner program principles. We make sure that partners are engaged and understand all the capabilities that we have. We listen to our partner's feedback, and we will continue to review our operational model to ensure we're optimizing and simplifying our engagement with partners.

ANIL SETHI
VICE PRESIDENT & GENERAL MANAGER, CHANNELS – INDIA, DELL TECHNOLOGIES

Check Point committed to empower India's cybersecurity landscape through its growth-oriented program

Importance of the Partner Program

At Check Point Software, we firmly believe that the partner ecosystem is critical to scaling our business and view our partners in India as an extension of our team. Check Point is a 100% channel-led organization, and sells all of our solutions and services through our global network of partners, and as such, we are constantly expanding our partner community to support customers in various sectors in need of prevention-first security.

Our Partner Program was crafted to ensure it should be simple, easy to adopt, transparent, and focused on a 'win-win' partnership. We have been focusing on delivering the best growth opportunities and rewards in the industry to help our partners be more successful and profitable. This Partner Growth Program was developed in close consultation with Check Point partners worldwide, with the program giving access to expert support and resources to speed up customer sales cycles.

Check Point has literally doubled down its investment in India, from a channel coverage and channel development perspective. Our partner team size has doubled and so have our investments in our joint GTM strategy with our partners. Check Point facilitates COOP funds as well as Market Development funds to its partners, which can be utilized through various vehicles aimed at demand generation. This year, we intend to invest 35% more as compared to the last year.

Expectations from Partner Program

For close to 30 years, enterprises have relied on Check Point industry-leading solutions to protect their brand, assets, and data from cyberattacks, enabling them to safely and productively accelerate their businesses. With the largest security technology portfolio in the industry, Check Point Software's single-architecture, integrated, intelligence-driven solutions protect customers from the data center to the cloud and all points in between. This gives customers the freedom to create, grow and transform their businesses securely by protecting them against current and potential attacks across all their networks, virtual, cloud, remote office, and mobile environments. In 2023, we expect Check Point India to have one of the largest & most diverse partner ecosystems across the country that will help us serve our customers better across all regions & segments.

Advantages of Channel Programme

Our current Partner Program is centered on activity-based tier criteria that reward partners for taking actions that strengthen their bond with customers. To ensure consistent growth of our partners, Check Point has announced four major initiatives in its global Check Point Partner Growth Program. The new initiatives are designed to increase partners' revenues and profitability throughout the entire sales cycle and include extra discounts for deal registration and new technology sales, a new professional services certification program, pre-packaged lead generation campaigns, and the Enhanced 'White Space' program.

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

The R&M Qualified Partner Program Empowering Success in the IT Infrastructure Industry

Importance of the Partner Program

The R&M Qualified Partner Program (QPP) is meticulously designed to offer exclusive advantages for installers, planners and users of R&M product and solution range. With this Qualified Partner Program, R&M supports and encourages professionals in network technology and structured cabling by which they will increase their expertise and the quality of their projects. The R&M Partner Program establishes specific criteria and standards that partners must meet to qualify. This ensures that partners possess the requisite skills, expertise, and resources to deliver solutions and services of the highest quality. The R&M Qualified Partner Program is a valuable resource for partners seeking success in the IT infrastructure industry. The program offers a wide range of benefits, including comprehensive training and certification, robust support services, a steadfast commitment to quality, and a strong focus on innovation. By participating in this program, partners position themselves favourably in the competitive realm of IT infrastructure.

Channel Contribution

Collaboration and innovation are closely intertwined, and for R&M feedback from partners plays a pivotal role in the development and enhancement of innovative products and solutions. R&M typically establishes various channels through which partners can provide suggestions. These channels may include online feedback forms, dedicated email addresses, and direct communication with R&M representatives.

The company conducts periodic surveys to get input from partners. R&M organize partner meetings or events where partners have the opportunity to share their view directly with R&M representatives. Account managers or relationship managers are assigned to partner accounts. These individuals serve as points of contact for partners and can proactively seek feedback during regular interactions.

Advantages of Channel Programme

R&M's approach towards designing a fair and transparent partnership model involves clear guidelines, objective evaluation processes, defined benefits, open communication, collaborative decision-making, and performance evaluation mechanisms. These steps aim to create an environment where partners can thrive, and understand their role, and the expectations while ensuring equitable treatment and opportunities for success. The company also sets objective qualification criteria for partners to ensure a fair and consistent evaluation process. These criteria may include factors such as expertise, skills, experience, resources, and business capabilities. R&M clearly defines the benefits offered to partners within the partnership model. These benefits consist of training and certification opportunities, marketing support, technical assistance, access to resources, and co-marketing initiatives.

SHAJAN GEORGE
SR. DIRECTOR SALES – PRIVATE NETWORK, R&M

Tenable aiding its technology partners by eliminating barriers

Importance of the Partner Program

Tenable is a channel-first company and our partners are an extension of our business in India and globally. Channel partners play a pivotal role in our business growth by reducing time-to-market, facilitating access to new competitive markets, establishing direct sales channels, and providing training. Their support in growing our business is important to us, especially amidst economic uncertainty across the world.

In a challenging macroeconomic environment, we rely on our channel partners to be more strategic. Our partners have a real opportunity to engage with customers and act as trusted advisors to help them translate raw security intelligence into actionable, risk-based, metrics-driven cybersecurity programs. Channel partners play an important role in framing cybersecurity solutions within the context of specific business needs, which is necessary for customers who want to reduce cyber risk.

Channel Contribution

Tenable is a 100% channel-driven business, which is why we are committed to ensuring our partners have the right resources to work with. Our certification program for channel partners helps MSSPs and resellers with a wide range of sales and technical training content. These come in easy-to-understand educational videos that help our partners design and deploy effective risk-based exposure management solutions.

Expectations from Partner Program

Tenable is now focused on exposure management and with the help of our channel partners we aim to help organisations gain a complete view of their attack surface, identify and mitigate vulnerabilities and misconfigurations, fix identity access management issues, enable them to plug security gaps in the cloud or web apps, identify attack pathways and secure internet-facing assets — all in a unified space. With our channel partners, our goal is to help organisations eliminate data silos. By harnessing the power of extensive security-related intelligence on our platform and the data they generate, Tenable aims to help organisations see through the lens of an attacker, prioritise and eliminate risks and reduce overall cyber exposure.

Advantages of Channel Programme

Tenable's Technology Ecosystem Program offers a range of benefits to empower partners in their go-to-market strategies. These include social media support, collaborative webinar opportunities, chances to contribute thought leadership blogs, logo listing on the Tenable Technology Partner site, access to the Tenable Assure referral program, and more. Moreover, Tenable has always provided its technology partners with complimentary access to its APIs, removing any financial constraints or complications. Additionally, Tenable equips partners with developer quick-start guides, development tools, and support, along with free developer access. They also provide a well-defined validation process, enabling engineering teams to efficiently and effectively create integrations that meet the demands of the market.

KARTIK SHAHANI
COUNTRY MANAGER TENABLE INDIA

Kaspersky Fostering Success through its Partner Program

Importance of the Partner Program

Kaspersky has unveiled a revamped Kaspersky United Partner Program that is designed to bring a unique differentiation for the brand by providing a range of benefits to its partners, including:

1. Access to Kaspersky's world-class security solutions: Partners have access to Kaspersky's range of cybersecurity solutions, including endpoint protection, threat intelligence, and security management.

2. Training and certification: Kaspersky provides training and certification programs to its partners, ensuring they have the skills and knowledge to sell and support its products effectively.

3. Sales and marketing support: Kaspersky offers its partners a range of sales and marketing support, including co-marketing initiatives, financial rebate programs and access to a dedicated partner portal.

4. Competitive margins: Kaspersky offers its partners competitive margins and discounts, ensuring they can offer its products at an attractive price.

5. Technical support: Kaspersky provides technical support to its partners, ensuring their capability to quickly and effectively resolve any issues their customers may encounter.

Advantages of Channel Programme

Kaspersky's partnership allows partner to engage with the company in a mutually beneficial way by providing clear expectations, consistent benefits, and transparent metrics. This allows Kaspersky to maintain a solid and collaborative relationship with its partners, helping to drive the success of both parties.

Kaspersky has taken several key steps to design a fair and transparent partnership model, including:

1. Clearly defined partner requirements: Kaspersky has defined partner requirements, which outline the criteria that partners must meet to be eligible for the program. These requirements are transparent and easy to understand, ensuring that partners know the expectations from the outset.

2. Consistent partner benefits: Kaspersky offers consistent partner benefits, such as access to training and certification programs, sales and marketing support, and technical assistance.

3. Competitive margins and pricing: Kaspersky offers competitive margins and pricing to its partners, ensuring they can offer its products at an attractive price point. It helps to ensure that partners can generate revenue from selling Kaspersky's products and compete effectively in the marketplace.

4. Regular partner communication: Kaspersky maintains regular contact with its partners, providing them with updates on the company's products, services, and partner programs.

5. Transparent program performance metrics: Kaspersky provides partners with transparent program performance metrics, which allow them to track their progress and performance within the program.

ERNEST CHAI
HEAD OF CHANNEL FOR ASIA PACIFIC, KASPERSKY

Unlocking Success through Pure Storage's Comprehensive Partner Program

Importance of the Partner Program

We believe that providing a world class partner program is critical because with our partners' help and our wide range of expertise, we can assist our customers in meeting their business and technology needs in the easiest way possible. We also regularly update our partner program to ensure we're delivering continuous improvements, aligning with partner feedback, customer needs, and our company strategy, to help partners drive faster, smarter, and more innovative business. With the partners that we have signed up with and with the new age partners who want to sign up with us, we believe that the success of our customers and partners is also our success. By partnering with leading hardware, software, and multi-cloud vendors, we ensure fast and reliable solutions along with giving lasting value to their business.

Channel Contribution

Pure continues to be 100% channel led, and is the only storage vendor delivering subscriptions fully through the channel.

Expectations from Partner Program

We expect to drive our customers to great success by giving best-in-class storage solutions and highly skilled expertise. To deliver better business outcomes with innovation and simplicity is our ultimate goal. Through our partner program, we expect to achieve results that were previously unimaginable.

Advantages of Channel Programme

Implementing well-designed partner programmes has helped us reduce our marketing, sales, and customer support spends.

Our channel partners have a robust customer base and market presence. This allows us to tap into their networks and expand our reach. We collaborate closely with our partners to cross promote our products and services through their marketing channels.

Pure Storage always ensures that it does a careful partner selection with effective training and support. Maintaining strong relationships with our partners is also crucial to us for their continued engagement and performance. We deliver the ultimate in simplicity and flexibility - not only in our products but also in the way we enable our partners. Our partners tell us that our program is the most straightforward and is designed to accelerate their business.

JITHESH CHEMBIL
HEAD OF CHANNELS, INDIA, PURE STORAGE

NetApp empowering Growth and Collaboration with its Partner Program

Importance of the Partner Program

Our growth and success are driven by our partners, who are the backbone of our business. Our strategic partner program provides a unified framework, simplifying processes for partners of all types and aligning with their go-to-market strategies. It can be seen as a strategic enabler, fostering collaboration, driving innovation, and delivering value to both customers and partners. The program helps us to continually deliver on customer expectations and satisfaction through collaboration and partner feedback for which we have regular meetings and an advisory board.

Expectations from Partner Program

The launch of our NetApp Partner Sphere Program reiterates our commitment to building a stronger partner network to drive accelerated digital transformation in FY24. Our program provides plenty of avenues to support and enable our partners to thrive in the hybrid multicloud market and seize new opportunities for success.

We are confident that through this program, we will be able to drive increased revenue and profitability for both NetApp and our partners. By leveraging a structured approach to business planning, performance metrics, and incentives, we will align our goals to operate in a mutually beneficial ecosystem.

Advantages of Channel Programme

NetApp's channel program plays a vital role in streamlining spends on marketing, sales, and customer support through various initiatives and benefits. Offerings of the program in this regard include co-marketing funds, sales enablement resources, technical support and training, deal registration and other incentives. Through our channel partner program, we aim to empower our partners by providing them with the necessary resources, support, and incentives to effectively market, sell, and support NetApp's solutions.

Our evolved NetApp Partner Sphere Program offers a flexible path for partner sales motions, with a focus on cloud solutions and services. Some of the key features of our channel partner strategy include:

A simple framework supporting each partners' unique go-to-market strategy, providing flexibility and automation to ease partner processes, and consistency Transformative training, tools and support to activate work in a hybrid multi-cloud market, enabling and building partner services and solutions competencies. A distinction between partners, highlighted and endorsed by their solution competencies and services on NetApp Partner Connect to promote each partners' go-to-market approach. Accelerated cloud growth leveraging NetApp's on-demand portfolio to fuel opportunities for value-add partner-led services and co-innovation, improving profitability and maximising partner ROI

Through our various partner focused initiatives, we are confident that they will continue to support NetApp and scale our business to new heights.

GANESAN ARUMUGAM
DIRECTOR – CHANNEL PARTNERS, NETAPP INDIA

The New Relic Partner Program Empowering Customers and Accelerating Business in India and Beyond

Importance of the Partner Program

Our partner program is exceptionally important to New Relic and has been crucial to our success in India and beyond. Some of the largest New Relic customers in the Asia-Pacific region have come through our channel network and these partners are making a significant contribution to our business while delivering great value to our customers.

Our partner program comprises a range of channel partners including: value-added resellers (VARs), managed-service providers (MSPs), system integrators (SIs), and technology partners, all of which play a vital role in accelerating our growth and better serving the needs of our customers.

Expectations from Partner Program

The aim of our program is to empower our partners to activate customers by communicating and demonstrating the benefits of our all-in-one observability platform. By doing this, our partners are able to unlock new revenue streams that grow incremental revenue, and their customers benefit from our industry-leading platform so their engineers can monitor, debug, and improve their entire tech stack. With a robust partner program inclusive of enablement with comprehensive training, ongoing support, as well as sales and marketing resources and toolkits, our partners will be able to help their customers' gain more value with broader and deeper platform adoption and consumption, and New Relic will deliver on its promise.

Advantages of Channel Programme

Working with channel partners in the region makes fiscal sense from a sales, marketing and support perspective, but beyond that, it enables us to extend our reach by tapping into new verticals and fast-tracking enablement on our all-in-one observability platform. India is a vibrant and diverse country. Our channel partners deeply understand the needs of the Indian market and their local expertise coupled with our industry leading product provides a win-win for customers. We recently announced significant investments in our APAC channel partner strategy via a dedicated partner marketing function that helps to drive real pipeline through co-branded activations and campaigns. We've also invested in our business development managers and technical specialists to best support our incredible partners in India and across APAC more broadly. In addition, our latest channel strategy includes the launch of PartnerCast, a monthly webinar series that comprises enablement tips, upcoming product launches and product update information. We also offer ongoing accreditation and training programs to ensure that our partners are confident with our platform and best equipped to communicate the benefits of New Relic to their customers.

STEWART COCHRANE
SENIOR DIRECTOR OF ALLIANCES AND CHANNELS- APJ, NEW RELIC

For TENABLE, Exposure Management is its natural evolution and a distinct brand identity

KARTIK SHAHANI
Country Manager
Tenable India

DRIVING BUSINESS-ORIENTED GOALS

The attack surface continues to change and is more interconnected than ever. But this also means that there are more attack vectors than before. Hence relying solely on traditional approaches to monitoring and detection leaves blind spots and makes it easier for attackers to move undetected, unhindered. This ultimately, causes more persistent damage as the response effort will be predictable and insufficient.

Tenable's priority is to equip its customers with the ability to gain comprehensive visibility across the modern attack surface, anticipate threats and prioritize efforts to prevent attacks and communicate cyber risk to make better decisions. This is achievable with Exposure Management.

POWERING THE FUTURE WITH INNOVATION

Organizations are increasingly leaning on new and emerging technologies for scaling automation, streamlining supply chains, and most importantly enhancing cyber resilience for growth. With data security and privacy as important drivers for businesses, the IT industry must prioritize cyber resilience to drive growth. Cybersecurity is among the biggest concerns for organizations in India as the consequences of cyberattacks have decreased revenue caused by downtime and disruptions, damage to service and loss of business opportunities.

As India's IT sector is poised for growth and innovation, focusing on building cyber resilience will make or break its progress.

REINFORCING CUSTOMER BELIEF

Exposure management enables the customers of Tenable to understand cyber risk so that they can make more effective business decisions. Built on the foundations of risk-based vulnerability management, exposure management takes a broader view across the modern attack surface, applying both technical and business context to more precisely identify and more accurately communicate cyber risk, enabling better business decisions.

CAPITALIZING ON R&D PROWESS

Innovation sits at the core of what Tenable does. The company is continually looking at ways to help its clients reduce cyber risk. It recently launched the Tenable One Exposure Management Platform, which unifies a variety of data sources into a single exposure view to help organizations gain visibility, prioritize efforts and communicate cyber risks. Building on proven Tenable products, Tenable One brings disparate vulnerability, misconfiguration and other security issues together into a single place, unifying the risk context across all findings and providing a contextualized understanding of where the organization is most at risk.

POSITIONING FOR EXCELLENCE

As of today, no other company is able to provide the breadth of coverage, context and actionable reporting that Tenable can. Tenable believes that no large-cap cybersecurity vendors have started to move in this direction, and no one has developed what Tenable has.

For more than 20 years, Tenable has been the preeminent vulnerability management vendor. Exposure Management is the natural evolution of who Tenable is and the problems it solves for its customers.

EMERGING
START-UP ECOSYSTEM
IN THE COUNTRY

Disruptors 2023: Rise of the Tech Startups in India

Technology has the power to bring innovation in a number of ways. Technology can enable collaboration between people from different parts of the world. This can lead to the development of new ideas and solutions.

Startups are often at the forefront of innovation, as they are not constrained by the same legacy systems and processes that larger companies are. This allows them to be more agile and responsive to change, and to quickly adopt new technologies. There are several use cases of how startups have brought new technologies to market. This is because startups are typically founded by entrepreneurs who are passionate about solving problems and creating new things. Large companies, on the other hand, are often more focused on efficiency and profitability.

Technology is constantly evolving and new technologies are being developed all the time. This means that there is always the potential for new innovations to be developed. As technology continues to evolve, it is likely that we will see even more innovation and eventually more start-ups in the years to come.

Additionally, startups reduce their reliance on manpower by leveraging technology advancements. They embrace automation, artificial intelligence, and machine learning to streamline processes, optimize operations, and reduce labour costs. By automating repetitive tasks and utilizing intelligent algorithms, startups can achieve higher levels of efficiency and productivity while minimizing the resources required. This approach not only drives down costs but also enables startups to allocate their manpower strategically, focusing on tasks that require human expertise and creativity.

Furthermore, startups recognize the value of data and its potential to drive innovation while keeping costs low. By collecting and analyzing data, startups gain valuable insights into customer behaviour, market trends, and product performance. This data-driven approach allows startups to make informed decisions, tailor their offerings to customer preferences, and identify opportunities for cost optimization.

By leveraging data effectively, startups can refine their products and services, target their marketing efforts more accurately, and allocate resources efficiently, ultimately reducing costs and increasing their competitiveness in the market.

In today's economy, new businesses can disrupt the status quo while also developing the next wave of important technologies. With these new businesses can bring fresh approaches and ideas, even established corporations are looking closer at this 'startup culture'. There is a startup in almost every area – right from affordable housing and step-by-step guides for getting a green card, to an electric foldable bicycle.

Talking about the state of startups in India, reportedly 57K+ startups were launched till 2022, with $131 Bn total capital raised by Indian startups between 2014 and H1 2022. The combined valuation of Indian startups was $450 Bn+, while there will be a total of 250 unicorns in India by 2025.

Startups challenging established norms and traditional business models

NIKHIL SIKRI
CO-FOUNDER & CEO - ZOLO

Year of inception: 2015

Zolostays is a co-living platform based out of Bengaluru, founded by Dr Nikhil Sikri, Akhil Sikri, and Sneha Choudhry. The platform provides fully-managed, long-term affordable stay options which alter the conventional paying guest (PG) accommodation and apartment rental facilities. Zolo tries to make stays as hassle-free as possible. The company is known for its cutting-edge technology solutions that make co-living more convenient and accessible for its customers. Through its tech-enabled platform, customers can easily search, book, and move into fully furnished, managed homes. The company also offers a range of amenities and services, including housekeeping, maintenance, and community events, to ensure a hassle-free living experience.

Zolostays places a strong emphasis on innovation and putting the customer first. By focusing on customer satisfaction and utilizing advanced technology solutions, the company is determined to continue transforming the co-living experience in India.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Startups often challenge established norms and traditional business models by introducing innovative approaches. Zolostays, for example, disrupted the traditional rental and real estate market by offering co-living spaces that cater to the needs and preferences of the younger generation.

Startups also leverage technology to streamline processes, enhance customer experiences, and optimize operations. Zolostays utilizes advanced technology platforms to provide a seamless user experience, from property search and booking to payments and maintenance requests.

Startups often prioritize customer needs and preferences, providing tailored solutions that address pain points in their respective industries. Zolostays, for instance, recognized the demand for affordable and hassle-free housing among students and young professionals and then built its business model around this target market. By catering to specific customer segments and their unique requirements, startups can disrupt traditional industries and gain a competitive edge.

Startups often employ agile methodologies and lean approaches to product development and marketing. They prioritize rapid iterations and feedback loops, enabling them to bring newer innovations to the market quickly and with reduced costs. By leveraging data analytics and user insights, startups can iterate and refine their offerings, ensuring they meet the evolving needs of their target audience."

Startups reshaping industries through collaborative economies

S ANAND
THE FOUNDER & CHIEF EXECUTIVE OFFICER - PAYSPRINT AND SPRINTVERIFY

Year of inception: 2020

PaySprint is a NexGen B2B FinTech Company, solidifying an API infrastructure in the Banking, Financial & Verification ecosystems. A leading API provider in India with 1100+ B2B Partners onboard, its premier product suite comprises SprintOPN - a comprehensive stack of Banking, Financial & Payments APIs, SprintVerify - a No-Code Document Verification solution, and SprintNXT - a NexGen Business Banking Platform.

PaySprint has broken new ground in Document Verification with SprintVerify's "Click2Verify" platform. Integrated into it are 70+ APIs that can verify every major Indian document that both individuals & entities hold.

TECH STARTUPS BRINGING NEWER INNOVATIONS

Established and nascent tech startups are shaking up their respective industries by introducing disruptive innovations and challenging traditional norms. They leverage cutting-edge technologies like artificial intelligence, blockchain, and virtual reality to revolutionise existing practices. In their constant pursuit of revolutionary breakthroughs, they question traditional business models and develop customer-centric approaches that prioritise convenience, personalization, and cost-effectiveness.

By eliminating intermediaries and adopting a direct-to-consumer approach, they offer competitive pricing, better quality control, and improved user experiences. Furthermore, startups identify niche, untapped markets and underserved customer segments within established industries and develop tailored solutions to meet their specific needs, gaining a competitive edge. Always on their toes, startups are reshaping industries through collaborative economies, allowing individuals to monetize assets and provide services directly to consumers.

Driven by an unmatched passion and resolve, startups embrace lean and agile methodologies, emphasising iterative development, continuous feedback, and rapid experimentation. By building minimum viable products and testing them early with real users, startups save time and resources in developing fully-featured products. Additionally, startups leverage cloud computing services, which provide flexible and scalable infrastructure without hefty upfront investments.

Crowdfunding platforms have become popular sources of funding for startups, enabling them to validate their ideas, build communities, and secure capital without solely relying on traditional funding sources. Lastly, startups form collaborative partnerships with established companies, universities, and research institutions, leveraging shared resources, expertise, and infrastructure to accelerate innovation while minimising their expenses."

Startups driving transformation and reshaping industries

KUSHANG
CO-FOUNDER & CEO OF SUPPLYNOTE

Year of inception: 2019

SupplyNote, a product developed by AdCount Technologies Pvt. Ltd, was conceived with a clear vision to solve significant backend challenges facing the food industry, particularly in supply chain management. It is the first-of-its-kind Point-of-Purchase solution that helps F&B businesses digitize their data, optimize and automate their backend operations which eventually leads to saving costs and improving profits. SupplyNote also provides a Cloud-based web and mobile-enabled suite connecting restaurant outlets, service providers and suppliers.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Tech startups are disrupting traditional industries by introducing innovative solutions and challenging established norms. With their agility and focus on leveraging technology, they bring fresh perspectives, efficient processes, and customer-centric approaches. These startups are driving transformation, fostering competition, and reshaping industries across the board.

For instance, in the F&B industry characterized by manual, time-consuming backend processes, SupplyNote brings a breath of fresh technological innovation. Traditional methods of data recording and management typically rely on pen-and-paper systems, leading to inefficiencies and inaccuracies. However, SupplyNote revolutionizes these processes with real-time data recording and processing. The platform's technology seamlessly integrates with a business's point-of-sale system, calculating resource utilization based on each product sold. This not only automatically updates inventory logs according to consumption but also alerts the staff about items nearing depletion. Moreover, SupplyNote simplifies supplier and vendor management by facilitating the creation of Purchase Orders and Sales Orders within the platform.

Startups are leveraging various strategies to bring innovations to market at a lower cost. They utilize agile development methodologies, lean approaches, and cloud-based infrastructure to minimize overhead expenses. For instance, SupplyNote's ability to integrate with point-of-sale systems, track resource utilization, and provide alerts for inventory depletion eliminates the need for manual tracking and reduces the risk of stockouts or overstocking, both of which can be costly. This digital transformation, along with the insight-rich data analytics, enables F&B businesses to optimize their operations and drive profitability in a cost-effective manner."

Unlike larger companies, startups keep users at the core of decision-making process

MANAS RANJAN HOTA
CO-FOUNDER & COO - DRINKPRIME

Year of inception: 2016

DrinkPrime embarked on its journey in to solve a problem: How can everyone has access to clean, safe and healthy drinking water? In stark contrast to conventional water purifier brands that sell expensive devices and require additional annual maintenance costs (AMC), DrinkPrime is an essential service that has adopted a subscription model focused on increasing safe drinking water access in India. By disrupting the 30-year-old water purifier industry, DrinkPrime provides IoT-enabled customised water purifiers on rent.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"In the 30-year-old hardware-driven water purifier industry, DrinkPrime is a game-changer. We believe in the use of tech, primarily IoT, to not only deliver safe drinking water but also to make our subscribers' lives easier. This is also one of the reasons to develop, maintain and optimize our user-friendly DrinkPrime mobile app - it brings convenience, transparency, and peace of mind to our subscribers. It sets us apart in the industry by bridging the gap between hardware and technology, ensuring that our customers have seamless access to the different facets of their drinking water experience.

Core customer focus is one of the greatest advantages that startups build and have over traditional brands. When we started our journey, our primary goal was to solve a real problem in society and create a product that truly met the needs of our users.

One example of this user-centric approach is our adoption of the subscription model. Many companies shy away from this model due to its potentially lower profit margins. However, from a user standpoint, a subscription model offers greater convenience and empowerment. It puts the power back into the hands of the user, allowing them to have more control and flexibility in their experience.

One of the remarkable advantages that startups like ours possess is the ability to operate without the burden of traditional overheads associated with distributors and dealers. By adopting a direct-to-consumer (D2C) model, we can streamline the supply chains and minimize the number of intermediaries involved. This, in turn, leads to a significant reduction in costs for the end user."

With a focus on R&D, start ups address the specific needs of customers

ANMOL BOHRE
CO-FOUNDER & MD, ENIGMA

Year of inception: 2019

One of India's fastest-growing and most disruptive auto manufacturers in the Electric two-wheeler segment, accessibility and sustainability are Enigma's core defining attributes. The company has engineered Enigma e-scooters to match Indian roads, weather, and traffic patterns perfectly thereby maximizing trust, reliability and performance to capture the imagination of Indian buyers and boost overall EV adoption.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Startups, like ours, have focused on research and development to identify and address the specific needs of customers. By introducing features such as 30 MM motor magnets for better torque, front disc brakes for improved safety, aluminium alloy wheels for an enhanced look, and high-grade plastic parts, we have differentiated our products and brought innovative solutions to the electric two-wheeler market.

Recognizing the need for high-speed RTO-approved electric two-wheelers, we strategically shifted our focus from low speeds to high speeds. By aligning our offerings with the changing market demands and regulations, we have positioned our company to cater to the growing segment of customers seeking high-speed electric vehicles.

Our company is integrating lithium batteries with CAN-based active balancing smart Battery Management Systems (BMS). This technology allows for real-time monitoring and control of various parameters such as battery charging, discharging, temperature, motor temperature, and more. By leveraging IoT capabilities and developing an all-in-one app, we are enabling customers to make informed decisions based on comprehensive vehicle data.

We have spent considerable time researching the market and understanding customer requirements. By focusing on the right product development, incorporating key features, and optimizing costs, we have been able to bring innovative electric two-wheelers to the market while minimizing expenses.

Our company has leveraged innovative features, market focus, advanced technologies, and strategic partnerships to shake up the electric two-wheeler industry. By adopting efficient research and development practices, lean operations, and leveraging existing technologies, startups can bring newer innovations to market with reduced costs, allowing for competitive offerings and growth in the rapidly evolving electric mobility space."

Startups leveraging technology to operate at scale

SAURABH VOHARA
FOUNDER AND CEO - ALYF

Year of inception: 2022

ALYF is a proptech company in India that is revolutionising holiday home ownership through its unique co-ownership model and breakthrough technology. The founders of ALYF saw a huge gap in the demand and supply of holiday homes and also found a problem in the system that highlighted the accessibility of these homes. These kinds of property investments were limited to the HNIs and the hassle of managing them was a big challenge. ALYF was built to solve all these challenges and make holiday home ownership seamless for all.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"Tech startups are disrupting industries by prioritizing convenience, streamlining information to transactions, enabling quick transactions, and leveraging data. They bring convenience to people's doorsteps through on-demand services and mobile apps. By digitising processes and using AI, startups simplify transactions and save time. They also enable quick transactions with instant payments and mobile banking solutions. Startups harness data to personalise experiences and improve services. Overall, they are revolutionising industries, enhancing efficiency, and delivering superior customer experiences.

Startups are changing the way newer innovations are brought to market by implementing strategies that drive down costs while maintaining efficiency and competitiveness. These strategies include the removal of intermediaries, operating at scale through technology, reducing dependency on manpower, and harnessing the power of data.

One key approach startups employ is the elimination of intermediaries in their value chains. By establishing direct connections with customers, startups bypass traditional distribution channels and reduce costs associated with middlemen. This direct-to-customer approach allows startups to offer competitive pricing while maintaining higher profit margins, giving them a significant advantage in the market.

Moreover, startups leverage technology to operate at scale without incurring substantial costs. Through the utilization of digital platforms, automation, and cloud computing, startups can handle increased demand efficiently. This scalability enables startups to reach a larger customer base and expand their operations rapidly, all while minimizing the need for extensive investments in physical infrastructure or additional manpower."

Startups in the emerging tech space addressing existing gaps and inefficiencies

PRADEEP KP
CO-FOUNDER & CEO, DHIWAY NETWORKS

Year of inception: 2019

Dhiway is a Bengaluru-based an authentic data platform start-up. It is focused on building products and services which empower organisations with a continuous assurance of data records using a combination of cryptography, verifiable credentials, and platform called CORD that uses blockchain technology to build Scalability, Immutability and Global verifiability among various other attributes.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Startups in the emerging and emergent technology space focus on innovative approaches which address existing gaps and inefficiencies. With a growing understanding that "data is the new oil", ensuring the smooth flow of data across various platforms, auditable control points and ecosystems has become a necessity to aid economic growth. While data generation is now possible through a range of systems, including edge devices (IoTs and sensors), the data processing pipeline involved in data transformation continues to be high cost propositions, given that the data quality is often uncertain.

Dhiway's approach to breaking this status quo has been around the design and release of products which allow data streams to be authenticated with provenance. Tracking changes and modifications to the data payload through the entire data processing lifecycle is possible through unique, persistent resource identifiers. These persistent identifiers can be used to transform both public and private data registries. This approach also enables better data governance by establishing delegation hierarchies and immutable data history - which is one of the attributes of the blockchain technology. Data exchanges between ecosystems happen at scale, and Dhiway has designed the products to be available for population scale deployments. We believe that better approaches to engaging with data, to enhance Discoverability, Enquiry, Engagement and Transaction will be the bedrock upon which new applications and services can be designed modularly to create large numbers of digital trust ecosystems.

The founding team at Dhiway have extensive experience in open-source software development. This approach inverts the traditional model of developing everything in-house expensively to one where key building blocks are designed under liberal licensing terms and transparently in code repositories where many developers can participate."

Tech startups revolutionizing traditional sectors and reshaping the way they operate

SARVAGYA MISHRA
CO-FOUNDER & DIRECTOR - SUPERBOT

Year of inception: 2018

PinnacleWorks, a technology-focused company introduced SuperBot, a flagship product to the Indian market in, when the concept of an AI-powered conversational agent was still emerging. SuperBot specializes in holding intelligent conversations with humans over telephony channels, aiming to bridge the communication gap faced by industries and cater to their diverse calling needs.

With the ability to manage over 1,000,000 concurrent calls per day, SuperBot not only significantly reduces query resolution by enhancing efficiency but also empowers businesses to achieve substantial cost savings.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"By leveraging cutting-edge technologies, tech startups are revolutionizing traditional sectors and reshaping the way we live, work, and engage with services. For instance, in the transportation and ride-sharing industry, startups are introducing new models that provide convenient and affordable mobility solutions, disrupting traditional taxi services. In the accommodation and hospitality sector, startups are leveraging digital platforms to connect travelers with unique lodging options, challenging the dominance of traditional hotel chains. Similarly, in the food delivery industry, startups are revolutionizing the way people order and receive food, offering on-demand services that cater to changing customer preferences. The agility and willingness of these startups to take risks, and focus on leveraging technology to solve problems have allowed them to challenge the status quo and reshape industries.

Startups bring newer innovations to market at a lesser cost compared to traditional companies through various strategies and approaches. Firstly, their agile operations allow them to make quick decisions and adapt to market needs efficiently. With fewer bureaucratic layers, startups can streamline processes and reduce inefficiencies, enabling faster product or service launches. Secondly, startups often follow a lean approach, focusing on developing minimum viable products (MVPs) to test the market and gather valuable feedback before investing heavily. Startups utilize cloud computing, software-as-a-service (SaaS) platforms, and other digital tools to optimize operations and reduce infrastructure expenses. Moreover, startups outsource non-core functions to external vendors or partners, leveraging their expertise while keeping costs under control."

Startups bringing about transformative changes by challenging conventional models

PUNEET SHARMA
FOUNDER - ZOOP

Year of inception: 2019

Zoop is an IRCTC approved train food delivery partner. It has acquired certification from the esteemed Indian Railways Catering and Tourism Corporation (IRCTC) and FSSAI approval to its registered restaurants. It delivers quality and hygienic food in association with IRCTC at the passenger's seat across over 150 train stations in India. Zoop's goal is to deliver 1 lac meals daily at 250+ Railway Stations across India by 2024.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Technology startups play a pivotal role in disrupting industries through their innovative approaches and cutting-edge solutions. By challenging conventional business models and addressing unmet needs, these startups bring about transformative changes. Through disruptive technologies, an agile mindset, customer-centric innovation, disintermediation, and collaborative economy models, tech startups continue to challenge the status quo and reshape industries. Their ability to identify and leverage opportunities for innovation contributes to the advancement of society and the economy at large.

Startups, despite facing resource constraints, have demonstrated remarkable ingenuity in bringing newer innovations to market with limited costs. Here are several strategies commonly employed by startups -

Open-Source Software and Cloud Computing: Open-source software provides access to existing code that can be modified without expensive licensing fees. By utilizing cloud computing services, startups can access scalable and cost-effective solutions for storage, hosting, and computing power without large upfront investments in physical infrastructure.

Outsourcing and Remote Work: By leveraging global talent pools and utilizing remote collaboration tools, startups can tap into expertise without the expenses associated with full-time hires or maintaining physical offices.

Crowdfunding and Pre-orders: By offering early access, exclusive perks, or discounted pre-orders, startups can secure funding while simultaneously validating market demand for their products or services. Crowdfunding not only reduces financial risks but also provides a revenue stream to support development and production.

Strategic Partnerships and Collaborations: Startups often establish partnerships with complementary companies or larger corporations to leverage shared resources, expertise, and distribution channels. Collaborating with established players provides startups with access to existing customer bases, mentorship, and economies of scale."

Being nascent organizations, startups are more agile, flexible & adaptable

RUNAM MEHTA
CEO - HEALTHCUBE

Year of inception: 2019

HealthCube is a point-of-care technology-enabled diagnostics service provider. Dr. Ramanan Laxminarayan founded it with the vision of transforming healthcare delivery by making diagnosis simple and hassle-free. HealthCube has developed cutting-edge screening systems powered by AI that can be easily deployed anywhere in India for rapid screening. It has already touched over a million lives by completing more than 2.5 million tests.

Leading corporates have also collaborated with HealthCube for their CSR programs including Vodafone Idea Ltd., Honda Motorcycle and Scooter India, among others. The company executed a project to screen the Indo-Tibetian population for their vitals and basic biochemical parameters at the behest of His Holiness, The Dalai Lama.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"The advantage with startups is that they are lean and innovation-oriented from the outset. They don't have to carry a legacy forward and are driven by the purpose of finding a better solution to existing or emerging problems. Being nascent organizations, startups are usually flexible, adaptable, and lean enough to adjust their operations to changing scenarios. The rigidity and complex processes/hierarchies that exist in large tech enterprises are not there in startups, and they are able to take quick decisions, pivot and return to the drawing board with greater ease. All these qualities and flexibility of operations make startups frequently come up with disruptions in their respective domains.

This is made possible by the very nature of startup operations which are vastly different from established companies. Startups are more agile and their resources are usually channelled towards a specific innovation or disruptive service. Their innovative mindset, great grasp of advanced technologies, and the light, as well as agile structure, enable startups to optimize costs and become adept at achieving outcomes within limited budgets which are usually a fraction of what an enterprise would have. Moreover, startup founders and core teams tend to multi-task, collaborate with other brands, and outsource or automate processes to reduce operational costs. This again makes a major difference compared to large enterprises. This dynamism works well for startups in their bid to innovate and disrupt their markets."

Startups employ experts who have a better understanding of the products

VAIBHAV TAMBE
FOUNDER & CEO - TRANSBNK

Year of inception: 2022

TransBnk is a Technology-enabled Financial Services firm enabling Corporate, Commercial & Institutional clients to make agile, secure & robust Transactions with Embedded Finance & SaaS. The company's aim is to provide deep domain expertise to ensure seamless business transactions for domestic cash management and payments. It specializes in providing innovative digital money management services and solutions, such as escrows, trade finance, supply chain finance & custodial services in close collaboration with banks.

TECH STARTUPS SHAKING UP THE STATUS QUO

"Tech startups are playing an important role in shaking up the status quo by leveraging their agility and nimbleness to identify new opportunities, test new products and services quickly, and bring them to market faster than traditional companies. Some of the areas where tech startups are disrupting the status quo include customer service, product delivery, automation, analytics and machine learning, online payments, mobile application development, cloud computing, and digital marketing. Through these disruptive technologies, tech startups are creating efficient and more effective solutions that can help businesses streamline their processes, reduce costs, and better engage with customers.

Startups can bring newer innovations to market with a lesser cost by leveraging the economies of scale wherein the same innovation gets implemented for a large number of clients thereby reducing the cost of development and infra for each client significantly. Also, startups deploy several different cost-saving strategies such as utilizing agile development techniques to reduce the cost of engineering resources, taking advantage of cloud-based hosting to reduce overhead costs, utilizing managed services to outsource software development, and leveraging a range of pricing models for access to tools, resources, and networks. Additionally, many startups employ experts who have a better understanding of the products vis-à-vis an in-house development by any firm allowing them to deploy better processes. Finally, startups often look to collaborating with larger companies to gain access to their existing infrastructure and capabilities, reducing the cost of getting a product to market."

By pioneering cost-effective approaches, startups are bringing newer innovations

HIRANMAY MALLICK
CEO AND CO-FOUNDER - TUMMOC
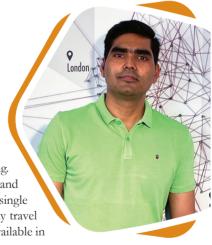
Year of inception: 2019

Tummoc is India's Patented Transit Tech Application with multimodal journey planning and ticketing. Tummoc was initially launched as Bykerr in by Hiranmay Mallick, Monalisha Thakur, and Narayan Mishra, and officially rebranded to Tummoc in July 2020. The company is building MaaS for India by providing a single application for all commute modes and needs. Tummoc helps track and find actionable & accurate intra-city travel information for the bus/metro/suburban rail. Users can purchase passes directly on the app currently only available in Bangalore, and soon will be launching online ticketing in other cities.

The application is available in 20 cities at the moment, has a user base of over two million, and continues to expand.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"Tech startups are disrupting the status quo by leveraging advanced technology and fresh perspectives. Through their innovative solutions, startups challenge traditional practices, bring forth new business models, and introduce ground-breaking products and services. By embracing cutting-edge technologies like AI, data analytics, and automation, startups are redefining industry standards, driving competition, and pushing the boundaries of what is possible.

Startups are pioneering cost-effective approaches to bring newer innovations to the market. By leveraging agile methodologies, lean operations, and cloud-based infrastructure, startups can reduce overhead expenses and optimize resource allocation. Additionally, strategic partnerships, crowdfunding, and shared economy models enable startups to access funding and resources at lower costs. These innovative approaches allow startups to focus on their core innovations and deliver ground-breaking products and services while remaining cost-efficient."

AI-driven forensics capabilities enable users to maintain security within the NFT ecosystem

VIJAY PRAVIN MAHARAJAN
FOUNDER & CEO, BITSCRUNCH

Year of inception: 2019

bitsCrunch is a leading global data analytics firm specializing in multi-chain insights for NFTs and digital assets. It is an AI-powered community-driven NFT data network, a sophisticated decentralized platform specializing in enriched NFT data. This innovative network is designed to bolster the NFT ecosystem by providing valuable insights and high-quality analytics and forensics data.

TECH STARTUPS SHAKING UP THE STATUS QUO

"At bitsCrunch, AI technology lies at the core of our operations. By harnessing the power of artificial intelligence, we have developed a sophisticated analytics platform that offers unparalleled insights into NFT collections, trends, and metrics. Our AI-driven forensics capabilities enable users to identify potential risks, detect fraudulent activities, and maintain the highest level of security within the NFT ecosystem.

Key Features that make us stand out -

- Forensic Data: Gain peace of mind with detailed forensic data on NFTs, empowering you to identify potential risks and fraudulent activities while ensuring maximum security.

High-Quality NFT Analytics: Make informed investment decisions with our in-depth analytics. Leveraging AI technology, our network provides accurate price estimations for NFT tokens and delivers valuable insights to enhance your NFT portfolio.

Community-Driven Ecosystem: We believe in the power of collective intelligence. Join our network and contribute code or content to fuel continuous growth and refinement of our data and services, creating a dynamic and thriving ecosystem.

Addressing Key Issues: bitsCrunch recognizes and actively works to address key issues prevalent in the NFT space. Through our AI technology, we strive to combat counterfeiting, plagiarism, and other forms of intellectual property infringement. By analysing vast amounts of data and applying advanced algorithms, we provide robust solutions that contribute to the integrity and longevity of the NFT market.

For the past two years, bitsCrunch, has been working towards building core solutions that solve some of the major issues afflicting the industry. The company has launched its first B2C product UnleashNFTs, a premier NFT analytics platform that offers reliable insights into popular and emerging NFT collections, projects, and marketplaces."

Startup is the outcome of an experiment

GIRIDHAR LV
FOUNDER & CEO - NUVEPRO TECHNOLOGIES

Year of inception: 2014

Nuvepro provides Hands-on labs/Virtual IT labs for any form of software training and assessments. This platform is used by organizations to provide these pre-configured sandboxes to their employees on technologies such as Cloud, Big Data, Kubernetes, Cyber security, and Web3. Software vendors use our platform to provide pre-configured sandboxes to their sales, and marketing teams to provide pre-configured sandboxes of their software tools to demonstrate and onboard customers, thereby enabling Product Led Growth.

TECH STARTUPS BRINGING NEWER INNOVATIONS

"Technical innovations are a never-ending line that keeps moving ahead along with time. Firstly, these innovations may be the solution to a problem or a requirement, and secondly the outcome of an experiment – a successful outcome.

Let's consider the case of a technical innovation being the solution to a problem or a requirement. You have probably heard of companies such as Box or DropBox. The requirement was for organizations to find a better way to collaborate, access and protect documents that are crucial. There were established players like Microsoft, Adobe amongst others who weren't solving this problem and that's where Box and DropBox stepped in and solved it. This led to the established players following suit.

The second scenario is where the startup is the outcome of an experiment. OpenAI or their better-known solution ChatGPT falls into this bucket. A Large Learning Model or LLM has been in development for many years now and it has reached a maturity that is beginning to see adoption. All the use cases weren't clear when these models were being created, but now, we see that they can be applied to Legal, IT, Medical, Education, Training, Coding and many more. We see companies like Microsoft adopting this into their solutions like Office, Edge etc.

Both innovation types will eventually lead to large organizations adopting these innovations, but startups with almost no existing baggage are the ones that end up being successful."

DIGITAL PERSONAL DATA PROTECTION BILL 2022 TO FORTIFY INDIA'S CYBERSECURITY SPACE

Currently, we are living in a digital age where data is the most valued and critical aspect. Data is driving the entire digital world and it gives us a clear picture of the past so that we can identify the learnings. All types of data are important as it helps in decision making, identify the mistakes, understand individual needs etc. So, protecting the data from misutilization is important. It is not only the bad-actors of the digital world who can misutilized it but also the data fiduciaries can manhandle the data.

In order to protect data and prioritize privacy of an individual, the Ministry of Electronics and Information Technology has prepared a draft bill named the Digital Personal Data Protection Bill 2022 which sets out the rights and duties of the citizen (Digital Nagrik) and the obligations of the Data Fiduciary to use the collected data lawfully.

The proposed bill is not to prevent the usage of personal data but acknowledges the importance of it in the expansion of the digital economy. The bill intends to bring a balance by safeguarding the rights of an individual and addresses the concerns of businesses that depend on using and processing of personal data. It is believed that this bill will also strengthen the cybersecurity landscape of the country. The upcoming act ensures two things, one it emphasizes on notice and content which means that data sharing will require consent and the responsibility lies with the entities. Second, it ensures greater control on personal data.

The new bill will be presented in the Monsoon session of the Parliament. If passed by the Parliament, the bill will replace the current Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, which was notified in 2011.

In this regard let's take a look at how the custodians of organizational data view this bill.

EFFECTIVE IMPLEMENTATION OF PDP BILL TO ENHANCE USER PRIVACY AND ORGANIZATION ACCOUNTABILITY

Prof. Triveni Singh, IPS, SP - Cyber Crimes, UP Police

The Digital Personal Data Protection Bill 2022, which is still under draft, I believe it will have a significant impact on the cybersecurity landscape in India. The bill aims to strengthen the protection of personal data and establish a framework for its processing. If implemented effectively, it can enhance user privacy, increase accountability of organizations handling personal data, and provide individuals with greater control over their information.

I believe that the Digital Personal Data Protection Bill 2022 is a positive step towards improving cybersecurity in India. The bill would help to protect the privacy of individuals and would give them more control over their personal data. It would also help to create a more secure environment for businesses to operate in.

THE ACT TO INCLUDE DATA PRIVACY AS FUNDAMENTAL RIGHT

Sanjay Kumar Das, WBCS (Executive), Managing Director, Webel; State Information Security Officer & Joint Secretary, Department of Information Technology & Electronics, West Bengal

Digital Personal Data Protection Bill 2022 will change the information security landscape pertaining to personal data in cyberspace – Tomorrow's necessity with today's ramifications. The soon to be Act will ensure many but primarily two most important things – firstly, Notice & Consent i.e., the explicit consent-based sharing of data and onus on the fiduciaries. And the second is, My Data – My Right. The Act is going to bring data under the ambit of privacy as one of the Fundamental Rights already enshrined by the landmark judgment of the Supreme Court of India in 2017. In this regard it is pertinent to mention that most perhaps our State is the first State in the Country to introduce the concept of "Data Anonymization" and running "Data Anonymiser Hackathon" across the country towards protection of data.

PDP BILL TO TRANSFORM THE COMPLIANCE LANDSCAPE

Dr. Pavan Duggal, Chairman, International Commission on Cyber Security Law

Currently, India does not have a dedicated law on cybersecurity. The Digital Personal Data Protection Bill 2022 will not be a Bill on cybersecurity and hence expecting the said Bill to work as a miracle for cyber security may not necessarily be the right step forward. The proposed Bill at best, is only a Bill for enhancing some level of protection of data, though the same could also have an ultimate impact upon cyber security.

India needs to quickly come up with dedicated new legal provisions and frameworks to deal with cybersecurity. However, there is no denying the fact that Digital Personal Data Protection Bill 2022 is going to change the compliance landscape for stakeholders. It will definitely help organisations in protecting data and also in limiting their liability and in adopting more and more proactive processes, procedures and practices for protection of all kinds of data including third party data.

A STRONG DATA PRIVACY POLICY AND PROCEDURES TO HELP MITIGATE THE RISK OF DATA BREACHES

Sanjeev Sinha, President – IT & Digitization, India Power Corporation

Digital Personal Data Protection Bill will enhance data privacy and security, which aligns with the goals of IPCL (India Power Corporation Ltd.) and the sector. It is the need of the hour today because of the frequent misuse of data that we see every day. It would protect individuals' personal data and the process of organisations to collect, use or disclose personal data for legitimate purposes will get streamlined.

An organization may face legal and financial losses for data breaches. Yes, data privacy helps avoid data breaches. Data breaches can be costly for companies' finances and reputation. A robust data privacy policy and complementary procedures give companies the security to reduce the risk of data breaches and associated costs. Also, consumers' data is today floating so freely and there seems to be quite a misuse of this data.
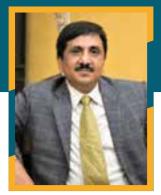
Hence, the new Digital Personal Data Protection Bill will bring about significant changes to the way the data is being used.

THE ACT WILL BE BENEFICIAL TO BOTH INDIVIDUALS AND ORGANIZATIONS

Dr. Sushil Kumar Meher, CIO, Department of Computer Facility, All India Institute of Medical Sciences (AIIMS)

The purpose of this Act is to provide for the processing of digital personal data in a manner that recognizes both the right of individuals to protect their personal data and the need to process personal data for lawful purposes, and for matters connected therewith or incidental thereto.

This bill will help the individual and organizations both. The guidelines are clear regarding the role and responsibilities of an organization to protect the individual data. There will be dedicated staff to safeguard the data and the clause of penalty in case if someone is held responsible for data misuse or leak.

- The Bill will apply to the processing of digital personal data within India where such data is collected online, or collected offline and is digitized. It will also apply to such processing outside India, if it is for offering goods or services or profiling individuals in India.

- Personal data may be processed only for a lawful purpose for which an individual has given consent. Consent may be deemed in certain cases.

- Data fiduciaries will be obligated to maintain the accuracy of data, keep data secure, and delete data once its purpose has been met.

- The Bill grants certain rights to individuals including the right to obtain information, seek correction and erasure, and grievance redressal.

- The central government may exempt government agencies from the application of provisions of the Bill in the interest of specified grounds such as security of the state, public order, and prevention of offences.

- The central government will establish the Data Protection Board of India to adjudicate non-compliance with the provisions of the Bill.

THE PDP BILL TO DIRECT COMPANIES TO INVEST IN CYBERSECURITY MEASURES TO ABIDE BY THE REGULATIONS

Kaustubh Dabral, Global CIO, Dabur India

The Digital Personal Data Protection Bill 2022 (PDP Bill) as per draft stage would regulate the collection, processing, and use of personal data by businesses and government agencies. It is expected to have a significant impact on the cyber security landscape in India such as increasing accountability for data controllers, establishing a Data Protection Authority to oversee data protection and enforcement, setting out restrictions on cross-border transfers of personal data, CERT-In notification requirements and many more things.

This would lead companies to invest in better cybersecurity measures to comply with the regulations and protect personal data.

We believe it will help in enhanced Customer Trust, Improved Data Management, Better Compliance and increased transparency.

THE CYBERSECURITY LANDSCAPE TO UNDERGO A SEA CHANGE IF THE BILL GETS INTRODUCED

Subroto Panda, CIO, Anand and Anand

The Digital Personal Data Protection Bill 2022 is a proposed legislation which would change the way Data is being presently held, stored, used, and transferred. The Cybersecurity landscape is going to change by the introduction of new rights and obligations with respect to data subjects and data fiduciaries. As every digital action has a foot print so also with the introduction of the Bill, there would be the obligation to provide itemized notice to the data subjects about the purpose, nature, source and categorisation of the data so collected. With so much of logs being already generated and the CERT-In guidelines which are already in force, this would lead for mammoth security compliance.

We, being a Law firm, can utilize the best breed of cyber resilient application which would help us to experiment and propose the legal implications and solutions required to carry out the day-to-day operations for our clients.

IMPLEMENTATION OF THE BILL TO PROVIDE A LEGAL FRAMEWORK FOR DATA PROTECTION, PRIVACY, AND CYBERSECURITY

Avneesh Vats, GM (IT), EESL and HEAD (IT), CESL

If the Digital Personal Data Protection Bill, or any similar legislation, is enacted in India, it is likely to have a significant impact on the cybersecurity landscape in the country. Here are some potential ways it could affect organizations:

Enhanced Data Protection: The bill is expected to introduce stricter regulations for the collection, storage, and processing of personal data. Organizations will need to adopt stronger data protection measures, such as encryption, access controls, and data minimization, to comply with the requirements. This would help improve the overall cybersecurity posture by safeguarding personal data from unauthorized access or misuse.

Mandatory Data Breach Reporting: The bill may introduce mandatory data breach reporting requirements, mandating organizations to promptly notify authorities and affected individuals in the event of a data breach. This would lead to improved incident response and facilitate better coordination in addressing cyber threats.

Accountability and Consent: The bill emphasizes the importance of obtaining explicit consent from individuals for data processing activities. Organizations will be required to demonstrate accountability in handling personal data and ensuring compliance with data protection principles. This would lead to a stronger focus on transparency, privacy, and responsible data handling practices within organizations.

Data Localization: The bill proposes the storage and processing of sensitive personal data within India, subject to certain exemptions. This requirement aims to protect sensitive data from unauthorized access and ensure data sovereignty. Organizations will need to evaluate their data storage and processing practices, potentially leading to changes in infrastructure and data management strategies.

Penalties and Enforcement: The bill introduces significant penalties for non-compliance, including fines and imprisonment for certain offenses. This can serve as a deterrent and encourage organizations to invest in robust cybersecurity measures to avoid legal consequences.

For our organization, if such a bill is enacted, being an entity under the government of India, it would provide a clearer legal framework for data protection, privacy, and cybersecurity. We would align our practices with the requirements of the legislation, implementing necessary controls and processes to ensure compliance.

THE BILL TO HELP ORGANIZATIONS TO ENHANCE DATA PROTECTION PRACTICES, BUILD CUSTOMER TRUST AND REDUCE RISK OF CYBER ATTACKS

A Shiju Rawther, CTO, SBI Mutual Fund

The Digital Personal Data Protection Bill 2022, which is still under draft, is expected to have a significant impact on the cybersecurity landscape in India. The bill aims to strengthen the protection of personal data and establish a framework for the collection, storage, and processing of personal data by businesses and the government. Here are some ways it is expected to help my organization:

Increased Accountability: The bill establishes clear guidelines for businesses to collect, store, and process personal data, making them more accountable for the protection of this data. This will help us ensure that our organization is compliant with the data protection regulations, reducing the risk of data breaches and associated penalties.

Enhanced Data Protection: The bill requires businesses to implement appropriate security measures to protect personal data, such as encryption and access controls. This will help us improve our data protection practices and reduce the risk of cyber attacks.

Improved Transparency: The bill mandates that businesses must provide individuals with clear and concise information on the collection and use of their personal data. This will help us build trust with our customers and demonstrate our commitment to protecting their privacy.

Increased Consumer Rights: The bill gives individuals greater control over their personal data, allowing them to access, correct, or delete their data. This will help us build stronger relationships with our customers by respecting their privacy preferences and expectations.

Standardized Data Protection Practices: The bill establishes a regulatory framework for data protection, making it easier for businesses to understand and comply with data protection regulations. This will help us streamline our compliance efforts and reduce the risk of legal and financial penalties.

In summary, the Digital Personal Data Protection Bill 2022 is expected to have a significant impact on the cybersecurity landscape in India. By establishing clear guidelines for businesses to protect personal data, the bill will help us improve our data protection practices, build trust with our customers, and reduce the risk of cyber attacks and associated penalties.

Digitally Empowered PSUs In India

Public Sector Undertakings (PSUs) are embracing emerging technologies to drive innovation and transformation within the country. Tech-adoption is seen as an investment in keeping the country competitive in an ever-evolving global economy. Reliance on progressive technologies such as blockchain, artificial intelligence, robotics, augmented reality, and machine learning has helped drive sustained growth within the public sector.

The Indian Government and the public sector ecosystem in India demonstrated tremendous agility and resilience during the pandemic. Technology helped maintain business continuity, and at the same time played a central role in enabling critical public services at scale. In line with the Digital India vision, PSUs in the country have tremendous opportunity to transform with technology, creating billion dollar opportunity for scaling into economic, social and financial inclusion. VARINDIA regularly brings the story on how the CPSUs (Central Public Sector Undertakings) are working strongly towards Digitization.

The Digital India mission of the Union government has had a positive impact on all aspects of life and industries in India. It has made government services more accessible and efficient, helped to improve education and healthcare, and boosted the economy. Today, every sector in the eco-system manufacturing, education, healthcare, retail, defence, finance, banking, or PSU. Public sector enterprises in India are using the power of technology to transform governance, provide seamless citizen services and create efficient enterprises. The journey has enabled to create newer workforce and brought younger workforce into the workflow.

Secondly, the Atmanirbhar Bharat initiative, aimed at making India self-reliant and reducing dependency on imports, has played a significant role in shaping the recent performance of the Indian economy. Through policies such as the Production-Linked Incentive (PLI) scheme, the government has incentivized domestic manufacturing, attracted investments and promoting job creation across various sectors.

Central Public Sector Undertakings (CPSUs) are playing a major role in the growth of the Indian economy by taking the approach of 'Digital First' to relook their business reengineering, process simplification, and workflow optimisation in sync with the advanced technological intervention. They contribute significantly to the country's GDP and also play a key role in providing essential goods and services to the Indian people.

> Various PSUs are taking 'Digital First' approach to relook their business reengineering, and process simplification, and workflow optimisation, in sync with the advanced technological intervention.

Aadhaar: Architecting the World's Largest Biometric Identity System

Unique Identification Authority of India (UIDAI)

Head of the organization- Amit Agrawal, CEO

The Unique Identification Authority of India (UIDAI) is a statutory authority established under the provisions of the Aadhaar, Targeted Delivery of Financial and Other Subsidies, to all residents of India. The UID had to be (a) robust enough to eliminate duplicate and fake identities, and (b) verifiable and authenticable in an easy, cost-effective way. As on 30th November 2022, the Authority has issued 135.1071 crore Aadhaar numbers to the residents of India. Aadhaar system provides single source offline/online identity verification across the country for the residents.

Key Priorities: Aadhaar, India's program to provide a unique identity number for every resident, is the largest biometric identification program in the world.
Website- www.uidai.gov.in

BBNL empowering rural India digitally

Bharat Broadband Network (BBNL)

Head of the organization – Sarvesh Singh- CMD

BBNL provide high speed digital connectivity to Rural India at affordable price. The vision of BBNL is to change lives of rural India through digital empowerment of the people by creating network infrastructure as a national asset, accessible on a non-discriminatory basis to all service providers such as TSPs, ISPs etc to provide affordable broadband services to citizens and institutions in rural and remote areas, which will facilitate human development, boost economic development and improves quality of life of people in Rural India.

Key Priorities : To provide access to bandwidth in a non-discriminatory manner to all eligible service providers to enable them to provide services in rural areas.

Website - http://www.bbnl.nic.in

BEL leveraging next generation technologies to keep the country ahead in Defence space

Bharat Electronics Limited (BEL)

Head of the organization – Bhanu Prakash Srivastava, CMD

Bharat Electronics Limited (BEL) is a Navratna PSU under the Ministry of Defence, Government of India. It manufactures state-of-the-art electronic products and systems for the Army, Navy and the Air Force. BEL has also diversified into various areas like homeland security solutions, smart cities, e-governance solutions, space electronics including satellite integration, energy storage products including e-vehicle charging stations, solar, network & cyber security, railways & metro solutions, airport solutions, Electronic Voting Machines, telecom products, passive night vision devices, medical electronics, composites and software solutions.

Key Priorities: BEL is engaged in the business of Defence Electronics empowering the Nation's Defence Forces and in other chosen areas of Professional Electronics.

Website - https://bel-india.in

BSE provides highly secure, efficient and transparent market for trading

Bombay Stock Exchange (BSE)

Head of the organization – Sundararaman Ramamurthy - Managing Director & CEO

BSE (formerly known as Bombay Stock Exchange Ltd.) is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds and one of India's leading exchange groups. Over the past 141 years, BSE has facilitated the growth of the Indian corporate sector by providing it an efficient capital-raising platform. Today BSE provides an efficient and transparent market for trading in equity, currencies, debt instruments, derivatives, mutual funds. It also has a platform for trading in equities of small-and-medium enterprises (SME).

Key Priorities : The BSE enables investors to trade in equities, currencies, debt instruments, derivatives, and mutual funds. It is Asia's first & the Fastest Stock Exchange in world with the speed of 6 micro seconds.
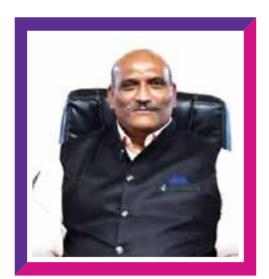
Website -https://www.bseindia.com/

C-DAC keeps India ahead in IT & Electronics R&D space

Centre for Development of Advanced Computing (C-DAC)
Head of the organization –Mangesh Ethirajan - Director General

Centre for Development of Advanced Computing (C-DAC) is the premier R&D organization of the Ministry of Electronics and Information Technology (MeitY) for carrying out R&D in IT, Electronics and associated areas. Different areas of C-DAC, had originated at different times, many of which came out as a result of identification of opportunities. C-DAC has today emerged as a premier R&D organization in IT&E (Information Technologies and Electronics) in the country working on strengthening national technological capabilities in the context of global developments in the field and responding to change in the market need in selected foundation areas.

Key Priorities: C-DAC's main purpose was to carry out research and development in Electronics, IT and other associated areas. It is working on the country's first indigenously designed and developed family of microprocessors.

Website -https://www.cdac.in/

C-DOT enabling India in indigenous design, development and production of telecom technologies

Center of Development of Telematics (C-DOT)
Head of the organization - Dr Rajkumar Upadhyay- CEO and Chairman Project Board

An autonomous telecom R&D centre of Government of India, Center of Development of Telematics (C-DOT)is a forerunner of indigenous telecom revolution in the country. For more than three decades, it is putting its relentless R&D efforts in the indigenous design, development and production of telecom technologies suited for Indian landscape. C-DOT triggered a telecom revolution in the rural India that was responsible for all-round socio-economic development. It has always contributed significantly to the Indian telecom network's digitization. C-DOT technology spread across the country through its licensed manufacturers. Presently C-DOT is implementing Common Alerting Protocol (CAP) in India to send out early warnings to the public through mobiles.

Key Priorities: C-DOT has expanded to develop intelligent computer software applications. It has evolved, from a single mission-oriented organization to an R&D centre, working on several important, cutting-edge technologies.

Website -http://www.cdot.in/

CERT-IN protecting the cyber security space of India

Indian Computer Emergency Response Team (CERT-IN)
Head of the organization – Dr. Sanjay Bahl - Director General

CERT-In serves in the area of cyber security threats like hacking and phishing as a nodal agency to perform - Collecting, analysing and disseminating information on cyber incidents; Forecasting and alerting of cyber security incidents; issuing emergency measures for handling cyber security incidents; Coordination of cyber incident response activities and Issuing guidelines, advisories, vulnerability notes and whitepapers relating to information security practices, procedures, prevention, response and reporting of cyber incidents. It has professional group of information security experts responsible for the protection against, detection of and response to an organization's cybersecurity incidents.

Key Priorities : CERT-IN continuously analyses cyber threats and handles cyber incidents tracked and reported to it. It increases the Indian Internet domain's security defences.

Website - https://www.cert-in.org.in/

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CSCs enabling rural India digitally empowered
Common Service Centres (CSC)
Head of the organization – Sanjay Kumar Rakesh, Managing Director

Common service centres (CSCs) are digital access points under the Digital India initiative of the government of India. CSCs are social enterprises with basic computing infrastructure, which are operated and managed by a local entrepreneur. There are about 5,10,240 CSCs functioning across the country as on April 2023. These entrepreneurs support the community in availing various government and non-Government services. Government, both at the Central and state levels, has utilised the CSC network for extending various citizen-centric services and also support in implementation of government programmes and schemes to citizens close to their places of residence. CSCs across the country have supported in enrolment of about 20 crore citizens for Aadhar, which is about 16 percent of the total Aadhar generated in the country.

Key Priorities : CSC aims to provide G2C (Government to Citizen) and B2C (Business to Citizens) services to citizens within the reach of the citizen, by creating the physical service delivery ICT infrastructure.

Website - https://csc.gov.in/

DRDO is India's largest and most diverse research organisation
Defence Research and Development Organisation (DRDO)
Head of the organization – Sameer V Kamath, Chairman

DRDO is the R&D wing of Ministry of Defence, Govt of India, with a vision to empower India with cutting-edge defence technologies and a mission to achieve self-reliance in critical defence technologies and systems, while equipping the armed forces with state-of-the-art weapon systems and equipment in accordance with requirements laid down by the three Services. It has the network of more than 50 laboratories which are deeply engaged in developing defence technologies covering various disciplines, like aeronautics, armaments, electronics, combat vehicles, engineering systems, instrumentation, missiles, advanced computing and simulation, special materials, naval systems, life sciences, training, information systems and agriculture. It is the top most organisation into Design, develop and lead to production of state-of-the-art sensors, weapon systems, platforms and allied equipment for our Defence Services.

Key Priorities: Has a strong vision to empower the nation with state-of-the-art indigenous Defence technologies and systems. It provides technological solutions to the Services to optimise combat effectiveness and to promote well-being of the troops.

Website – www.drdo.gov.in

ECIL continues to keep India ahead in the growth of Information Technology and Electronics
Electronics Corporation of India Limited (ECIL)
Head of the organization – Anurag Kumar, CMD

ECIL played a very significant role in the training and growth of high caliber technical and managerial manpower especially in the fields of Computers and Information Technology. Though the initial thrust was on meeting the Control & Instrumentation requirements of the Nuclear Power Program, the expanded scope of self-reliance pursued by ECIL enabled the company to develop various products to cater to the needs of Defence, Civil Aviation, Information & Broadcasting, Telecommunications, Insurance, Banking, Police, and Para-Military Forces, Oil & Gas, Power, Space Education, Health, Agriculture, Steel & Coal sectors and various user departments in the Government domain. ECIL thus evolved as a multi-product company serving multiple sectors of Indian economy with emphasis on import of country substitution and development of products & services that are of economic and strategic significance to the country.

Key Priorities: ECIL is a multi-product, multi-disciplinary organisation with focus on indigenous Nuclear energy, Space and Defence sectors. ECIL also has a strong presence in indigenous Electronic Security, Communications, Networking and e-governance domains.

Website - http://www.ecil.co.in/

EESL encouraging e-mobility adoption across India
Energy Efficiency Services Limited (EESL)
Head of the organization – K Sreekant- Chairman

Energy Efficiency Services Limited (EESL) is a Super Energy Service Company (ESCO), which enables consumers, industries and governments to effectively manage their energy needs through energy efficient technologies. EESL is implementing the world's largest energy efficiency portfolio across sectors like lighting, buildings, industry electric mobility, smart metering, agriculture, etc. at an enormous scale. EESL's energy efficiency solutions have saved India over 47 billion kWh energy annually while reducing 36.5 million tons of carbon emission. EESL is promoted by Ministry of Power, Government of India as a Joint Venture of four reputed public- sector undertakings NTPC Limited, Power Finance Corporation Limited, REC Limited and POWERGRID Corporation of India Limited. EESL focuses on solution-driven innovation without taking support of any subsidy from the Govt.

Key Priorities : EESL is implementing the world's largest energy efficiency portfolio across sectors like lighting, buildings, industry electric mobility, smart metering, agriculture, etc. at an enormous scale.
Website - www.eeslindia.org

GeM maintains transparency in online procurement of goods & services
Government eMarketplace (GeM)
Head of the organization –   Prashant Kumar Singh, IAS - CEO

Created in a record time of five months, Government eMarketplace is a dedicated e-market for different goods & services procured by Government organisations/departments/PSUs. It eases the procurement process. It also enhances transparency, efficiency and speed in public procurement, the platform provides the tools of e-bidding, reverse e-auction and demand aggregation to facilitate the government users, achieve the best value for their money. The digital platform enables economies of scale, efficient price discovery and dissemination of best practices. The purchases through GeM by Government users have been authorised and made mandatory by Ministry of Finance by adding a new Rule No. 149 in the General Financial Rules, 2017.
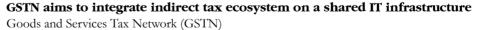Key Priorities: The Government e Marketplace (or e-Marketplace) (GeM) is an online platform for public procurement in India. It has created an open and transparent procurement platform for government buyers.
Website - https://gem.gov.in/

GSTN aims to integrate indirect tax ecosystem on a shared IT infrastructure
Goods and Services Tax Network (GSTN)
Head of the organization – Sanjay Malhotra, Chairman

Goods and Services Tax Network (GSTN) has built Indirect Taxation platform for GST to help taxpayers in India to prepare, file returns, make payments of indirect tax liabilities and do other compliances. It provides IT infrastructure and services to the Central and State Governments, taxpayers and other stakeholders for implementation of the Goods and Services Tax (GST) in India. The GST System Project is a unique and complex IT initiative as it established for the first time a uniform interface for the taxpayer under indirect taxes through a common and shared IT infrastructure between the Centre and States. GSTN provides a strong IT Infrastructure and Service back bone which enables capture, processing and exchange of information amongst the stakeholders (including taxpayers, States and Central Governments, Accounting Offices, Banks and RBI.
Key Priorities: GSTN (Goods and Service Tax Network) provides shared IT infrastructure and service to both central and state governments including taxpayers and other stakeholders.
Website - https://www.gstn.org.in/

HPCL is transforming the energy landscape, across the nation and beyond

Hindustan Petroleum Corporation Ltd. (HPCL)

Head of the organization – Dr. Pushp Kumar Joshi, CMD

HPCL is world-class energy company known for caring and delighting the customers with high-quality products, innovative services across domestic & international markets with aggressive growth and delivering superior financial performance. HPCL along with its joint ventures will be a fully integrated company in the hydrocarbons sector of exploration and production, refining and marketing; focusing on enhancement of productivity, quality & profitability, caring for customers and employees, caring for environment protection and cultural heritage. The HP Green R&D Centre in Bengaluru has been at the forefront of cutting-edge research and development, catering to the evolving needs of the petroleum refining and energy industry.

Key Priorities : HPCL has created a lot of opportunities for HPCL in terms of technology adoption in the value chain in order to enhance energy efficiency in our refineries, marketing strategies and consumer engagement processes.

Website – www.hindustanpetroleum.com

INDIANOIL helps reach precious petroleum fuels to every nook and corner of the country

Indian Oil Corporation Ltd.(IOCL)

Head of the organization – Shrikant Madhav Vaidya, CMD

IndianOil, a diversified, integrated energy major with presence in almost all the streams of oil, gas, petrochemicals and alternative energy sources; a world of high-caliber people, state-of-the-art technologies and cutting-edge R&D; a world of best practices, quality-consciousness and transparency; where energy in all its forms is tapped most responsibly and delivered to the consumers most affordably. As a Brand with one of the largest customer interfaces in India, IndianOil reaches precious petroleum fuels to every nook and corner of the country through its network of over 58,000 plus customer touch-points, surmounting the challenges of tough terrain, climate and accessibility. IndianOil has established itself as a leading CGD (City Gas Distribution) player in the country. It achieved the milestone of installing over 2000 EV charging stations at IndianOil Fuel Stations across the country.

Key Priorities: IOCL is an oil & gas major, has undergone major digital transformation, and Indian Oil has been the front runner in this journey. It has implemented new and emerging technologies that has helped Indian Oil move forward. "Deep analytics and machine learning have improved productivity.

Website – www.iocl.com

ITI Limited widening its focus area

ITI Limited

Head of the organization – Rajesh Rai, CMD

ITI Limited is a public sector undertaking company, has manufacturing facilities in Bengaluru, Naini, Rae Bareli, Mankapur and Palakkad along with an R&D centre in Bengaluru and 25 Marketing, Services & Projects (MSP) centers in India, which are located at Bengaluru, Bhubaneshwar, Chennai, Hyderabad, Kolkata, Lucknow, Mumbai, New Delhi and 17 other places spread across the country. The company has a diverse suite of products including manufactured products like Gigabit Passive Optical Network (GPON), Managed Leased Line Network (MLLN) products, Stand Alone Signalling Transfer Point (SSTP), Wi-Fi Access Point, Radio Modem, SMPS, Set Top Box, Defence products like multi-capacity encryption units, Bulk encryption Units (BEU), Terminal End Secrecy Devices (TESD), Passive infrastructure products such as Optical Fiber Cable, HDPE duct, Antenna, diversified products such as smart energy meters, smart cards, solar panels, mini personal computers.

Key Priorities : ITI is manufacturing a diverse range of Information and Communication Technology (ICT) products/solutions to hone its competitive edge in the convergence market by deploying its rich telecom expertise and vast infrastructure.

Website -   http://www.itiltd-india.com/

New defence PSUs will help India become self-reliant

Munitions India Limited (MIL)

Head of the organization – Ravi Kant, CMD

MIL, India's biggest manufacturer and market leader is engaged in Production, Testing Research & Development and Marketing of comprehensive range of ammunition & explosives for Army, Navy, Air force and Para-Military Forces. With Corporate Office at Pune (India), MIL in its 12 state-of-the-art manufacturing units located across the country employs skilled workforce of around 25,000. These factories have proven integrated base for production of Small, Medium & High calibre ammunition, Mortars, Rockets, Hand Grenades etc. with in-house manufacturing of Initiatory Compositions, Propellants and High Explosives for over 150 years. Its primary objective is to provide competitive edge to the Armed Forces by equipping them with modern and quality battlefield ammunition.

Key Priorities: Munitions India primarily manufactures ammunition, explosives, rockets and bombs for the use of the Indian Armed Forces, foreign militaries and domestic civilian use. It is new defence PSUs that will help India become self-reliant.

Website - www.munitionsindia.co.in

Leading company into fertilizers in the country

National Fertilizers Ltd.(NFL)

Head of the organization - U Saravanan, CMD

NFL is a dynamic organization committed to serve the farming community and other customers to their satisfaction through timely supply of fertilizers and other products & services; continually striving to achieve the highest standards in quality, safety, ethics, professionalism, energy conservation with a concern for ecology and maximizing returns to stakeholders. NFL is engaged in manufacturing and marketing of Neem Coated Urea, four strains of Bio-Fertilizers (solid & liquid), Bentonite Sulphur and other allied Industrial products like Ammonia, Nitric Acid, Ammonium Nitrate, Sodium Nitrite and Sodium Nitrate. The brand name of the company is popularly known in the market as 'KISAN'. The company has also started production of certified seeds under its Seeds Multiplication Program for sale under its own brand name as Kisan Beej.

Key Priorities: It has worked towards how data transformation could promote innovation in business but also empower society as well. It has implemented remote maintenance and commissioning and monitoring of plants and units with the help of digital technologies.

Website - www.nationalfertilizers.com

NIC bridging the digital divide and supporting government in eGovernance

National Informatics Centre (NIC)

Head of the organization - Rajesh Gera, Director General

The National Informatics Centre (NIC) is an Indian government department under the Ministry of Electronics and Information Technology (MeitY). NIC has been instrumental in adopting and providing Information and Communication Technology (ICT) and eGovernance support to Central Government. NIC provides infrastructure, IT Consultancy, IT Services including but not limited to architecting, design, development and implementation of IT Systems to Central Government Departments and State Governments thus enabling delivery of government services to Citizens and pioneering the initiatives of Digital India. National Informatics Centre (NIC) is providing e-Government / e- Governance Solutions adopting best practices, integrated services and global solutions in Government Sector. NIC is permitted to utilize its services, expertise and infrastructure including NICNET for supporting, on a charge basis, promotional activities/projects/programmes of national importance.

Key Priorities : NIC provides technology-driven solutions to Central and State Governments in various aspects of development. It offers a wide range of services and plays a significant role in delivering citizen centric e-services.

Website - www.nic.in

NSE a forerunner in electronic trading system

National Stock Exchange (NSE)

Head of the organization – Vikram Limaye (MD & CEO)

National Stock Exchange of India Limited (NSE) is one of the leading stock exchanges in India, based in Mumbai. NSE is under the ownership of various financial institutions such as banks and insurance companies. It is the world's largest derivatives exchange by number of contracts traded and the third largest in cash equities by number of trades for the calendar year 2022. It is one of the largest stock exchanges in the world by market capitalization. NSE operates on the 'National Exchange for Automated Trading' (NEAT+) system, a fully automated screen-based trading system, which adopts the principle of an order driven market. NSE consciously opted in Favour of an order driven system as opposed to a quote driven system. This has helped reduce jobbing spreads not only on NSE but in other exchanges as well, thus reducing transaction costs.

Key Priorities: NSE is the first stock exchange that offers an advanced, automated, electronic system offering trading facilities to investors across the country. It is in the 9th place on the list of the largest stock exchanges in the world.

Website -https://www.nseindia.com/

NPCI leading India towards Digital payments

National Payments Corporation of India (NPCI)

Head of the organization – Dilip Asbe- MD & CEO

The National Payments Corporation of India (NPCI) is an initiative taken by the Reserve Bank of India (RBI) and Indian Bank's Association (IBA) to operate the retail payments and settlement systems in India. To create a robust Payment & Settlement Infrastructure in India, National Payments Corporation of India (NPCI) has been set up. This organisation was founded in the year 2008 under the Payment and Settlement Systems Act, 2007. NPCI has been incorporated as a 'not for profit' company under section 8 of Companies Act 2013. It has the aim of consolidating and integrating various systems into nation-wide uniform and standard business process that can be used as a retail payment system. Another major objective of NPCI was facilitating an affordable payment system that can help the common people during financial inclusion.

Key Priorities: NPCI has created a robust Payment & Settlement Infrastructure in India. It provides online transaction routing, processing and settlement services to members participating in UPI. It has created revolution on the retail payment systems in the country

Website - https://www.npci.org.in/

PGCIL transforming India with its wide power transmission network

Power Grid Corporation of India Limited (POWERGRID)

Head of the organization - K. Sreekant- CMD

Engaged in power transmission, POWERGRID or PGCIL is a stated owned Indian PSU. POWERGRID is mainly engaged in the business of transmission of power through its EHVAC/ HVDC transmission network. The company has diversified into telecom business by leveraging its Pan India transmission network through stringing of optical ground wire(OPGW). POWERGRID has provided/providing consultancy services to domestic and international clients by leveraging its capability and experience in the field of power transmission, sub transmission, distribution management, load dispatch & communication etc. PGCIL has Telecom business under Brand Name 'POWERTEL'. It offers range of Services under Unified license as National Long Distance (NLD) and Internet Service Provider Category 'A'(ISP-'A') Service authorization. Neutral carrier in the point-to-point Bandwidth Leasing business (DLC)

Key Priorities: Power Grid Corporation is responsible for developing, implementing, operating, and maintaining interstate transmission systems as well as national and regional load dispatch centres.

Website- http://www.powergridindia.com/

RailTel connecting every corner of India

RailTel Corporation of India Limited

Head of the organization – Sanjai Kumar- Chairman & Managing Director

RailTel is an ICT provider and one of the largest neutral telecom infrastructure providers in the country owning a Pan-India optic fiber network (OFC). The OFC network covers important towns & cities of the country and several rural areas. RailTel aims to modernize the existing telecom system for train control, operation, and safety and to generate additional revenues by creating nationwide broadband and multimedia network, laying optical fiber cable using the right of way along railway tracks. Presently, the optic fiber network of RailTel covers over 61000+ route kilometers and covers 6108+ railway stations across India. Its citywide access across the country is 21000+ kms. RailTel provides various passenger services including content on demand services and Wi-Fi across major railway stations in India.

Key Priorities : It has created a nationwide broadband, telecom and multimedia network, and to modernise train control operation and safety system of Indian Railways.

Website- https://www.railtelindia.com/

STPI encouraging software exports from India

Software Technology Parks of India (STPI)

Head of the organization – Arvind Kumar- Director General

Software Technology Parks of India (STPI) is an S&T organization under Ministry of Electronics and Information Technology (MeitY) engaged in promoting IT/ ITES Industry, Innovation, R&D, Start-ups, Product/ IP creation in the field of emerging technologies like Internet of Things (IoT), Blockchain, Artificial Intelligence (AI), Machine Learning (ML), Computer Vision, Robotics, Augmented & Virtual Reality, Animation & Visual effect (AVGC), Data Science & Analytics for various domains like FinTech, Agritech, MedTech, Autonomous Connected Electric & Shared (ACES) Mobility, ESDM, Cyber Security, Gaming, Industry 4.0, Drone, Efficiency Augmentation, etc. STPI Headquarters is located in New Delhi with over 60+ Centres spread across the country.

Key Priorities: STPI has set-up for promotion of software exports from the country. STPI acts as 'single-window in providing services to the software exporters. It has been instrumental in taking the Government initiative across the country, including smaller towns.

Website - https://ibps.stpi.in

TCIL continues to strengthen India with its technology expertise

Telecommunications Consultants India Limited (TCIL)

Head of the organization – Sanjeev Kumar, CMD

Telecommunications Consultants India Ltd. (TCIL) has established its Pan-India and Global presence in telecom consultancy and turnkey projects execution services to telecom operators, bulk users and others all over India and around 80 other countries in Middle East, Africa, South & South-East Asia. TCIL has more than four decades of international experience in the fields of telecommunications and information technology & also continuously deploying new technologies in the fields of Telecom Software, Switching and Transmission Systems, Cellular Services, Rural Telecommunications, Optical Fiber based Backbone Transmission Systems etc. TCIL has diversified its operations and has been executing turnkey projects of Power Transmission, Rural Roads and Civil Construction. TCIL has been executing projects in latest technologies like FTTH, VOIP, IPTV,4G/5G, Radio Communication, etc.

Key Priorities : TCIL undertakes consultancy & turnkey projects in the field of Telecommunications & IT. It has also diversified its operation into other fields i.e. Power Transmission, Green & Smart Solutions, Smart City, e-Governance etc.

Website - https://www.tcil-india.com/

Android 14 to roll out a battery health-monitoring feature

Google plans to roll out a battery health feature in Android 14 that will provide useful details on cycle count, charging status, and general health. Information like the manufacturing date and charge policy will be provided through the system APIs. Based on the knowledge gathered from using this feature, users can maximize battery life. Additionally, regional preference settings and enhanced security features will be included in Android 14. Additionally, Android 14 is anticipated to help security measures by preventing the installation of apps that target out-of-date Android operating system versions.

According to information from Esper's Mishaal Rahman, Google has incorporated new BatteryManager APIs into the Android 14 beta. Two of these APIs are accessible to the general public and provide useful data on the device's cycle count and charging status. Additionally, there are system APIs that offer information on things like the date of manufacture, the date of initial usage, the charging schedule, and the general level of health.

Rahman added that any application with the battery statistic permission can access these system APIs. They are currently only usable on Pixel smartphones running Android 14 Beta 2 or later, though.

Google has been working on other key enhancements for Android 14 besides the battery health feature. According to earlier reports, the impending system software upgrade would contain new settings that let users specify their preferred regions. This simplifies the modification process by removing the need to wade through each application's settings section.

Nvidia launches Neuralangelo that can use 3D models from videos

Nvidia has unveiled a new feature called 'Neuralangelo' that works by analysing a 2D video clip of an object that has been filmed from various angles and then do a 3D reconstruction of it. Neuralangelo selects several frames of reference to analyse what the object would look like and its results can be used for 3D asset generation.

"The 3D reconstruction capabilities Neuralangelo offers will be a huge benefit to creators, helping them recreate the real world in the digital world. This tool will eventually enable developers to import detailed objects — whether small statues or massive buildings — into virtual environments for video games or industrial digital twins," said Ming-Yu Liu, Senior Director of Research and Co-Author of the paper on the AI model.

The company says that the AI model can generate "3D structures with intricate details and structures", and these models can then be imported into editing and design applications for further tweaking. Neuralangelo works by analysing a 2D video clip of an object that has been filmed from various angles. It selects several frames of reference from the video to get an idea of what the object would look like from various angles. This allows it to get a sense of depth, size, and shape of the object.

Once analysed, the AI model then creates a rough 3D representation of the object, and then optimises it by adding details and textures. The resulting 3D model can then be used in, virtual reality applications, digital twins or robotics development.

Lenovo plans to invest US$1 billion to advance AI Infrastructure Solutions

Lenovo announced plans to invest US$1 billion over three years in the expansion of infrastructure solutions to accelerate the artificial intelligence (AI) deployment for businesses around the world. Fueled by record revenue of over US $2 billion, increased digitalization, and demand for IT infrastructure upgrades, Lenovo is focused on simplifying the complex implementation of new AI capabilities by delivering AI to the source of data, harnessing its vast network of best-in-class partners to build next-generation turnkey solutions enabling edge intelligence.

Lenovo's investment strategy includes an additional US $100M commitment to the expansion of the Lenovo AI Innovators program. The program has already delivered a record 150+ cutting-edge AI-ready solutions created with 45 leading ISV partners across its end-to-end ecosystem. Developed within just one year of the program's launch, the solutions bring AI from the lab to scale and enable dramatic technology shifts within high-growth sectors. Leveraging AI-ready solutions, customers can more rapidly deploy and leverage cutting-edge AI capabilities, like generative AI, computer vision, prediction, and virtual assistants.

Sumir Bhatia, President – AP, Lenovo ISG, said "Lenovo's commitment to the future of AI is unwavering. With our largest-ever investment in AI-ready infrastructure solutions, we are empowering our customers to overcome deployment complexities and unlock the full potential of AI, even at the edge. This significant investment not only demonstrates our dedication to being the most trusted partner in our customers' intelligent transformation journey but also fuels innovation in AI technology. We are proud to stand at the forefront of AI infrastructure, providing transformative services and products that shape the future."

Mercedes-Benz announces to integrate ChatGPT in MBUX infotainment system

The automaker, Mercedes-Benz has announced that it will add OpenAI's ChatGPT, a chatbot, to its cars sold in the US.

"Mercedes-Benz is further expanding the use of artificial intelligence and integrating it into the voice control of its vehicles as the next step. By adding ChatGPT, voice control via the MBUX Voice Assistant's Hey Mercedes will become even more intuitive. An optional beta programme will start June 16, 2023, in the U.S. for over 900.000 vehicles equipped with the MBUX infotainment system," the German carmaker said in a statement.

ChatGPT will be integrated with the automaker's MBUX infotainment system. MBUX is already user-friendly. While a smart voice interface is very helpful in assisting the driver, it is not clear how OpenAI's chatbot will enhance the accessibility of the MBUX infotainment system.

ChatGPT has the power to summarise and synthesise existing content. So, it remains to be seen how Mercedes will employ this highly versatile large language model in its cars.

According to Mercedes, US owners of models that use MBUX will be able to beta test the ChatGPT system. Mercedes said, "Customers can participate via the Mercedes me app or directly from the vehicle using the voice command 'Hey Mercedes, I want to join the beta programme.' Mercedes-Benz is integrating ChatGPT through Azure OpenAI Service, leveraging the enterprise-grade capabilities of Microsoft's cloud and AI platform."

Netskope India Safeguarding Businesses' Digital Assets with Emerging Cybersecurity Trends

Alok Kothari
Managing Director
Netskope India

The cloud security provider Netskope India is at the forefront of protecting businesses' digital assets in the nation. With a focus on threat intelligence, cloud security, and data protection, it offers creative solutions to reduce the dangers associated with the growing use of cloud computing. In a chat with VARINDIA, Alok Kothari, Managing Director, Netskope India shares insights on the current security trends, how to effectively ensure cyber safety and safeguard data, importance of AI and ML, Risk Mitigation Strategies etc.

EMERGING CYBER SECURITY TRENDS

Cloud-based malware delivery has surged in the country. On the need for robust security measures, Alok comments, "India is at a pivotal time in terms of cybersecurity. Connectivity upgrades achieved in India in recent years have unlocked a wealth of opportunities for the country to digitise and create efficiencies in many sectors. But with technological progress usually comes higher cyber risk. Using and plugging more connected solutions to their tech stacks, most organisations are expanding their attack surface, and cybersecurity awareness and capabilities have to evolve. Cloud apps are now the preferred delivery mechanism for malware in India."

EFFECTIVELY ENSURING CYBER SAFETY

As per Alok, "There's a trifecta to efficient data protection: visibility, protection, and user experience. Visibility means organisations need to have full and real-time visibility of all static and dynamic data hosted and transiting through their network and to third-party stakeholders. Protection means that if data is going to unauthorised places or being accessed by unauthorised people or devices, there should be guardrails to block those actions and prevent data leaks from happening. And user experience means applying data protection in a way that won't affect employees' experience, and will enable them to do their best work."

MEASURES TO SAFEGUARD DATA

Talking about safeguarding data, Alok points out, "Threat actors are incredibly creative when it comes to developing new techniques and strategies to access other peoples' data. The latest example of this is generative AI and we are already seeing cyber criminals leverage tools such as ChatGPT to develop more convincing social engineering content, or more technical tactics designed to compromise machine-learning systems such as prompt engineering, adversarial attacks, data poisoning or model inversion - just to give a few examples.

Ultimately, the best way to continue to safeguard data in the future will be to put data at the heart of a security strategy. This ensures that trends such as cloud adoption, digital transformation and hybrid work can all move forward, with their manifold growth opportunities, without leaving an organisation's most valuable assets exposed."

IMPORTANCE OF AI AND ML IN DETECTING AND PREVENTING CYBER THREATS

Delving deep into AI & ML, Alok says, "AI and ML are both being used by threat actors, but they have also allowed the cybersecurity industry to achieve significant progress as well. For example, Netskope AI Labs have been granted more than a hundred AI and ML patents in the past few years. These are innovations that - for example - underpin our hyper sophisticated data loss protection (DLP) engines that secure data.

These engines now have the ability to identify if sensitive data is being extracted within an image or a screenshot taken by someone who could be trying to bypass an organisation's policies, and block the action. They can also identify and prevent specific types of data from being inputted into generative AI tools such as ChatGPT."

EFFECTIVE RISK MITIGATION STRATEGIES FOR ORGANIZATIONS

While suggesting strategies for Reducing Risk, Alok comments, "The Internet of Things is the sum of all connected devices around the world. One of the challenges IoT raises is the lack of global standards for embedded cybersecurity, at the moment organisations need to do a lot to add appropriate security functions to their IoT infrastructure - and to integrate that security into their wider management tools for consistency and ease of management."

"Strong IoT DLP capabilities should be able to identify and take action if there are suspicious behaviours or activities around connected devices within a company's network. But before it comes to this, organisations should ask for information and guarantees from manufacturers and hardware vendors about the level of security embedded in their devices, and stay away if they are not able to provide satisfactory answers", he points out.

TO CONCLUDE

In his concluding words Alok says, "New technologies extend an organisations' attack surface, and the cloud is a perfect illustration of this. Netskope Threat Labs data shows that cloud apps are now the preferred delivery mechanism for malware in India. Based on anonymised usage of hundreds of thousands of Indian workers, we saw that cloud malware delivery in India almost doubled from 33% of all malware deliveries in May 2022, to 63% in April 2023, a significantly greater growth than global figures. This is why cloud security is quickly becoming a critical component of a solid cybersecurity strategy. Organisations should ensure that their security architecture is designed to monitor and inspect cloud ecosystems and the huge amounts of traffic and data travelling between their network and the myriad of cloud apps used by their employees."

Dubai trains over 170 government employees to use AI tools in their work

Dubai Future Academy, an initiative of the Dubai Future Foundation (DFF), trained over 170 government employees in Dubai to use generative artificial intelligence (AI) tools in their work, as a part of a course.

The course was held following a recent announcement by H.H. Sheikh Hamdan bin Mohammed bin Rashid Al Maktoum, Crown Prince of Dubai, Chairman of Dubai Executive Council and Chairman of the Board of Trustees of the Dubai Future Foundation, launching the Dubai Centre for Artificial Intelligence (DCAI) with the aim of making Dubai's government the best in the world in employing AI in its operations.

The course stressed upon the need to accelerate legislation and policies to keep pace with the rapid technological strides being made across multiple sectors. The participants were introduced to some of the best and most innovative generative AI tools currently available and the areas in which advanced technology applications can enhance the performance of government agencies and the quality of their services.

The course focused on seven main pillars covering the basics of generative AI, the most important current applications and successful use cases, as well as how to take advantage of AI tools such as ChatGPT in decision-making, establishing new companies, enhancing economic competitiveness, and developing creative sectors.

Abdulaziz AlJaziri, Deputy CEO and Chief Operating Officer of DFF, said, "This course provided an opportunity for some of our brightest national talents working within the government to learn about various global practices and success stories in AI. They also learnt about many recent trends and innovations in AI that will shape, advance and support government work in the future."

Microsoft introduces new copilot capabilities to Dynamics 365 ERP solutions

Microsoft has announced new copilot capabilities to Dynamics 365 ERP solutions to transform back-office work across project management, finance, and supply chain.

These latest capabilities support the Dynamics 365 Copilot vision—putting CRM and ERP to work for business users to accelerate their pace of innovation, improve outcomes in every line of business, extend cost saving benefits that can make an impact on an organization's bottom line, and free up employees from mundane tasks so they can focus on work that matters most, increasing job satisfaction and productivity.

Key updates include –

Dynamics 365 Project Operations: Harness AI to keep projects on track, within budget and help predict/mitigate issues—all roadblocks to productivity and successful delivery of services. These include:

* Create task plans: copilot creates a new project plan template based on similar projects, to make intelligent task and timeline recommendations. This reduces time-consuming work and speeds up the creation of projects.

* Draft Project Status Reports: Using project KPIs, progress of tasks, service execution data and metrics, and financial activity, copilot creates a written project status report within seconds, when previously it could take 2-3 hours for a project manager to pull together the same level of detail.

* Access and mitigate project risks: copilot monitors the project for risks and suggests mitigation plans on a continuous basis to help project managers be more proactive and successful.

Streamline collections in Dynamics 365 Finance: With Copilot, collections managers have quick access to credit and payment history so they can prioritize and personalize customer communication, helping to increase successful collection rates and proactively keep customers in good standing.

Optimize procurement decision making in Dynamics 365 Supply Chain Management: Leverage copilot to respond and adjust purchase orders, assessing impact and risk to optimize sourcing decisions.

AWS Announces Generative AI Innovation Center

Amazon Web Services, Inc. (AWS), an Amazon.com, Inc. company has announced the AWS Generative AI Innovation Center, a new program to help customers successfully build and deploy generative artificial intelligence (AI) solutions. AWS is investing $100 million in the program, which will connect AWS AI and machine learning (ML) experts with customers around the globe to help them envision, design, and launch new generative AI products, services, and processes. This builds on more than 25 years of deep investment in developing AI technologies for customers and is just one part of AWS's overall generative AI strategy to bring this technology to customers and partners around the world. Companies of all kinds are excited about the potential of generative AI to transform their offerings and operations. The AWS Generative AI Innovation Center can help them make their ideas a reality faster and more effectively.

"Amazon has more than 25 years of AI experience, and more than 100,000 customers have used AWS AI and ML services to address some of their biggest opportunities and challenges. Now, customers around the globe are hungry for guidance about how to get started quickly and securely with generative AI," said Matt Garman, senior vice president of Sales, Marketing, and Global Services at AWS. "The Generative AI Innovation Center is part of our goal to help every organization leverage AI by providing flexible and cost-effective generative AI services for the enterprise, alongside our team of generative AI experts to take advantage of all this new technology has to offer. Together with our global community of partners, we're working with business leaders across every industry to help them maximize the impact of generative AI in their organizations, creating value for their customers, employees, and bottom line."

Intel Announces Major Brand Update Ahead of Upcoming Meteor Lake Launch

Intel introduces a significant update to its client compute branding with the launch of the new Intel® Core™ Ultra and Intel® Core™ processor brands. The new client branding begins with Intel's upcoming Meteor Lake processors.

The new client branding structure incorporates several notable updates including:

· Introducing Intel Core Ultra processor branding for the most advanced client offerings

· Updating the Intel Core processor branding for mainstream client offerings

· Moving to Intel 3/5/7/9 processor tiering – dropping the "i" that was included in prior generation branding

· Introducing Intel Evo™ Edition platform branding for Evo-certified systems

· Introducing Intel vPro® Enterprise and vPro Essentials device labels for relevant commercial systems

The new branding structure is designed for Intel's future client technology roadmap. These changes make it easier for customers to identify the right client solutions from Intel's industry-leading partner ecosystem for their compute needs. And it will do so while emphasizing the prominence of the Intel Core brand that has been a staple of the PC industry for nearly two decades.

Trend Micro appoints Rupesh Hirapurkar as Director for Channel and Alliances, India and SAARC

Trend Micro Incorporated has announced the appointment of Rupesh Hirapurkar as Director for Channel and Alliances, India and SAARC. With over 16 years of experience in the cybersecurity field, Rupesh is a seasoned professional who has successfully formulated and executed cybersecurity strategies across different regions. He has been associated with Trend Micro team for more than 8 years in various roles, and has now been appointed to lead the channel and alliances team for India and SAARC. Through his varied expertise and experience, he will be instrumental in building and strengthening partnerships with top cybersecurity partners in the region, driving the growth of Trend Micro's channel and alliances.

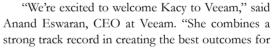## John Morgan to spearhead Trellix as XDR General Manager

Trellix, the cybersecurity company delivering the future of extended detection and response (XDR), today announced the appointment of cybersecurity leader John Morgan as XDR General Manager. He joins forces with Trellix veteran Gareth Maclachlan, Network and Collaboration Security General Manager. Each focused on the growth of their portfolios, they share a common goal of delivering the most value to Trellix customers in adopting the full Trellix cybersecurity suite. Both positions report directly to Trellix CEO Bryan Palma.

"To accelerate our mission of revolutionizing security operations for our 40,000 global customers, Trellix is attracting world-class leaders to transform the business and drive results," said Palma. "John and Gareth are partnering to increase our technology lead in the XDR market. Our customers are quickly adopting our XDR platform and accelerating innovation is the number one priority of engineering teams."

Manoj Chugh joins the Board of Advisors of CloudVerse

Multi-Cloud FinOps SaaS platform CloudVerse has appointed Manoj Chugh, a well-known IT industry leader on its Board of Advisors. Manoj Chugh's experience as the President, Enterprise Business at Tech Mahindra, where he led their business across 70 Global markets and prior to that as the leader of Global Accounts for APJ with EMC, would help fast track growth of the company.

The VNG backed CloudVerse also announced its intent to grow in the fast-growing Indian public cloud service market. According to IDC, the Indian Cloud market is expected to grow at a CAGR of 23% to more than US$13 billion by 2026.

On the journey of digital transformation and market expansion, many companies are increasingly moving their IT workloads to the Public Cloud Service Provider to meet their business needs. Additionally, many of the organizations use more than one public cloud service provider, thus increasing the complexity in governance, cost management, security and data management.

Veeam ropes in Kacy Hassack as Chief People and Culture Officer

Veeam Software announced the appointment of Kacy Hassack as the company's Chief People and Culture Officer (CPC). Kacy joins Veeam to lead all things people, including attracting and nurturing talent, leadership development, diversity, equity and inclusion (DEI) initiatives, employee engagement, and making Veeam the best place to grow careers and enable everyone to bring their best selves to work.

"We're excited to welcome Kacy to Veeam," said Anand Eswaran, CEO at Veeam. "She combines a strong track record in creating the best outcomes for employees with the business acumen and passion people need. Veeam is the #1 global market leader in data protection and ransomware recovery, thanks to the passion and ability of our incredible 5,000-plus strong team. Our core values and inclusive work environment underpins our exciting growth journey. 'Humans' are not a 'resource' at Veeam — people are our most important asset."

Kacy's career in human resources spans over two decades. Prior to joining Veeam, Kacy has held leadership roles at global-technology organizations, including Indeed, Amazon Web Services, Hewlett Packard, and Dell. With a focus on global growth and scale, she has lived and worked in multiple regions, including the US, Central America, and Asia Pacific.

Kaspersky assigns Jaydeep Singh as GM of India operations

The cybersecurity company Kaspersky appointed Jaydeep Singh as its General Manager for India.

Jaydeep has a history of strategic advisory, handling solution sales and business development in individual and leadership roles in the Indian & SAARC region over the last 25 years. Jaydeep joins Kaspersky during a time of rapid global expansion to deliver guidance to global organisations on cybersecurity strategies and make security a business enabler to address the global threats of today's rapidly evolving future.

In his new role as General Manager for India, Jaydeep will be responsible for leading Kaspersky's business operations and driving growth across the country, especially in the enterprise segment. Additionally, he will play a pivotal role in fostering partnerships, driving innovation, and staying abreast of emerging threats and technologies in the cybersecurity landscape. His strategic vision and proven ability to build and nurture relationships with customers, partners, and stakeholders make him the ideal choice to further strengthen Kaspersky's presence and expand its market share in India.

Anand Sanghi chairs as Vertiv President of the Americas Region

Vertiv has appointed Anand Sanghi as President, Americas effective July 1, 2023. Sanghi currently serves as President, Australia, New Zealand, Southeast Asia and India (ASI) and will continue to serve in this role until the end of June. As President, Americas, Sanghi will have responsibility for the Americas business, leveraging his success in Asia Pacific and vast experience in technology and engineering to further enhance the performance of Vertiv's Americas region. With 29 years across Emerson and Vertiv, Sanghi brings with him extensive industry knowledge and a proven track record of driving top- and bottom-line growth as well as expanding Vertiv's manufacturing footprint in ASI.

Giordano Albertazzi, the Company's Chief Executive Officer and current President, Americas will step down from the President, Americas role. Albertazzi will remain the Company's Chief Executive Officer and a director on the Company's Board of Directors.
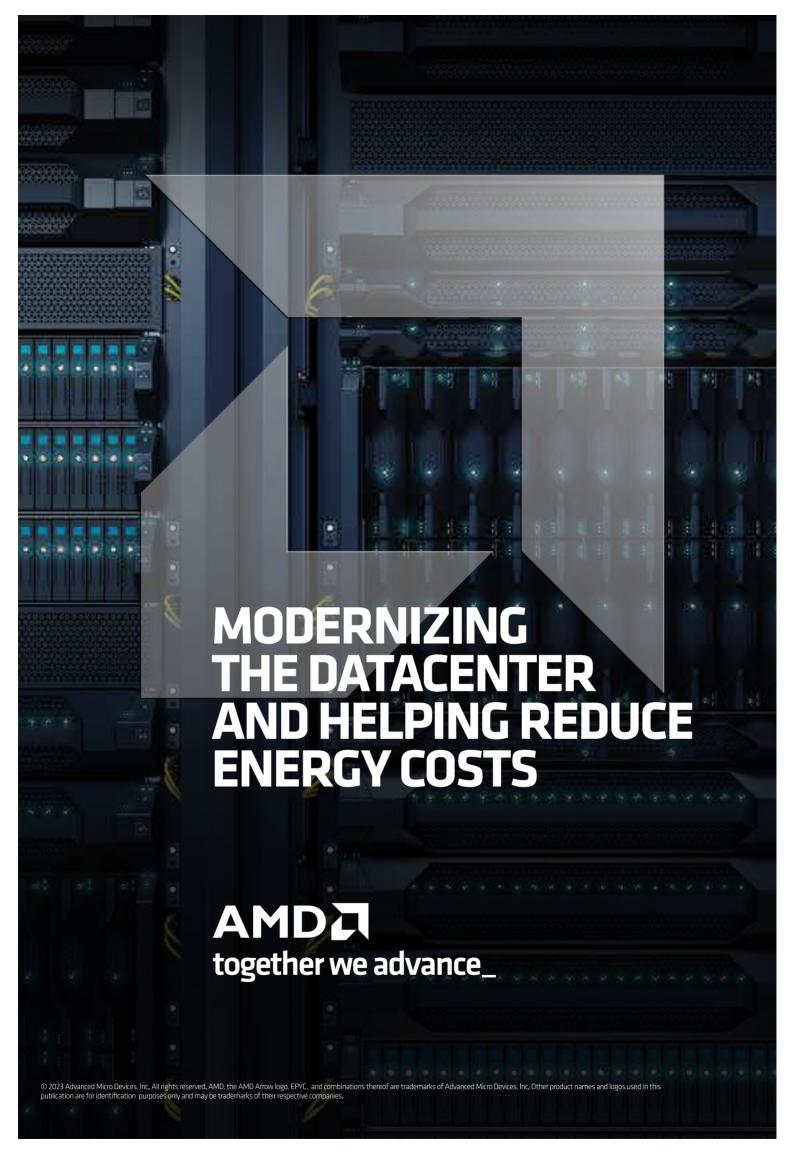
DELIVERING INTEGRATED
DIGITAL CAPABILITIES

With a rich legacy in manufacturing and distribution of OFCs, Copper Cables, Hybrid cables and E-2-E Passive Networking portfolio, Polycab Telecom, a division of Polycab India Ltd., has emerged as a top-tier full-service Telecom EPC player that Designs, Develops, Builds and Manages large-scale digital-infra projects.

Partnering in India's digital journey and working for BharatNet, world's largest rural broadband project, we've laid 20,000+ kms of OFCs and lit up 4,775+ Gram Panchayats in Gujarat and Bihar in record-time, which is set to transform millions of lives with Internet connectivity, CCTV Surveillance, Tele-medicine, Online education, E-farming and digital accessibility to varied governmental schemes.

**MODERNIZING
THE DATACENTER
AND HELPING REDUCE
ENERGY COSTS**

AMD⌐
together we advance_

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