


INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



22ND INFOTECH FORUM 2024

THEME : RISE OF EMERGING TECHNOLOGIES AND THEIR IMPACT

5th JULY 2024 | HOTEL LE-MERIDIEN, ASHOKA ROAD, NEW DELHI

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VOLUME XXV    ISSUE 07    MARCH 2024    PRICE RS. 50



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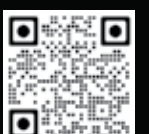
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14th edition of the Western India Information Technology Fair (WIITF)

WIITF reiterates the role of emerging technologies in a data driven world



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FOR MORE PAGE 30

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## New-age technology leaders Empowering Organizational Excellence through Strategic Investments

FOR MORE PAGE 46

### PM Modi lays Foundation stone of 3 semiconductor facilities

Addressing 'India's Techade: Chips for Viksit Bharat' programme via video conferencing, Indian Prime Minister Narendra Modi laid the foundation stone for three semiconductor projects worth about Rs 1.25 lakh crore (USD 15 billion). The facilities are - Semiconductor fabrication facility at the Dholera Special Investment Region (DSIR), Gujarat; Outsourced Semiconductor Assembly and Test (OSAT) facility at Morigaon, Assam; and the Outsourced Semiconductor Assembly and Test (OSAT) facility at Sanand, Gujarat.

The prime minister, while addressing the occasion said that today's historic occasion was a significant step towards a bright future for India as foundation stones were laid for three major semiconductor manufacturing projects worth about INR 1.25 lakh crore in Dholera and Sanand in Gujarat and Moregaon in Assam.

### Maharashtra to set up New Cyber Lab for National Security

Maharashtra is set to establish the nation's most advanced and largest cyber lab in Navi Mumbai, announced Deputy Chief Minister Devendra Fadnavis. The Evidence Management Centre (EMC), notable for its lack of human intervention, is designed to enhance the handling and processing of evidence, which in turn is expected to boost conviction rates.

"The EMC and EDV are the first of its kind in the state. These should be replicated across Maharashtra. The EMC has no human intervention and the entire procedure of handling evidence through it will increase conviction rates. Instances of hacking and other cyber frauds are on the rise," he said.

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## THE NEW MONSTER WAVE: GENAI

Gen AI, is expected to boost India's GDP by \$359-438 billion by 2030, representing a 5.9%-7.2% increase. There's a strong interest in GenAI (short form of Generative AI) in India, but significant investments in education and upskilling are needed to bridge the gap and fully unlock its potential. The current AI landscape with the 1990s web browser era, dubbing it the new "monster wave".

A million dollar question comes to mind, is India prepared to ride this wave? Well, the query finds its origin on the back of recent developments in the AI space, which point to one thing — is it time for the GenAI industry to bear the load of policy or regulatory uncertainties similar to any other sector or industry?

To unlock this potential, increased investment in AI research, education, and upskilling is crucial, ensuring inclusivity and propelling India towards a prosperous and equitable future.

Organisations are swiftly adopting an AI-first approach to digital transformation, aiming to enhance customer engagement, increase productivity, and achieve greater agility in delivering digital capabilities using innovative foundation models and AI-first solutions.

A major hurdle is the lack of skilled professionals to develop and implement GenAI solutions. Up to 52% of organizations surveyed by EY identified this as a key challenge. Only around 26% of Indian companies are considered fully prepared to leverage AI technologies.

GenAI, the next frontier in artificial intelligence, promises to revolutionize the retail experience by tapping into vast repositories of unstructured data. Traditionally, the industry has relied on data to predict consumer behaviour and handle inventories. However, the current retail investments in AI, pegged at US\$5 billion, is expected to soar to US\$31 billion by 2028.

GenAI could potentially elevate the retail sector's profitability by 20% by 2025. Retail investments in AI are expected to soar to US\$31 billion by 2028. 71% of Indian retailers plan to adopt GenAI in the next 12 months.

Secondly, around 69 per cent of the overall impact of GenAI on India's GDP is expected to be derived from sectors such as business services (including IT, legal, consulting, outsourcing, rental of machinery and equipment, and others), financial services, education, retail, and healthcare.

Implementing measures like enabling access to training data and marketplaces, deployment of GenAI systems as Public Goods, securing critical digital infrastructure and access to talent and public funding of R&D will help foster GenAI innovation.

Although the government's intentions to give a boost to the AI space cannot be doubted, there is a tremendous sense of optimism in AI to realise its full potential, considering GenAI's immense potential to act as an economic growth catalyst.

Currently, industry stakeholders seem to be white knuckling their way through the number of announcements being made for the sector. While the government has somehow managed to take a balanced leap in regulating and providing support so far, it is the fear of the unknown, driven by the examples of fintech, crypto and other industries, which have triggered nail-biting across this burgeoning space.

Implementing measures like enabling access to training data and marketplaces, deployment of GenAI systems as Public Goods, securing critical digital infrastructure (through the roll-out of 5G, data centers, access to specialised chips and AI-specific compute infrastructure), and access to talent and public funding of R&D will help foster GenAI innovation.

Experts predict that, the extent of GenAI's influence in each sector will depend on factors such as feasibility, rates of adoption, and the respective contribution of each industry segment to India's economic activity. The report underlines that, around 60 per cent of these organisations surveyed acknowledged that GenAI had an impact on their businesses.

Moving forward, the technology does not just reduce overheads but can significantly increase sales through tailored consumer experiences. Even local retailers can provide 'hyper-local' personalized shopping experiences by integrating GenAI tools. This along with its IT prowess, India could emerge as a global nucleus for GenAI retail solutions.

Enterprises worldwide are increasingly turning to GenAI for several reasons. However, it's essential to recognize that with the immense potential of GenAI come challenges such as data privacy concerns, ethical considerations, and the need for skilled talent to develop and manage AI systems.

Indeed, the rapid growth of technology and data has fundamentally reshaped how enterprises operate and innovate. GenAI, has emerged as a pivotal force in this evolution. By leveraging artificial intelligence (AI) and machine learning (ML) technologies, GenAI enables enterprises to harness the power of data in unprecedented ways.

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

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

All payments favouring:  
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# Beneath The Waves: NEC India Bridging Islands, Empowering Dreams, Fueling Progress

**NEC India has emerged as a digital transformation partner to India over the course of the last 70 years. Can you share insights into the journey of NEC India during this period?**

Reflecting on our global journey, as NEC Corporation, a 125-year-old Japanese conglomerate, we have earned our place as a global pioneer in delivering extensive ICT-driven social infrastructure solutions. From satellites to submarines, we provide comprehensive technology support across sectors to both public and private enterprises. In India, our journey began during the early years of independence with the pioneering implementation of the 2Ghz Microwave Communication System at the National Physics Research Centre in Ahmedabad in 1956. Since then, our relentless pursuit has always been to bring state-of-the-art technology to India, offering the pinnacle of quality through Japanese solutions.

Our interventions have not just adapted but transformed to **mirror the dynamic needs of our nation and its citizens**, in our quest to orchestrate better lives for all. The journey, which initially started with telecommunications, further expanded into various sectors, including public safety, logistics, smart transportation, retail, finance, IT, and now, the cutting-edge frontier of GenAI.

Our groundbreaking solutions have played a vital role in several nation-building initiatives, ranging from building the biometric system for Aadhaar to creating the digital foundation of several smart city projects to the most recent implementation of the DigiYatra initiative at 4 airports.

A proud milestone in our journey has been the timely completion of Chennai & Andaman and Nicobar Islands (CANI) and the Kochi-Lakshadweep Islands Submarine Cable (KLI) projects, aimed at bringing the remote islands closer to the mainland digitally and fostering a greater sense of inclusion.

These complex digital infrastructure projects hold profound significance for our nation, not just in bridging the connectivity gap between island citizens and the mainland but also in propelling our collective development and digitization aspirations forward. As an organization that strives to create a world where everyone has equal opportunities, we take immense pride in our solutions and our workforce that executes it. **Steering NEC India to support the country's goal from becoming Atmanirbhar Bharat to**

## AALOK KUMAR

Corporate Officer & Senior VP,  
Head of Global Smart City  
Business, NEC Corporation and  
President & CEO, NEC  
Corporation India



**Viksit Bharat, by leveraging the might of Japanese technology, is a deeply fulfilling responsibility for me.**

**The completion of the KLI Submarine Mission holds significant importance for the Government of India and BSNL. Given the complex nature of this project, how did NEC contribute to this mission?**

NEC Corporation has rich experience in deploying more than 350,000 km of submarine Optical Fiber cable systems globally. Furthermore, as NEC India, we have strived to build India's digital foundation and bring the transformative power of technology to every corner of our diverse nation.

In this era of hyperconnectivity, it's unimaginable for anyone to not have internet access. However, our fellow citizens in the Andaman & Nicobar Islands and more recently, Lakshadweep Islands lived without any network, devoid of the basic necessity of a contemporary internet connection. As an Indian, driven by a fervor for technology, I strongly sense the effects of the digital divide that many of our people have been enduring for years. It has always fueled our passion to bridge these gaps and bring the transformative power of technology to every corner of our diverse nation.

Our foray into the end-to-end implementation of the nation's submarine initiatives took off in 2020 with the completion

of the Chennai-Andaman Nicobar Island submarine cable network. **The success of this project paved the way for renewed trust, as we were once again entrusted by BSNL in September 2021 to execute the Kochi-Lakshadweep Islands Submarine Cable mission.** Beyond mere cables and connections, this venture signifies a shared commitment of all of us to undertake tasks that are mission-critical to the country's growth and prosperity.

Every stride in this journey, from the initial marine route surveys to the installation of submarine cables and the construction of CLS ensuring connectivity, to the vigilant management of the Installation, Testing, and Commissioning of End Terminals (SLTE), NEC Corporation and NEC India have been the driving force behind the project from start to finish. The mission's distinctive feature lies in its resilience, being 100% more robust to effectively address the anticipated surge in future demands for enhanced internet speed. In essence, the successful completion of this mission cements our leadership in shaping the nation's digital landscape with an outlook for tomorrow.

**In what ways do you anticipate these submarine cable projects will create substantial societal and economic impact for the regions?**

Growing at a robust rate due to economic reforms in key sectors like digitization and infrastructure, India has emerged as an outlier and is projected to contribute more than

16 per cent of the global growth as per the International Monetary Fund. Seamless internet connectivity for the delivery of digitally-driven services is crucial in this regard. Submarine cables providing connectivity and access to data, therefore, play an instrumental role in propelling the digital economy forward. Their importance in meeting India's expanding global connectivity needs is anticipated to become even more pronounced in the coming years, nurturing connectivity both within India and on the world stage.

In perfect harmony with the national goals of 'Digital India' and the 'National Broadband Mission,' the KLI submarine cable mission extends beyond mere infrastructure development. Its impact is evident in providing high-speed internet connectivity for **over 64,000 people in Lakshadweep**. Particularly, the project is poised to play a crucial role in facilitating the implementation of diverse e-governance initiatives by the Government of India, elevating the education ecosystem, fortifying health infrastructure, providing an enhanced gateway for commerce, and supporting industries on a larger scale.

Given the pristine beauty of the islands, we also believe that it will become a catalyst for tourism in the region. Enthusiastic travelers, drawn by the allure of tranquility and unexplored areas, will not only contribute to the local economy but also ensure cultural exchange, ecotourism initiatives, and grassroots entrepreneurship.

**What are the main factors that have contributed to NEC's effective management of its mission and the timely delivery of complex turnkey cable systems, particularly in challenging environments?**

Our company values are rooted in a **collective purpose of empowering lives and building a better tomorrow and this reflects in every endeavor we undertake**. Implementing submarine cables in the ocean's depths is undoubtedly a herculean task. From navigating the intricacies of laying the cable securely to overcoming the harsh environmental conditions of high pressure, low temperatures, and corrosive saltwater, every aspect demands a strategic and experienced approach. Among all this, we are equally conscious of preserving marine life and addressing security concerns adds layers of complexity to the already daunting task. But our extensive industry experience, coupled with our goal to come up with the most effective solutions, has made us experienced in this domain.

The KLI Submarine cable mission is a perfect example of managing such complex projects. In the face of extreme weather conditions in the Indian Ocean, our team's adaptability and resilience shines through meticulous planning and comprehensive risk assessments. I firmly believe **our success surpasses mere accomplishments; it thrives on transparent**



**communication, stakeholder unity, and accelerated problem-solving**, ensuring the mission's timelines, as demonstrated by both the CANI and KLI Submarine cable network systems.

**What are your expectations for the industry in 2024? Beyond submarine networks, which technologies do you anticipate will shape India in the year 2024?**

"Driven by our vision of "In India – For India, From India – For Global," backed by tech and best-in-class talent, we envision ourselves contributing to building empowered societies during India's journey to Viksit Bharat by 2047."

Looking at 2024 particularly, I believe that the strategic use of technology across all levels is set to play a crucial role in strengthening access, expanding connectivity, and supporting inclusivity for businesses and society at large. A standout trend in the tech landscape would be the ongoing progress in Artificial Intelligence (AI) and Machine Learning (ML). These advancements are not just going to redefine how industries operate, elevating the decision-making capabilities of businesses but improving overall efficiency and augmenting the skills of existing talent. I'm particularly intrigued by the work on Generative AI (GenAI), which presents significant opportunities to reshape the tech landscape. It's more than just a technological shift; it has the potential to enhance productivity across various domains. I feel sectors like agriculture, healthcare, education, supply chain etc. stand to benefit the most from AI.

Additionally, the growing influence of blockchain technology is expected to bring transformative changes, especially in sectors like finance, supply chain, and cybersecurity. The promise of revolutionizing computational capabilities through quantum computing and solving complex problems is exciting.

Agriculture has served as the foundation of our nation's growth, and it's now in need of a transformative revolution. Given our agrarian identity, it is imperative to equip farmers with agri-tech. It will advance sustainable practices and fulfil our vision of using technology for comprehensive sector empowerment, elevating crop yield and efficiency to drive India forward.

On another note, sustainability-focused technologies aligned with global efforts for a greener future are gaining prominence. As we navigate this evolving landscape, agility becomes paramount. Embracing these technological shifts isn't just a choice; it's essential to unlock new opportunities, promote innovation, and contribute to India's global growth.

"We take great pride in the successful and timely completion of our projects connecting Kochi to Lakshadweep and Chennai to Andaman & Nicobar Islands, which have played a pivotal role in enabling broadband internet connectivity for the islands. These projects are in alignment with the Digital India Mission, unlocking opportunities for e-governance and digital empowerment throughout the regions. We would like to thank USOF (DOT), and BSNL, and appreciate the cooperation extended by the Island Administrations during the implementation of these projects. Their unwavering support was instrumental in enabling us to complete the project ahead of schedule."



**ASHUTOSH ZUTSHI**  
Senior Vice President  
& Head- Submarine  
Business,  
NEC India



# LIFE AMIDST PROLIFERATING APPS AND DIGITAL INTERVENTIONS

There is an interesting debate on the role of Apps and their likely impact on human behavior. Apps or digital platforms have redefined societal and individual lives. Some of the Apps are getting downloaded into your smartphone by intent. But a lot more are gate-crashers into your system. Even a hardened critique of a cashless society has to admit that they have become a part and parcel of the new wave of digital transformation. India boasts a track record of over 70% digital transactions, leaving only less than 30% to the cash economy. India is the market leader as per the available statistics, closely followed by countries like China, South Korea, Nigeria, the United Kingdom, Thailand, Vietnam, and the United States.

In our debate, we have to take the countries, that are refusing to play the game of a cashless economy. They are led by France, where still more than 70% of the transactions are cash-denominated. It is followed by Austria, Belgium, Italy, Germany, Morocco etc. Amidst these developments, there are reports that some of the countries, which have a sizeable cashless economy, now want to go back to the earlier dispensation. Is it because people believe that automated systems and devices are prone to failures or manipulations by unscrupulous people despite strong security systems?

A cashless society has several advantages. Transactions are quick. It can be done at any point in time in the confines of your office or residence or thousands of miles away from your place of domicile. It saves time, and is hassle-free. Some banks promoting cashless transactions impose a fee for every visit of a customer.

India, which leads the pack in UPI, has taken the cashless transactions to the extreme. One can come across a barber, an autorickshaw driver, or a petty shopkeeper using digital money, not necessarily in metros but also in mofussil towns and villages.

Are they sustainable? Frankly speaking, that is not my subject of treatment. But one thing is clear. The so-called fintech is not a static concept; it will keep on changing so also the format of digital money being used.

Hardly there is anyone in India with a mobile smartphone, who does not get an unsolicited call or message from a distant place to invest in Bitcoins and its various permutation combinations. That is also a rarefied form or a clone of digital money. In social media, Bitcoin companies campaign even using the names of very important people including top businessmen, IT people, and other respected people of the society in a surrogate manner cajoling people to invest in Bitcoins.

Surprisingly I have not seen any denial from such highly respected people using or misusing their names. That forces me to think that such campaigns are done with their tacit understanding or they wish to remain neutral when their names are dragged into such surrogate campaigns. The least one expects from these people whose names are used to give a public denial if their names are used wrongly, since number of people, who desire to become rich overnight is increasing day by day as well as the number of people who get trapped by such promises.

In India digital operations are there not only in money transactions. Even for booking a bus or railway ticket, one has to access digital Apps, not to speak of air travel. Once upon a time, all those operations were nightmares to many. I know of people, who used to spend nights together in queues for booking long-distance railway tickets. Airline ticket booking was no better. One had to wait for hours together for booking. That time, travel agents were doing a brisk business. Online booking is the order of the day.

I think India has developed a unique culture for online payment and transactions. Most of the utilities have become online, whether you pay for utilities, remit tax, or order food from local restaurants or a traditional Dhaba. Interestingly, the Western Railway started a campaign outside 10 railway stations recently called UTSAP (Unreserved Ticketing System App Vapra). At present, mobile ticketing contributes to 15-17% of total sales which the Railways intend to take to 45-50% in the next 6-8 months.

In the fintech sector, the government is also taking various steps to promote digital transactions including digital transfer of pay-outs and subsidies. At this pace, India is supposed to march ahead with its digital coverage and go further up in the pecking order.



**DR. ASOKE K. LAHA**  
**Chairman-Emeritus and Founder**  
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Any debate on the future course of digital build-up is incomplete without looking at the other side. I find that skeptics of online culture is increasing. Their main complaint is the proliferation of Apps. One person who wants to be away from the interventions of digital messages, gets irritated when his phone is inundated by unsolicited messages.

Some people are suspicious of Apps because they can be used for siphoning data, including personal data, which are intrusions into privacy. There are instances when Apps are surreptitiously used for transferring money from the accounts.

As Apps are set to become more techie-smart with the use of Artificial Intelligence, there is an increasing demand that there should be a judicious trade-off between convenience and privacy. That should be the hallmark of a sound digital policy not alone for India, but for the world at large.





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- ▶ TCG Opal v2.01
- ▶ FIPS 140-3 L2
- ▶ TAA compliant
- ▶ NVMe 2.0
- ▶ NVMe Management Interface (NVMe-MI™) over SMBus
- ▶ NVMe power states
- ▶ Firmware activated without reset
- ▶ Secure firmware download
- ▶ Hardware root of trust, secure signed firmware
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## NetApp with NVIDIA to advance retrieval-augmented generation for GenAI applications

NetApp is collaborating with NVIDIA to advance retrieval-augmented generation (RAG) for generative AI applications.

The new collaboration directly connects the just-announced NVIDIA NeMo Retriever microservices —coming to the NVIDIA AI Enterprise software platform for development and deployment of production-grade AI applications, including generative AI — to exabytes of data on NetApp's intelligent data infrastructure. Every NetApp ONTAP customer will now be able to seamlessly “talk to their data” to access proprietary business insights without having to compromise the security or privacy of their data.

Enterprises want to leverage publicly available large language models to talk directly and securely to their corporate data with assurance that their private data will never be accessible outside the enterprise. Until now, enterprises that wanted to build internal chatbots, co-pilots, and applications that leverage corporate knowledge were faced with complexity and uncertainty about how to get started without compromising data security or privacy.

NetApp and NVIDIA have developed a simple solution with NVIDIA NeMo Retriever microservices technology for RAG that can leverage any data stored on NetApp ONTAP—on-premises and in the leading public clouds.

## Hitachi and AWS Partner to Accelerate Hybrid Cloud Solutions

Hitachi has announced a strategic alliance with Amazon Web Services Japan G.K. (AWS) to bolster hybrid cloud solutions over the next three years, beginning in April 2024. This partnership aims to enhance system modernization and cloud migration for customers.

Since 2021, Hitachi has collaborated with AWS to develop solutions facilitating the integration of various data sources effectively. This collaboration achieved joint data operation across Hitachi's storage systems and AWS cloud storage service Amazon S3 in 2022. Additionally, in 2023, Hitachi launched the Hitachi Virtual Storage Platform on cloud ("VSP on cloud") and co-created solutions to realize mission-critical hybrid cloud environments.

The strategic alliance focuses on addressing increasing customer demands for accelerated data integration and utilization, driven by the rise of Generative AI. Hitachi and AWS will work together to drive system modernization and cloud migration over several years.

Hitachi and AWS will combine various solutions to create free, safe, and secure data utilization within hybrid cloud environments. This initiative aims to optimize and automate shared data infrastructure operating through on-premise Hitachi Storage and VSP on cloud.

## Nutanix selects RAH Infotech as its Value-Added Distributor in India

RAH Infotech announced its appointment as a value-added distributor in India by Nutanix.

Under the terms of the agreement, RAH Infotech can distribute and resell the Nutanix Cloud Platform to its portfolio of system integrator partners throughout India.

The Nutanix Cloud Platform is secure, resilient, and self-healing. It can be used by organizations to build their hybrid multi-cloud infrastructure to support all kinds of workloads and use cases across public and private clouds, multiple hypervisors and containers, with varied compute, storage, and network requirements.

Harsh Vaishnav, head of India Channel Sales at Nutanix said, “RAH Infotech offers a comprehensive range of solutions to effectively manage data, network, security, and regulatory issues through an integrated ecosystem. It has also always been focused on developing a strong partner ecosystem through its distribution and reseller programs by aligning its business with emerging technologies that are reflected in its product portfolio. This association will aid RAH Infotech in strengthening its current footing in the expanding India tech market.”

## Juniper Networks announces new Partner Advantage program

Juniper Networks has announced the next evolution of its global Juniper Partner Advantage (JPA) Program. The new elements will help partners leverage AI for IT Operations (AIOps) to offer managed networking services for increased reliability, agility and reach on the path toward unlocking new revenue opportunities and equip customers with solutions that enable a consistent experience-first approach across their networking infrastructure.

As part of the JPA Program expansion, Juniper has introduced a new Partner Assured designation to provide partners who have rich Juniper practices with third-party validation from Information Security Systems International (ISSI) of their capabilities across the customer lifecycle. By equipping partners with market leading AIOps and verification of superior customer outcomes and lower operational costs, Juniper's Partner Assured designation helps to accelerate partner profitability.

“By offering world-class partner programs alongside a suite of innovative and secure AI-Native Networking solutions, Juniper sets the foundation for partners to unleash their value, speed and scale,” said Gordon Mackintosh, Group Vice President, Juniper Partner Organization at Juniper Networks.

## TechnoBind partners with AppSentinels to strengthen its API security offering

TechnoBind has announced its partnership with AppSentinels, a provider of application security solutions. They provide a full lifecycle API Security platform that offers discovery and cataloguing of APIs, tracking of sensitive data, protection against API attacks, shifts-left API testing, rapid incident response and streamlined compliance efforts.

AppSentinels, with a mission to fix gaps in application security, has a stellar record of building enterprise grade security products that have won accolades across industry forums. AppSentinels Full Lifecycle API Security Platform helps developers build secure APIs by creating numerous security tests specific to the application, offers 24x7 pen-testing and cuts down bug bounty budgets. This specialized API security platform also provides runtime protection against unknown business logic flaws, automated API attacks and frauds along with intelligently blocking threat actors with manual & automated remediation.

“As API attacks continue to evolve in sophistication and frequency, it is imperative for companies to prioritize API security to mitigate risks and safeguard their digital assets. TechnoBind recognizes the niche demands in the market and partners with industry leaders to deliver tailored solutions addressing these specific needs. AppSentinels, renowned for its award-winning application security solutions platform, emerges as the ideal choice to meet customer demands. This collaboration aims to empower our partners to navigate the complex security landscape with proactive tools to safeguard data integrity and confidentiality throughout the application lifecycle,” said Prashanth GJ, CEO at TechnoBind Solutions.

## NTT DATA and Schneider Electric to drive AI innovation at the edge

NTT DATA and Schneider Electric have unveiled a first-of-a-kind co-innovation that empowers enterprises to harness the power of edge computing. The strategic partnership introduces a unique solution that seamlessly integrates Edge, Private 5G, IOT, and Modular Data Centers, providing unparalleled connectivity and supports the computational demands of Generative AI applications deployed at the edge.

The joint offering combines NTT DATA's Edge as a Service, which includes fully managed Edge to Cloud, Private 5G, and IoT capabilities, with Schneider Electric's EcoStruxure, a modular data center that fuses OT solutions with the latest in IT technologies. This powerful combination enables companies to maximize energy efficiency and meet the demands of compute-intensive tasks such as machine vision, predictive maintenance, and other AI inferencing applications at the edge.

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## Salesforce to enhance customer experience and operational efficiency for IndiaFirst

IndiaFirst Life Insurance Company has taken a strategic and technological leap by migrating its Customer Relationship Management (CRM) systems to Salesforce. IndiaFirst Life will leverage Salesforce Financial Service Cloud to unify customer interactions, manage data efficiently, enhance team collaboration, and significantly improve its customer servicing capabilities.



IndiaFirst Life's decision to migrate to Salesforce was fuelled by its desire to leverage cutting-edge cloud technology functionalities tailored specifically for the life insurance industry. With Salesforce Financial Services Cloud, IndiaFirst Life gains a robust 360-degree customer view, enabling personalized interactions and automating workflows to optimize resources. Advanced analytics and reporting will enable real-time insights and integration with third-party applications has helped minimize disruption. Enhanced client engagement is facilitated through personalized communication, enhanced security features protect data integrity - boosting trust and compliance, and Salesforce's scalable architecture helps IndiaFirst Life to ensure future readiness, empowering it to adapt to the evolving market dynamics.

## Karnataka Innovation Technology Society with Cisco to train 40,000 Individuals

Cisco has signed a Memorandum of Understanding (MoU) with the Karnataka Innovation Technology Society (KITS), Department of Electronics, IT, Bt, Government of Karnataka, to train 40,000 individuals in cybersecurity skills and cyber awareness. Women will represent half of the trained workforce to help meet the growing need for cyber talent as organizations look to bolster defences against an evolving and complex threat landscape.

According to Cisco's Cybersecurity Readiness Index, 90% of organizations in India expect a cybersecurity incident to disrupt their businesses in the next 12 to 24 months. Moreover, as stated by an Information Systems Audit and Control Association (ISACA) report, with 40% of cybersecurity teams in Indian organizations understaffed, the urgency for skill preparedness is clear. This collaboration underscores a collective commitment to equip students with job-ready cybersecurity skills required to meet the ever-growing security demands of tomorrow.

Moreover, the collaboration will include a 'Train the Trainers' program to empower college faculties with the knowledge and skills required to create a robust cyber ecosystem. This program will also focus on promoting cyber awareness among citizens to bolster their defences and empower them to be safer and more secure online.

## Ericsson partners with DoT to offer accredited courses on 5G

Ericsson and the Department of Telecom (DoT) announced that they have entered into a collaboration to offer access to Ericsson Educate -21st Century Technologies Programme, Ericsson's online learning platform to 100 institutes with 5G Labs. An MoU to the effect was signed between A Robert J Ravi, CEO, Telecom Centres of Excellence, India (TCOE) India and Dy. Director General, DoT and Nitin Bansal, MD, Ericsson India.

DoT has set up one hundred 5G Use case labs within 100 institutes across India with the objective to build competencies and engagement in 5G technologies for students and startup communities. Ericsson will open its Ericsson Educate platform to 10,000 students from these institutes and provide access to learning material on key technologies. The subjects covered as part of the Program at an introductory level include: Automation, Telecommunications, AI, IoT, 5G and Machine Learning.

The collaboration will provide both students and lecturers with access to quality digital learning resources that draw on Ericsson's 145-year experience in telecommunications and ICT. Content from the Ericsson Educate portal will be provided at no cost to the students.

## Ingram Micro to accelerate the global distribution of Cybernetix AI products

Cybernetix has announced a strategic partnership with Ingram Micro. This collaboration is set to dramatically widen the availability of Cybernetix's innovative AI products, making them readily accessible to a global audience of businesses and educational institutions.

Under the partnership, Ingram Micro will distribute Cybernetix's specialized suite of AI products designed to transform workplaces and educational environments. These include advanced interactive whiteboards and AI-driven content creation tools, all aimed at boosting productivity, sparking innovation, and facilitating seamless collaboration.

Expressing excitement about the partnership, Nishant Rajawat, Founder & CEO of Cybernetix, stated, "Our collaboration with Ingram Micro marks a pivotal chapter in our journey to redefine work and learning spaces with AI. Their unparalleled distribution network is the perfect catalyst for bringing our specialized AI solutions to a global market, fulfilling our mission to empower organizations with the tools they need to thrive in a digital-first world."

Ingram Micro's vast distribution capabilities, reaching close to 200 countries, present an ideal platform for Cybernetix's expansion strategy. This partnership not only makes Cybernetix's cutting-edge solutions more accessible but also empowers Ingram Micro's extensive network of resellers with innovative tools and solutions for their clientele.

## L&T Technology Services bags \$100 million worth program in cybersecurity

L&T Technology Services has announced that it has won a first-of-its-kind program in India worth around \$100 million (INR 800 Crore) from Maharashtra State Cyber Department, under the Government of Maharashtra. This initiative extends LTTS' commitment to developing secure, digitally interconnected smart and safe cities through premier Cyber Security and Digital Forensic solutions consolidated under one umbrella.

In this pioneering initiative by the Government of Maharashtra, LTTS in consortium with M/s KPMG Assurance and Consulting Services LLP as forensics partner will provide advanced Cyber Security Solutions for the State enhancing public safety against cyber-threats.

The project entails designing a sophisticated cybersecurity system and establishing a state-of-the-art, fully equipped, Cyber security and Cybercrime prevention Centre to address Cybercrime Incidents and Investigations by leveraging AI and Digital Forensic tools.

## Lenovo Study reveals 95% of Indian CIOs consider AI critical for business in 2024

Lenovo unveiled the 'CIO Playbook 2024 – it's all about Smarter AI' report, providing a comprehensive overview of AI adoption in Asia-Pacific (AP). The IDC report, commissioned by Lenovo that surveyed over 900 CIOs, including 150+ in India reveals that organizations in AP are planning to increase AI spending by 45% in 2024 compared to 2023.

It also noted the massive shift in CIO priorities from last year with AI topping the list. Notably, across AP revenue and profit growth have shifted from the top priority in 2023 to number #3 in 2024, while customer experience and satisfaction have surged two spots to come in the top 2 priorities. This underscores a strategic shift towards cutting-edge innovations and a customer-centric approach in the evolving business landscape.

However, divergence emerges between business leaders and CIOs on AI technologies. Business leaders want to prioritize GenAI to enhance customer experience and drive outcomes, while CIOs express cautious optimism. Ranking GenAI as the 4th tech priority, CIOs are prioritizing AI technologies that address security, infrastructure, and talent considerations.



# SketchUp India Annual Partner Summit 2024

SketchUp India Annual Partner Summit 2024, hosted by Trimble Inc.'s SketchUp and organized by ARK Infosolutions Pvt. Ltd. & Hope Technologies Pvt. Ltd., brought together industry leaders, innovators, and visionaries for an inspiring exploration of the business journey and wins in 2023 and an insightful roadmap for the future. Held at the Planet Hollywood Beach Resort in Goa, the summit served as a pivotal platform for fostering collaboration, knowledge sharing, and networking within the SketchUp ecosystem.



The summit commenced with a warm welcome address by **Mr. Rahul Mallikar**, (Regional Head India and Greater SAARC) for SketchUp. Setting the stage for an inspiring journey, Mr. Mallikar emphasized the significance of collective efforts in driving innovation and shaping the design landscape. This was followed by thought-provoking presentations by **Mr. Andy Dodge**, (Sr. Director Global Sales), and **Mr. Sean Baptist**, (APACA Business Head), who offered valuable global insights and success stories. **They further unveiled an exciting roadmap for SketchUp in 2024**, outlining the latest advancements and future direction that will empower users to push the boundaries of design and creativity.

**Mr. Harsh Pareek**, (Regional Sales Director INDIA and SAARC), then took the stage to share a compelling Trimble success story, showcasing the company's unwavering commitment to innovation and its dedication to empowering businesses and individuals with cutting-edge design solutions. Customer success stories formed a cornerstone of the summit, with **Mr. Roger NG**, (Customer Success Manager APAC), and **Mr. Chris Dizon**, (Sr. Manager Customer Success), taking centre stage. They shared inspiring real-world examples of how businesses across diverse industries are leveraging the power of SketchUp to achieve remarkable results, from streamlining workflows to crafting exceptional designs that capture the imagination.

**Mrs. Reshma Golsangi**, (Director at SW Systems), shed light on SketchUp's unwavering dedication to aspire the next generation of design talent. She outlined the company's commitment to academia and the various initiatives undertaken to equip students with the necessary skills and knowledge to thrive in the ever-evolving design landscape. This session resonated deeply with the audience, highlighting SketchUp's commitment to building a robust design ecosystem for the future.

One of the most eagerly awaited sessions was "What's New in SketchUp," where **Mr. Rohit Nair** from ARK Infosolutions and **Mr. Gurumurthy N.** from Hope Technologies Pvt. Ltd. unveiled the latest features and functionalities that will equip users to create, innovate, and design like never before. The session generated immense excitement, showcasing the continuous advancements SketchUp is making to stay at the forefront of the design technology landscape.

The Partner Excellence Program 2024 and Business Roadmap were meticulously presented by **Mr. Binish Parikh**, (Vice President at ARK Infosolutions Pvt. Ltd.) and **Mr. Saroop Chand**, (Founder & Promoter of Hope Technologies Pvt. Ltd.) This session provided valuable insights into the program's structure, the plethora of benefits it offers, and the exciting opportunities it presents for partners to expand their reach and propel their businesses forward.

The SketchUp India Annual Partner Summit 2024 proved to be a resounding success, aspired a spirit of collaboration and innovation within the SketchUp ecosystem. The event provided a platform for knowledge exchange, industry insights, and valuable networking opportunities. By focusing on customer success, fostering academic partnerships, and unveiling a roadmap brimming with exciting advancements, the summit solidified SketchUp's position as a key player in shaping the future of design and technology. The collaborative spirit and unwavering commitment to innovation showcased throughout the event leave no doubt that SketchUp and its partners will continue to redefine the design landscape for years to come.



## Intel brings Core 14th Gen i9-14900KS processors

Intel announced full specifications and availability of Intel Core 14th Gen i9-14900KS processors. The processors deliver up to 6.2 gigahertz (GHz) max turbo frequency out of the box, ensuring a world-class gaming and creating experience for desktop enthusiasts who want the most power possible.

“The Intel Core i9-14900KS showcases the full power and performance potential of the Intel Core 14th Gen desktop processor family and its performance hybrid architecture. Extreme PC enthusiasts – especially gamers and creators – can now enjoy the i9-14900KS’ record-breaking 6.2 GHz frequency while taking their desktop experience to higher levels of performance than ever before,” said Roger Chandler, Intel Vice President and General Manager, Enthusiast PC and Workstation Segment, Intel Client Computing Group.

The unlocked i9-14900KS processor pushes the Intel Core 14th Gen desktop processor family to its fastest speeds yet – building on last year’s industry-first 6.0 GHz Core i9-13900KS. In addition to record-breaking frequencies, the i9-14900KS boasts 24 cores/32 threads and 36 megabytes (MB) of Intel® Smart Cache for powerful performance in gaming and content creation workloads that desktop enthusiasts expect from Intel’s latest-gen desktop processors.

## Adobe adds Firefly Generative AI into Substance 3D Workflows

At the Game Developers Conference (GDC) 2024, Adobe debuted new Firefly-powered generative AI features directly within Adobe Substance 3D design and creative workflows. This first integration of Adobe’s popular family of Firefly generative AI models directly into the Substance 3D ecosystem ushers in a new era of creativity and efficiency for industrial designers, game developers and VFX professionals, accelerating iterative and creative processes in various areas including 3D texturing and background image generation.

Substance 3D’s latest releases introduce two new Firefly-powered features:

- Substance 3D Sampler’s innovative Text to Texture feature offers creators the ability to generate photorealistic or stylized textures for 3D object surfaces from simple text prompts. This feature significantly enhances artists and designers’ creative and iterative processes without the need for physical prototypes, stock imagery or manual photography.
- Substance 3D Stager’s new Generative Background feature empowers users to create detailed background images from text prompts and seamlessly composite objects into scenes with intelligent perspective and lighting matching.

Taken together, these new capabilities significantly accelerate the creative review process, making professional design workflows more productive and seamless while saving considerable time.

## Snapdragon 8s Gen 3 with generative AI on-device is released by Qualcomm

As a less expensive option to its predecessor, Qualcomm has released the Snapdragon 8s Gen 3, a flagship-grade processor with on-device AI capabilities. It has 4nm architecture and can support generative AI models with high speed. Hardware-accelerated ray tracing and HDR gaming are promised by the chipset. Upcoming smartphones from Xiaomi, Redmi, iQoo, Honour, and Realme will run on it.

Qualcomm also revealed that the first handset to be powered with the latest chipset will be available later this month, but did not reveal any further information regarding the phone or its specifications.

The newly unveiled Snapdragon 8s Gen 3 is a 4nm octa-core chipset with a Prime core (Cortex-X4) clocked at 3.0GHz, four ‘performance’ cores with a peak clock speed of 2.8GHz, and three ‘efficiency’ cores clocked at 2.0GHz. The Adreno GPU onboard the chipset offers support for HDR gaming along with real-time hardware-accelerated ray tracing in supported games, according to the company. It will support up to 24GB of LPDDR5x memory at up to 4200MHz and UFS 4.0 storage.

## Oracle announces availability of Java 22

Oracle has announced the availability of Java 22, the latest version of the world’s number one programming language and development platform. Java 22 (Oracle JDK 22) delivers thousands of performance, stability, and security improvements to help developers increase productivity, drive innovation, and accelerate growth across their organizations. These include enhancements to the Java language, its APIs and performance, and the tools included in the Java Development Kit (JDK).

“The new enhancements in Java 22 enable more developers to quickly and easily build and deliver feature-rich, scalable, and secure applications to help organizations across the globe grow their businesses,” said Georges Saab, senior vice president, Oracle Java Platform and chair, OpenJDK governing board.

The latest JDK provides updates and improvements with 12 JDK Enhancement Proposals (JEPs). JDK 22 delivers language improvements from OpenJDK Project Amber (Statements before super[...], Unnamed Variables & Patterns, String Templates, and Implicitly Declared Classes and Instance Main Methods); enhancements from Project Panama (Foreign Function & Memory API and Vector API); features related to Project Loom (Structured Concurrency and Scoped Values); core libraries and tools capabilities (Class-File API, Launch Multi-File Source-Code Programs, and Stream Gatherers); and performance updates (Region Pinning for G1).

## Dell Technologies and Alienware bring the new Alienware m18 R2 to India

Dell Technologies and Alienware have launched the new Alienware m18 R2 in India. Powered by up-to the latest 14th Gen Intel Core i9-14900HX processors and up to NVIDIA GeForce RTX 4090 GPU, the laptop delivers a desktop-like experience with stunning visuals. The 16:10 QHD+ display offers an expansive view with a 165Hz refresh rate, which is also equipped with hardware-based low blue light Comfort View Plus technology.

This gaming machine is further bolstered with the Alienware Cryo-Tech cooling technology, which includes quad ultra-thin fans that pull air through 7 copper heat pipes and out 5 vents, for smoother gaming sessions.

The Alienware m18 R2 offers unparalleled performance with GPUs that are engineered to run games seamlessly with improved AI performance, power efficiency, and ray tracing capabilities. With up to 270W Total Power Performance, users can play the most demanding games with more headroom to support overclocking without throttling. Furthermore, gamers can enjoy better visuals thanks to NVIDIA DLSS 3.5, which uses AI to generate faster frame rates and better image quality.

## HPE launches end-to-end AI-native portfolio for Generative AI

At NVIDIA GTC, Hewlett Packard Enterprise (HPE) announced updates to the comprehensive AI-native portfolios to advance the operationalization of generative AI (GenAI), deep learning, and machine learning (ML) applications. The updates include:

- Availability of two HPE and NVIDIA co-engineered full-stack GenAI solutions.
- A preview of HPE Machine Learning Inference Software.
- An enterprise retrieval-augmented generation (RAG) reference architecture.
- Support to develop future products based on the new NVIDIA Blackwell platform.

“To deliver on the promise of GenAI and effectively address the full AI lifecycle, solutions must be hybrid by design,” said Antonio Neri, President and CEO at HPE. “From training and tuning models on-premises, in a colocation facility or the public cloud, to inferencing at the edge, AI is a hybrid cloud workload. HPE and NVIDIA have a long history of collaborative innovation, and we will continue to deliver co-designed AI software and hardware solutions that help our customers accelerate the development and deployment of GenAI from concept into production.”





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## Acer adds Aspire Desktop to its consumer range

Acer has expanded its range of consumer offerings with the introduction of a new line of desktops within its Aspire series. This feature-packed desktop is designed to empower users to pursue their passions and handle diverse tasks with ease. Powered by 12th-generation processors, the Aspire Desktop ensures efficient multitasking capabilities to meet the demands of modern computing. With Wi-Fi 6 and Bluetooth 5.2, users can enjoy seamless connectivity for a smooth online experience. The Aspire Desktop delivers superior performance, allowing users to engage in multiple tasks simultaneously without compromising speed or responsiveness.

The desktop features accessible ports both in the front and back. Its sleek and contemporary design adds a touch of elegance to any workspace. Enhanced by Intel UHD Graphics, it offers exceptional visual experiences, making it suitable for a wide range of applications. The Aspire Desktop boasts expandable RAM, providing users the option to upgrade to an impressive 64 GB. Operating on Windows 11 Home, the desktop offers one-year validity, ensuring a secure computing environment. Its sleek body design boosts its visual attractiveness, accompanied by a polished mirror finish on the front bezel.

## Samsung Display steps up its OLED production line

In an effort to improve its standing in the flat-screen industry, Samsung Display has been building a new 8.6-generation OLED production line in Asan. When the project is finished, it will have the highest-generation OLED line in the world. Full-scale mass production is scheduled for 2026, including the installation of main equipment this year. The anticipated expansion of the worldwide IT OLED market is mirrored in Samsung's investment.

The company will transform its existing L8 line into the new A6 line for the 8.6-generation OLED panels aimed at IT devices besides smartphones in its facilities. It will be Samsung Display's sixth OLED line.

According to market research firm Omnia, the global IT OLED market is expected to grow from USD 2.5 billion in revenue in 2024 to USD 8.9 billion in 2029 at an annual growth rate of 28.6 per cent.

The company plans to install major equipment this year and start full-scale mass production in 2026. The move follows the announcement in April last year that Samsung Display will invest 4.1 trillion won (USD 3.1 billion) in the IT OLED field by 2026 to build a line capable of producing 10 million laptop panels per year.

## MSI unveils its new-line-up of AI powered laptops, its first gaming handheld in India

MSI has announced the launch of their latest AI-powered laptops lineup, with the NPU (Neural Processing Unit) built-in Intel Core Ultra processor. MSI has also introduced its pioneering gaming handheld device, Claw, the handheld equipped with the Intel Core Ultra Processor. Additionally, MSI has launched a series of 18" laptops featuring Intel 14th Gen HX-series processors and the largest vapor chamber thermal modules, aiming to be the most powerful on the planet. The lineup also expands the use of 14th Gen HX-series processors across its new mainstream gaming and creator models, all equipped with the full power of RTX 40 series graphics.

With the zeitgeist of AI technology taking the world by storm, the new launches come with innovative technology breakthroughs, extremely powerful performance and aesthetic designs that ensure the best-in-class user experience for all its consumers.

MSI's latest laptops, powered by the new Intel Core Ultra processors are tailored to handle sustained AI workloads efficiently. Featuring a dedicated Neural Processing Unit (NPU) optimized for AI tasks and built on Intel's advanced 4 process node, these processors ensure minimal power usage for routine tasks, thus enhancing battery life. Additionally, the integration of ARC graphics offers over double the graphical performance per watt compared to previous generations, supporting various activities including office tasks, streaming, content creation, and gaming.

## Pure Storage announces new self-service storage management capabilities

Pure Storage has announced new self-service capabilities across its Pure1 storage management platform and Evergreen portfolio as it delivers on its commitment to provide comprehensive, valuable software-based solutions, all via a single platform experience, to global customers.

Pure Storage has been at the forefront of revolutionizing enterprise data storage since its inception in 2009. What began as a commitment to high-performance storage hardware has evolved into a comprehensive platform that delivers outcomes, with an emphasis on Storage as-a-Service (STaaS) and automated software service delivery.

This strategic shift to further embrace as-a-Service outcomes delivers on Pure Storage's vision to meet the evolving demands of modern businesses that seek efficient, cost-effective, and scalable storage solutions.

The new announcement is a testament to Pure Storage's unwavering efforts to provide a meaningful Software-as-a-Service (SaaS) experience to enterprises everywhere, eliminating time-intensive IT operations with expanded software capabilities that automate upgrades for the Purity flash storage operating environment, streamline data protection, simplify invoice management and ESG reporting, and enhance partner intelligence - all at no cost and available immediately with an Evergreen subscription.

## Veeam Data Cloud offers Data Protection and Recovery Services on a single Cloud platform

Veeam Software announced the new Data Cloud, which is built on Microsoft Azure and delivers the confidence and reliability of the industry's leading platform with the ease and accessibility of a cloud service. Today, Veeam Data Cloud provides backup-as-a-service (BaaS) for Microsoft 365 and Microsoft Azure, enabling radical resilience and leveraging powerful data protection and security technology within a simple, seamless user experience.

"According to the Veeam Data Protection Trends Report 2024, 88% of enterprises were either very likely or almost certain to use a Backup



as-a-Service (BaaS) or Disaster Recovery as-a-Service (DRaaS) for at least some of their production servers," said Anand Eswaran CEO at Veeam. "As the #1 global provider of data protection and ransomware recovery and the leader in backup for Microsoft 365, we're bringing those trusted capabilities - for Microsoft 365 and for Microsoft Azure - and delivering them as-a-service. These new as-a-service offerings, which are offered through the Veeam Data Platform, give companies the option of simplifying the management and administration of their backup operations with all the cyber resiliency and reliability of Veeam technology."

## BenQ unveils Home Cinema Projector W5800

BenQ launched the W5800 Home Cinema Projector. The W5800 is designed to transform the Home AV experience, delivering True 4K UHD clarity, exceptional colour fidelity with 100% DCI-P3 coverage, powered by a Blue Core Laser light source.

The W5800 comes with 2600 ANSI Lumens brightness; delivering bright and bold images. W5800 sets a new gold standard by delivering 1700 ANSI Lumens brightness in 100% DCI-P3 in Cinema Mode. Utilizing an All-Glass Lens system featuring 14-element 7-group coated with low dispersion materials, the W5800 has superior transparency to greatly reduce color difference fully displaying 4K image clarity.

The W5800 combines BenQ's HDR-PRO technology with comprehensive colour temperature tuning, Dynamic Black Technology and Delta E <1 calibration to ensure perfect balance in both dark and bright scenes. Further, features like the Filmmakers mode have been crafted for those who want to experience their content just like how the creators envisioned. The Blue Core Laser technology in the W5800 is designed to outlast most traditional projector lamps, offering superior image quality, brightness and performance that lasts up to 25,000 hours.



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## Vodafone Idea rolls out eSIM for prepaid users in New Delhi

Vi has announced the launch of eSIM services for its prepaid customers in New Delhi. This marks a significant step forward in providing seamless, faster, and eco-friendly connectivity for millions of Indians.

eSIM on a compatible smartphone or smartwatch device will enable greater convenience and flexibility for Vi prepaid customers. eSIM supports multiple profiles on a single device, so one can conveniently use a second sim card without removing primary sim. Most importantly, eSIMs are a step towards sustainability and, overall, leads to faster connectivity and seamless adoption of new technologies.



With this launch all Vi customers, both postpaid and prepaid, can now enjoy the eSIM feature on their handsets.

Praveg Gupta- Cluster Business Head- Delhi and Rajasthan, Vodafone Idea Limited, said, "At Vi, we believe in introducing services and offerings that bring convenience and value for our customers. Embracing eSIM technology not only reflects our ongoing efforts to meet the evolving needs of our customers but also leverages advanced technologies towards a sustainable future."

## Instagram Announces New Messaging Improvements

Today, we are excited to announce a number of new DM features to help you better connect with friends, making your messaging experience more flexible and enjoyable. People connect daily on Instagram through posts and stories, but especially privately through messaging, so we're excited to be bringing these new messaging features to Instagram.

### Edit your messages

Whether it's a typo or something just doesn't sound right, you can now edit messages up to 15 minutes after sending.

To make a change, press and hold on the sent message, then choose "edit" from the dropdown menu.

### Pin chats to top of inbox

For chats you have with your best friends or family, or simply ones you want at the top of your inbox, soon you'll be able to pin up to 3 group or 1:1 chats for easy access.

To move a chat to the top of your inbox, swipe left or tap and hold on the chat, then tap "pin". You can choose to unpin a thread at any time.

## Airtel and IDEMIA Introduce Recycled PVC SIM Cards to Reduce Environmental Impact

In a significant move towards sustainability, Bharti Airtel ("Airtel"), one of India's leading telecommunications service providers, has joined forces with IDEMIA Secure Transactions to introduce recycled PVC SIM cards. This pioneering initiative marks a shift away from virgin plastic and underscores Airtel's commitment to promoting circular business practices.

IDEMIA Secure Transactions, a division of the IDEMIA Group renowned for its payment and connectivity solutions, collaborates with Airtel to pioneer this industry-first endeavor in India. By transitioning to recycled plastic SIM cards, Airtel aims to curtail the generation of over 165 tonnes of virgin plastic annually, resulting in a significant reduction of over 690 tonnes of CO2 equivalent emissions per year.

Pankaj Miglani, Director - Supply Chain at Bharti Airtel, expressed his enthusiasm about the initiative, stating, "We are delighted to announce yet another first as we continue to lead the Indian telecom industry. As a brand, we endeavor to align our efforts to adopt various sustainable measures and contribute significantly towards India's ambition to achieve net zero. Our collaboration with Idemia underscores our shared commitment to contributing to a sustainable future."

## Telegram integrates new Business Features for Seamless Interaction

Telegram (which has over 900 million monthly active users) has announced the launch of its highly anticipated 'Telegram Business Features' tailored to streamline communication between businesses and their customers. These updates mark a significant step forward in enhancing the efficiency and effectiveness of business interactions on the platform.

Pavel Durov, CEO and Founder of Telegram, commented, "This week we launched the first batch of Telegram Business features. Users can now convert their personal Telegram accounts into business accounts. As a result, they will be able to add their location and opening hours, organize chats with color labels, use automatic greeting/away messages and shortcuts for quick replies. That's just the start — we are shipping more Telegram Business features this month. One of these features will revolutionize how people interact with chatbots. Telegram Business accounts will be able to seamlessly add chatbots as their invisible secretaries to respond to all or certain chats. With AI, these chatbots can bring customer service automation to an entirely new level."

Telegram users now have the ability to seamlessly convert their profiles into comprehensive business pages, enriching them with crucial details such as location and operating hours. This functionality empowers businesses to enhance visibility and accessibility, facilitating smoother interactions with customers.

## India's indigenously built fastest router with 2.4tbps speed launched

India's Union Minister for IT, Ashwini Vaishnaw has unveiled the country's fastest router, which is indigenously designed and developed. The device boasts a capacity of 2.4 terabits per second (tbps). The Department of Telecommunications (DoT), Centre For Development Of Telematics (C-DOT), and Nivetti Systems have collaborated to create the ultra-fast router. Vaishnaw described it as a "matter of pride" and a crucial step in Prime Minister Narendra Modi's Digital India vision.

The router, with its 2.4tbps data capacity is expected to strengthen India's digital infrastructure and meet the increasing demand for high-speed data processing and transmission. According to Vaishnaw, the government has implemented various policies under PM Modi's leadership to foster innovation, which includes design-linked innovation, production-linked incentives, and start-up friendly schemes.

The efforts aim to propel India to the forefront of global innovation and product development. Vaishnaw also emphasized the shift from traditional manufacturing methods to those driven by software, innovation, and intellectual talent. He believes that India's strong software and design foundation positions the country for significant growth as a product nation.

## New 4G, 5G mandate might soon be there for Jio, Airtel

The Telecom Regulatory Authority of India (TRAI) is reportedly planning to have new 4G and 5G guidelines for telecom companies. Despite claims of nationwide 5G rollouts, many mobile users in India still experience only 4G, even in major cities. Owing to this confusion, TRAI considers requiring telecom operators to display network coverage maps on their websites and is currently revising Quality of Service (QoS) benchmarks.

The regulator is planning to issue directives focusing on 4G and 5G availability by April-May. The mandate may have an impact on Reliance Jio and Airtel as Vodafone-Idea is still to roll out 5G services in the country.

"Consumers deserve transparency about network coverage," said a TRAI official, as per the report. He added, "Telcos should display these maps on their websites to inform users where they can access 5G or 4G."

Also, TRAI wants that operators should report outages of their over 400,000 5G base stations. "Downtime in specific areas significantly impacts network availability," explained another official. "Telcos need to report these outages."

## Hikvision India conducts technical training in Nashik

Hikvision India organised a day long “Technical Training” session at Enrise by Sayaji Nashik. The event got an overwhelming response from the security business community in Nashik and nearby towns. The inauguration ceremony was conducted in the presence of the Hikvision Management



Team and esteemed partners by lighting of the lamp ceremony. Supriya Mhatle, General Manager Maharashtra, Prama Hikvision India, gave an elaborate corporate presentation on Hikvision India.

While complimenting for organising a grand “Technical Training” event, Ashish P. Dhakan, MD and CEO, Prama Hikvision India said, “Today, Indian security Industry needs technical training for all the key stakeholders, including dealers, distributors and system integrators. The technology landscape is changing faster than before, and one needs to upskill and update. The overwhelming response from delegates were the living testimony. All one needs is focus, technical know-how and upskilling to be successful. The technology is evolving faster with new trends and one must match the steps with the latest trends.”

The event started with the technical session based on the theme ‘Hikvision’s New CCTV product introduction’. The trainer introduced the latest CCTV offerings from Hikvision along with the technologies and specifications.

## ASIRT celebrates its 12th Anniversary

The Association of System Integrators and Retailers in Technology (ASIRT) recently marked its 12th anniversary with a grand gala networking dinner held at The Celebrations Club in Lokhandwala, Andheri West, Mumbai, on March 16, 2024. The event was tremendously successful, characterized by camaraderie, warmth, and joyful celebrations.

The evening brought together the CEOs of ASIRT member companies and their spouses, fostering an atmosphere of reunion and connection. With her infectious smile and grace, Nancy Shah, the Master of Ceremonies, led the event, setting the stage for an unforgettable evening.



The ASIRT Board honored the occasion with ceremonial lamp lighting. It acknowledged the founder board members of ASIRT and board members from other prominent IT Associations in India for their continued support and collaboration. President Bharat Chheda welcomed the members, their spouses, and other distinguished guests to the ASIRT Anniversary Celebration. A special 12th-anniversary cake-cutting ceremony added to the commemorative spirit of the evening. A group photo captured the essence of the evening, symbolizing ASIRT's growth and enduring relationships. This memorable snapshot is a testament to the association's legacy and shared vision. Chairman Nilesh Kadakia concluded the celebration with a vote of thanks and closing remarks for this grand event.

## HP brings program enhancements for Partners

At the Amplify Partner Conference, HP Inc. announced new groundbreaking benefits aimed at accelerating partner growth through the Amplify Partner Program. New benefits include the role-based artificial intelligence (AI) partner training and certification program, together with a new Growth Play opportunity, tailored for AI Data Science.



### Role-Based AI Partner Training & Certification Program

AI is rapidly unlocking new market expansion and operational possibilities for HP and partners, accelerating partner execution, and optimizing customer experiences.

Launching May 1, 2024, HP’s Future Ready AI MasterClass, powered by HP University, will be comprehensive in scope covering a range of topics designed to equip partners with the knowledge they need to educate and advise customers on the right AI products and solutions to meet their needs. HP is working with NVIDIA to develop the initial series of advanced training modules. Subsequent releases, involving further Alliance Partners, aim to consistently augment the expertise and capabilities of HP Amplify partners, enabling them to stay ahead in the swiftly changing AI landscape.

### Amplify Growth Plays

Starting in May 2024, all HP Amplify Commercial Partners will have access to Amplify Growth Plays, a new program built around HP’s growth categories. Combined with unique tools, advanced capabilities and compensation elements, Growth Plays rewards participants with tailored benefits to drive incremental partner profitability. HP introduced its latest Growth Play focused on AI Data Science designed to reward eligible partners with tailored benefits for investing in strategic focus areas beyond specializations. Additional Amplify Growth Plays launching May 1, 2024, include Digital Services, Video Collaboration, and Active Care Services.

## DIGISOL takes its partners for a Goa getaway

DIGISOL has concluded 3 Nights & 4 Days trip for the Winners of "Unlock The World & Call Of the Sea" schemes in the category of Structured Cabling solutions. From March 6th to March 9th, DIGISOL hosted a luxurious trip to Goa as a token of appreciation for the exceptional performance of its partners who Qualified for the Digisol schemes.

The Goa getaway offered partners and select DIGISOL employees a chance to unwind amidst the serene coastal beauty of Goa. From visiting iconic landmarks like the Mahalasha Narayani Temple and exploring the vibrant Latin colony in Panjim to engaging in insightful factory visit to Synegra and enjoying thrilling water sports at Grand Island, the trip was brimming with memorable experiences.



In addition to leisure activities, partners had the opportunity to network and engage in interactive sessions with DIGISOL employees. Certificates of achievement were presented to the partners by the esteemed Chairman of DIGISOL, K.R. Naik, further highlighting the company's commitment to fostering strong partnerships.

The Goa trip offered partners a memorable journey filled with relaxation, adventure, and invaluable networking opportunities, reaffirming DIGISOL's commitment to nurturing collaborative partnerships within the industry. Digisol extends its heartfelt congratulations to all the winners and eagerly anticipate more opportunities to strengthen our bond with our partners.



## NTT Data to expand its footprint in Berlin, Europe

NTT DATA announced that its Global Data Centers division will develop and operate its third data center campus in Berlin, a key Tier 2 data center market in Europe. This addition is a part of NTT DATA's global expansion efforts to meet a growing demand for data usage and computation, with an over \$10 billion in data center growth for fiscal years 2023-27 across key markets around the globe.

This new campus comprises 10.8 hectares (approx. 26.6 acres.) and will support a planned capacity of 96MW of critical IT load across two data centers. The site is located 30km west of Berlin, in the municipality of Brieselang. Construction is expected to start in 2025.

The development expands NTT DATA's market presence in Berlin, complementing its existing Berlin 1 and Berlin 2 campuses. Berlin continues to gain importance due to its geographical location, increasing density of infrastructure, diversification and depth of client demand, and its proximity to the federal government. NTT DATA currently operates 48 data centers in seven countries in EMEA, with more than 429MW of critical IT load and 212MW of planned expansion.

"Berlin is an important market in our growing portfolio and expansion plans" said Doug Adams, Chief Executive Officer and President of NTT Global Data Centers. "This new development strengthens our presence and paves the way for further entry into Tier 2 markets, facilitating our sustained growth and leadership in the data center industry as we continue to meet our clients' needs."

Last month, the company announced the development of a new data center campus outside of Paris, comprising 14.4 hectares (approx. 35.5 acres) and supporting a planned capacity of 84MW of critical IT load across three data centers. NTT DATA continues to rapidly expand to meet increasing demand, with new data center campuses in Virginia in the United States, and in Noida and Chennai in India. In the process, the company continues to drive towards achieving NTT DATA's net-zero emissions target for its own operations including sourcing 100% renewable energy by 2030.

## TikTok is deemed a national security threat by Taiwan

According to Central News agency Taiwan, TikTok, a social media site owned by a Chinese corporation, has been deemed as a severe national security concern by Taiwan's Minister of Digital Affairs, Audrey Tang. Tang underlined that the United States views TikTok as a possible threat to national security, which is consistent with the platform's association with foreign enemies. She clarified that by Taiwanese standards, any product that is directly or indirectly vulnerable to foreign adversaries' control is a threat to the security of national information and communication.

The move in Taiwan follows a similar trend in the United States. The US House of Representatives recently passed a bill targeting ByteDance, TikTok's parent company, giving it a timeline to divest its US assets or face a nationwide ban. This legislation mirrors Taiwan's concerns about foreign influence over digital platforms.

Tang disclosed that Taiwan's Ministry of Digital Affairs (MODA) has proposed an amendment to the Cyber Security Management Act, echoing apprehensions voiced in the U.S. House bill regarding indirect foreign influence. This amendment reflects Taiwan's commitment to safeguarding its digital infrastructure from external interference.

TikTok's usage is already restricted within Taiwanese government agencies and their premises. However, Tang hinted at the possibility of extending this ban to schools, non-governmental agencies, and public spaces, pending a decision by the Cabinet. She emphasized that such a decision would entail a comprehensive assessment, considering legal processes and practical feasibility.

"The final decision will be made by the Cabinet after extensive consideration of opinions in the various sectors," the ministry asserted. It highlighted ongoing inter-ministerial discussions convened by the Cabinet to address this issue effectively.

## Adobe and Microsoft join hands to bring new generative AI capabilities

Adobe and Microsoft announced plans to bring Adobe Experience Cloud workflows and insights to Microsoft Copilot for Microsoft 365 to help marketers overcome application and data silos and more efficiently manage everyday work. These new integrated capabilities will bring relevant marketing insights and workflows from Adobe Experience Cloud applications and Microsoft Dynamics 365 to Microsoft Copilot, assisting marketers as they work in tools such as Outlook, Microsoft Teams and Word to develop creative briefs, create content, manage content approvals, deliver experiences and more.

The marketing discipline is complex and made up of specialized roles which require a variety of tools – from designing brand content and managing campaigns to tracking audience insights across channels with internal and external partners and reporting out results. This means marketers face challenges of working in silos and in different applications, which can lead to misalignment and negatively impact speed and productivity. According to a recent survey conducted by Microsoft, 43 percent of marketing and communications professionals reported that having to switch between digital applications and programs was disruptive to their creativity.

Together, Adobe and Microsoft will address these challenges. Initial capabilities will focus on addressing the needs of marketers who often work across multiple teams internally and externally while managing campaign goals, status and actions.

## Oracle announces new AI capabilities in Oracle Fusion Data Intelligence

Oracle has announced new artificial intelligence (AI) capabilities in Oracle Fusion Data Intelligence that will help Oracle Fusion Cloud Applications customers improve decision making by combining data-driven insights with intelligent actions. Oracle Fusion Data Intelligence is a next-generation data, analytics, and AI solution powered by Oracle Cloud Infrastructure (OCI) services including Oracle Autonomous Database, OCI Data Lake, and Oracle Analytics Cloud. With the help of these new AI capabilities, organizations can make better decisions and improve business outcomes.

AI-powered analytics integrated directly into Oracle Fusion Applications include -

**ERP Analytics:** Help finance teams improve decision-making with insights into operational and financial metrics across the organization. New AI capabilities will help Oracle Fusion Cloud Enterprise Resource Planning (ERP) customers analyze collection history to better predict risk and payment timing, gain deeper insights into business spend to identify appropriate classifications, and automatically detect and flag expense anomalies. One of these available models flags customers that are at risk of paying invoices late using historic data from aging receivables. Another new model identifies the risk of paying vendors late in order to maximize discounts and improve vendor relationships.

**SCM Analytics:** Help supply chain leaders optimize their supply chain with insights from across their operations as well as external market data. New AI capabilities can help Oracle Fusion Cloud Supply Chain & Manufacturing (SCM) customers predict the actions needed to ensure on-time delivery, reduce supplier risks, optimize inventory management, and improve warehouse efficiency.

**HCM Analytics:** Help HR teams improve recruitment, talent retention, and growth while increasing the likelihood that resources are aligned with business needs. New AI capabilities can help Oracle Fusion Cloud Human Capital Management (HCM) customers predict staffing needs, identify next steps to close skills gaps, analyze workforce diversity, and provide actionable insights to improve time-to-hire. One of these available models surfaces hidden biases in hiring, internal mobility, and compensation practices across gender, age, and ethnicity. Another new model automatically identifies skill gaps to drive improvements in workforce planning.





# Growing importance of Cybersecurity in the Digital Era

As technology becomes more integrated into our lives, so does the potential for cyberattacks. Just like protecting critical infrastructure and personal data becomes paramount, it is equally important to build an effective cybersecurity strategy that reflects the best practices in the industry -

The cyber world is not a safe place anymore. Not only organizations but also individuals in today’s dynamic world rely totally on technology and store their sensitive data in a digital format hence becoming easy targets to cybercriminals. Every day we hear of cyber threats like malware, ransomware, phishing attacks, and data breaches and these attacks eventually leading to devastating financial losses, reputation damage, and even legal implications. With cybercriminals constantly developing new methods of attack, it becomes crucial to stay updated on the evolving threat landscape and adapt security measures accordingly.

It is therefore apt to say that cybersecurity is no longer an option, but it's a necessity.

### RE-EVALUATING THE CYBERSECURITY POSTURE

In the hyper-connectivity era, it is important for organizations to re-evaluate their cybersecurity strategy while evaluating and selecting tools that leverage a unified architecture across their digital landscape.

Says Sanjeev Iyer, Channel Sales Director,

APAC, Forcepoint, “Today’s digital world requires workers and data to be everywhere. As such, it is essential to understand where sensitive data – the Crown Jewel of an organization – resides, understanding how and where said data is handled and who has access, before aligning a governance and protection strategy and assigning risk to potential use-cases.”

Organizations should start by conducting a thorough risk assessment. By identifying organization-specific threats and vulnerabilities and by analysing past attacks, industry trends, and utilizing threat intelligence feeds, businesses can gauge the potential risks they face and evaluate their preparedness to mitigate them. Equally important is taking stock of an organisation’s current security infrastructure, including their security awareness training programs, the security solutions they have in place, and the processes they have implemented to remediate. This comprehensive understanding enables organizations to prioritize their cybersecurity efforts and allocate resources effectively.

This should then be followed by putting up effective access controls, which would mean



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**ROHIT ARADHYA**  
**VICE PRESIDENT AND**  
**MANAGING DIRECTOR,**  
**ENGINEERING, BARRACUDA**

having strong password policies, using multi-factor authentication, and restricting data access only to those who are authorized to know. Additionally, regular software updates as well as patch management are necessary for fixing identified vulnerabilities promptly.

“Attackers are typically after one thing and one thing only – data. That is why organisations are paying attention to improving their data security posture,” says Maheswaran S, Country Manager, South Asia, Varonis. “Any cybersecurity strategy must center on securing data. Infrastructure can be rebuilt after an attack, and systems can be put back online. However, it is impossible to undo the damage once your data is exposed. Data Security Posture Management (DSPM) is a modern approach to cybersecurity that prioritizes the organization's information. DSPM solutions are designed to protect sensitive data and ensure compliance with regulations, regardless of where data resides.”

“Organizations must establish clear protocols for data handling, incident response, and mitigation strategies to minimize the impact of cyber incidents,” points out Harshil Doshi, Country Director - India, Securonix. “They must also continuously review and update security policies, which is essential for keeping pace with evolving threats and regulatory changes.”

“A corporate cybersecurity strategy should be tailored to an organization's unique security needs. Small, medium, and large businesses in different industries and locations can face very different threats and have different security requirements. To counter these threats, a robust cybersecurity strategy is essential,” says Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check point Software Technologies.

Manish further adds that an effective security strategy is backed by a consolidated security architecture. A cybersecurity architecture should be designed based on security best practices like Zero Trust Security, and Defense in Depth.

In the views of Kartik Shahani, Country Manager, Tenable India, many organisations today prioritise reactive security solutions, which

take an event-based approach by analyzing past activities through events, logs, and traces. “While these controls are valuable for incident response, they cannot prevent attacks. In contrast, preventative controls concentrate on assessing the current security state of assets to identify potential attack vectors. To illustrate the difference: reactive strategies resemble your neighbor informing you that a van arrived, the driver robbed your house an hour ago, and left with your belongings, while preventative strategies involve securing doors and windows to prevent the robber from entering in the first place.”

“Understanding the security status of assets enables organizations to develop remediation and mitigation strategies to close attack vectors before they are exploited. Moreover, prioritising preventative security strategies allows organisations to address potential risks proactively, resulting in more effective and efficient use of existing reactive controls,” he further adds.

Employees who form the most important asset of an organisation need to be properly trained and a structured awareness program should be put in place. This will help equip them to make better judgments about the emails they receive, how they surf the web, how they use social media, and so forth.

“Businesses should always ensure they include metrics in their cybersecurity strategy to gauge the performance of cybersecurity initiatives,” Asjad Athick, Cybersecurity Lead, APAC, Elastic. “Metrics should evaluate compliance, agility in threat detection, risk reduction, regular penetration testing, and the return on investment (ROI) to demonstrate the program's success.”

**SMEs – the weakest link**

Organisations, irrespective of size, stand the risk of facing constant threat of cyberattacks. Many businesses, particularly SMBs lack the resources to detect, prevent and respond to such threats. As highlighted in The World Economic



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**DAMODAR SAHU**  
**CO-FOUNDER & CHIEF GROWTH**  
**OFFICER - DATA SAFEGUARD INC.**

Forum's Global Risks Report, the gap between cyber-resilient and struggling organizations is widening and this has emerged as a pressing risk in 2024. This gap poses a serious threat not only to individual companies but also to the broader ecosystem, as cyberattacks continue to evolve in sophistication and frequency.

"This prompts urgent calls for action," says Harshil Doshi of Securonix. "While large enterprises have made strides in bolstering cyber resilience, small and medium-sized businesses have experienced a concerning decline. There is a significant gap between organizations that have robust cybersecurity measures in place and those that lack adequate protection or have the right tech stack."

Securonix is strategically equipped to address these challenges. Its security intelligence platform provides real-time visibility and promptly identifies and mitigates risks. With User and Entity Behavior Analytics (UEBA), Securonix excels in spotting anomalies and insider threats, offering unparalleled protection. To stay ahead of emerging challenges, Securonix introduced its Unified Defense SIEM Platform, featuring advanced threat detection capabilities and streamlined incident response processes.

SonicWall always believes in and works towards providing a more holistic and intrinsic approach to securing organizations - no matter the size: be it an enterprise or SMEs. This approach ensures end-to-end visibility and the power to share intelligence across the unified security frameworks.

"Products such as the SonicWall next-generation firewalls (NGFW) together with Capture Client ensures endpoints and users are protected against threats and growing threat vectors. When integration is enabled, endpoints are detected on the network by the SonicWall enforcement service," says Debasish Mukherjee: Vice President, Regional Sales APJ - SonicWall Inc. "Presently MDR services, which strengthen the SonicWall offerings are offered from North America-based SOC, but we are committed to investing in countries like India and supporting our Service Provider Partners."

Through substantial enhancements to its ExposureAI capabilities within the Tenable One Exposure Management Platform, Tenable is changing the way security teams navigate and respond. ExposureAI enables organisations to quickly summarise relevant attack paths, ask questions of an AI Assistant and receive specific mitigation guidance to act on intelligence and reduce risk. "To help organisations easily navigate any step on their cloud security journey, we also recently announced expanded Tenable Cloud Security cloud-native application protection platform (CNAPP) capabilities for Kubernetes on-premises and public cloud environments," says Kartik Sahani of Tenable.

Varonis is constantly developing and strengthening its cloud-native Data Security Platform. In the first few weeks of 2024, it unveiled many updates to improve its customer's cybersecurity posture. "In February 2024, we announced the latest evolution in our mission to deliver effortless outcomes for our customers - Managed Data Detection and Response (MDDR), the world's first managed service dedicated to stopping threats at the data level. MDDR combines Varonis' award-winning threat detection technology and automation with a global team of elite threat hunters, forensics analysts, and incident responders who investigate and respond to threats 24x7x365," says Maheswaran S.

"Norton remains steadfast in our resolve to protect the businesses and SMEs. We make use of cutting-edge antivirus programmes built to identify and neutralise a variety of online threats," comments Ritesh Chopra, India Director – Norton. "Our services adapt to tackle new threats by means of proactive monitoring, integration of threat intelligence, and frequent upgrades. In addition, we work together with companies on educational projects, offering them tools and guidance to improve their cybersecurity posture."

**BOLSTERING CYBER DEFENSE**  
**THROUGH RESEARCH**

Research and development are of utmost



importance at SonicWall. SonicWall Capture Labs threat researchers gather, analyze, and vet cross-vector threat information from the SonicWall Capture Threat Network, consisting of global devices and resources, including more than 1 million security sensors in nearly 215 countries and territories.

“Research can help develop effective strategies for addressing such risks. Therefore, sharing results with other members within the industry through annual conferences, journals, or even by making it available online ensures that today’s knowledge becomes tomorrow’s foundation,” says Piyush Somani, Chairman and Managing Director, ESDS. “Moreover, this collective support system of trust is important to enhancing our defense mechanisms. This might involve joining professional organizations and forums where you meet colleagues from different cultures; hence providing a chance to exchange useful ideas about information security practices based on one’s specific experience.”

“Barracuda contributes actively to the cybersecurity community and advances in collective defence,” cites Rohit Aradhya, Vice President and Managing Director, Engineering, Barracuda. “Barracuda Threat Intelligence is a powerful framework that combines threat data collected from multiple sources, advanced analysis, and research, as well as a global operations network that supports on-premises gateways, end point security and real time protection through cloud. This framework is designed to provide comprehensive, near real time threat protection across multiple threat vectors. Barracuda collects emails, URLs, binaries, and other threat data from tens of thousands of honeypots located in more than 100 countries and an extensive web crawler network. This is supplemented by data contributions from more than 180,000 collection points across several types of organizations.”

Barracuda then shares this threat intelligence information and indicators of compromise with the Cyber Threat Alliance, which drives a coordinated industry effort against cyber adversaries through the sharing of threat intelligence and Indicators of Compromise. Barracuda also shares its threat intelligence information with MISP, an open-source threat intelligence and sharing platform.

Check Point Software has global threat intelligence and vulnerability research teams, called Check Point Research (CPR), dedicated to discovering new malware, threats, and developing solutions that benefit customers and organizations worldwide.

“CPR provides leading cyber-threat intelligence to Check Point Software customers and the greater intelligence community. The research team collects and analyzes global cyber-attack data stored on ThreatCloud to keep hackers at bay, while ensuring all Check Point Software products are updated with the latest protections. The research team consists of over 150 analysts and researchers cooperating with other security vendors, law enforcement and various CERTs,” explains Manish Alshi.

In its commitment to the cybersecurity

community, Data Safeguard actively contributes by conducting cutting-edge research and sharing our expertise to fortify collective defenses against cyber-threats. “This is done through Research & Innovation, Thought Leadership, Collaboration & Partnerships, Training & Education, and Community Engagement,” says Damodar Sahu, Co-Founder & Chief Growth Officer - Data Safeguard Inc. “We share our knowledge and expertise through various channels, including white papers, blog posts, webinars, and speaking engagements at industry events. By disseminating thought leadership content, we aim to educate and empower cybersecurity professionals, businesses, and the wider community to enhance their security posture and resilience against cyber-threats.”

The Global Cybersecurity Association (GCA) is dedicated to elevating cybersecurity awareness, particularly among businesses of varying sizes. Its focus is on conducting comprehensive campaigns to educate these organizations about the spectrum of cyber threats. Additionally, GCA is committed to compiling a curated list of reliable and effective cybersecurity products and solutions.

“Our contribution to the cybersecurity community involves fostering a collaborative environment between industry and academia,” says Roopali Mehra, Governing Council Member, Global Cybersecurity Association. “By bridging this gap, we facilitate cutting-edge research that addresses current and future cybersecurity challenges. This partnership enables practical, real-world application of academic research, enriching the cybersecurity domain with fresh insights and innovative solutions. We actively share this expertise within the community, enhancing collective defenses and empowering both sectors to stay ahead in the evolving cyber-landscape.”

STANDING TOGETHER FOR  
A COMMON CAUSE

Forming partnerships and collaborations in the cybersecurity industry is becoming essential to strengthen one’s security posture and address cyber-threats. Different organisations in the industry often have access to unique sets of information. When this information is shared, the stakeholders get a holistic picture of their threat landscape.

According to Sanjeev of Forcepoint, there is no one-size-fits-all to security; so when organizations and expert voices come together to share unique insights and experiences, this often enhances the collective defense and resilience against evolving challenges. “Through collaborative efforts, we don’t just identify emerging threats – we preemptively develop countermeasures, staying one step ahead of potential cybercriminals and malicious actors. These joint efforts lead to establishing unified defense mechanisms and coordinated responses to cyber incidents, bolstering the overall security posture of the region. It’s this continuous cycle of improvement that ensures the sustained resilience of the cybersecurity industry against



**ASJAD ATHICK**  
**CYBERSECURITY LEAD,**  
**APAC, ELASTIC**



**MAHESWARAN S**  
**COUNTRY MANAGER,**  
**SOUTH ASIA, VARONIS**



**PIYUSH SOMANI**  
**CHAIRMAN AND MANAGING**  
**DIRECTOR, ESDS**

the continuously evolving landscape of cyber threats.”

“Cybersecurity collaboration is a powerful approach to combat the ever-growing challenges of cyber threats. Through collective action, organizations can harness shared knowledge, resources, and expertise to bolster threat detection, enhance incident response, and fortify overall security defenses,” says Manish Alshi.

In 2024, Check Point will focus on strengthening security through collaboration. The Check Point technology partner alliance unites a global network of leading security industry partners. Leveraging our joint solutions, customers can construct a cohesive, tightly integrated, and secure ecosystem. Among our esteemed partners are AWS, Google, Microsoft Azure, Oracle and numerous others.

As Harshil points out, some of the key benefits of collaborations are Enhanced Threat Intelligence, Faster Incident Response, Access to Specialized Expertise, Enhanced Innovation and Cost-Effectiveness.

Damodar Sahu reiterates the same by saying that forming partnerships is becoming necessary to foster collective resilience. “Through collaborations and partnerships, organizations can effectively navigate the complex cybersecurity landscape and safeguard their digital assets in an increasingly interconnected world.”

Elastic is a key contributor to the cybersecurity community through open development, integration with threat intelligence feeds,

research, and active community engagement. In addition, its annual Global Threat Report provides valuable insights into the evolving threat landscape, showcasing the changes made by threat actors in the past year. Drawing from Elastic Security Labs’ investigations and expert threat intelligence, the report serves as a valuable resource to steer security teams in safeguarding against malware, endpoint, cloud security, and more.

Fortinet is a founding member of the Cyber Threat Alliance, an organization focused on sharing critical threat intelligence to raise the level of security for organizations globally. “We are also an active member of the World Economic Forum (WEF) and a founding member of its Centre for Cybersecurity, and a partner with INTERPOL: Project Gateway and NATO NICP, where we collaborate on intelligence sharing on cyberthreats and respond to breaking requests for intelligence as new cases emerge,” says Vivek Srivastava, Country Manager, India & SAARC, Fortinet.

In 2023, FortiGuard Labs released numerous outbreak alerts each month, making it a notable year in terms of the frequency of significant incidents with widespread reach. These outbreaks highlighted the various targeted and 0-day attacks, weaponized vulnerabilities, malware, ransomware campaigns, and OT/IoT threats launched last year. This diversity emphasizes the importance of timely threat intelligence, proactive protections, and a multi-layered security approach to ensure organizations

remain safe by addressing all threat vectors.

## AND SO...

The cybersecurity market in India reached \$6 billion in 2023, growing at a CAGR growth of over 30% during 2019-23. The products segment grew by more than 3.5X to touch \$3.7 billion in 2023 from \$1 billion in 2019. The market is expected to account for 5% of the global market by 2028. This growth is underpinned by the dynamic and evolving challenges characterizing the current cybersecurity landscape. With our increasing reliance on digital technologies, the attack surface for cyber-threats has expanded, encompassing both the virtual and physical realms.

Three months into 2024, the industry has realized the collective responsibility of maintaining a cyber-aware culture which is becoming more pronounced. Considering the modern cybersecurity scenario being complex, marked by advanced threats like zero-day exploits and disruptive ransomware campaigns across diverse industries, collaboration and information sharing is pivotal, as marked by every security player. The need of the hour is international cyber-intelligence networks and ongoing professional upskilling to bridge the talent gap. Through awareness, robust defences, and global collaboration, we can navigate the evolving threat landscape, ensuring the continued growth and innovation of the interconnected digital ecosystem.

## PRODUCT OF THE MONTH

# CADYCE introduces the CA-C2U2H USB 3.1 Gen2 4-Port Hub

CADYCE unveils the latest addition to its product lineup: the CADYCE CA-C2U2H USB 3.1 Gen2 4-Port Hub. Designed to transform the way users experience USB connectivity, this sleek and efficient hub is a gateway to high-speed innovation.

Upgrade the USB connectivity with the CADYCE CA-C2U2H USB 3.1 Gen2 4-Port Hub – an exceptional solution for those seeking versatility, speed, and style in their USB hubs. This hub expands options with 2 Type-A and 2 Type-C high-speed USB ports, supporting a blazing-fast 10Gbps data transfer speed and BC 1.2 charging capabilities.

### Key Features:

- USB-C input with four USB 3.1 Gen2 outputs
- 10Gbps Data Transfer Speed
- Supports BC 1.2 Charging
- Plug and play, hot swap compatibility

**High-Speed Connectivity:** Experience lightning-fast data transfer with the 10Gbps speed of USB 3.1 Gen2. The CA-C2U2H ensures a seamless and efficient experience whether transferring large files or connecting high-speed peripherals.

**Versatile Charging:** Supporting BC 1.2 charging, the hub ensures quick and efficient charging for smartphones, tablets, and other USB-powered devices.

**Plug and Play Convenience:** Enjoy hassle-free connectivity with the plug-and-play design of the CA-C2U2H. No drivers or additional software needed – simply plug in and start using expanded USB ports instantly. The hot-swappable feature allows to connect and disconnect devices without restarting computer.

**Compact and Stylish:** Designed with aesthetics and functionality in mind, the CA-C2U2H features a compact form factor that complements workspace. The sleek design and durable build make it a perfect addition to your setup.

**Compatibility:** The CADYCE CA-C2U2H is compatible with a wide range of devices, ensuring seamless integration with various operating systems, including Windows, Mac OS, and Linux.

**Upgrade Connectivity Today:** Transform the USB experience with the CADYCE CA-C2U2H USB 3.1 Gen2 4-Port Hub. Streamline data transfers, enhance charging capabilities, and enjoy the convenience of additional USB ports. Upgrade connectivity today.







# India: The Swing State in

China's recent decision to phase out US-made processors like Intel and AMD chips from government computers and servers marks a turning point in the ongoing tech war between the US and China. This move transcends a mere procurement shift; it signifies China's strategic push for technological self-sufficiency and a challenge to US dominance in the global tech sphere. The ramifications of this decision extend far beyond China's borders, with countries like India poised to play a crucial role in the unfolding geopolitical drama. While the US and China grapple for tech supremacy, India, a rising tech power with its own ambitions for domestic chip production, finds itself strategically positioned to benefit from this rivalry, but also faces challenges in navigating a potentially fractured tech landscape.

## Motivations Behind the Chip Ban

Several factors fuel China's decision. National security concerns are paramount. The Chinese government fears potential vulnerabilities in US chips that could be exploited for espionage. Replacing them with domestic alternatives offers a perceived level of control over their critical infrastructure.

Beyond security lies the ambition for technological independence. China's "Made in China 2025" initiative prioritizes domestic production of core technologies. The chip ban aligns with this vision, aiming to reduce dependence on foreign suppliers and foster a robust domestic chip industry. This would not only enhance national security but also elevate China's position as a global technological leader.

The ongoing trade war and broader

tensions with the US undoubtedly influence the decision as well. The ban can be seen as a strategic move to pressure the US to soften its stance and diversify China's tech supply chain away from American dominance.

## The Road Ahead: A Bumpy Transition

The ramifications of this move will be multifaceted. Disruption for government agencies is inevitable. The transition to domestic processors could lead to compatibility issues, delays in procurement, and potential performance drawbacks in the short term. Government agencies might face challenges in ensuring seamless operation of their IT infrastructure.

On the flip side, domestic chip companies like Huawei and Phytium are likely to see a surge in demand, potentially accelerating their research and development efforts. This government mandate could fuel innovation and help close the gap with established players like Intel and AMD. However, the capability of these domestic alternatives remains a question mark. While China is investing heavily, domestic processors may not yet match the performance, efficiency, and maturity of their foreign counterparts. This could hinder government efficiency and innovation in the short to medium term.

The impact extends beyond China's borders. Strained US-China relations are a likely consequence. The ban could lead to retaliatory measures from the US, potentially escalating tensions and hindering global economic cooperation in the tech sector. The global chip market could also face uncertainty. If Chinese domestic production struggles to

meet demand, it could create shortages and price hikes.

## Challenges and Uncertainties on the Path to Self-Sufficiency

Several uncertainties cloud China's ambitious journey. Replacing a vast number of processors across government agencies will be a complex, expensive, and time-consuming undertaking. The true financial implications of this transition remain to be seen.

Furthermore, the effectiveness of the ban in achieving China's security goals is debatable. Encryption and other security measures can be implemented on any hardware platform. The success of domestic chipmakers hinges on their ability to attract top talent, develop cutting-edge chip architectures, and establish a robust domestic supply chain.

## India: Caught in the Tech Crossfire

India, a rising tech power with its own ambitions for domestic chip production, finds itself caught in the middle of the US-China tech war. Here's how China's move could impact India:

**Opportunity for Indian Chipmakers:** Indian chipmakers like ISRO and Reliance Jio could potentially benefit if they can offer competitive alternatives to US and Chinese companies. This could incentivize the Indian government to further invest in domestic chip development and create a more robust domestic tech ecosystem.

**Increased Reliance on the US:** With China's move away from US tech, India might lean more heavily on the US for its own technological



# the US-China Tech War?

needs. This could strengthen the India-US tech partnership, leading to increased collaboration in chip development and joint ventures.

**Challenges in a Fragmented Market:** A fractured global tech landscape with separate US and China-led ecosystems could make it more difficult for India to navigate and access the latest technologies. India would need to carefully calibrate its approach to maintain access to critical technologies from both sides.

## ⚡ Tech Cold War on the Horizon?

China's move is a stark reminder of the growing rivalry between the US and China in the technological sphere. It raises concerns about a potential "tech cold war" with two separate technological blocs, each with its own standards, software, and hardware. This could lead to limited interoperability between technologies, disrupted supply chains for companies reliant on global sourcing, and heightened geopolitical tensions.

While the current geopolitical climate suggests a move towards fragmentation, a more collaborative approach could be beneficial for all parties involved. Collaboration between the US, China, and other countries fosters a more dynamic and competitive global technology landscape, leading to faster innovation. Many technological challenges, such as climate change and cybersecurity, require global solutions. Collaboration between countries is essential to address these issues effectively.

## Potential Solutions for China

To navigate these challenges, China could consider several approaches:

Collaboration with Foreign Chipmakers:

Collaboration with foreign chipmakers through joint ventures and technology licensing agreements could accelerate the development of domestic chip capabilities. This would allow China to leverage foreign expertise while nurturing its domestic industry.

**Focus on Open-Source Chip Design:** Open-source chip design platforms can provide a foundation for domestic development. This approach fosters collaboration and reduces reliance on proprietary technologies controlled by foreign companies.

**Investing in Talent Acquisition and Training:** Attracting and retaining top talent in chip design and manufacturing is crucial. China can invest in educational programs, research institutions, and competitive salaries to build a robust domestic chip workforce.

**Prioritizing Innovation and IP Development:** Encouraging domestic innovation and intellectual property (IP) development is essential for long-term success. China needs to foster a culture of innovation and provide incentives for domestic companies to invest in research and development.

## India's Strategic Position

India, with its strategic position and growing tech industry, has the potential to play a crucial role in shaping the future of the global tech landscape. By carefully navigating the geopolitical currents and fostering partnerships with both the US and China, India can emerge as a major player in the new tech order:

**Building Strategic Partnerships:** India can leverage its position to build strategic partnerships with both the US and China.

This would allow India to access advanced technologies from both sides while reducing dependence on any single supplier.

**Investing in Domestic Chip Development:** The current situation presents a strong case for India to ramp up its domestic chip development efforts. The government can incentivize private sector investment in chip manufacturing and research and development.

**Developing a Skilled Workforce:** Building a skilled workforce in chip design and manufacturing is crucial for India's long-term success in the tech sector.

**Focusing on Innovation:** India needs to foster a culture of innovation in the tech sector to develop its own indigenous chip technologies.

By taking these steps, India can position itself as a major player in the global tech scene, regardless of how the US-China tech war unfolds.

## Conclusion: ⚡ Call for Cooperation

The global tech landscape is at a crossroads. While the current climate suggests a potential fragmentation, a more collaborative approach that prioritizes innovation and problem-solving can benefit all nations.

Countries like India, with their growing tech capabilities, have the potential to bridge the gap between the US and China and foster a more cooperative global tech environment. Ultimately, collaboration, not competition, is the key to unlocking the full potential of technology for the betterment of humanity.



14th edition of the Western India

# WIITF REITERATES THE TECHNOLOGIES IN A



(From L to R): Bhaskar Rao, CISO, Bharat Co-operative Bank; Puneet Bunet, CISO, Intersources Software; Bijay Sahoo, Group President-Strategic HR, Chairman's Office, Reliance Industries Limited; Dr. Deepak Sahu, Chief Editor, VARINDIA; Dr. Biswajeet Mohapatra, Head of customer Solutions, AWS; Aren Naidoo Country Manager, Engenius Technologies; Mohit Puri, Director Sales APJ -Datasafeguard.AI, Umesh Kalyankar, CISO & VP Technology- Bank of China

The 14th edition of the Western India Information Technology Fair (WIITF) concluded on a high note on 15th of March in Mumbai. Hosted by VARINDIA, the event brought together industry leaders, CIOs, heads of IT associations, VARs, and technology enthusiasts for a day of insightful discussions, knowledge sharing, and networking opportunities. The 14th WIITF reaffirmed its status as a premier platform for knowledge exchange, innovation, and networking in the Western India IT ecosystem. As the tech industry continues to evolve rapidly, events like WIITF play a crucial role in driving growth, fostering partnerships, and shaping the future of technology in the region.

The evening started with a warm welcome to guests and attendees, while highlighting the importance of collaboration and partnership within the tech industry. With the theme "Navigating the Frontiers of Emerging Technologies," the summit aimed to provide a platform for exploring the latest trends and innovations in the IT landscape.

Dr. Deepak Sahu, Editor-in-Chief, VARINDIA, delivered the welcome address, setting the tone for the event's proceedings. The traditional lamp lighting ceremony followed, symbolizing the auspicious beginning of the summit. Distinguished dignitaries from leading corporations and IT associations like Bijay Sahoo, Group President-Strategic HR, Chairman's Office, Reliance Industries Limited; Aren Naidoo, General Manager, Engenius Technologies; Mohit Puri, Director Sales APJ, Datasafeguard.ai; Puneet Bunet, CISO, InterSources Software; Bishwajit Mohapatra, Head of Customer Solutions, CIO Advisory, India and South Asia, AWS graced the occasion, underscoring the significance of the event in the industry.

Eminent speakers, including Bijay Sahoo, Group President-Strategic HR, Chairman's Office, Reliance Industries Limited; Bharat Panchal, Chief Industry Relations & Regulatory Officer, Discovery Global Network; Aren Naidoo, General Manager, Engenius Technologies; Mohit Puri, Director Sales APJ, Datasafeguard.ai and Puneet Bunet, CISO, InterSources Software, shared their insights and expertise on various aspects of cybersecurity, data protection, and emerging technologies. The event also featured engaging sessions such as a fireside chat with Amit Agrawal, Chief Business Officer, Web Werks Data Center and Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA.

A panel discussion comprising industry experts and leaders, delved into the challenges and opportunities presented by emerging technologies in today's digital landscape. The panel was moderated by Dr. Deepak Kumar Sahu- VARINDIA and panelists were Ritesh Bhatia, Founder- V4 WEB Security; Dr. Ravi Sharma, Head-IT & Security- Wanbury Ltd; Bhaskar Rao, CISO- Bharat Co-operative Bank; Pankaj Mittal, CEO- Digizen Consulting; Anurag Sahoo, Co-Founder- Neophyte Ambient Intelligence and Bishwajit Mohapatra, Head of Customer Solutions, CIO Advisory, India and South Asia, AWS.

The summit concluded with a vote of thanks from Dr. Deepak Sahu, Editor-in-Chief, VARINDIA expressing gratitude to all participants, sponsors, and attendees for their valuable contributions.



Information Technology Fair (WIITF)

# THE ROLE OF EMERGING DATA DRIVEN WORLD





# I deal with technologies to understand from the perspective of talent and the economy

**BIJAY SAHOO**

**GROUP PRESIDENT-STRATEGIC HR  
CHAIRMAN'S OFFICE, RELIANCE  
INDUSTRIES LIMITED**



"Throughout my career, I have worked for different technology companies; I started with a banking company - IDBI Bank, which in those days boasted of being online completely, and then I worked for PricewaterhouseCoopers (PwC), a multinational consulting company that deal with technologies, before joining Wipro. Then I started working with Reliance Retail, which itself was founded on the foundation of technologies, and then moved to Jio Infocomm that initially started with 4G, before going into multiple businesses like 5G and eCommerce.

So, I deal with technologies to understand from the perspective of the talent and the economy. During my days in Wipro, I recall it was the dot com era and all the IT services companies of this country used to have the highest market cap and value creation. From 2000 to 2005, Wipro was the highest market cap company in this country and Azim Premji in 2000 June was the second richest billionaire in the world. So, while the net worth of Bill Gates was \$48 billion, Premji's was \$37.8 billion. Larry Ellison's was something like \$37 billion and Warren Buffett's happened to be much lower.

Also, most of the IT companies, except for IBM that was founded in 1960s, were started around the same time. Companies like Microsoft, Cisco, and Apple started between 1970s and 1980s. Similarly, in India, TCS, Wipro, Infosys, all of them started in that same time frame, during the 1980's (though Wipro was started in 1945, it shifted its focus to IT and computing in the 1980s). During that time, the application layer of technologies was the emerging technology and whosoever was doing products like Microsoft, were actually productizing applications and then selling it and getting huge value out of that. In 2000, the market cap of Microsoft was very high, somewhere around \$600 Billion. Today, just like Nvidia with \$2 trillion is growing the fastest in terms of market cap, similarly in those days Microsoft used to grow the fastest.

Microsoft did struggle, if you remember, when Steve Ballmer was the CEO, and the market cap slashed to \$300 or \$400 billion. And then when Satya Nadella took over the reins and started adopting and looking at new frontiers of technologies (like he started Azure - the cloud computing platform, he acquired LinkedIn), Microsoft went back to nearly \$2 - \$3 trillion market cap.

Apple has always been the most innovative in terms of the products, as they had the combination of hardware and software. And they remained the leader for quite some time because of their product quality and the

demand they are able to create all over the world with the novelty of the product they come up with.

In India, Wipro was the fastest growing IT services company. Infosys was younger to Wipro but was almost coming at par. TCS was not listed, but it was also growing. These companies saw the growth as a result of the IT boom.

In 2012-14, McKinsey came with one research paper where they talked about 12 emerging technologies like AI/ Machine Learning, IoT, 3D printing, advanced robotics, cloud computing, and they said it will create \$30 trillion value when the global GDP was \$70 trillion. The world's GDP today is over \$100 trillion.

While in Wipro, we used to identify emerging technologies based on

Gartner and Forrester reports and we started creating Centre of Excellence (COEs). When Y2K was getting over, Application development and maintenance was actually our biggest business. But had we done only application development maintenance, it would have been a very small company, probably \$200 to \$300 million company. But then in 2000, we started five COEs – Package Implementation (which now looks trivial and getting redundant) in the SAP system, Oracle PeopleSoft applications for meeting business requirements, i2 for supply chain, Siebel for CRM (which eventually got merged to another company). Wipro became a multibillion dollar company because of adopting those five technologies.

The advent of Facebook in 2008-2009 marked the starting of a new era. It was the era of SMACS - Social Media, Mobility, Analytics, Cloud computing and Security. So, whosoever entered into any of these five areas, those businesses actually grew the fastest in the next four-five years. Facebook, if you remember, gave us a slogan - Mobile First. Even Flipkart adopted the mobile first

approach. But unfortunately, mobile connectivity was not as strong as it is today. And thanks to Jio, it made mobile the strongest in terms of usages because of broadband.

So, in every seven - eight years, new emerging technologies keep coming in. In 2014, when McKinsey talked about the top emerging 12 technologies, the companies that have been most benefited are the companies who adopted these technologies. Today, the success lies in how fast a business is able to adopt or invest in new technologies."

**THE ADVENT OF FACEBOOK  
IN 2008-2009 MARKED THE  
STARTING OF A NEW ERA.  
IT WAS THE ERA OF SMACS  
- SOCIAL MEDIA, MOBILITY,  
ANALYTICS, CLOUD  
COMPUTING AND SECURITY.  
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FASTEST IN THE FOUR-FIVE  
YEARS DOWN THE LINE.**

# Collaboration among industry stakeholders required to make India safer

**BHARAT PANCHAL**

**CHIEF INDUSTRY RELATIONS & REGULATORY OFFICER - INDIA, DISCOVERY GLOBAL NETWORK**

The whole objective today about the emerging technology is how we can manage this. But along with this there are a lot of newer challenges, especially the digital world, which includes cyber threat. We have seen a radical transformation in recent years triggered by the pandemic, the like-minded people at policy making process and demonetization helped us to move on to digital. The revolution has considerably changed the way we have seen the financial services delivered in the country and also other activities like supply chain. But at the same time we faced several cyber security challenges.

The inherent IT risk comes with a lot of dependence on multiple foreign companies or foreign technology. We need to think about how we can eliminate the dependency. This has widened the attack surface for cyber criminals. So, we need to address this by developing or deploying home-grown solutions which are tailored to unique requirements and to build such solution a collaborative effort between the government, the industry stakeholders, the academia, and the policy makers is needed. If we are growing at leaps and bounds today on complete reliance on digital and if the foundation of the entire digital journey is not in control, there could be a big risk going forward.

Next is the mindset of our people or society. We always tend to the western world where great innovations happen but at the same time when it comes to problems, we always try to compare our issues with them. While we know the problem, we do not find a solution because we always look to the east or west for finding the solution. So, when it comes to cyber security issues, it is important to recognize that India's situation is distinct from many other countries around the world as we have a unique socio economic landscape, technology infrastructure, government policy. While the global trend and best practices can offer valuable insights on how to address cyber security concerns, it is very important to remember that solutioning that work may not be as effective or practical in India. This is because our cyber security challenges often require context specific solutions like what is happening in Jamtara or the kind of social engineering problem here in India may not be the case in the rest of the world.

Also, many people in India may not have the same level of digital literacy. India also has its own regulatory framework and policy around cyber-security that can impact how organizations and individuals approach security. The regulators – RBI, SEBI, TRAI etc. are coming up with a very convergent cyber security regulation across the board. It is crucial to develop context specific solution that can effectively address India's cyber security and IT challenges and this may involve working with the local stakeholders, leveraging the growing tech industry, the Startup India or Make in India and other initiatives that the government has started.

Third is the outsourcing risk. Unfortunately, there is a mindset built across people that once we have outsourced to an MSP or technology service provider, we are immune. That is a wrong concept built over a



**It is crucial to develop context specific solution that can effectively address India's cyber security and IT challenges which may involve working with the local stakeholders**

period of time. We generally outsource various IT functions that can help to reduce cost and improve operational efficiency, but it also exposes them to additional risk due to difference in security position. To mitigate the outsourcing risk effectively, it is essential to ensure a convergent security approach where all stakeholders adhere to standardize cyber security protocol. This approach will help in establishing such a framework which would ensure that the service provider uses similar tools and technology to secure their IT system and data for reducing the risk of security breaches.

Fourth is the kind of quality of compliance, and that is where a lot of debate may happen in the coming future. If you have observed in the last couple of years regulators have become tough. So, how to manage the quality of compliance? The problem is the banking sector is the primary target for any cyber attack, where 70% of attacks happen worldwide. How to ensure compliance with cyber security standards and regulation has become paramount for the board, the regulator, the management and the entire organization. So, this requires a multifaceted approach that includes an effective oversight mechanism. But while regulatory bodies play a crucial role in setting the guideline and monitoring of the compliance, it is important to have a collaborative approach which involves industry association, independent auditor and cyber security expert.

To conclude, Cyber Risk insurance is considered as an expense so far and we need to change the mindset. We need to think about one particular fact that if we are not prepped then we are going to be breached. Now the data privacy law is in effect and we have to adhere to the law and for that prevention is better than cure. We need to think about putting Cyber Risk insurance in place.



## Engenius eyes to build a secure cloud eco-system for its partners and customers

**AREN NAIDOO**  
**COUNTRY MANAGER, ENGENIUS TECHNOLOGIES**

“In India, we have recently established a branch office and are steadily increasing our workforce. Despite industry layoffs, we are actively hiring, starting with 80 R&D engineers in Hyderabad, with plans to expand to over 100. We have secured partnerships with major players like Tata Communications, Reliance, and BSNL, and are considering establishing India's first network infrastructure factory, aligning with the government's initiatives to promote manufacturing in the country. From a manufacturing standpoint, our strengths lie in staying abreast of the latest trends and ensuring our products are Made in India. We have partnered with leading chipset manufacturers like Qualcomm, Broadcom, Marvel, and Mediatek, positioning ourselves at the forefront of innovation. Our track record speaks for itself, with numerous awards recognizing our innovative contributions. We pioneered Wi-Fi 6, moved our entire platform to the cloud in 2019, and introduced Wi-Fi 6 EAP in 2022. This year, we launched Wi-Fi 7 in France, with plans to bring it to India soon. Our evolution in the business has been remarkable, transitioning from point-to-point radios to enterprise Wi-Fi and now offering an end-to-end solution on the cloud. Looking ahead, we are focused on building a secure ecosystem and bringing state-of-the-art technology to our partners and customers. We aim to establish our own cloud in India to prioritize data privacy.”



## Data privacy is the primary line of defence

**MOHIT PURI**  
**DIRECTOR SALES APJ -DATASAFEGUARD.AI**

“While cybersecurity has been prominent for the past two decades, the protection of PII and PHI is gaining significance. Synthetic frauds are on the rise, necessitating proactive measures to safeguard sensitive data. DataSafeguard was established three years ago during the COVID-19 period. Our dedication to data privacy was acknowledged by Microsoft, naming us the most innovative company in the US in terms of data privacy. As the focus shifts from cybersecurity to data privacy, significant investments are anticipated. Over the next three years, expenditures on data privacy are projected to reach \$150 billion, with synthetic frauds accounting for \$175 billion. Consequently, stringent measures are essential to combat evolving threats. Synthetic fraud involves the creation of Frankenstein identities, combining various personal details to fabricate false identities for illicit purposes. The proliferation of PII elements underscores the urgency of protecting data. While 219 PII elements were associated with a single individual in 2019, this figure is expected to soar to 1,800 by 2025. With each breach costing millions, the financial ramifications of synthetic frauds are substantial. Compliance regulations are becoming increasingly stringent worldwide, with fines ranging from 5 to 250 crores under the DPDPA in India. To mitigate risks, DataSafeguard has developed seven tenets of data privacy, anchored by our patented product, ID Redact.”



## Kasm Workplace offering browser-based access to a safe and personalised work environment

**PUNEET BUNET**  
**CISO, INTERSOURCES SOFTWARE**

“I have been involved in this industry for quite some time now. We have been business: data analytics, cybersecurity, cloud services, and Professional Services including Additionally, we have been heavily engaged in the government and public sectors, primarily expanding into the Indian market and industries. The product I am discussing today is called the increasing concerns about data privacy and cybersecurity threats, emerging technologies opportunities and challenges. AI, in particular, is a significant driver of innovation, but it also risks as threat actors exploit its capabilities. Kasm Workspaces is a container streaming platform that establishes an air-gapped environment between internal and external networks. This innovative solution effectively safeguards an organization's intellectual property, regardless of its field of expertise. Intellectual property is a critical asset, and any compromise can have severe consequences for an organization. Your most valuable asset in a manufacturing company would be your designs, especially in an industry that produces routers, switches, firewalls, and information management systems. These designs, along with the signatures created for your firewalls, constitute your intellectual property. The theft of any such property could have severe consequences. This solution essentially acts as an intermediary between the user and the server. It containerizes the workload that needs execution.”



## FIRE SIDE CHAT SESSION



## AI Integration Trends to continue

### In the light of increasing trend of cloud representation could you share insights of best practices for safeguarding data Integrity during the migration process?

Value-added resellers (VARs) and original equipment manufacturers (OEMs) must each play a crucial role in adapting to current trends. Today's discussion revolves around identifying these trends and preparing to address them. Over the past two to three weeks, I have conducted sessions with multiple Chief Information Officers (CIOs), and one recurring theme is the exploration of various options for optimizing cloud usage. Whether termed as cloud optimization, cloud repatriation, or a return to basics, enterprises are actively seeking ways to reduce costs. This presents an opportune moment for our community, as service providers and value-added resellers, to engage with enterprise customers and demonstrate the benefits of optimizing or implementing a hybrid cloud strategy. It is evident that cloud repatriation and the escalating costs of cloud services are common concerns. There is a notable shift in the perception of cloud adoption costs; what was once seen as a cost-saving measure is now viewed differently. Those who embraced cloud services without taking their application stack into account are currently facing higher costs. There is a rare chance to make money at this point. Profit-making is usually only possible in two situations: periods of extreme optimism and periods of intense dread.

### How do you envision the integration of GenAI and ML reshaping the landscape of Enterprises and what key impacts do you anticipate?

Generative AI has become a reality, as correctly pointed out. There are essentially three categories of people regarding technology adoption: those who embrace it, those who harbor fear and are cautious, and those who outright deny the existence or potential impact of emerging technologies. Presently, the society remains divided along these lines. However, numerous practical applications are emerging. Technology is disrupting traditional processes, such as the declining significance of consultants. Previously, consultants charged fees for advice, but now, with AI tools, such guidance is readily available for free. It is obvious that both generative AI and AI in general are here to stay. Artificial intelligence (AI) is already widely used in repetitive tasks like programming and support roles, but it will become more and more integrated into organizational processes. We need to be ready for related risks as this integration takes shape, such the rise of deep fakes, which are instances of people or things being misrepresented in the media. AI has advantages and disadvantages that should be carefully considered before design and deployment. By 2024, automation and artificial intelligence will probably be commonplace in many organizational roles, with a significant increase in their implementation.

### What is your impression on the adoption of cloud computing by enterprises and what the future holds?

A data center serves as a comprehensive platform, functioning as a repository for all IT tools that can be leveraged by enterprise customers. Additionally, data centers can facilitate cloud services utilization from service providers and offer various managed services for tasks beyond the customer's expertise. In essence, a data center is not merely a collection of bounded services; rather, it serves as a dynamic resource for organizations and value-added resellers. However, a challenge lies in substantiating claims made to customers. It is impractical to set up every solution for a customer due to the substantial capital investment required. Similarly, enterprises may hesitate to invest in new technologies without assurance of their efficacy. Hence, a platform is needed to validate solutions and ideas. A data center provides an ideal environment for validation, offering a tangible model for testing, usage, or demonstration to customers. Leveraging this platform enables the exploration of new innovations and better serves the evolving needs of customers.

### What is the future for the hyperscalers and data center like WebWorks in the country?

Both hyperscalers and data center will survive in any country. India, with its vast potential for IT adoption, has only scratched the surface of what is possible. For the past 20 years, I have been repeating this viewpoint and highlighting how the technology we have seen so far merely scratches the surface of what is possible. This has always been the case, considering the significant advancements in technology enablement that have been observed in organisations. Every field is on the brink of a significant transformation, and it's imperative that we prepare for it. Collaborative partnerships will be instrumental in navigating these changes successfully. As for the original question, both things will thrive, each catering to a distinct set of needs and use cases.





Left to Right - Dr. Deepak Sahu, Chief Editor, VARINDIA, Dr. Biswajeet Mohapatra, Head of customer Solutions, AWS, Ritesh Bhatia, Founder, V4 WEB Security, Dr. Ravi Sharma, Head-IT & Security, Wanbury, Bhaskar Rao, CISO, Bharat Co-operative Bank, Pankaj Mittal, CEO, Digizen Consulting, Anurag Sahoo, Co-Founder, Neophyte Ambient Intelligence

PANEL DISCUSSION

# Navigating the frontiers of emerging technologies

Dr. Deepak Sahu, Chief Editor, VARINDIA opened the discussion by talking about how emerging technologies in recent times have produced disruptive changes all over the world fostering innovation in industries challenging business models as well as the way we communicate. “There is a considerable consensus that the sudden reality of the pandemic has become a driver in accelerating digital transformation,” he said.

**Bhaskar Rao, CISO, Bharat Co-operative Bank** opined that protection of data in the banking sector is very difficult but the role of a CISO is not only to protect the infrastructure of the bank but also to protect the transactions executed by the customers. “One of the largest attacks in the Indian financial institution happened at a cooperative bank, which involved Rs 94 crore. We have learned from that. Also, when you talk about the private sector it is altogether different because they have power, people, money and they can manage it. But when it is at a cooperative level it is very difficult as we do not have people to manage.”

**Dr. Biswajeet Mohapatra, Head of customer Solutions, AWS** asserted that today, the world is more intelligent, interconnected and instrumented because of technology. “Besides, there is an evolution of a new business paradigm that is happening across three dimensions. First is the new business model, every industry is trying to reinvent the business model and reshape the industry. Second is the new way of doing things which means more focus on actionable insights. Third is how to build new expertise and make your developers 10 times more productive by leveraging those technologies.”

**Ritesh Bhatia, Founder, V4 WEB Security** said, “Let us look at the BFSI sector as far as the AI is concerned. 15 days back, in Hong Kong four people on a virtual call consisting of the CFO, the Director, one senior executive of the finance department and the accountant of the company were discussing to transfer \$25 million to a particular place and after getting the approval from the CFO and other members, the amount was transferred. Out of the four people present in the virtual call, only the accountant was the real person and the other three were deepfakes. So, when it comes to the cyber space, trust and privacy, both these things are a myth. Hence, it is important how we are going to respond to these emerging technologies and the preparedness for it, which is something that we really need to think about.”

**Dr. Ravi Sharma, Head-IT & Security, Wanbury** contended that there is the need to create more awareness among the people as every individual will be affected by cyber threats. “Unless we create awareness, it is very difficult to control. Even if we ask people not to click on the link which they are not sure of, people will still do that because the titles are given in such an attractive way that people get tempted and cannot stop from clicking on them. The emerging technology has given more helping hand to the hackers rather than the defenders.”

According to **Anurag Sahoo, Co-Founder, Neophyte Ambient Intelligence**, rather than replacing labour with emerging tech, there is a potential for collaborative robotics. “For emerging technologies like ChatGPT, Sam Altman gave a clear solution that either you cut down your workforce or embrace ChatGPT or you empower that workforce and make them produce ten folds. So, I think it is the right time for this kind of tech in labor intensive markets like India or even sectors like warehouses or where blue-collared workers are involved. When we do a very clear ROI analysis on every dollar spent on legacy technologies versus some of the new age AI technologies, you will find the AI Technologies are five times better in terms of ROI compared to the first.”

**Pankaj Mittal, CEO, Digizen Consulting** said that any new technology takes time to mature. “When Blockchain came, we said this is a solution but we were already looking at a problem; when Gen AI came, we knew we are looking at a double edged sword. I think we are on the track and seeing tech adoption both in SMEs, large organizations, whether that be banking sector, telcos etc. On the skill side we need to equip the new people with new skills or we know Gen AI is going to cut down everything. We need to make these people understand what is AI, Gen AI, Machine Learning all about. Again, the old antidote that we have been talking about fits here - data is the new oil but for oil we need refineries which means you need intelligent analysis of what raw data you have in place.”



# DELEGATES AT THE EVENT



## SOLUTION DISPLAY KIOSKS



Web Werks Data Center



Best Power Equipments (India)



InterSources Software



Brother International (India)



EnGenius

PRINCIPAL PARTNER



GOLD PARTNERS



NETWORKING PARTNERS



CLOUD NETWORKING PARTNER



SUPPORTING PARTNERS





# SCHNEIDER ELECTRIC'S NEW COOLING FACTORY PAVING THE WAY FOR FUTURE DATA CENTER



Driving innovation across industries and promoting efficiency and sustainability, Schneider Electric is a global leader in energy management and digital transformation. Schneider Electric has been a part of the global powering of homes, businesses, and communities for more than a century and it has developed to meet the ever-changing needs of society. Throughout its history, the company has consistently prioritized innovation and sustainability.

Schneider Electric's diverse portfolio encompasses a wide range of products and solutions, including electrical distribution, automation and control, renewable energy, and smart home technologies. By leveraging cutting-edge technologies such as artificial intelligence, Internet of Things (IoT), and cloud computing, Schneider Electric empowers its customers to optimize energy usage, enhance operational efficiency, and reduce environmental impact.

As we navigate the transition to a more sustainable and digitally connected world, Schneider Electric remains at the forefront of shaping the future of energy management and automation. With a relentless focus on innovation, collaboration, and sustainability, Schneider Electric continues to inspire and empower individuals, businesses, and communities to achieve their full potential while preserving the planet for future generations.

## Innovations in Data Centers and Sustainability

As technology continues to evolve at a rapid pace, the demand for computing capability in data centers has surged exponentially. However, this growth comes with a pressing question: How do we ensure that data centers operate sustainably amidst increasing energy needs? The exponential rise in computing capability within data centers has led to a proportional

increase in energy consumption, posing significant sustainability challenges. Addressing these challenges requires a multifaceted approach that not only enhances computing power but also prioritizes energy efficiency and environmental sustainability.

Innovations such as liquid cooling systems have emerged as a viable solution to mitigate the environmental impact of high-density computing. By efficiently dissipating the heat generated by energy-intensive operations, liquid cooling systems offer a more sustainable alternative to traditional air cooling methods. Schneider Electric, a leader in data center infrastructure, is at the forefront of implementing such innovations to enhance the sustainability of data centers.

Moreover, the emphasis on localization and empowerment further underscores the commitment to sustainability. By decentralizing decision-making and manufacturing processes, Schneider Electric has streamlined operations and reduced reliance on global supply chains, thereby minimizing carbon footprints and enhancing overall sustainability.

## Schneider Electric sets up New Cooling Factory in Bengaluru

Schneider Electric has inaugurated a new cooling factory in Bangalore. This factory will focus on developing innovative cooling solutions to meet the growing exponential demand for data center ecosystem in the country. The new factory, which covers approximately 6.5 acres, has been built with an investment of Rs 100 Crores. 85% of the products manufactured in this factory will be exported, significantly catering to the data center segment, as well as to buildings, industry, and infrastructure. The company has also earmarked an investment of Rs 3,200 crore in India by 2026 to expand its presence across the country.





This new factory is equipped with cutting-edge technology and specializes in manufacturing cooling products and solutions that are tailored for data centers, telecom, commercial, and industrial applications, both in domestic and international markets.

This new factory is equipped with cutting-edge technology and specializes in manufacturing cooling products and solutions that are tailored for data centers, telecom, commercial, and industrial applications, both in domestic and international markets.

### Schneider-Nvidia Collaboration

In a groundbreaking partnership, Schneider Electric and Nvidia have joined forces to develop cutting-edge solutions for AI-driven data centers. Nvidia's advancements in computing capabilities, coupled with Schneider Electric's expertise in infrastructure design and management, have paved the way for revolutionary developments in data center architecture. One such development is the creation of reference architectures that provide comprehensive guidelines for designing AI-centric data centers. These reference architectures serve as blueprints for optimizing the efficiency and sustainability of data center operations, ensuring alignment with global sustainability goals.



A key takeaway from this collaboration is the importance of ecosystem collaboration in driving innovation and sustainability. By leveraging each other's strengths and expertise, Schneider Electric and Nvidia have created synergistic solutions that address the complex challenges of modern data center operations.

### A Sustainable Future for Data Centers

As data centers continue to play a pivotal role in powering the digital economy, the imperative for sustainability becomes increasingly pronounced. Through strategic partnerships, innovative technologies, and a commitment to environmental stewardship, companies like Schneider Electric are spearheading the transition towards more sustainable data center operations.

By embracing sustainability as a core principle and collaborating across ecosystems, the future of data centers promises to be not only technologically advanced but also environmentally responsible. As the company embarks on this journey towards a sustainable future, it is imperative that industry stakeholders prioritize innovation and collaboration to ensure a greener and more resilient digital infrastructure.

### To conclude

85% of the products manufactured in this factory will be exported, significantly catering to the data center segment, as well as to buildings, industry, and infrastructure. Fully owned by Schneider Electric, this factory will play a crucial role in the company's global supply chain. The primary focus of the factory will be to produce the latest generation of row cooling systems, high-efficiency chillers, and other precision air conditioning systems. The global data center cooling market size was estimated at \$18.65 billion in 2023 and is expected to grow at a compounded annual growth rate (CAGR) of 16.8 per cent from 2024 to 2030, according to Grand View Research. The increasing demand for energy-efficient data centers is anticipated to create lucrative growth opportunities for energy management players.

“The new manufacturing facility embodies our commitment to the vision of an Atmanirbhar Bharat. It underlines our technological advancement, standing as a beacon of innovation and progress, poised to meet the demands of the data centre industry. India is a crucial market for us, we are set to invest Rs 3,200 crore by 2026 to expand our presence in the country. This factory, a part of that commitment, will go beyond manufacturing, creating job opportunities in the state of Karnataka and fostering the growth of the local economy,” said Deepak Sharma, Zone President Greater India, Managing Director and Chief Executive Officer of Schneider Electric India.



“The data centre industry is currently facing numerous challenges, and one of the significant issues is energy volatility. With the exponential growth of artificial intelligence, the demand for data processing is increasing rapidly, leading to an increased demand for cooling solutions. To cater to this growing need, our factory is equipped to manufacture efficient cooling solutions that not only address the cooling requirements of high-density computing environments but also contribute to building resilient and sustainable data centre infrastructure,” said Pankaj Sharma, Executive Vice President, Secure Power Division and Data Centre Business, Schneider Electric.





# Most Motivating Women



**Arundhati Bhattacharya**  
Chairperson and CEO  
Salesforce



**Madhabi Puri Buch**  
Chairperson  
Securities and Exchange Board of  
India (SEBI)



**Roshni Nadar Malhotra**  
Chairperson  
HCL Technologies



**Daisy Chittilapilly**  
President  
Cisco India & SAARC



**Irina Ghose**  
Managing Director  
Microsoft India



**Prativa Mohapatra**  
Vice President & Managing  
Director, Adobe India



**Sindhu Gangadharan**  
SVP & MD, SAP Labs India and  
Nasscom Vice Chairperson



**Aparna Bawa**  
COO  
Zoom



**Ipsita Dasgupta**  
SVP & MD  
HP India



**Roshni Das**  
General Manager, Regional  
CMO - Asia Pacific, Japan,  
Marketing, Intel Corporation



**S. Mohini Ratna**  
Editor  
VARINDIA



**Belinda Pervan**  
Vice President, APJ Marketing  
Veeam Software



**Aruna C. Newton**  
Vice President, Head - Diversity  
and Inclusion, ESG Governance  
& Reporting, Infosys



**Anita Kukreja**  
Head of Strategic Alliances &  
Brand, IceWarp India

# International Women's Day: Paving the road towards an Inclusive World

As a worldwide celebration of women's social, political, and economic accomplishments, International Women's Day (IWD) is observed on March 8. Gender equality and inclusivity are vital, and International Women's Day (IWD) serves as an agonizing reminder of these issues in the context of the IT sector.

While the IT industry offers boundless opportunities for innovation and growth, it also presents formidable hurdles for women. Despite concerted efforts to promote diversity and inclusion, women remain underrepresented in key leadership positions, perpetuating a cycle of inequality.

## Challenges Faced by Women in the IT Industry:

1. **Pay Parity:** Studies consistently reveal disparities in pay between male and female professionals within the IT sector, with women often earning less for comparable roles and responsibilities.
2. **Gender Biasness:** Deep-rooted biases and stereotypes pervade the workplace culture, hindering women's advancement and impeding their access to opportunities for career progression.
3. **Work-Life Balance:** The demanding nature of IT roles, characterized by long hours and high-pressure environments, exacerbates challenges related to work-life balance, disproportionately impacting women.
4. **Lack of Mentorship and Sponsorship:** Women encounter barriers to mentorship and sponsorship, critical factors in fostering professional development and nurturing future leaders within the industry.

International Women's Day serves as a catalyst for change, sparking dialogue, advocacy, and action to address systemic inequities and promote gender parity in the IT industry. It offers a platform for women to share their stories, amplify their voices, and demand accountability from industry stakeholders.

International Women's Day serves as a poignant reminder of the enduring struggle for gender equality and inclusivity in the IT industry. By recognizing the invaluable contributions of women, addressing systemic barriers, and championing diversity and inclusion, stakeholders can collectively advance towards a more equitable and prosperous future for all.

This year the theme of International Women's Day is 'Inspire Inclusion' and the tech industry has put in its efforts for women's inclusion at workplace. Different perspectives, experiences and ideas by women solved complex problems through innovative solutions. The companies that are emphasizing on gender diversity are consistently outperforming their competitors.

## HWA CHOO LIM VP, HUMAN RESOURCES, ASIA PACIFIC, EQUINIX

"This International Women's Day, we celebrate the achievements of women who have overcome obstacles and shattered stereotypes. For years, Equinix has championed the empowerment of women through WomenConnect, which provides mentorship and support, ensuring every woman can excel within our organization.

Most recently, Equinix introduced "Equinix Hire Up Program", an initiative incorporating Equinix hiring principles and a refined 6-step hiring process alongside comprehensive interview and talent selection skills training. This initiative underscores our dedication to fair and equitable hiring practices, attracting top talent to bolster Equinix's transformation journey.

[Specifically in India, we launched the Women Returnee Program to assist women on career breaks in rejoining the workforce to resume their professional journey. Through this pilot program, participants receive training and mentorship to equip them for the industry re-entry, fostering skills and confidence essential for success.]

Our proactive efforts to address gender bias and inequality have led to a notable increase in gender representation in recent years. Establishing 9 Employee Engagement and Collaboration Networks (EECNs) and 35 WeAreEquinix teams demonstrates our commitment to fostering a diverse and inclusive culture. These endeavors yielded tangible results, with a significant 13% year-over-year increase in our global female workforce as reported in our 2023 earnings.

At Equinix, we recognize that diverse perspectives drive continued innovation and advancement. We remain unwavering in our commitment to creating opportunities that empower women and contribute to a more balanced and thriving organization."







**NITHYA CADAMBI**  
**SENIOR DIRECTOR, FINANCE, OPERATIONS AND FACILITIES, COMMVault**

“Our journey has become an inspiring narrative of resilience and advancement as we continue to champion women's equality and empowerment. A recent report by the Ministry of Statistics demonstrates an increase of 4.2%, pushing female labour participation to 37% in India. This growth reflects a positive shift in the country's labour force dynamics, signifying a broader societal transformation. While every incremental gain fuels our progress and normalizes support for women, substantial work remains ahead.

The increase in female workforce participation requires a stronger focus and comprehensive approach from the private sector, government, and society. This year's theme, 'Inspire Inclusion,' stresses that investing in women has a ripple effect on society. Diverse perspectives, experiences, and ideas from women lead to more innovative solutions to complex problems. Companies prioritizing gender diversity consistently outshine their competitors, proving the business case for inclusion.

A multifaceted approach is imperative to foster investment in women. The competitive and demanding nature of jobs, especially in the tech sector, demands companies to focus on decisive actions to promote women's engagement. Flexible work arrangements and mentorship programs assist women in navigating career obstacles and building confidence. As we navigate the era of 'smart-everything,' let's also prioritize a smart equation for the future prosperity and well-being of our societies.”



**MONICA TOMAR**  
**REGIONAL MARKETING MANAGER, SOUTH ASIA  
PACIFIC, AXIS COMMUNICATIONS**

“As we commemorate International Women's Day, we acknowledge the significant strides made by women in breaking the glass ceiling, particularly in the tech and surveillance industries. Studies consistently affirm that diverse teams lead to better decision-making, increased productivity, and enhanced creativity. Organizations can enable a more equitable society by advocating gender diversity and empowering women in the modern workforce, thereby unlocking the industry's full potential to drive innovation and progress globally.

At Axis Communications, we cultivate a culture grounded in diversity, equity, and inclusion, celebrating the remarkable achievements of women who have defied norms and forged their paths in the industry. With a 40:60 ratio of women to men across South Asia Pacific, Axis Communications prioritizes diversity and inclusion, recognizing its critical role in fostering innovation and success. Through collaborations with esteemed partners like MINE and our steadfast support of initiatives such as Security LeadHER, we actively champion diversity within our workplace and beyond.

Today, let us reaffirm our commitment to creating a world where women are welcomed, valued, and empowered to thrive. Together, we can envision a future where gender equality is not an aspiration but a tangible reality. By providing women with the opportunity to break down barriers and reach their full potential in the workplace, we can help build a more prosperous and inclusive society.”



**VAISHNAVI SHUKLA**  
**HR HEAD, COMVIVA**

“We acknowledge the remarkable achievements and unwavering dedication of women in the fast-growing tech and telecom industry, and we take immense pride in the resilience and invaluable contributions of women within our workforce. Our dedicated programs ensure women are supported at each of the crucial stages and milestones of their life and that they have equal opportunities to thrive and contribute meaningfully to our organization's success. We are constantly engaged in accelerating our women leader's careers and creating a workplace where every voice is valued and heard. From our comprehensive campus hiring programs to internal growth and promotions to an overall wellbeing intervention at each stage, we ensure a bias free mindset. As a result of this, our Gender diversity ratio has seen a rise of ~4% and we are absolutely thrilled about it. Comviva has put significant efforts in creating an enabling environment for female employees to grow where they can upskill themselves despite the daily challenges and we have made every stride towards that direction. Our commitment to supporting working mothers is demonstrated through comprehensive maternity leave benefits and on-site creche facilities at our offices. At Comviva, we are dedicated to fostering an inclusive environment where every woman can thrive and contribute meaningfully to our collective achievements.”

**ANUPAMA KATKAR**  
**CHAIRPERSON OF QUICK HEAL FOUNDATION AND CHIEF**  
**OPERATIONAL EXCELLENCE, QUICK HEAL TECHNOLOGIES**

“Women are inherently gifted multitaskers and relentless achievers, balancing various roles with grace and determination. I am immensely proud to be a part of this incredible community, where every success is not just an individual milestone but a testament to the indomitable spirit that characterizes us. Standing amidst remarkable female achievers encountered on my journey with Quick Heal, their countless stories of collective triumphs deeply inspire me.

Recognizing the crucial role women play in shaping societies and communities, Quick Heal places a paramount emphasis on gender equality and inclusivity. Simultaneously, at the Quick Heal Foundation, we believe in empowering women with the tools they need to overcome challenges and fulfill their aspirations.

As we celebrate Women's Day, Quick Heal Foundation remains committed to fostering an environment where women can thrive through education, healthcare, and skill development. We envision a brighter and more equitable future, where every woman is empowered to realize her full potential and contribute her unique talents to the betterment of society.”



**SERINE LOH**  
**HEAD OF CULTURE & TALENT, APAC, QLIK**

“As we celebrate International Women's Day, we would like to emphasize the importance of recognizing and celebrating the diversity, achievements, and contributions of women from all backgrounds, identities, and experiences.

It means ensuring that the voices and experiences of all women, including those from marginalized communities such as women of color, LGBTQ+ women, women with disabilities, and women from different socioeconomic backgrounds, are provided with spaces and opportunities for dialogue, empowerment, and advocacy that are inclusive of all women, regardless of their race, ethnicity, sexual orientation, gender identity, or ability.

Qlik recognizes the unique struggles and experiences of marginalized women and are working towards creating a more equitable and inclusive environment where all women can thrive. We will continue to amplify the voices of women from diverse backgrounds, to collaborate with organizations that work specifically with marginalized women and communities, to provide resources and support for women facing intersecting forms of discrimination and oppression and other programs to embrace inclusivity to build a more just, equitable and inclusive society where women are valued, respected, and empowered to reach their full potential.”



**MANISHA DUBEY**  
**HEAD OF IDEMIA INDIA FOUNDATION & VP MARKETING**  
**COMMUNICATIONS & BRAND, IDEMIA**

“In today's digital world, skilling and development initiatives are essential for unlocking the vast potential of women. By providing access to opportunities and empowering women with relevant skills and knowledge, these programs enable them to close the gender gap in STEM fields and tech-related industries. Moreover, skilled women bring diverse perspectives and drive innovation, fostering creativity and pushing boundaries in technology and business.

Economic empowerment follows suit as women secure higher-paying jobs and better economic opportunities, contributing to the prosperity of communities. Additionally, skilling programs cultivate adaptability and resilience, equipping women to thrive in a rapidly evolving digital landscape. Ultimately, investing in the skilling and development of women not only benefits individuals but also drives societal and economic growth, creating a more inclusive and innovative future for all.”







**ARUNA C. NEWTON**  
**VICE PRESIDENT, HEAD - DIVERSITY AND INCLUSION,  
ESG GOVERNANCE & REPORTING, INFOSYS**

"At Infosys, we celebrate the inspiring journeys of our women employees who are shaping the future of technology across industries. We have built several high quality, very intentional developmental interventions, that are active year-long, to affirm our commitment to enable women to enjoy the careers they aspire for. Some examples include,

'#amTheFuture' a leadership coaching program, in partnership with Stanford GSB, the Infosys 'Orbit Next' program for managers, 'Tech Cohere' a program that focuses on nurturing and building a vibrant and collaborative tech community of engineers, architects and technologists to refine architecture design and software engineering practices, and mentorship interventions. Our efforts extend to nurturing the creation of powerful supportive ecosystems that inspire inclusion. Our campaign for International Women's Day 2024 #SpotItToStopIt, focuses on action that all stakeholders including women themselves can take to create awareness around microaggressions that are the result of unconscious gender bias and act on them to inspire inclusion."



**IPSITA DASGUPTA**  
**SVP & MD, HP INDIA**

"Technology is going to continue to shape how the world develops and how we progress as a society. Women need to be in the labs, boardrooms, offices, and stages where technology is being created or used. Otherwise, half the global population is not represented in important decision-making and creation. I tell women leaders to be unabashed about bringing women into their teams and advocating for them. And young women leaders support each other, take on the risks and challenges that come with pursuing an impactful career, and ask for help along the way."



**S MOHINI RATNA**  
**EDITOR, VARINDIA**

"Technology has become an indispensable part of our lives, empowering us to reach new heights and explore uncharted territories. The tech industry, in particular, has been at the forefront of innovation, constantly pushing the boundaries of what is possible. Within this dynamic landscape, tech leaders play a crucial role in steering the course of progress and driving innovation forward.

While women are increasingly taking on leadership roles and making significant strides in the tech industry, there still exists a notable lack of gender parity. Achieving gender equality in the workplace is not just a moral imperative but also a strategic necessity for organizations striving for success in the digital age.

By creating an environment of equal opportunity, upskilling, encouragement, and providing a safe space are essential components for fostering growth, competitiveness, and innovation in any workplace. When individuals are given the chance to develop their skills, pursue their passions, and contribute to their fullest potential, it benefits not only the individual but also the organization as a whole.

We at VARINDIA create a culture where all employees feel valued, respected, and empowered to contribute their best."



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

"International Women's Day (IWD) is the time for everyone, not just women, to be reminded of the importance of ongoing education, making space for conversations, and celebrating the positive impact of diverse teams. It's also a great time to check-in with ourselves for unconscious biases and how we can personally impact our community. I'm a passionate believer in the power of mentoring. Inspiration and confidence comes from meeting others who have been through relatable situations and learning from how they overcame challenges. For this very reason, I co-lead Mentor Walks in Singapore, providing women with bi-monthly walking mentoring sessions around the beautiful Marina Bay Sands I'm also part of a women's networking group, LeanIn Circle, aimed at supporting women in their career ambitions and leadership challenges. These women come from diverse backgrounds, but all share similar challenges and vulnerabilities. The support I've seen and received in these groups has shown me the value of community and network, and that everyone needs support at different times. I've seen some incredible examples of inspiring inclusivity within these communities, for example mentees inviting and encouraging each other to network and embrace new opportunities."

**ANITA KUKREJA**  
**HEAD OF STRATEGIC ALLIANCES & BRAND, ICEWARP INDIA**

"As we celebrate International Women's Day 2024, let's embrace the power of unity and inclusion in shaping a world where every woman's voice is heard, every dream is nurtured, and every opportunity is within reach. Together, let's forge pathways of empowerment and resilience, breaking barriers and redefining norms. Let this day serve as a reminder of the remarkable strength and potential inherent in every woman. As Head of Strategic Alliances & Brand at IceWarp India, I am proud to stand alongside incredible women everywhere, driving progress and shaping a future where equality and opportunity flourish"



**PRATITI BHAUMIK**  
**SENIOR VICE PRESIDENT, HR CORPORATE, VIRTUSA**

"Empathy, inclusion and collaboration are the essential traits of impactful leadership. They foster a culture of equal opportunities and respect, regardless of gender, race age etc. At Virtusa, we believe in nurturing the growth mindset of our employees and actively ensuring that every voice is heard, every idea is valued, and every woman can thrive. As a woman leader, I strongly feel that growth is not just about career and comp progression, it is largely about having a free hand to create an impactful environment for the younger workforce – and that is how we pave the way for future generations of women leaders. This year, as we celebrate International Women's Day with a focus on Inspire Inclusion, women leaders must unite. They inspire others through their work, break barriers, challenge stereotypes, innovate and pave the way for diversity to be celebrated as our key to success."



**PARUL DHIR**  
**HEAD - DIVERSITY EQUITY AND INCLUSION, ACUITY KNOWLEDGE PARTNERS**

"As we celebrate International Women's Day, it's important to remember that the path to gender equality isn't just about personal success; it's about the collective empowerment of women. Empowering diversity and fostering inclusion isn't just a goal; it's our vision. I inspire inclusion by promoting self-reflection, continuous learning & growth. We as industry leaders are in a unique position to lead the way because when we empower other women, we don't just elevate ourselves – we empower our workplaces, communities, and society as a whole. When we support each other, share knowledge, and open doors for one another, we empower ourselves to become unstoppable forces for change.

The best way to mark this International Women's Day is for women to pledge to empower other women, lend them a hand and build a safe space that is inclusive for all. Let's all commit to becoming mentors, allies and advocates, knowing that every woman's success is a victory for gender diversity and that together, we can build an inclusive world that celebrates the contributions of every woman."



**KAVITHA MARIAPPAN**  
**EVP OF CUSTOMER EXPERIENCE AND TRANSFORMATION, ZSCALER**

"The representation of women in India's IT sector is growing, but a significant talent gap still exists. Mentorship programs and targeted recruitment are pivotal for demonstrating the importance of diverse teams in shaping a more equitable future.

At Zscaler, we are committed to promoting diversity, equity and inclusion because we recognize women's essential role in driving growth and contributing to better business outcomes. I'm proud to say that, within the last year, Zscaler has hired 35 women to roles at director level and above and supported over 1,000 women through our dedicated employee resource group. We have also continued a successful effort to ensure high-performing women have access to the resources they need to advance into senior leadership positions. Our collaboration with academic institutions in India further underscores our commitment to equipping future generations with essential skills. We actively advocate for equal rewards and opportunities among women while collaborating with partners to drive systemic, long-lasting organizational change."







# New-age technology leaders Empowering Organizational Excellence through Strategic Investments

In an era where technology is rapidly evolving, organizations face the critical challenge of not just keeping pace but thriving amidst the transformations. Among the myriad of considerations, strategic investments stand out as a cornerstone for ensuring maximum return on investment (ROI). In an ever-evolving technological landscape, organizations face the imperative to adapt and innovate for sustainable growth.

Emerging technologies such as Generative AI (GenAI), large language models (LLMs), and industry-specific co-pilots are poised to revolutionize industries, from healthcare to manufacturing. These technologies offer transformative potential, but careful implementation and responsible development are essential to ensure their benefits are realized across all stakeholders.

In the realm of cybersecurity and information management, the role of Chief Information Security Officers (CISOs) has evolved into that of strategic advisors, collaborating with executive management to address compliance and security challenges effectively. Robust processes and controls based on comprehensive risk assessments are paramount, encompassing a spectrum of security measures from encryption to incident response planning.

Furthermore, key technology trends such as responsible AI integration, cloud security, data protection, and agile governance, risk, and compliance (GRC) implementation are identified as essential for organizational advancement. These trends underscore the importance of aligning technological investments with business objectives and driving tangible outcomes.

Across industries, from manufacturing to healthcare, organizations are leveraging technologies like Artificial Intelligence (AI), Internet of Things (IoT), blockchain, and advanced robotics to enhance operational efficiencies, drive innovation, and deliver personalized experiences to customers. Organizations must prioritize compliance with evolving standards, bolster security controls around emerging technologies, and embrace cybersecurity-as-a-service and third-party risk management to fortify organizational defenses against emerging threats.

Delving deep into the insights shared by industry leaders across sectors, this CIO OUTLOOK 2.0 highlights the importance of strategic investments in maximizing return on investment (ROI) and driving organizational excellence. From perspectives on cybersecurity to digital transformation in manufacturing and the transformative potential of technology in humanitarian work, the article offers a comprehensive overview of key trends and strategies shaping the industry in 2024.



**DR. MEETALI SHARMA**  
**DIRECTOR - RISK, COMPLIANCE**  
**& INFORMATION SECURITY,**  
**SDG SOFTWARE (I) PVT. LTD.**



**PRADIPTA PATRO**  
**HEAD OF CYBER SECURITY**  
**& IT PLATFORM AT KEC**  
**INTERNATIONAL LIMITED**



**NEERAJ BHOLE**  
**ARCHITECTURE PRODUCT**  
**OWNER & ENTERPRISE**  
**ARCHITECT, INTERNATIONAL**  
**COMMITTEE OF THE RED CROSS**

## Strategic Investments for Maximum ROI

As the technological landscape continues to evolve, organizations are faced with the imperative to adapt and innovate, particularly in the realm of cybersecurity and information management. Dr. Meetal Sharma, Director of Risk, Compliance & Information Security at SDG Software (I) Pvt. Ltd., shares her perspectives on the top technologies and strategies poised to shape the industry in 2024.

In response to the burgeoning advancements in technologies like GenAI, Dr. Meetal Sharma emphasizes the pivotal role of the Chief Information Security Officer (CISO) in driving digital transformation within organizations.

"The role of a CISO has transitioned from an order-taker to a strategic advisor," notes Dr. Sharma. "It is imperative for CISOs to collaborate with executive management, offering innovative solutions to address compliance and security challenges."

Dr. Sharma underscores the importance of implementing robust processes and controls based on comprehensive risk assessments. These measures not only enhance security but also ensure alignment with business objectives. "Our cyber resilience framework integrates a spectrum of security controls, spanning preventive, detective, corrective, and deterrent measures," explains Dr. Sharma. "These initiatives safeguard data integrity and confidentiality, encompassing encryption, access restrictions, incident response planning, and continuous monitoring."

Furthermore, Dr. Sharma identifies key technology trends essential for organizational advancement, including responsible AI integration, cloud security, data protection, and agile governance, risk, and compliance (GRC) implementation.

In response to the dynamic shifts in the manufacturing sector, Pradipta Patro, Head of Cyber Security & IT Platform at KEC International Limited emphasizes the significance of digital transformation in enhancing operational efficiencies and driving business value.

"Digital transformation in manufacturing encompasses a spectrum of initiatives, from

supply chain optimization to operational technology and automation," explains Patro. "Investing in new-edge technologies that deliver tangible business value and accelerate progress is paramount."

Patro underscores the importance of leveraging platforms and cloud services to drive innovation and efficiency. "We are evaluating technologies such as Artificial Intelligence (AI), Blockchain, IoT/IIoT, and Private 5G, with a keen focus on automation," he adds.

While everyone busy to gain maximum ROI, Neeraj Bhole, Architecture Product Owner & Enterprise Architect at the International Committee of the Red Cross, sheds light on the transformative potential of technology in humanitarian work and outlines key strategies for maximizing its benefits.

In response to the evolving landscape of humanitarian challenges, Bhole underscores the importance of strategic investments in technology that can drive meaningful outcomes.

"For a humanitarian organization, our focus must be on leveraging technology to enhance our ability to respond effectively to crises and optimize aid delivery," states Bhole. He highlights several key technologies poised to make a significant impact in the coming year: "AI and Machine Learning for Predictive Analytics can enable us to analyze data for predictive insights, enhancing our response to disasters and optimizing resource allocation," explains Bhole. "Similarly, Mobile Technology and Connectivity can facilitate real-time communication and data collection, particularly in remote areas, while Remote Sensing and GIS technologies are invaluable for disaster response and planning."

Bhole also emphasizes the potential of Drones and Robotics for aid delivery, Cybersecurity measures to protect sensitive data, Cloud Computing for scalability and collaboration, and Digital Training for capacity building within the organization.

In the rapidly evolving landscape of technology, organizations are constantly striving to stay ahead of the curve, embracing new-age technologies to drive innovation and growth. Prasoon Kumar, Chief Information Officer at Twyn, shares insights into the organization's strategic approach to technology adoption and

the anticipated trends shaping the industry in 2024.

"As we embark on the journey of Industry 5.0, Twyn is strategically investing in cutting-edge technologies to ensure maximum ROI," states Kumar. He highlights the organization's focus on integrating Artificial Intelligence (AI) and Machine Learning (ML) solutions to enable predictive maintenance, process optimization, and personalized customer experiences. Additionally, Twyn is prioritizing the adoption of Internet of Things (IoT) devices for real-time data collection, advanced robotics, and automation technologies for streamlined production processes, and blockchain for secure supply chain management.

Tejas Shah, Head of IT - Infrastructure and Applications at Prince Pipes and Fittings Ltd., shares his perspective on the top technologies shaping the industry and how his team is preparing to leverage them for maximum impact.

"With 2024 heralding exciting advancements in new age technologies like GenAI, our focus at Prince Pipes and Fittings Ltd. is on identifying use cases that offer tangible benefits," says Shah. While GenAI holds immense potential in various domains, Shah emphasizes the importance of starting with smaller use cases to gauge productivity and efficiency improvements.

"Organizations should begin by identifying smaller use cases within departments before scaling up to realize overall savings in productivity and man-hours," Shah advises. By adopting a phased approach, organizations can minimize risks and ensure a smoother transition to new technologies.

Dr. Sushil Kumar Meher, CIO, Department of Computer Facility, AIIMS, sheds light on the strategies and technologies that will define healthcare in 2024.

Dr. Meher acknowledges the pivotal role of technology in shaping the future of healthcare. When asked about the top technologies poised to revolutionize healthcare in 2024, he emphasizes the organization's investment in a diverse array of cutting-edge solutions. Dr. Meher states, "AI, IoT, and data management practices are at the forefront of our strategic investments. These technologies hold immense potential to transform healthcare delivery, from personalized treatment plans to remote patient monitoring."





**PRASOON KUMAR**  
CHIEF INFORMATION  
OFFICER, TWYN



**TEJAS SHAH**  
HEAD IT - INFRASTRUCTURE  
/ APPLICATIONS, PRINCE  
PIPES AND FITTINGS LTD.



**DR SUSHIL KUMAR MEHER**  
CIO, DEPARTMENT OF  
COMPUTER FACILITY,  
AIIMS

Artificial intelligence (AI) stands out as a cornerstone technology, leveraging algorithms to analyze medical data and expedite diagnoses. Dr. Meher highlights its role in optimizing patient care, citing its ability to assist healthcare professionals in interpreting medical imaging data swiftly and accurately. IoT emerges as another key focus area, enabling remote patient monitoring and fostering communication channels between patients and healthcare providers. Dr. Meher underscores the transformative impact of IoT-enabled wearable devices, which empower patients to actively participate in their healthcare journey. Furthermore, robust data management practices are essential for extracting actionable insights from vast troves of medical data. Dr. Meher emphasizes the importance of leveraging health data analytics to enhance decision-making, streamline operations, and improve patient experiences.

Dr. Meher elucidates how these technological investments translate into tangible benefits for the organization, emphasizing the significance of maximizing return on investment (ROI). He asserts, "Quantifying value is paramount. ROI extends beyond monetary gains, encompassing enhanced decision-making, operational optimization, and improved patient outcomes. Collaboration across departments is essential for sustained growth and impactful insights. Ultimately, ROI serves as a valuable metric for evaluating the effectiveness of analytics efforts in driving positive outcomes."

**Empowering Organizational Excellence**

Dr. Meetali Sharma elucidates on her team's strategic initiatives to propel SDG Software (I) Pvt. Ltd. to the next level, emphasizing the importance of talent acquisition, regulatory compliance, and employee empowerment. She states, "Our team is dedicated to navigating evolving regulatory landscapes and nurturing a culture of continuous learning and development. By upskilling existing talent and fostering a 'risk-aware and security-first' culture, we ensure organizational resilience and growth."

Dr. Sharma underscores the significance of employee training and awareness in mitigating

security risks, highlighting the pivotal role of every individual in safeguarding organizational assets.

In preparation for the next phase of organizational growth, Pradipta Patro highlights the importance of aligning talent and resources with emerging technologies. He says, "Our team is actively engaging with strategic partners and Original Equipment Manufacturers (OEMs) to upskill and reskill our workforce. We prioritize continuous learning and systematic adoption of new-edge technologies through training and awareness initiatives."

In this topic, Neeraj Bhole acknowledges the need for ongoing skill development and collaboration. He comments, "While our team is partially geared up to meet future challenges, there is a clear need to build digital skills across the organization and foster collaboration with external partners. Co-creation of innovative solutions with universities and other organizations will be a key focus moving forward."

Prasoon Kumar emphasizes the importance of a skilled and motivated team in driving organizational success. He highlights the organization's investment in continuous learning and upskilling programs, cross-functional collaboration, and transparent communication as key pillars of their strategy. Kumar asserts, "Our team at Twyn is fully equipped and motivated to propel our organization to the next level. With a shared vision and commitment to excellence, our team is prepared to navigate the complexities of Industry 5.0."

Tejas Shah acknowledges that while his team is geared up to take the organization to the next level, there are still areas that require attention. He says, "We need to ensure that all CXOs are aligned and aware of the impact of implementing new technologies on existing processes. Building awareness and ensuring buy-in across all levels of the organization are critical for successful technology adoption."

Dr. Sushil Kumar Meher outlines the organization's proactive approach to harnessing technology for advancement, emphasizing the implementation of key technologies to propel AIIMS to the next level. He points

out, "Our team is committed to implementing transformative technologies such as healthcare AR/VR, cybersecurity, genomics, and remote patient monitoring. These initiatives are integral to our digital transformation journey."

**Key Industry Trends**

Delving deep on this topic, Dr. Meetali Sharma identifies key technology trends poised to dominate the industry in 2024, including the persistent threat of ransomware attacks and the burgeoning adoption of cloud, AI, and blockchain technologies. She claims, "Cloud adoption, AI integration, and blockchain innovation are reshaping industries across sectors. As organizations embrace digital transformation, securing application data and infrastructure within the cloud environment becomes paramount."

Furthermore, Dr. Meetali Sharma underscores the importance of agile GRC platforms and cybersecurity outsourcing in fortifying organizational defenses against emerging threats.

Pradipta Patro identifies key technology trends poised to dominate the industry landscape in 2024. He points out, "The top technology trends shaping the industry include Artificial Intelligence (AI), Cloud-native solutions, Internet of Things (IoT/IIoT), Private 5G, Robotics, Automation, and Cybersecurity." He emphasizes the transformative potential of these technologies in driving operational excellence, enhancing productivity, and ensuring robust security frameworks.

Looking ahead to 2024, Neeraj Bhole identifies several technology trends expected to dominate the industry landscape. Bhole points out, "Generative AI and Intelligent Applications, LLM and AI regulations, Augmented Workforce Technology, Cybersecurity, and Sustainable Technology Ecosystems are poised to shape the technology landscape." He emphasizes the importance of ethical AI and cybersecurity in tandem with technological advancements.

Prasoon Kumar predicts, "In 2024, Industry 5.0 will witness the convergence of AI and ML, IoT devices, advanced robotics, automation technologies, blockchain, and augmented reality."

He emphasizes the transformative potential of these technologies in driving productivity, innovation, and sustainability across industries.

As per Dr Sushil Kumar Meher the top technology trends that are going to dominate the health industry in 2024 are Electronic Health Records (EHR); Telemedicine and Remote Patient Monitoring; Artificial Intelligence (AI), Machine Learning (ML) and Generative AI in Healthcare; Internet of Medical Things (IoMT) and Wearable Devices; Predictive Analytics in Healthcare and Ongoing cloud Adoption.

Tejas Shah identifies several technology trends that are expected to dominate the industry in 2024. He says, "Artificial Intelligence (AI), edge computing, cybersecurity innovations, and 5G technology are likely to continue shaping the technological landscape. AI will evolve with a focus on measuring and enhancing productivity, while edge computing will become increasingly relevant with the rise of IoT devices."

Shah emphasizes the importance of proactive cybersecurity measures, including the integration of AI and machine learning for threat detection, as cyber threats continue to evolve. Additionally, the rollout of 5G networks will accelerate, enabling innovations in areas such as AR, VR, autonomous vehicles, and IoT.

## Embracing Innovation and Adaptation

As organizations navigate the evolving technological landscape, Dr. Meetali Sharma emphasizes the importance of compliance adherence and proactive risk management. She emphasizes, "In 2024, organizations will prioritize compliance with evolving standards and bolster security controls around emerging technologies. Additionally, the adoption of cybersecurity-as-a-service and third-party risk management will surge, reflecting a proactive stance towards cybersecurity."

Dr. Meetali Sharma's insights provide valuable guidance for organizations seeking to navigate the complexities of the digital age. By embracing innovation, fostering a culture of security awareness, and leveraging strategic investments in technology, organizations can chart a course towards sustainable growth and resilience in 2024 and beyond.

Reflecting on past endeavors and looking towards the future, Pradipta Patro highlights

the organization's proactive approach towards technology adoption. He says, "In 2024, we have already embarked on experiments with Artificial Intelligence (AI), Robotics, Automation, and Internet of Things (IoT/IIoT). These initiatives underscore our commitment to staying at the forefront of technological innovation and driving tangible business outcomes."

Pradipta Patro's insights offer valuable guidance for organizations navigating the complexities of the digital age. By strategically investing in new-edge technologies, aligning talent with emerging trends, and fostering a culture of innovation, organizations can position themselves for sustained growth and success in 2024 and beyond.

Neeraj Bhople shares valuable guidance for humanitarian organizations seeking to harness the power of technology to address global challenges effectively. By strategically investing in transformative technologies and fostering a culture of innovation and collaboration, organizations can elevate their humanitarian efforts and make a lasting difference in the lives of those in need.

Neeraj Bhople acknowledges, "Technology changes are frequent, and effective use of AI and LLM has been a challenge. However, with a focus on ethical considerations and cybersecurity, these technologies hold immense potential for positive impact in the coming year."

While shedding light Twyn's strategic approach to technology adoption and its vision for navigating the complexities of Industry 5.0 , Prasoon Kumar says, "In 2023, advancements in AI-human collaboration and personalized experiences likely marked significant milestones. However, challenges related to regulatory and ethical concerns, as well as infrastructure and interoperability barriers, may have hindered progress. While Industry 5.0 is still evolving, continued innovation, collaboration, and strategic planning will be crucial for realizing its full potential in 2024 and beyond."

Reflecting on the technological landscape of 2023, Tejas Shah highlights the success of data warehouses and dashboards for analysis and reporting. He comments, "Major Hits is Data warehouse that is used for the analysis and reporting of structured and semi-structured data from multiple sources, including Dashboards that can be published to CXO for business

insights and decision making"

These tools have provided valuable business insights and aided decision-making processes. However, Shah acknowledges that misses in technology adoption can vary depending on individual organization priorities and business needs.

Delving deep about this topic, Dr Sushil Kumar Meher says, "Among the hits were strategies to address workforce shortages through workflow automation and AI, facilitating digital upskilling via continuous training, and enabling remote operations through virtual collaboration. Additionally, the implementation of vendor-neutral and interoperable informatics solutions gained traction, alongside the continued migration of healthcare to the cloud. Moreover, seamless patient monitoring within and beyond hospital walls emerged as a critical focus, along with an increased emphasis on equitable and inclusive healthcare delivery. Furthermore, the adoption of circularity as a climate action strategy and efforts to decarbonize healthcare gained prominence, reflecting a growing understanding of how environmental health impacts human well-being."

Looking ahead to 2024, Dr Sushil Kumar Meher feels several trends are expected to be at the forefront of technological innovation in healthcare. These include the continued advancement of AI technologies, leveraging AI for various applications in healthcare settings. Additionally, 3D printing is anticipated to play a more significant role in medical device manufacturing and personalized healthcare solutions. "The adoption of CRISPR gene editing, specifically Clustered Regularly Interspaced Short Palindromic Repeats, holds promise for revolutionary advancements in genetic therapies and treatments. Moreover, virtual reality (VR) is expected to see expanded applications in medical training, patient education, and therapeutic interventions. Lastly, the development and implementation of smart bandages are poised to revolutionize wound care management, offering real-time monitoring and treatment capabilities. These trends represent key areas of innovation that have the potential to reshape healthcare delivery and patient outcomes in the coming year," concludes Dr Sushil Kumar Meher.

## In Conclusion

As we are sailing through the complex and rapidly evolving technological ocean of 2024, it is evident that strategic investments in emerging technologies are essential for organizations to stay ahead of the curve and drive meaningful impact. From GenAI and LLMs to blockchain and IoT, these technologies offer immense potential to revolutionize industries, enhance operational efficiencies, and deliver personalized experiences to customers. However, with great opportunity comes great responsibility. It is crucial for organizations to approach technological adoption with caution, ensuring responsible development and implementation to mitigate risks and maximize benefits. Aligning technology investments with business objectives and achieving measurable results requires cooperation between organisations, IT specialists, and executives.

Furthermore, in the realm of cybersecurity and information management, proactive risk management and compliance adherence are paramount. By bolstering security controls, embracing agile GRC platforms, and leveraging cybersecurity-as-a-service, organizations can fortify their defenses against emerging threats and safeguard their assets. Going forward, it is imperative for organizations to maintain their focus on innovation, cultivate a security-aware culture, and provide their employees with the necessary competencies and resources to prosper in the digital era. Organizations can achieve sustained development, resilience, and success in 2024 and beyond by adopting these principles and utilizing strategic investments in technology.



# PROTECTING DATA PRIVACY IN THE AGE OF AI:

## Balancing Innovation with Individual Rights

In the fast-paced world of technological advancement, the rise of Artificial Intelligence (AI) heralds a new era of innovation across various sectors. From smart assistants streamlining our daily tasks to autonomous vehicles navigating city streets, AI is reshaping the way we interact with technology and each other. However, amidst this transformative wave, a critical concern looms large: data privacy. As AI algorithms glean insights from vast datasets encompassing our digital footprints, the risk of privacy breaches and unintended consequences escalates. Balancing the potential of AI-driven innovation with the protection of individual privacy rights is a pressing challenge that demands our attention.

### Understanding the Landscape: Data is the Fuel, Privacy is the Concern

Imagine a self-driving car trained on millions of driving habits, potentially identifying and categorizing individuals based on their driving styles, income levels, or even political views. Or consider a healthcare diagnosis AI trained on historical data, inadvertently perpetuating biases against individuals from certain demographics. These scenarios, though hypothetical, underscore the inherent vulnerability embedded within AI's data-driven nature.

### The concerns are not unfounded:

**Profiling and discrimination:** A recent study by the Algorithmic Justice League found that a widely used facial recognition tool had a 35% error rate in identifying Asian and Black women, highlighting the potential for discriminatory outcomes in areas like loan approvals, employment opportunities, and criminal justice.

**Data breaches and leaks:** The 2021 Facebook data breach exposed the personal information of over 500 million users, showcasing the devastating impact of large-scale data leaks. In India, data breaches are on the rise, with a 64% increase reported in 2022 compared to the previous year.

**Surveillance and control:** AI-powered surveillance systems, like those implemented in China, raise concerns about mass monitoring and erosion of privacy in public spaces. A 2022 Amnesty International report documented the chilling use of facial recognition technology in India, raising concerns about its potential for misuse and stifling dissent.

**Manipulation and nudging:** Cambridge Analytica's infamous scandal demonstrated how AI can be weaponized to manipulate voters' behavior based on their online data. A 2020 study published in Nature Human Behaviour found that personalized political ads on social media can subtly influence voting intentions.

These concerns highlight the intricate relationship between AI and data privacy. We cannot deny the benefits of AI in revolutionizing sectors like healthcare, finance, and transportation. However, we cannot turn a blind eye to the potential for harm unless we prioritize individual privacy rights.



### Tackling the Challenge: A Multi-pronged Approach

Protecting data privacy in the age of AI necessitates a comprehensive strategy, involving technical solutions, robust ethical frameworks, effective legal regulations, and individual empowerment.

#### Technical Solutions:

- ◆ **Privacy-enhancing technologies (PETs):** Techniques like homomorphic encryption allow data analysis without compromising individual identities. For example, Microsoft's SEAL library enables computations on encrypted data, safeguarding user privacy while allowing for valuable insights.
- ◆ **Federated learning:** This method trains AI models on decentralized data, keeping sensitive information on individual devices. Google's federated learning framework, TensorFlow Federated, enables collaborative training without jeopardizing user privacy.
- ◆ **Secure multi-party computation:** This enables multiple parties to analyze data jointly without revealing their individual datasets. Intel's homomorphic encryption library, HELib, empowers secure collaboration while protecting sensitive information.

#### Ethical Frameworks:

- ◆ **Transparency and explainability:** AI algorithms should be designed to be transparent in their decision-making processes, allowing individuals to understand how their data is used and why specific outcomes occur. The European Union's "Right to Explanation" regulation mandates such transparency in certain AI applications.
- ◆ **Algorithmic fairness:** Developers must critically assess data sets and algorithms for potential biases, ensuring they do not discriminate against specific groups. IBM's AI Fairness 360 toolkit provides tools for detecting and mitigating algorithmic bias.
- ◆ **Privacy by design:** Data privacy should be considered throughout the development and deployment of AI systems, not just as an afterthought. Google's Privacy by Design framework outlines principles for building privacy into AI projects from the outset.



**Legal Regulations:**

- ◆ **Strengthening existing data protection laws:** Existing regulations like GDPR and CCPA offer a foundation, but require stricter enforcement and potential updates to address the specific challenges of AI. India's recent Data Protection Bill (DPDP Act) 2023, currently under revision, aims to establish a comprehensive framework for data protection, including provisions for consent, data minimization, and accountability.
- ◆ **Developing new AI-specific regulations:** Governments and international bodies can work together to establish clear legal frameworks that govern the development, use, and accountability of AI systems, prioritizing data privacy. The European Union's proposed AI Act outlines regulations specifically addressing the risks associated with high-risk AI applications, while the United States is exploring similar initiatives. India's DPDP Act is also being revised to include specific provisions for regulating AI, highlighting the growing global recognition of the need for tailored legal frameworks.

**Individual Empowerment:**

- ◆ **Data literacy:** Educating individuals about data privacy practices, their rights, and available tools allows them to make informed choices about sharing their data. Initiatives like India's Digital Saksharta Abhiyaan aim to bridge the digital divide and empower citizens with data literacy skills.
- ◆ **User control:** Providing individuals with clear options to control their data, including access, correction, deletion, and portability, empowers them to manage their digital footprint. The DPDP Act grants individuals the right to access, rectify, and even erase their personal data, offering greater control over its usage.

- ◆ **Technological tools:** Offering user-friendly tools for data management, privacy settings, and security measures further equips individuals to protect their information. Apple's App Tracking Transparency feature and Google's Privacy Dashboard empower users to manage their data sharing preferences across various platforms.

**Building a Future of Responsible AI**

Protecting data privacy in the age of AI is a complex journey, not a destination. It requires ongoing collaboration between technologists, policymakers, and individuals, all working together to ensure a responsible future for AI. By embracing a multi-pronged approach that prioritizes both innovation and privacy, we can unlock the immense potential of AI while safeguarding our fundamental rights and freedoms.

Remember, privacy is not just a technical challenge, but a shared responsibility. Through open dialogue, continuous learning, and collective action, we can shape a future where AI fulfills its potential for good, while respecting the privacy and dignity of every individual. Let's work together to ensure that in this exciting new era of AI, we can have our tech cake and eat our privacy too!

**Conclusion**

As AI continues to reshape our world, protecting data privacy has never been more critical. India's DPDP Act 2023 represents a significant milestone in this journey, providing a comprehensive framework to safeguard individual privacy rights in the age of AI. By embracing privacy-enhancing technologies, adopting best practices for compliance, and fostering a culture of data privacy, organizations can navigate the complex landscape of AI-driven data processing while upholding the principles of transparency, accountability, and trust.

In this ever-evolving digital landscape, the protection of data privacy is not just a legal obligation but a moral imperative. By embracing the principles of responsible data stewardship, we can harness the transformative potential of AI while safeguarding the fundamental rights and freedoms of individuals. As we continue to navigate the challenges and opportunities presented by AI, let us remain steadfast in our commitment to protecting data privacy and upholding the values of fairness, equity, and respect for human dignity.







# FACTORS DRIVING PERFORMANCE AND PRODUCTIVITY OF A LAPTOP

Performance of any device depends on the mechanism it is built upon. It is the machine that delivers the performance. And the performance depends on the quality and synergy of its components. Talking about the performance of a laptop, it depends on the processor, RAM, storage drive and other components.

The processor is like the brain that controls speed and multitasking. A strong processor with more cores and higher speeds makes things run fast. RAM is like the laptop's short-term memory, and having enough ensures the smooth use of multiple apps at once.

Other than processor and RAM, the storage drive, whether it is a traditional hard disk drive (HDD) or a solid-state drive (SSD), plays a vital role in delivering performance. Solid State Drives (SSDs) are quicker than Hard Disk Drives (HDDs), leading to faster boot-ups and data access. More storage space allows for lots of files and apps without slowing down.

For gaming and video editing, graphics are significant and Dedicated Graphics Processing Units (GPUs) in some laptops boost performance for these activities.

Other components, such as the motherboard, cooling system, and power supply, also influence overall performance and system stability. A well-designed motherboard facilitates efficient communication between components, while an effective cooling system prevents overheating and maintains optimal performance during intensive tasks. Additionally, a robust power supply ensures stable power delivery, particularly under heavy load conditions. Hence, a well-balanced mix of these parts results in a responsive and smooth computing experience.

Apart from these components, one technology that is gradually disrupting the entire technology landscape is AI and the companies are reaping its benefits to make laptops more intelligent and also help customers to use and take advantage of the latest technology. Raen Lim's insights underscored the urgency for organizations to adopt proactive cybersecurity measures and invest in digital resilience. In the face of evolving cyber threats, Splunk's comprehensive solutions stood out as a beacon for organizations seeking robust protection for their digital assets.



## Surface laptops excel in performance, portability, battery life, and ease of use

**Shruti Bhatia**  
Country Head, Modern Work & Surface, India & South Asia, Microsoft

"In today's fast-paced world, where the lines between work, learning, and personal life are increasingly blurred, the need for technology that can adapt and respond to various demands has never been greater. At Surface, we understand this evolving landscape and are committed to providing solutions that empower every individual, from students to creators to professionals, and every audience in between to achieve more with less.

When considering a laptop for productivity, key deciding factors include performance, portability, battery life, and ease of use. Surface laptops are engineered to excel in these areas, featuring state-of-the-art components that ensure seamless performance, even under the most demanding tasks. The integration of AI and the innovative Copilot key in our latest models testify to our commitment to pushing the boundaries of what's possible, providing users with an unparalleled

experience that adapts to their needs and enhances their productivity, no matter where work takes them. Paired with robust security measures, Surface laptops offer a dependable and secure foundation to meet all your requirements, safeguarding your data and privacy amidst the constant connectivity of today's digital landscape. At Microsoft, we envision a 'Surface for everyone'—a philosophy that drives us to create devices that meet the diverse needs of our users from a singular, all-encompassing platform."



## Dell Technologies focuses on elevating product performance using cutting-edge technology

**Atul Mehta**  
Senior Director and General Manager, India Consumer Channel, Dell Technologies



"The Indian PC market is on the verge of a significant transformation, as the demand for powerful computing devices grows. Whether it's for online learning, work, or gaming, having a good PC is essential, and we believe this trend will continue as laptops become more intelligent with the integration of AI. Another interesting trend is how brands are driving hardware innovation with immersive screens, various form factors, and mobility, which is important in meeting diverse customer needs.

Dell has been at the forefront of adapting to these changing dynamics, introducing products that cater to different use cases. Furthermore, our omni-channel approach has allowed us to create multiple touchpoints for customers to make purchases, including Dell Exclusive Stores (DES), Dell.com, larger format retail (LFR), and multi-brand outlets (MBOs). By ensuring the presence of these stores and our products in tier 2 and tier 3 markets, we are also reaching out to a wider community of PC enthusiasts while remaining true to our vision of providing a best-in-class experience. As we move into an era where PCs are set to witness a revolution, much like what we saw during the early days and during COVID, it's equally vital to enable greater availability and accessibility. While our focus remains to elevate the performance of our products using cutting-edge technology, we are also committed to ensuring that our customers can find us wherever they are, resulting in quality experiences and a stronger association with the brand."



## Acer devices empower individuals to improve their digital skills

**Sanjeev Mehtani**  
Chief Sales Officer, Acer India

"There are multiple factors to consider while buying a laptop that can truly drive productivity. Firstly, the processing power of the device, as it serves as the engine behind seamless multitasking and swift task execution. Portability becomes a critical factor for those frequently on the move, making a lightweight and compact design highly desirable. A comfortable and responsive keyboard, coupled with an accurate touchpad, contributes significantly to the overall user experience. Furthermore, a high-resolution display enhances clarity and reduces eye strain during prolonged work sessions. Last, a laptop's battery life plays a pivotal role in sustaining productivity without the constant need for charging interruptions. However, if engaging in graphics-intensive work or gaming, exploring laptops with dedicated graphics becomes a pertinent consideration.

In the changing dynamics, we have tailored our product offerings to cater to diverse needs and facilitate seamless transitions to the digital era. We provide a range of laptops and tablets equipped with cutting-edge technologies to enhance the educational experience. Our devices boast features of high-performance processors, vibrant displays, and portability to ensure that students and teachers have the tools they need for an engaging and productive online learning environment. A standout innovation in our portfolio is the Interactive Flat Panels, which have become a game-changer in the education and enterprise sectors. From powerful desktop computers for graphic design and programming to versatile 2-in-1 laptops for creative professionals, our devices empower individuals to acquire and hone the digital skills required in today's competitive landscape.

Additionally, our comprehensive range of business laptops, desktops, and accessories is designed to meet the demands of modern workstyles. With features like enhanced connectivity, security, and ergonomic design, Acer ensures that professionals can seamlessly transition between remote and office environments, fostering productivity and efficiency."





## PC customization is gaining grounds

**Ashish Sikka**  
Director and Category Head, Lenovo India

“When considering a laptop for driving productivity, the decision often hinges on the intended usage. Beyond usage-specific features, buyers prioritize factors such as price and form factor. Price is paramount for all buyers, followed by considerations like portability. In today’s dynamic lifestyle, where users are constantly on the go, lighter and sleeker devices with long-lasting battery life are preferred.

Another factor we are seeing gain traction is customization. Our ‘Customize your PC’ (Configured by you, for you) option exclusively available on [Lenovo.com](#) permits customers to tailor the features as per their requirements.

With Artificial intelligence (AI) gaining prominence, we have a range of laptops with native AI capabilities which can help customers make use and take advantage of AI capabilities.

Lenovo has been a pioneer in Edtech space with a wide variety of products ranging from Laptops, Desktops, Workstations, Tablets to innovative solutions like smart classroom and end-to-end solutions like [Lenovo EdVision](#) that empower students to learn, connect and collaborate better from anywhere. Our IdeaPad laptops cater specifically to college needs, offering sleek design and affordability for note-taking, assignments, and collaboration. The IdeaPad series includes tailored software called “Lenovo Aware” which provides customers with solutions like Break Reminder, Distance Reminder, Posture Reminder etc. for enhanced learning experiences, optimizing productivity and efficiency.

Lastly, we have the Yoga laptops that are excellent for hybrid work environments, especially as their Multimode feature allows users to seamlessly manage diverse work preferences and tasks.”



## NVIDIA realizes the potential of hybrid AI

**Vishal Dhupar**  
MD, Asia-South, NVIDIA



“To enhance productivity, efficiency, and mobility are paramount considerations. NVIDIA GeForce RTX laptops, equipped with cutting-edge features like DLSS, BROADCAST, and reflex, cater to the demanding requirements of high performance, mobility, and functionality. These laptops excel in handling intensive tasks while ensuring smooth operation. At NVIDIA, our focus is to leverage technologies such as Max-Q and Advanced Optimus to precisely optimize productivity.

When evaluating a laptop's productivity, processing power is key for smooth operation of applications. Display quality, including resolution and color accuracy, influences usability. Comfortable input mechanisms aid navigation, while long battery life and versatile connectivity options enhance productivity. These factors collectively determine a laptop's ability to drive productivity, contributing to performance and user satisfaction.

In 2006, NVIDIA's GeForce 8800 GTX marked a milestone in gaming and computing innovation. Beyond its ability to run demanding games like Crysis, it introduced CUDA cores, laying the foundation for NVIDIA's journey into AI. This pivotal moment highlighted the limitless potential of gaming tech to transcend boundaries, fueling creativity, productivity, and innovation.

The fusion of cloud and local computing has given rise to hybrid AI – a concept that’s not just theoretical but is actively enhancing our digital experiences today. At NVIDIA, we recognize the importance of hybrid AI in facilitating seamless digital experiences, particularly in education and remote work settings. The limitless potential of hybrid AI foreshadows profound transformations in how we live, work, and play.”



## Prioritizing laptop features that are essential for digital skills

**Avinash Singh**  
Country Manager – India, Thomson Computing (Metaviso)

“Choosing a laptop for productivity hinges on factors like robust performance, emphasizing a powerful processor, sufficient RAM, and a fast SSD. Portability matters, with a focus on lightweight designs and extended battery life for flexibility in various work environments. Display quality, including resolution and color accuracy, plays a crucial role, while a comfortable keyboard and versatile input devices enhance usability. Connectivity options, storage capacity, and compatibility with essential software are essential considerations. Build quality, security features, and upgradability contribute to long-term reliability. Budget considerations and reading user reviews provide valuable insights into the overall value and user experience of the laptop. Balancing these factors ensures an optimal choice tailored to individual productivity needs.

We are addressing the shift toward online learning and a hybrid workforce by prioritizing features essential for digital skills on our laptops and tablets. Our focus includes improving camera and microphone quality for virtual interactions, enhancing processing power for multitasking, and ensuring extended battery life. We also offer affordable options, explore collaborations with educational institutions for accessibility, and support services.

We are actively aligning our initiatives with the Indian government's "Digital India" program by developing customized laptop solutions, participating in educational outreach, and supporting infrastructure development for digital connectivity. We are committed to fostering digital literacy and skill development, ensuring our offerings contribute to the program's goals.”



## Futopia makes essential digital tools accessible to thrive in the digital world

**Seema Bhatnagar**  
Managing Director, Futopia Global

“When considering a laptop for driving productivity, several factors play crucial roles, especially for a company like Futopia Global. First and foremost, ensuring quality control passed products is essential to maintain reliability and customer satisfaction. Offering a range of processors such as Celeron, i3, and i5 at various affordable price points caters to a broader audience with diverse needs and budgets. Providing options for different colors adds a personalized touch, while prioritizing fast performance, all-day battery life, and an FHD display enhances user experience and efficiency. Ample storage ensures users can store and access their files without hindrance, while HD web cameras with dual stereo speakers and microphones facilitate seamless communication and collaboration. Additionally, offering 24-hour service support ensures customers receive assistance even after purchase, further solidifying the company's commitment to customer satisfaction and productivity enhancement.

Amidst the notable transition towards online learning, digital skills enhancement, and the emergence of hybrid workforces, Futopia Global is strategically leveraging this landscape shift as an opportunity by aligning its laptop offerings with the evolving needs of the market. With laptops designed to cater to these demands, featuring robust connectivity options and powerful processors ideal for multitasking and seamless task shifting, Futopia enables users to effortlessly adapt to remote work, online learning environments, and virtual meetings. By providing affordable yet high-performance laptops, Futopia ensures accessibility to essential digital tools necessary for thriving in today's digitally-driven world, thereby capitalizing on the growing demand for versatile computing solutions.”



## Capability of a product depends majorly on quality of components

**Tom Sebastian**  
CEO, Exatron Servers Manufacturing



“The need for an affordable but efficient personal compute is going to increase in the days to come. These can be mobile phones, Tablets, DTs, AIOs and laptops. The factors influencing the choice will be Compute/Storage capacity, Mobility, and the cost against the customer requirement. The optimum solution for most of the cases will be Laptops. Exatron has launched Laptops in personal Compute portfolio and will be available to the customers in the coming financial year. We will be coming to the market with models targeting the student, executive and gaming category.

The capability of the product to deliver the designed and desired performance depends majorly on the quality of components. Moreover, the quality of components is the major influencer in MTBF which directly impacts productivity.

The target customers of laptops are spread across the length and breadth of the geographies and user categories. This demands extensive use of the various sales channels including sales partner network, e commerce platforms and GeM. We will have a special focus on educational sector especially in T2 and T3 cities.”

## Fortinet signs MoU with Samsung Heavy Industries over cooperation in the maritime cybersecurity market

Fortinet and Samsung Heavy Industries announced the signing of Memorandum of Understanding (MOU) for mutual cooperation in the maritime cybersecurity of ships.

The MOU signing ceremony was held at Fortinet Korea's Customer Briefing Center with representatives from both companies, including Won-Kyun Cho (Korea Country Manager) and Michael Murphy (APAC Head of Operational Technology and Critical Infrastructure) at Fortinet and Jong-Ung Choi (Director of Autonomous Ship Research Center) and Kyungwon Bae (Group Manager of Smart Solution Research Group/Autonomous Ship Research Center) at Samsung Heavy Industries.

Samsung Heavy Industries has accumulated differentiated technological competency and turnkey manufacturing capabilities in the shipbuilding and marine business fields, and possesses topside design and construction capabilities, which are the core of maritime development facilities.

In April 2022, IACS (International Association of Classification Societies) has adopted UR E26 and E27 to protect ships from internal and external cyber threats and ensure the safety of ship operations as cyber threats such as hacking and ransomware against ships have increased.

Through their agreement, the two companies plan to collaborate on enhancing maritime cybersecurity to comply with the new security regulations of the IACS. In addition, they will cooperate to broaden the base of the cybersecurity market and expand the application of future leading technologies in the maritime field, such as network segmentation and OT protocol-based security services, onshore remote monitoring and control, and autonomous ships.

Fortinet plans to support on designing well-hardened maritime cybersecurity with Fortinet platform solutions, solution optimization to operate in maritime environment, and training for Fortinet products. Fortinet will be supporting the strengthening of OT security for ships built by Samsung Heavy Industries to fully meet the new UR E26 and E27 mandatory requirements. The Fortinet OT Security Platform as an extension of the enterprise Security Fabric, provides solutions and services for OT protection across the entire Purdue model, from sensors to cloud, securing asset and network visibility, network separation, endpoint protection, authentication and permission management for zero trust access, threat detection and defense technology, and SOC/NOC security operation. Based on its OT security expertise and global leadership, Fortinet will contribute to ensuring the cyber resilience of new ships and for the cyber security of onboard systems and equipment built by Samsung Heavy Industries.



# VAR SECURITY

## Kaspersky's Legacy of Reliability and Excellence aiding to build trust with its Innovative Solutions

In order to guarantee a safer and more secure future for all, Kaspersky is dedicated to innovation and quality as the digital world continues to change quickly. As a reliable partner in the continuous effort to safeguard and maintain the integrity of digital ecosystems throughout the world, Kaspersky has a global footprint that spans continents and a track record of delivering cutting-edge solutions. The path of Kaspersky, from its modest origins to its current position as a worldwide cybersecurity powerhouse, is a testament to the company's unshakable commitment to security and its unrelenting pursuit of perfection. In a chat with VARINDIA, Adrian Hia, Managing Director - Asia Pacific (APAC), Kaspersky throws light on the current cyber security landscape, its future roadmap, evolving customer demands etc.

### Understanding the Evolving Landscape of Cybersecurity Threats

In the ever-changing landscape of cybersecurity, staying ahead of emerging threats and meeting evolving customer demands are paramount for organizations striving to protect their assets and maintain trust in the digital realm. On this context Adrian says, "We have completed our research for 2023, and we will soon be releasing a global report. Globally, we have observed a significant increase in ransomware attacks. This trend is particularly noticeable in India, as recent reports have highlighted the rampant spread of ransomware. Additionally, phishing remains a prevalent threat, with social engineering techniques being utilized not only via email but also through platforms like Telegram, Facebook, and WhatsApp. This trend has been prominent throughout the year 2023."

### Analyzing Cybersecurity Threats

A retrospective examination of cybersecurity threats identified by the Kaspersky Security Network in 2023 reveals a concerning trend: the proliferation of ransomware attacks. Delving deep on this Adrian comments, "Globally, the projected losses due to cyber scams and other malicious activities are anticipated to surpass \$10 trillion USD, with cybercriminals increasingly leveraging tools like AI and generative AI to perpetrate crimes such as deepfakes and sophisticated phishing attacks. Regulatory compliance also plays a crucial role, with laws mandating prompt reporting of cybersecurity incidents, especially in sectors like finance. To address these evolving threats, organizations should focus on enhancing cybersecurity resiliency and investing in technologies like extended detection and response (XDR) platforms. Additionally, proactive measures such as expanding security infrastructure to tier two cities and investing in data centers can bolster protection for customers and partners."

### Navigating Regulatory Compliance and Market Expansion in 2024

Regulatory compliance serves as a crucial framework for guiding cybersecurity practices and safeguarding sensitive information. In India, regulatory mandates dictate the prompt reporting of cybersecurity incidents, imposing stringent requirements on organizations, particularly in sectors such as finance. Failure to comply with these regulations can result in severe repercussions, including financial penalties and reputational damage. Adrian remarks, "Regulatory compliance mandates reporting of cybersecurity incidents within strict timelines, presenting challenges for businesses. Financial institutions, in particular, are required to demonstrate cybersecurity resilience. Consequently, there is an increasing demand for consulting services to meet regulatory requirements. Compliance also influences market expansion strategies, prompting organizations to prioritize security measures in their digital initiatives."

### Roadmap for 2024-2025

Strategic planning assumes paramount importance in charting a course for success. Against the backdrop of a dynamic cybersecurity landscape, organizations must prioritize initiatives aimed at enhancing security posture, expanding market reach, and meeting the evolving needs of customers.

"As of January 1, 2024, our fiscal year has commenced, and we are gathered in Delhi for a strategic planning session with the India team. Our primary focus this year is expanding our presence in India, with plans to reach tier two cities. We have launched 11 products since June 2023, including our new Empire protection product line and enhanced XDR platform. Furthermore, we are exploring investments in data centers and capabilities to enhance protection for our valued customers and partners," Adrian points out.

### The Evolution of Customer Demands

In the digital age, customer expectations are undergoing a profound transformation, driven by advancements in technology, changing work dynamics, and heightened security concerns. As individuals and organizations navigate the complexities of the digital frontier, they demand solutions that not only safeguard their assets but also empower them to thrive in an increasingly interconnected world.

Adrian says, "The digitization of the modern world has necessitated a shift in cybersecurity strategies. With remote work becoming prevalent, the



**ADRIAN HIA**  
MANAGING DIRECTOR - ASIA  
PACIFIC (APAC), KASPERSKY

focus has shifted from protecting centralized office spaces to securing diverse endpoints, including home networks and public Wi-Fi connections. Moreover, there is a growing emphasis on data monitoring across networks, highlighting the importance of solutions like extended detection and response platforms. Additionally, there is a rising demand for self-service solutions as customers become more tech-savvy, driving the trend towards in-sourcing cybersecurity capabilities."

### Conclusion

In his concluding words Adrian says, "As we navigate the complexities of the cybersecurity landscape, one thing remains abundantly clear: proactive planning, strategic foresight, and a relentless commitment to innovation are essential for success in today's digital age. By understanding emerging threats, complying with regulatory requirements, and meeting the evolving needs of customers, organizations can position themselves for long-term growth and resilience in an ever-changing environment. As we embark on the journey into 2024 and beyond, let us remain vigilant, adaptive, and steadfast in our pursuit of cybersecurity excellence."

## Samsung unveils Galaxy A55 5G and Galaxy A35 5G

Samsung announced the launch of Galaxy A55 5G and Galaxy A35 5G. The new A series devices have multiple flagship-like features including



Gorilla Glass Victus+ protection, camera features enhanced by AI, and a tamper-resistant security solution, the Samsung Knox Vault, amongst many other new features.

These premium and sturdy phones are available in three trendy colours - Awesome Lilac, Awesome Iceblue, and Awesome Navy.

Durability is a key strength of these smartphones. These devices are rated IP67, which means they can withstand up to 30 minutes in 1 meter of fresh water. The Galaxy A55 5G and Galaxy A35 5G are additionally designed to withstand slips and falls due to the Gorilla Glass Victus+ protection on the front and back.

These new A series smartphones come with multiple innovative AI-enhanced camera features to take the user's content game to the next level. The Galaxy A55 5G comes with 50MP Main with OIS and 12MP Ultra-Wide, while Galaxy A35 5G comes with 50MP Main with OIS and 8MP Ultra-Wide. Both feature a 5MP Macro. The Galaxy A55 5G features a 32MP Front Camera, while Galaxy A35 5G comes with a 13MP Front Camera.

The vivid display of both devices feature true-to-life colors with a 6.6-inch FHD+ Super AMOLED Display and minimized bezels.

The all-new Exynos 1480 processor built on 4nm process technology powers the Galaxy A55 5G while the Galaxy A35 5G has been upgraded to the Exynos 1380 processor built on 5nm process technology.

All these awesome enhancements coupled with the introduction of the 12GB RAM in Galaxy A55 5G, truly make this device a game changer in this price segment. The devices are powered by a 5000mAh battery with 25W charging and comes with Android 14 with One UI 6.1.

## OPPO brings Coral Purple variant of F25 Pro 5G

OPPO India is delighted to unveil the newest addition to its F25 Pro 5G smartphone lineup: the stunning Coral Purple variant. Inspired by the purple corals found in the depths of the ocean, this variant features a captivating lilac hue, achieved through OPPO's innovative Glow Finish technology. The result is a soft visual experience, characterized by elegant and gentle tones.

This sleek smartphone showcases a dual-layer design, crafted with the cutting-edge Magnetic Particle process. The first layer captures the essence of coral reefs, with subtle hints of mist and clouds, creating a gentle and mysterious ambiance. The second layer employs UV DTF (Direct-to-Film) technology to introduce a shattered diamond texture, adding depth and intrigue to the design. Finally, a high-gloss panel seals the deal with its glistening and translucent quality.

The Coral Purple variant of the OPPO F25 Pro 5G offers the same powerful features as its counterparts. Its advanced 64MP triple-camera system pioneers 4K video recording on both its front and rear cameras, a segment-first innovation. The phone retains its sleek design, featuring a 7.54mm ultra-slim profile and a durable build quality with an IP65 dust and water resistance rating. This makes it capable of withstanding water jets from all directions, making it perfect for poolside use or rainy days. Additionally, the phone leverages the power of AI to enhance your photography experience. AI Smart Image Matting enables effortless background removal for creative photo editing, while AI beautification features ensure natural-looking enhancements in portraits. AI noise reduction delivers clear and crisp photos even in low-light conditions.

## POCO debuts C61 smartphone

Committed to striving for excellence in technological innovation, POCO announced the launch of its latest device, POCO C61.

It boasts glass back design with radiant ring design, POCO C61 is a stylish device that is sure to turn heads. The fast side fingerprint sensor ensures quick and secure access to the phone, while the compact size of 168.4mm\*76.3mm\*8.3mm and lightweight build of 193g make it easy to carry. The POCO C61 boasts a 6.71" LCD Dot Drop HD+ display, providing sharp and vibrant visuals. With a refresh rate of 90Hz and touch sampling rate of 180Hz, the display is responsive and smooth. The Corning Gorilla Glass 3 provides protection against scratches and cracks, while DC dimming technology reduces eye strain.

The POCO C61 is equipped with a powerful 5000mAh battery that provides all-day battery life. With USB Type-C connectivity, the POCO C61 supports fast data transfer speeds and quick charging.

The POCO C61's dual camera system is designed to capture stunning photos and selfies. The rear camera boasts an 8MP AI Dual camera with a 1.12  $\mu\text{m}$  pixel, f/2.0 aperture and AF, while the front-facing 5MP Selfie camera features an f/2.2 aperture. With AI portrait mode with depth control, Film Filters, Timed burst, HDR, and more, both cameras provide users with a range of options to capture every moment in stunning detail.

The POCO C61 is powered by the MediaTek G36, based on 12nm process technology and Octa core processor with up-to 2.2GHz clock speed for fast and efficient performance. With LPDDR4X + eMMC 5.1 memory, the POCO C61 comes in two variants: 4+64GB and 6+128GB, providing ample storage space for all your apps, photos, and videos. The POCO C61 also supports expandable storage of up to 1TB.

POCO C61 is available in 3 attractive colors – Mystical Green, Ethereal Blue, and Diamond Dust Black.

## Xiaomi rolls out Xiaomi 14 Ultra and Xiaomi 14 in India

Xiaomi has launched the Xiaomi 14 Ultra and Xiaomi 14 in India.

Drawing inspiration from professional camera aesthetics, Xiaomi 14 Ultra stands out with its distinctive circular camera module and a streamlined flat back design. It features a professional 50MP quad-camera setup with focal lengths ranging from 12mm ultra-wide, 23mm primary, 75mm telephoto to the 120mm periscope lens. The main camera boasts a stepless variable aperture (f/1.63-f/4.0) for seamless exposure adjustments, supported by a 1-inch LYT-900 image sensor with a high dynamic range of up to 14EV (exposure value).

The Xiaomi 14 Ultra also features our Master Portrait Lens System, offering focal lengths of 23mm, 35mm, 50mm, and 75mm, guaranteeing impeccable portraits in any situation.

The Xiaomi 14 Ultra comes in two classic colors - Black and White. Xiaomi Shield Glass provides 10 times higher drop protection while IP68 rating ensures protection against dust and water.

The 2K 120Hz LTPO AMOLED screen ensures stunning clarity while Dolby Vision and Dolby Atmos delivers an immersive audio visual experience. The 17.09 cms (6.73) display on the Xiaomi 14 Ultra reaches a peak brightness of 3000 nits ensuring visibility even under harshest light and supports 68 billion+ colours.

The Xiaomi 14 boasts a perfectly sized design with an immersive 16.15 cms (6.36) display perfect in hand feel. Its ultra-thin bezel and an in-display fingerprint scanner.

Both the Xiaomi 14 Ultra and Xiaomi 14 are powered by the leading Snapdragon 8 Gen 3 Mobile Platform and run Xiaomi HyperOS, which focuses on improving the user experience and helping the user personalize their devices in their own individualistic ways.

Xiaomi 14 Ultra and Xiaomi 14 are equipped with the Xiaomi's Surge battery management system, designed to optimize battery performance, ensuring extended usage throughout the day. Xiaomi 14 Ultra comes with 1.6 DoU (Days of Usage), thanks to a larger 5000mAh battery, coupled with a 90W HyperCharge for rapid wired charging and 80W wireless HyperCharge. The Xiaomi 14 comes with 1.3 DoU (Days of Usage) courtesy a massive 4610mAh battery, supported by a 90W HyperCharge for fast wired charging and a 50W wireless HyperCharge.

The Xiaomi 14 Series devices run on the all new Xiaomi HyperOS - a human-centric, smart ecosystem developed by Xiaomi.





## Microsoft ropes in DeepMind co-founder Suleyman to run Consumer AI

Microsoft Corp. has named Mustafa Suleyman as head of its consumer artificial intelligence business. Suleyman, who co-founded Google's DeepMind, will report to Chief Executive Officer Satya Nadella and oversee a range of projects, such as integrating an AI Copilot into Windows and adding conversational elements to the Bing search engine. His appointment will streamline Microsoft's consumer AI work under one leader for the first time.

"As part of this transition, Mikhail Parakhin and his entire team, including Copilot, Bing, and Edge; and Misha Bilenko and the GenAI team will move to report to Mustafa," stated a blog post, sharing an earlier message from Nadella to employees.

## SAP onboards Manish Prasad as President and MD for SAP Indian Subcontinent

SAP announced the appointment of Manish Prasad as President and Managing Director for SAP Indian Subcontinent. He succeeds Kulmeet Bawa, who takes on a global role to drive the growth and adoption of SAP Business Technology Platform (SAP BTP) for customers worldwide.

A technology veteran and seasoned business leader at SAP, Manish has been responsible for delivering strategic and impactful outcomes for some of India's leading organizations across metals, mining, and automotive industries. With a career spanning over two decades, he has experience building and managing global and regional businesses across multiple geographies including North America, Middle East, Asia, and Australia.



## NetApp names Alessandra Yockelson as CHRO

NetApp has announced Alessandra Yockelson has joined the company as Chief Human Resources Officer, reporting to CEO, George Kurian. Alessandra will lead all aspects of people and organisational strategy, including talent development and growth, performance management, team engagement, recruiting, DEIB, and compensation and benefits. Alessandra joins NetApp from Pure Storage, where she served as Chief Human Resources Officer since August 2021 and led organisational change efforts that resulted in global performance scaling.

Alessandra holds a doctorate degree from Fundação Getulio Vargas's São Paulo School of Business Administration and brings decades of experience and expertise in leading global talent organisations, driving operational excellence, and fostering cultures of performance and accountability. Before joining Pure Storage as Chief Human Resources Officer, Alessandra held various talent leadership roles at Hewlett Packard Enterprise, Diageo and Philips.

## Veeam names Macro Zhang as new VP of Channel Strategy for APJ

Veeam Software has appointed Macro Zhang as Vice President of Channel Strategy for the Asia Pacific and Japan (APJ) region. Zhang who was previously Vice President of Sales, China has been promoted to the role as his predecessor Belinda Jurisic takes up an exciting new role as the worldwide Vice President of Veeam's Sales Development Representative (SDR) organization.

Belinda's experience makes her well-suited to leading this new team, aimed at continuing to modernize Veeam's sales and marketing strategy. Her guidance will be instrumental in leading Veeam's approach worldwide and fostering the development of world-class teams.



## Ericsson ropes in Andres Vicente as Head of Market Area South East Asia, Oceania & India

Ericsson has announced the appointment of Andres Vicente as its new Head of Market Area South East Asia, Oceania & India and Senior Vice President. Vicente who is currently Head of Ericsson's Customer Unit Iberia within Market Area Europe & Latin America, will replace Nunzio Mirtillo whose retirement was announced in October 2023. Vicente will take up his new position on May 1, 2024, and will be based in Singapore.

Andres Vicente has extensive experience from the telecommunications industry and joined Ericsson in 2021. He has previously worked for Vodafone for 25 years in commercial roles where he headed marketing and sales and different market segments.

Commenting on the appointment, Andres Vicente said, "I'm honored to take up this role.

Ericsson's ambition is to lead in an open world and I'm proud to be part of creating long-lasting value and driving positive change, in both our industry and society as a whole. Market Area South East Asia, Oceania & India is one of the most exciting growth regions for Ericsson and our Market Area team have strong execution abilities. I'm excited to soon be working alongside them and with our customers to co-create the innovations that will shape our industry and enable mutual success."



## LTIMindtree names Vipul Chandra as its new CFO

LTIMindtree has announced that its Board of Directors has appointed Vipul Chandra as the Chief Financial Officer ("CFO") of the Company with effect from April 25, 2024. Vinit Teredesai, who has been CFO since June 2020, has decided to pursue his professional interest outside the Company.

Vinit will continue to serve as CFO till April 24, 2024.

The Board of Directors place on record their deep appreciation for Vinit's contribution to the company during his tenure. Joining the erstwhile Mindtree during the pandemic, Vinit played a key role in the profitable growth journey of the organization by establishing strong financial controls and governance. He also significantly contributed to the successful merger of LTI and Mindtree and continued to serve as CFO after the merger.

Vipul has a distinguished career spanning nearly three decades in Financial Markets, Risk Management, Banking Operations, and Treasury Management. Joining L&T in October 2013 as the Head of Treasury in Corporate Finance, he has been instrumental in leading the efforts of the company in capital structuring and allocation, resource mobilization, working capital and financial risk management across the group.



# ENHANCING BUSINESS PERFORMANCE

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Posted at LPC Delhi RMS Delhi - 110006

Date of Posting 20 & 21  
Date of Publishing / Printing: 18 & 19