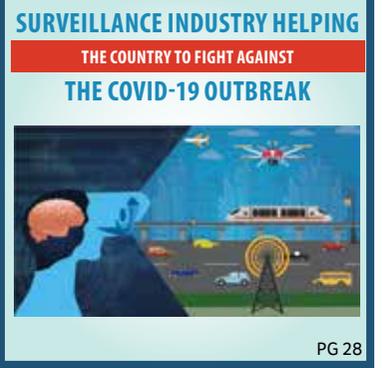


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A Herculean Question...

App Ban –
India's ban on
Chinese apps
& How far will
it sustain?



33PG

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HPE DISCOVER VIRTUAL EVENT IN INDIA FOCUSES ON THE THEME 'WINNING IN ADVERSITY'

19PG

Microsoft for 48 hours runs a data center on hydrogen fuel cells

Microsoft has revealed that it ran racks full of servers for 48 hours using electricity generated by hydrogen fuel cells, but the company's aspiration to use the tech again needs careful scrutiny.

According to company, the cells used proton exchange membrane technology that output 250KW to run "a row of datacenter servers for 48 consecutive hours."

Microsoft thinks that hydrogen fuel cells can eventually replace the diesel generators it uses as emergency backups at its bit barns, and reckons it kick its hydrocarbon habit by the year 2030 with fuel cells that run the 48 hours required to deliver five nines operations. Microsoft admits it would need plenty of the gas, its post says, 48 hours of fuel cell operation needs 100,000kg of the stuff on hand to deliver five nines reliability.

HPE unveils 5G Lab to accelerate adoption of open multivendor 5G Solutions

HPE unveiled its 5G Lab, a test and development environment where telcos and partners can validate and integrate 5G network solutions. Using the HPE 5G Lab, telcos can speed up 5G adoption and access new revenues faster by getting hands-on experience with the latest 5G innovations in a live test environment. The HPE 5G Lab has already gained support from key industry leaders including Affirmed Networks, Casa Systems, Intel, Metaswitch, Openet and Red Hat.

The initial focus of the HPE 5G Lab will be to bring innovation to the previously monolithic cellular network core. To fully realize the benefits and power of 5G, initial deployments of 5G radio access networks, currently utilizing 4G core infrastructure need to migrate to a standalone 5G core. This will enable holistic management, data sharing, and slicing into virtual 5G networks with dedicated usage and characteristics.



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A WAKE-UP CALL FOR EVERYONE ON THE ISSUE OF VULNERABILITY

When we compare the pre, present and post COVID-19 pandemic scenario the adoption of technology has grown to more than four times with the use of existing and new technologies and tools as consumers went into lockdowns, millions are forced to work from home and digital connectivity will take even more of a hold on everyday habits post the pandemic.

We are witnessing what will surely be remembered as a historic deployment of remote work and digital access to services across every domain. For some consumers this may be totally new behavior (such as shopping for groceries online for the first time), while for others this may mean increased online usage or the addition of new technology, tools and software.

Owing to the rapid rise of COVID-19 cases across the country, state governments and large municipalities are coming up with strict surveillance mechanisms to ensure that those quarantined adhere to the norms, and stay at home. Health surveillance in this context seems to be taking multiple forms — a mixture of human intelligence and technology. At the same time, Payments on Unified Payments Interface (UPI) in June hit an all-time high of Rs 1.34 billion in terms of volume with transactions worth nearly Rs 2.62 lakh crore, as per National Payments Corporation of India (NPCI) data and in the month of May, the number of UPI transactions stood at 1.23 billion valued at Rs 2.18 lakh crore.

But the surprising part is no one is talking about the vulnerability associated with hardware/software and Work From Home solutions (Hardware/software) including the CCTV and UPI payments, but everyone is busy in selling and users are in desperate buying whatever is best available. Demand surged thanks to the shift towards home working.

The traditional DVR-based CCTV systems leave companies vulnerable to attack from malevolent intruders. Cyber-attackers can exploit weaknesses in visual surveillance systems, find vulnerable devices and hijack connections to the device's IP address. With cyberattacks on CCTV systems making news headlines on a weekly basis of late, there is a good deal of concern and uncertainty about how at risk these systems are, as well as why they are being attacked.

Once a hacker has gained control of a device, they could use the camera for hostile reconnaissance, they could inject their own video stream in a Mission Impossible style attack, or they could use the device to pivot into other devices on the same network, all of which would make for a really bad day. The Router and Modem have been used to gain access to the network and CCTV cameras were to be the targeted victim. Remote Hacks: This attack happens when videos are transmitted over the Internet. Camera Hackers take the advantage of the data breach or unsecured passwords to hack into security cameras. That is how many security cameras live hacked.

Secondly, the Unified Payment Interface app is a payment system that allows users to make and receive payments anywhere around the globe by



just using a smartphone. UPI allows customers to pay directly from linked bank accounts to merchants without using credit card, debit card and bank account details like the account numbers, IFSC code or net banking.

UPI is considered to be a very safe medium for online transactions but the security levels are not that high because if someone figures out the M-Pin, the attacker can easily transfer money from a bank account. According to NPCI, UPI has End-to-End encryption secure verification methods and much more. Also it doesn't include third party software to be installed in the user's smartphone. There are many security flaws in UPI.

There are various types of published vulnerabilities that have been found in payment companies including Amazon Pay, Phone Pay, BHIM, PayTM, Mobikwik, Mastercard and Visa etc.

Banks have started creating awareness programs regarding not disclosing your UPI pin, M-PIN, sharing of UPI ID, spamming warning and many more. But still beware of engaging with fraudsters' alert to transfer or receiving untrusted payment requests. Unverified application that request to allow permission to access the payment applications and do not click on any given payment link to make a payment, Sharing OPT and not to download any open source untrusted application (games, social media networking etc.), as such applications are the main cause of malwares and crashing of the smartphone.

When security and operations teams collaborate closely, they can protect your business more effectively against all kinds of threats.

S. Mohini Ratna
Editor, VARINDIA
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Work From Home | Cadyce

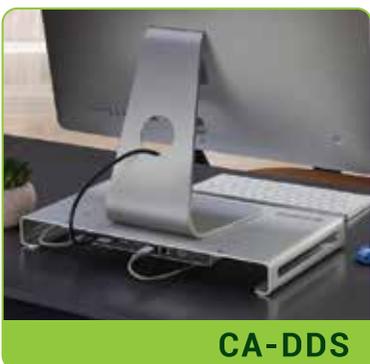
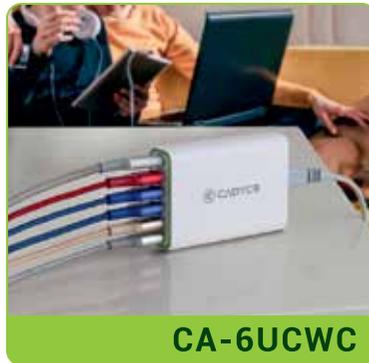
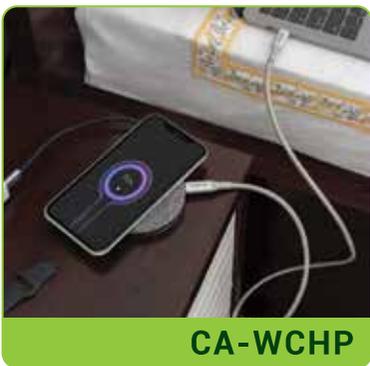
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Publisher: Deepak Kumar Sahu
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Printed and Published by **Deepak Kumar Sahu** on behalf of M/s. Kalinga Digital Media Pvt. Ltd. and Printed at Pushpak Press Pvt. Ltd. Shed No. 203 - 204, DSIDC Complex,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

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

All payments favouring:

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 ENABLE IT DEPARTMENTS
 TO ACHIEVE INNOVATION
 WITH GREATER AGILITY,
 AUTOMATION, SERVICE
 AVAILABILITY AND AT
 REDUCED COSTS”**



RAJARSHI BHATTACHARYYA
 COUNTRY MANAGER, SUSE INDIA

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DYNAMICS OF NEW NORMAL



My subject for this column is about the “new normal” and how that is different from the earlier normal conditions that existed, the impact it will have on the social, economic and political behavior of people. How that will affect the technology, business and the list is endless.

Have you ever seen earlier than three months anyone entering a meeting hall or a cinema theater wearing a mask? Perhaps one would have seen mask wearers, mostly foreign tourists, roaming in the streets of India. Rarely the Indians used the mask to protect them. Rather, those who had a pretty face always flaunted them. I feel in the new normal situation, a mask is going to be mandatory and people would avoid contacts of those who are not wearing that. It may not end there. Extensive research is being done to evolve foolproof personal protective equipment ranging from rollovers that cover every body part. Sooner or later, there will be major breakthroughs in that segment. Many new products will be launched and people start using them as a normal human conduct. Amongst them, there would be some designer products as well.

Could this lead to a good business? Let me start from a trivial incident. Some artists in Bihar, mostly Madhubani painters, who have found difficulty in eking out a living on account of the pandemic, are selling masks with colorful paintings at a cost of Rs 50 for a piece. The mask, they say, is three layered which can filter the virus or bacteria, and can be safely worn by anybody and can be reused. I have to believe what they are claiming. But what that struck me is their quick adaptation to suit the market requirements. Wearing masks can give one protection against several other viruses, bacteria, fungus etc. Should that be the new normal?

If so, it is time, India changes the gear in our textile products. We have to focus on healthcare products that will have an international market. Such things should come from the informal sector, not from big factories. That way, it can provide employment to many migrant laborers and they can continue with their profession on their own and the marketing can be done by their cooperatives, to prevent them being exploited by the middlemen. That is perhaps an opportunity being provided by the pandemic, which never existed earlier.

From the trivial, let me go to the big picture. I want to dwell on the segment that I am engaged in –the IT sector. I feel this sector would undergo a massive change on account of the Covid-19. The system of work from home existed in IT enterprises even before the pandemic. But during the Covid days, it had become the order rather than an exception. That is still continuing in one way or the other. I feel that is going to be the order hitherto. Very soon, I believe that several enactments might come for protection of data, encryption laws etc, which will help many other segments to resort to work from home culture. Many government employees, who do not have the field work, may get green signals for working from home, which can help in decongest cities and towns, regulate traffic and control pollution. Online education, according to reports, will be the common feature from now onwards replacing the classroom education.

Admittedly, it will have a flip side. That is mostly in the real estate sector. I foresee most of the skyscrapers which house big offices, may have to convert their premises into hotels or accommodation or hospitals since work from home culture can severely affect their demand. Consequent impact on employment generation, demand for industrial inputs like steel, cement, etc can be foreseen.

Will that happen on its own? I feel a lot of technology related research will be directed towards evolving devices that can connect a maximum number of people as if they were meeting in person in their offices or houses. I can foresee technologies being developed to reform the election process. People may not have to go to the polling booths to cast votes. They can cast their votes sitting at home or wherever they are. It could be a

giant version of the present day zoom or similar technologies, which can be used cutting across geographies. I have a feeling that the coming elections in the US in November may be a game changer. If the Covid-19 continues unabated and hotspots remain as it is now, a newer voting system has to be put in place, having regard to the fact that postponement of the elections is near impossible in the US. There is the technology and the question is how soon the scope and range of the technology should be widened to cover more people and at the same time strengthening the cyber security systems so that the possibility of hacking is completely eliminated. A related issue is how that can be implemented in fragile democracies in Africa, where every election process is contested on the ground that they are rigged. That I feel should be left to technocrats to come out with solutions that can help eliminate malpractices of this nature in order to make democracies more vibrant and accountable. In the same way, such technologies are going to drastically change segments like entertainment, sports, auctions in market places and a whole lot of activities. Operas and sports events will be held online. The trend has started already with FIFA Football. Gradually that will be the order for tennis, cricket, baseball and what have you. The matches will be beamed through the digital media and people can see them sitting at home. The pertinent question is such arrangements existed even before the advent of Covid-19 and what is new in it? The difference is that the playground used to be full and players used to be cheered and booed. Now they will not have any such comforts except the presence of coaches and referees. Each player has to be identified by their digital images and their prowess has to be judged by the clarity and quality of the transmission. Will that affect the morale of the players is the question being asked by many since cheering gives them a lot of oxygen to perform. Could that also enable them to have mass fan followers like what Maradona had in his hay days and Virat Kohli is enjoying now.

Will people visit theaters and cinema halls the way they used to do earlier? I have a nagging feeling that the post Covid scenario will redefine the entertainment industry. The new apps including the now banned Chinese Apps have created new players in the entertainment industry. We are aware of the catchy scenes shot in the videos going viral and reaching out to millions of people. Such videos and skits performed by unknown artists, particularly those away from the tinsel towns are making headways across the world. They are also earning income based on hits or other metrics. Some of the artists have huge viewership, more than the people who dominate the film world. You can see such shows in all languages with subtitles so that the language barrier is broken. Now the trillion dollar question is whether such a trivial genre of entertainment would replace the high budget films? But one thing is clear. People visiting cinema halls will be considerably reduced in the coming days since there is a general tendency among people to avoid crowded places. That mindset, I feel, will be enduring and may continue even after the Covid-19 scare is bottomed out.

Will that ignite the sale of companies like Netflix etc, since people would like to see movies at their convenience? I feel that is a possibility. What happened to zoom could also happen to such direct to home companies. Zoom was available for quite some time and was used by big companies which have operations across geographies like Amazon, Apple, Google etc to train and reach out to their staff spread across the world. People never thought of using such technologies for holding meetings, seminars and workshops etc. Now, a new word has entered the lexicon –webinar- and rather taken the world by storm going by the number of such interfaces being done across the world. Now birthdays are held through webinars so also marriages and other social functions. I believe that the concept is going to stay till the time it is going to be replaced by some other technologically superior interactive mode.

What are the segments that will be worst hit in the process? I have a lurking fear that travel and tourism will have to bear the brunt at least for some time since people will be reluctant to travel since the general perception is that the Covid-19 spread mostly through travel. That will have a telling effect on airlines, the hospitality sector, hotel industry, tourism and all those segments which are dependent on these sectors. Of course, many jobs in the formal and informal sectors will be at stake. What is the way out? I do not have any suggestion in this regard except that it is not for each country to sort out such problems. It is a global problem which demands global solutions. Let us keep our parochial interests apart and work for humanity. That also I believe is the new normal.



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In a chat with VARINDIA, **RAJARSHI BHATTACHARYYA, COUNTRY MANAGER, SUSE INDIA** talks about impact of internet and digitization on enterprises in the COVID era, how SUSE is supporting SMEs and enterprises, USPs of the company, how it is helping organizations in their digital transformation and cyber security and much more

What are your take on impact of internet and digitization on Enterprises in India during COVID? How SUSE is expanding the support to the growing SME and Enterprises in the country with its world class solutions?

The COVID-19 pandemic has certainly caused many enterprises to grapple with business continuity. Enterprises, however, that have a head-start in digital transformation and continue to innovate during this unprecedented period, can even fast-track their digital transformation with open source technologies and solutions because of the apparent benefits of cost savings, flexibility and scalability. These advantages allow customers to react faster to market conditions even in situations like COVID-19.

We wanted to ensure that we were doing our part to combat the virus. We have provided free technologies to medical device manufacturers, offered special programs to help businesses fast-track their digital transformation, and provided access to free online training for customer IT staff. Customers have responded positively, as thousands of them have accessed SUSE training since the offer went live. Additionally, together with Microsoft, we are offering medical research customers with typically large HPC on premises installations, to quickly scale additional compute resources using Microsoft Azure and SUSE Linux Enterprise for HPC.

How the enterprise solutions of SUSE are best suit for the organisations to stay ahead the competitions and what are the key USP of SUSE?

For us, it all starts with the customer relationship. Meeting with customers at all levels is an integral aspect of working at SUSE. These relationships help us understand how today’s solutions are working, and more importantly, what we need to develop to set them up for future business challenges.

We know that IT leaders are increasingly looking to leverage the cloud to innovate and drive digital transformation, and we work to deliver a comprehensive portfolio that provides great customer choice with no vendor lock-in, setting them up for success not only for today but tomorrow’s business challenges. As the world’s largest independent open source company, we are proud to offer strong operational excellence, which is guided by our commitment to our customers, partners, community and employees, and the strength and power of the open source community and innovations. This ensures we have a holistic approach to our products and solutions, and as open source solutions are community-led and community-driven it brings a diverse set of people, geographies, industries and backgrounds coming together to innovate, solve problems and drive.

How SUSE helps to build a Software-defined Infrastructure and architecture both?

By leveraging existing or low-cost commodity hardware, cloud computing architectures, centralized management and are built using open source software to avoid vendor lock-in, SUSE software-defined infrastructure (SDI) solutions enable IT departments to achieve innovation with greater agility, automation, service availability and at reduced costs. We provide a full SDI reference architecture that is modular and flexible, supporting adoption of DevOps methodologies and processes.



How SUSE helps Enterprises towards Digital Transformation and Cyber Security in the Indian market in the one year down the line?

SUSE is deeply rooted in our open source ethos and we are in a place where innovation is accelerating faster than any proprietary software component. We take this knowledge into our engagement with the broad ecosystem of open source communities. Within these communities, we participate in the development of these next generation technologies and how to deploy and manage them in the context of customer needs. So, whether it’s next generation GPU-enabled container infrastructure or helping data scientists more easily develop and deploy solutions for IoT use cases, we can stay tightly in the mix.

Last but not the least, how SUSE is empowering the VARs in expanding its online business portfolio by keeping the cost factor in mind.

We work with partners from around the globe to bring complete solutions to our customers; making their businesses more efficient and cost effective. Our partners are diverse, ranging from a service provider, hardware or software vendor, reseller or cloud provider. How we make these relationships work goes back to how our partners are an integral part of SUSE’s strong operational excellence, and how collaboration and innovation are SUSE’s DNA and lifeblood.

A great example of a partnership for us is our long relationship with Microsoft. We are constantly broadening our solutions for Microsoft Azure, designed with our mutual customers in mind. We share the same understanding of our customers imperative to transform and grow, both securely and efficiently, in today’s environment. It’s not just Microsoft who share our values of open collaboration and innovation. Dell, SAP and many others share these values, too.



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Last Date for Confirmation: 15th April 2020

KEY HIGHLIGHTS

- **GTM strategy of 100 Technology Brands**
- **Top Brands in the Indian ICT Industry**
- **Indian Market Landscape**
- **Eminent CIO's of India CIO/CTO Outlook**
- **Icons of India**
- **Women leadership in Technology**
- **Tech for Good**
- **50 Most successful Start-ups**
- **100 Solution Partners in India**
- **Best Digital PSUs in the country**
- **50 CMOs in the Technology Industry**

GoDaddy partners with Ketto to support local businesses

GoDaddy has announced a partnership with Ketto, India's leading crowdfunding platform, to help financially strengthen India's local business ecosystem. The partnership is designed to support local Indian businesses recover from the impact of the COVID-19 pandemic by enabling them to start crowdfunding campaigns on Ketto and raise funds to support their essential business expenses.



As a part of this initiative, a small business based in India, with a website holding an active .in, .co.

in, org.in, net.in or IND.in domain name, can apply to start a crowdfunding campaign on Ketto to support their business. GoDaddy will work with Ketto to evaluate the applications based on a set of eligibility criteria. With this partnership, the selected small businesses will get the opportunity to host a fundraiser campaign on Ketto for free, without having to pay the Ketto platform usage fees. GoDaddy will incur these fee expenses, on behalf of the selected small businesses, with one fundraiser per business owner permitted, for combined funds raised up to ₹ 2 crore.

UiPath Raises \$225 Million Series E Funding Round

UiPath has announced of closing its Series E investment round, raising \$225 million at a post-money valuation of \$10.2 billion. The round was led by Alkeon Capital Management. Others participating include Accel, Coatue, Dragoner, IVP, Madrona Venture Group, Sequoia Capital, Tencent, Tiger Global, Wellington, and funds and accounts advised by T. Rowe Price Associates, Inc. At over \$400 million in ARR, UiPath is one of the fastest growing enterprise software companies worldwide.

"This funding allows us to accelerate our platform ambitions to meet mounting customer demands and scale the tremendous opportunity to bring automation to one billion citizen developers – resulting in every business finally becoming a software business," said Daniel Dines, UiPath Co-Founder and CEO. "We will advance our market-leading platform and will continue to deepen our investments in AI-powered innovation and expanded cloud offerings. COVID-19 has heightened the critical need of automation to address challenges and create value in days and weeks, not months and years. We are committed to working harder to help our customers evolve, transform, and succeed fast in the new normal."

Tech Data India partners with Veritas for Data Protection and availability

Tech Data has announced of signing a distribution agreement for India with Veritas Technologies, global leader in data protection and availability. Under the agreement, Tech Data customers in India can now benefit from the data protection made available by Veritas products, solutions and services. Sundaresan Kanappan, vice president and country general manager, India, Tech Data, says, "Data is the new raw material and has become an important asset of any organization. The complexity involved in storing, protecting and ensuring availability of the data is significant and ever-growing. The addition of Veritas to Tech Data's portfolio in India will enable our partners to offer their customers a deeper level of protection and availability in the critical areas of backup and recovery, archiving, compliance and data management strategies."

Sharad Gupta, Director – Channels & Alliances, Veritas, India & SAARC, comments, "Veritas is very excited to onboard Tech Data as a new distributor in India. This is in line with our growth and market expansion strategy, as well as from the feedback from our channel ecosystem. Now that the relationship with Tech Data is in place, our Channel partners can leverage the flexibility to work with a preferred distribution partner of choice. And, as a result, Veritas is able to further increase our presence across the region, have more field team members to support our channel partners, and ultimately support customers in making great decisions around Data Availability, Protection and Insight (API), helping to ensure that their businesses are up and running even during crisis."

Savex expands its product with Seceon's innovative cybersecurity platform for its partners and customers

Seceon has announced it has added Savex Technologies Private Limited to its growing list of strategic Value-Added Distributor partners. The two companies have officially signed an distribution agreement to offer enterprises and service providers a best-in-class solutions for detection and prevention of all known and unknown cyber threats in real-time from outside and within the organization.

Savex Technologies Private Limited is the 3rd largest information and communication technology distributor in India. It is a customer-oriented technology aware IT solution provider company providing a range of IT products and expert services to create competitive advantage. Savex is headquartered in Mumbai with 86 Sales Offices and 42 stocking locations across the country catering to over 7000 customers in 650+ cities. The spectrum of offering is huge to develop customized IT Solution for all sorts of customer needs. Seceon and Savex Technologies have partnered up to develop new channels for the Seceon Open Threat Management (OTM) platform and the solutions – aiSIEM, aiMSSP and aiXDR - built on the platform.

Sundar Pichai announces Google for India Digitalization fund worth \$10 billion

Google CEO Sundar Pichai at the company's Google for India event announced a \$10 billion fund to help boost the Digital India campaign under Google for India Digitization fund. The company will invest the money in the next five to six years. Pichai said that the investment will be done through equity investments, partnerships, operational and infrastructure ecosystem investments.

"Today, I'm excited to announce the Google for India Digitization Fund. Through this effort, we will invest Rs 75,000 crore, or approximately \$10 billion, into India over the next 5-7 years. We'll do this through a mix of equity investments, partnerships, and operational, infrastructure and ecosystem investments. This is a reflection of our confidence in the future of India and its digital economy," Pichai said.

"Investments will focus on four areas important to India's digitization. 1: Enabling affordable access and Information for every Indian in their own language, whether it's Hindi, Tamil, Punjabi or any other language. 2: Building new products and services that are deeply relevant to India's unique needs. 3: Empowering businesses as they continue or embark on their digital transformation. 4: Leveraging technology and AI for social good, in areas like health, education, and agriculture.

iValue Partners With Pure Storage to Provide Enterprise Grade Flash Storage Solutions

Strengthening their commitment to protecting and transforming digital assets of organizations, iValue InfoSolutions has partnered with Pure Storage to offer a modern data experience for applications to help unify data for Enterprise Customers in order to innovate fast — in the cloud and on premises.

As data becomes a more valuable asset to companies, emphasis on enterprise storage has increased. Pure Storage is a key player in the solid-state storage array market and aims to provide a seamless transition from alternate storage methods. Benefits of solid-state arrays include reduced IT project risk, optimized costs, better integration features and lower latency.

"Pure Storage has continuously demonstrated their leadership in technology and solution excellence, customer satisfaction, and financial modelling in the space of Data Lifecycle Management," said Harsh Marwah – Chief Growth Officer, iValue InfoSolutions. "iValue's partnership with Pure Storage is a strong step in enabling partners and customers with compelling and time-tested solutions."



IBM to acquire WDG Automation to add RPA in its portfolio

IBM has announced that it will acquire the Brazilian software provider, WDG Automation. It is specialized in Robotic Process Automation (RPA).

The terms of the deal were not disclosed and the deal is expected to close in the third quarter.

IBM said WDG Automation, formally known as WDG Soluções Em Sistemas E Automação De Processos LTDA, will strengthen the company to embed RPA throughout its portfolio. IBM services will use WDG Automation for client digital transformation efforts and analytics and artificial intelligence workloads.

WDG Automation's portfolio includes RPA, automation, interactive voice response, and chatbots, as well as technology to create automations without IT help.

IBM also plans to integrate 600 pre-built RPA functions from WDG Automation into its Cloud Pack for Automation. IBM mentioned WDG Automation capabilities will be embedded into Watson AIOps and Cloud Pak for Multicloud Management.

Acer announces to transform into a lifestyle brand

Acer Inc has announced that it is aiming to become a lifestyle brand following the launch of new energy drink in a livestream. The beverage, called Predator Shot, is perhaps one of the computer company's most surprising attempts in expanding the Predator gaming line.

Seeking to repackage Acer as a lifestyle brand, the company has announced several accessories vaguely related to PCs, including a gaming inspired massage chair in collaboration with Singapore's OSIM International Ltd and a sling bag sporting the green Acer logo.

Acer chairman and CEO Jason Chen says, while also unveiling a collagen drink that targets female gamers, "Our energy drink will help boost gamers' energy and reduce fatigue resulting from too much screen time".

Chen said the company has to seek new growth beyond the PC industry. Chen said, "Forty years ago it [the PC industry] is considered a high-tech industry, but now it is no longer the case. We cannot [afford to] stay in such a mature market and expect things to get better."

With orders throughout the fall remaining high, the company is optimistic about its PC business in the second half of the year. The imbalance between supply and demand is compounded by persistent supply chain disruptions across the PC industry.

Yotta Infrastructure opens Tier IV certified Data Center – Yotta NM1 at Navi Mumbai

Yotta Infrastructure has inaugurated data center building, Yotta NM1, in a virtual event in the presence of Shri Uddhav Thackeray– Hon. Chief Minister, Govt of Maharashtra, Shri Ravi Shankar Prasad - Hon. Minister for Communications, Electronics & Information Technology and Law & Justice, Govt of India and Sh. Subhash Desai – Hon. Minister of Industries and Mining, Govt of Maharashtra. It is the largest Tier IV Data Center certified by Uptime Institute in Asia and second largest in the world.

With proximity to Mumbai and Pune, Yotta NM1 Data Center is located in the 600-acre Hiranandani Fortune City in Panvel. Yotta NM1 is first of the five data center buildings coming up at this Integrated Yotta Data Center Park, which, once fully built, will have an overall capacity of 30,000 racks and 250 MW power. At 820,000 sq. ft, 7,200 racks, 50 MW of power and 4 redundant self-owned fiber paths connecting the DC to national highways, the first DC Yotta NM1 itself offers a highly scalable data centre infrastructure, capable of hosting global cloud, content and OTT operators besides the mission-critical applications of enterprises and governments. The ultramodern building, supported by a highly redundant on-site power infrastructure shall soon be powered by its own captive solar power plant and an on-site captive gas-based co-gen power plant thus delivering to its hosted customers long term reliable, green and cost-effective source of power.

SUSE to acquire rancher labs, to address enterprise kubernetes management

SUSE, the world's largest independent open source company, has entered into a definitive agreement to acquire Rancher Labs. Based in Cupertino, Calif., Rancher is a privately held open source company, providing a market leading Kubernetes Management platform.

"This is an incredible moment for our industry, as two open source leaders are joining forces. The merger of a leader in Enterprise Linux, Edge Computing and AI with a leader in Enterprise Kubernetes Management will disrupt the market to help customers accelerate their digital transformation journeys," said Melissa Di Donato, SUSE CEO. "Only the combination of SUSE and Rancher will have the depth of a globally supported and 100% true open source portfolio, including cloud native technologies, to help our customers seamlessly innovate across their business from the edge to the core to the cloud."



Apollo completes the acquisition of Tech Data

Apollo Global Management has announced completion of its acquisition of Tech Data Corporation. Chief Executive Officer Rich Hume will continue to lead Tech Data from its headquarters in Clearwater, Florida.

Matt Nord, Co-Lead Partner of Private Equity at Apollo, says, "Tech Data is a global, market-leading company with an excellent management team and significant opportunities for expansion. As a result of this acquisition and the resources we can bring to bear, Rich and the Tech Data team will have the strategic and financial flexibility to invest in new technology, expand services and pursue transactions that we believe will drive long-term value creation."

Tech Data CEO Rich Hume comments, "We are excited to enter Tech Data's next chapter as a private company with our new sponsors at Apollo who have a track record of building great businesses in our sector. Having a single, strategic equity owner that's fully aligned with our mission we believe gives us a real advantage in accelerating our transformational strategy and allows us to think more creatively – without the short-term demands that can come with public ownership."

Netmagic along with Google cloud to build a centre of excellence

Netmagic Solutions has partnered with Google Cloud to establish a centre of excellence (CoE).

Through the partnership, Netmagic will support organisations in their cloud journey, from strategy and design to implementation and management of their hybrid architecture. This includes capacity and billing management, comprehensive support across cloud adoption through logical data centre extension and access to a unified view of their entire hybrid cloud ecosystem.

The CoE will serve as a multi-disciplinary customer showcase hub to develop and deliver solutions, leveraging Google Cloud's modern application platform, Anthos, for consistent development and operations experience across hybrid and multi-cloud environments.

Sharad Sanghi, MD and CEO of Netmagic says, "This partnership reinforces our commitment to our customers with an integrated approach to hosted infrastructure, connectivity, security and managed support – helping them derive greater value while delivering business outcomes."

Netmagic, a part of global technology services provider NTT, claims to serve more than 2,000 enterprises globally. The managed hosting provider also delivers remote infrastructure management (RIM) services to enterprise customers across the US, Europe and the Asia-Pacific region.



Check Point launches Infinity SOC

Check Point Software Technologies has announced the launch of Infinity SOC, which unifies threat prevention, detection, investigation and remediation in a single platform to give unrivalled security and operational efficiency. Infinity SOC is used daily by the Check Point research cyber analysts, to expose and investigate dangerous and sophisticated cyber-attacks. It uses AI-based incident analysis to filter millions of irrelevant



Check Point
SOFTWARE TECHNOLOGIES LTD

logs and alerts, helping enterprise security teams to expose and shut down cyber-attacks with best-in-class speed and precision.

Security Operations Centre (SOC) teams at a majority of organizations struggle to identify and mitigate malicious activity on their complex network estates, because they use multiple point products that generate millions of event logs and alerts daily. In a SOC survey, 68% of respondents stated that up to half of the events they analyse are false positives. As a result, critical attacks are often undetected until it is too late. 98% of IT security professionals reported SOC-related challenges, with the leading operational challenges being the manual work involved in analyzing and remediating incidents (cited by 52%), accurately identifying the most critical events (52%), and an overload of logs and alerts (51%).

LTI Launches Canvas for Remote & Hybrid Workforce of Future

Larsen & Toubro Infotech has launched LTI Canvas, a modern software engineering platform that addresses critical need of enabling work from anywhere. LTI Canvas is an integrated platform that brings together various processes, tools and methodologies to drive technology and business outcomes in an environment where teams are operating in a distributed environment.

A resilient digital platform, LTI Canvas can help organizations improve their effectiveness and ability to innovate in a remote or hybrid environment. LTI Canvas is a bundle of Microsoft technologies and LTI solutions to help IT professionals across industries collaborate easily and stay productive. It is based on microservices architecture and leverages Microsoft platforms like Azure and Microsoft 365 including Teams, among others along with LTI's Ways of Working solution stack. LTI Canvas streamlines processes like software development, support, transition, knowledge management, infrastructure management, and information security. It consolidates capabilities across Cloud, Agile, DevOps and Design Thinking leveraging AI/ML and analytics.

Avaya intros Device as a Service offering to empower Businesses with Communication Devices via subscription

Avaya announced the expansion of its Device as a Service offering into nine new markets. This offering enables businesses to acquire Avaya's latest business communication devices with the flexibility of a monthly subscription rather than an upfront purchase.

The expansion of this offering comes during a time of increased demand for flexible payment programs to help customers manage costs and future-proof their investments. Avaya reported 200 percent quarter-over-quarter growth in subscription based services in its latest earnings report. "The success of the Avaya Subscription program is the result of customers accelerating their digital transformation activities — including establishing a new 'all weather workforce' that can work securely from anywhere and adding technologies that enable them to better serve customers," said Steve Brock, Director, Avaya Subscription Marketing, Avaya. "They want the latest software and support at a price point that lets them move forward immediately, so that they can innovate when they have needs, with additional financial options."

AVAYA

Vertiv brings Geist rack power distribution units combining the C13 and C19 outlets into one

Vertiv has introduced its Geist rack power distribution units (rPDU) with the new, patented Combination Outlet C13/C19 option that supports C14 and C20 plug types, simplifying the purchasing and provisioning of new rPDUs and other rack equipment. The Combination Outlet is available for shipment now in India for single-phase applications from 120-208V.

The Combination Outlet eliminates the complexity in deploying and managing IT rack configurations by adapting to any mix of hardware power configuration needs. When purchasing equipment, IT managers no longer need to define the type of IEC receptacle required or specify the location of receptacles on the rPDU, because every outlet accepts both C14 and C20 plug types. Moreover, datacenter managers can now avoid having to replace rPDUs as rack and power configurations change over time, substantially improving the lifecycle and return on investment for rPDUs. The Combination Outlet is available on the Vertiv Geist Upgradeable Basic, Metered and Unit-Level Monitored rPDUs, and Geist UPDU models.

Integrated Endpoint Security solution now offers incident response capabilities for medium businesses: Kaspersky

With the latest update to its flagship solution for mid-size and enterprise businesses, Kaspersky unveils a new approach that integrates Kaspersky Endpoint Security for Business with cloud management console, Kaspersky Endpoint Detection and Response Optimum (EDR Optimum) and Kaspersky Sandbox. The new EDR is now tailored for organizations with even limited security expertise and resources, meaning IT security specialists get instant visibility and insights on incidents, along with immediate investigation and automated response options.

Today, both large enterprises and medium organizations need advanced tools to minimize the risk of complex and advanced attacks. According to the Kaspersky IT Security Risks Survey, around 40% of mid-size companies and enterprises lack sufficient insight and intelligence on the threats faced by their organization. The difficulty is that their resources are usually limited when it comes to dealing with complex threats. To analyze the growing number of incidents, they need more employees, including high-class security analysts, threat hunters and incident responders.

Nutanix declares Remote IT Solutions for Cloud Infrastructure Management

Nutanix announced new solutions that will allow IT teams to deploy, upgrade and troubleshoot their cloud infrastructure while working from anywhere — whether at home or from a central office location. These solutions will be delivered via Nutanix Foundation Central, Insights and Lifecycle Manager — all of which will be available as part of Nutanix HCI software at no additional cost to customers.

While IT teams have been working overtime to deliver remote work solutions for businesses worldwide in light of the COVID-19 pandemic, they're not always able to do so themselves. Managing IT infrastructure, troubleshooting issues, and updating software often requires IT teams to be on-site at their datacenter, something even more challenging with social distancing requirements.

"Nutanix was founded with a vision — to make IT infrastructure management so simple, that it essentially becomes invisible," said Greg Smith, VP of Technical and Product Marketing at Nutanix. "These new capabilities will offer an even more seamless experience from day one and beyond — from anywhere. Nutanix's simplified management as well as a more secure and resilient IT infrastructure, whether from home or a remote location, is something that is now more important than ever."

These Nutanix solutions will allow IT teams to remotely manage cloud infrastructure throughout the entire software lifecycle.

Verizon and Airtel Partner to Bring Secure Enterprise-Grade BlueJeans Video Conferencing to India

Bharti Airtel and Verizon have announced a strategic alliance to bring secure, world-class video conferencing solutions to businesses in India.

As part of this partnership, Airtel will offer secure enterprise-grade video conferencing solutions under the brand name - Airtel BlueJeans - to enterprise customers in India. BlueJeans, Verizon's enterprise-grade video conferencing service, helps people communicate and collaborate across mobile, desktop, browser and conference rooms and has a long-standing history of providing simple, reliable and trusted solutions, while meeting the stringent security needs of banks, healthcare providers and other organizations.

The offering includes a cloud point of presence in India enabling low latency and improved quality of service for India-based customers. The technology will be fully integrated with Airtel's network, including its data centers, to ensure that customers are offered a state of the art, reliable and secure customer experience. Airtel BlueJeans will offer an integrated audio solution, giving its customers convenient dial-in options to join the meetings.

Zoom offers hardware subscription service to make teleconferencing app more accessible to users

The video conferencing platform, Zoom has launched a hardware subscription service in order to make its teleconferencing app more accessible to users.

Users can choose subscription options for phones and meeting rooms. Based on the device users opt for, the plans have been priced between \$5.99 and \$60 per month. As per the information provided on its website, the cost for hardware services for Zoom Rooms is in the range of \$75 to \$200 per month. Zoom has partnered with third-party hardware manufacturers such as DTEN, Neat, Poly, and Yealink for the phone and meeting room devices. The company's teleconferencing platform, which has seen a surge in users as the COVID-19 pandemic forced millions around the world to stay indoors, has faced backlash over privacy and security issues, prompting it to roll out major upgrades.

Qualcomm launches Snapdragon 865 Plus 5G Mobile Platform

Qualcomm Technologies, Inc. unveiled its Snapdragon 865 Plus 5G Mobile Platform, a follow-on to the flagship Snapdragon 865 that has powered more than 140 devices (announced or in development) – the most individual premium-tier designs powered by a single mobile platform this year. The new Snapdragon 865 Plus is designed to deliver increased performance across the board for superior gameplay and insanely fast Qualcomm Snapdragon Elite Gaming experiences, truly global 5G, and ultraintuitive AI.

“As we work to scale 5G, we continue to invest in our premium tier, 8-series mobile platforms, to push the envelope in terms of performance and power efficiency and deliver the next generation of camera, AI and gaming experiences,” said Alex Katouzian, Senior Vice President and General Manager, Mobile, Qualcomm Technologies, Inc. “Building upon the success of Snapdragon 865, the new Snapdragon 865 Plus will deliver enhanced performance for the next wave of flagship smartphones.” Snapdragon 865 Plus with the Qualcomm Snapdragon X55 5G Modem-RF System enables truly global 5G, world-class gaming, and the latest 5th generation Qualcomm AI Engine for seamless camera, audio, and gaming experiences. With a full arsenal of Snapdragon Elite Gaming premium features, Snapdragon 865 Plus delivers desktop-quality gaming with first-to-mobile features like updateable GPU drivers and desktop forward rendering, ultra-smooth 5G gameplay at lightning speeds of up to 144 fps, and True 10-bit HDR gaming to provide cinematic detail in over a billion shades of color.



Hewlett Packard Enterprise Unleashes New Revenue Streams for Telcos

Hewlett Packard Enterprise (HPE) has announced HPE Edge Orchestrator, a SaaS-based offering that enables telcos to deploy innovative new edge computing services to customers via IT infrastructure located at the edge of telco networks or on customer premises. With the HPE Edge Orchestrator solution, telcos can extend their offerings to include a catalog of edge computing applications which customers can deploy with a single click, across hundreds of locations. HPE Edge Orchestrator enables telcos to monetize the 5G network and telco cloud while bringing lower latency, increased security and enhanced end-user experiences to their customers.

Hewlett Packard Enterprise

Analysts expect the next decade to see the rise of edge computing where data intensive workloads such as AI, machine learning (ML), augmented and virtual reality apps will be hosted at the edge. Telcos already have thousands of edge sites powering mobile and fixed networks, so they are uniquely positioned to lead the edge services market. In fact according to a recent IDC study, 40% of enterprises trust their telco to be their main provider of edge solutions. However, until now telcos haven't had the tools to do this themselves without relying on public cloud providers.

Microsoft Teams brings new 'Together mode' features to make video calls more engaging

Microsoft Teams has unveiled new updates to its video conferencing software, including a "Together mode" that puts participants in a virtual meeting hall. That and other changes will be rolled out to users next month.

The most significant update is the new Together mode, which, as the name suggests, aims to make video conferences more informal and bring participants together. Instead of 49 individual participant rectangles appearing in gallery mode, switching to Together mode removes the barriers between participants and uses “AI segmentation technology” to place the head and shoulders of participants side by side in a virtual auditorium. Microsoft is currently working on other views that will be available in this mode, including a virtual coffee shop. Though at first Together mode might seem like a gimmick, the underlying technology is fundamental to improving the video conferencing experience.

On most video calls, eye contact – or the lack of – is an ongoing problem, with people often appearing to look in the wrong direction. Together mode mimics the geometry of reflection, meaning that every participant is looking at the whole group through a big virtual mirror.

Dell Technologies intros XPS experience to India with XPS 13 and XPS 15

Dell Technologies announced that it is bringing its new XPS 13 and XPS 15 premium consumer laptops to India. Redesigned to achieve a superior computing experience with premium materials, a smaller and thinner profile, and a larger display, the new XPS range offers the latest technology innovations in aggressive form factors.

For customers that value maximum screen space, XPS is delivering its latest engineering feat — virtually borderless InfinityEdge display, leading the way for even smaller form factor than their predecessors. With a larger 16:10 display ratio, the new XPS 13 and XPS 15 offer more screen space to multitask throughout the day and catch all the details of the latest binge-worthy show. Paired with best-in-class visual features including 100% sRGB color gamut reproduction in the XPS 13 and up to 100% Adobe RGB in XPS 15, 500-nits of brightness, and up to 4K+ resolution screen, these displays provide precise detail and sharp images well suited for content creation.



The power to do more

Trai bars Airtel, Vodafone Idea's premium plans due to violation of service norms

The Telecom Regulatory Authority of India (Trai) has blocked Bharti Airtel's Platinum and Vodafone Idea's RedX premium plans that offer faster data speeds and priority services to high-paying postpaid customers. It cites such schemes violate norms and could impact the quality of services for those outside the plans.

The plans are in violation of quality of service norms. It shortchanges the existing customers and it is also not clear what the new customers are being offered as the parameters are not quantifiable. However, a senior telecom analyst said the two offers do not violate any rules relating to net neutrality as one can always offer "better services for expensive subscriptions."

Bharti Airtel Ltd 6 July had announced faster 4G data speeds for all its platinum customers - postpaid users paying ₹ 499 or above. The Sunil Mittal-led telecom major had said it has deployed advanced technologies for its 'Priority 4G Network' that will give its platinum subscribers preference on the network.

Facebook Messenger users may chat using WhatsApp

Facebook's own platforms - Messenger and WhatsApp have more than three billion users and still different accounts and apps are required to use both the platforms. But it may change soon and as per news report Facebook is looking to offer cross-chat feature between its two popular products.

With the introduction of this feature, people with WhatsApp account but not using Messenger can chat to people on either of these platforms. The news source also mentions that the plans to connect both these apps could be in the works. These plans were first mentioned by Mark Zuckerberg last year, who planned to merge Facebook, WhatsApp and Instagram in a unique service.

The cross support feature likely to be in its early stage of development so it is quite difficult to predict if the final roll out will ever happen or will it be scrapped. The news source highlights that integrating might sound interesting but has its challenges. Developers would have to be extremely sure of its effectiveness. And if the tests don't deliver satisfactory results, chances are Facebook could look at other possibilities.

Nokia helps Airtel to deploy open cloud-based VoLTE network

Nokia announced that its CloudBand-based software products are powering Bharti Airtel's ("Airtel") Voice over LTE (VoLTE) network in India. The network supports over 110 million customers, making it the largest cloud-based VoLTE network in India and the largest Nokia-run VoLTE in the world.

The cloud-based VoLTE deployment allows Airtel to provide its mobile customers faster and more reliable, cost-efficient call connectivity. The solution, which has been deployed to cover all 22 telecom service areas in India, uses Commercial Off-the-Shelf IT hardware with cloud-



based Virtual Network Functions (VNFs), which consumes much less power and space compared to the traditional 2G/3G Circuit

Switched legacy core.

Randeep Sekhon, CTO of Bharti Airtel, said, "We are delighted to deepen our strategic partnership with Nokia to build a future ready and agile network. The country's largest open cloud based VoLTE network is a major milestone in Airtel's journey. Our objective is to reap the benefits of cloud solutions to simplify our architecture and enable faster delivery of innovative services, ultimately delivering an enhanced customer experience."

Nokia's VoLTE solution enables Airtel to free up spectrum by ramping down its 3G network, allowing the operator to utilize the freed up spectrum to deploy 4G/LTE services for better speed and capacity.

Reliance Jio launches video conferencing app Jio Meet to take on Zoom

Due to pandemic, and WFH, Zoom app has recently become the most popular video conference service in India. Indian telecom company, Reliance Jio has announced to unveil JioMeet, a free video conferencing app that will take on the likes of Zoom, Microsoft Teams and Google Meet. The video conferencing app has been made available for beta users for over a month now and has finally been launched for Android iOS users. It is also accessible on computers through Mozilla Firefox and Google Chrome.

Some features of JioMeet

The JioMeet app allows users to set up a one on one call or a conference call with up to 100 participants with enterprise-grade host controls.

The JioMeet app offers similar features such as Zoom, including the ability for users to join a meeting without having to sign in. Users can simply use a 'Meeting ID' or a 'Personal link name' to join a meeting.

JioMeet allows users to host or join an unlimited number of calls. Additionally, unlike Zoom that limits the duration of calls with three or more users to 40 minutes, JioMeet has said that its calls can last even for up to 24 hours. Jio Platforms, which began beta testing JioMeet in May this year, said the video conferencing service offers "enterprise-grade" host controls. These include: password protection on each call, multi-device login support (up to five devices), and ability to share screen and collaborate.

TikTok confirms to quit Hong Kong market

TikTok is all set to withdraw itself from Hong Kong app stores and Zoom will stop complying with city authorities' data requests as technology companies react to the sweeping new national security laws imposed on the city by Beijing.

Facebook, Microsoft, Twitter, Google and Telegram have already said they are "pausing" cooperation with requests for user information, putting pressure on Apple, which says it is "assessing" the new law, to do the same.

TikTok, a video-sharing social-networking platform owned by the China-based ByteDance, has consistently denied sharing any user data with the Beijing authorities, and was adamant that it did not intend to agree to such requests. The company expected to take several days to wind down its app operations in Hong Kong. Despite its ownership, TikTok has never been available in China. Instead, ByteDance operates a more heavily censored version of the platform under the name Douyin. A TikTok spokesperson said the company had no plans to launch Douyin in Hong Kong.

TikTok's decision, which a spokesperson said was made "in light of recent events", came after the US secretary of state, Mike Pompeo, said the US was "certainly looking at" banning Chinese social media apps including TikTok.

VIDEOMEET- Made in India video-conferencing application announces four-state expansion plan

VideoMeet has rolled out its expansion plan to four states with an investment around INR 2 crore. The expansion is needed to provide uninterrupted and secured video calling service to its growing user base.

IT-resources like high capacity servers need to be deployed in four different states for hosting larger meetings without any technical glitches. Data Ingenious aims to deliver better connectivity, data security, and reduce data overload on their servers located in Rajasthan. The application expects user base to grow incessantly, and would not want to compromise on its quality at any cost. This 'Made in India' application regulates the user's data consumption, with its data compression technology. User's interests are given top priority and is available free of cost on all platforms Android, Web, and iOS. VideoMeet provides two options of hosting meetings i.e. Webinar and Conference. For more security, there is a Sensitive meeting option, where every panelist will be given a separate code and link to join which works only one time. The meetings held are fully encrypted, no personal data of users entering the meeting is procured via web. It does not require installation of software or extension for attending a meeting on your system. No data is also shared with any third party.

Aeris Communications focuses on customer-centricity through advancing cutting-edge IoT mobile connectivity

Headquartered in Silicon Valley, Aeris Communications in India was established in 2016 and worked closely with telecom operators and enterprises, helping them use IoT to increase revenue, bring operational efficiency, and delight customers. Specializing in Telecom, Utilities, Manufacturing, Automotive, Insurance and Finance, Agriculture, Fleets with specific IoT solutions, and services, Aeris is working on battery charging and swapping solutions with answers related to battery management and battery tracks.

With the Aeris Mobility Platform (AMP), enterprises can manage all IoT devices' connected features. And, with the Aeris Connectivity Platform, they gain real-time reporting and tools that give insight into the status of entire IoT / M2M deployment. All the solutions are built specifically for IoT technologies and globally tested at scale. In a chat with VARINDIA, Dr. Rishi Bhatnagar, President, Aeris Communications comments further on the company's business continuity, its latest technology, scope for IoT and many more.

Ensuring business continuity

At Aeris, they promise to serve their clients, partners, and associates while keeping everyone's health and well-being on priority. Dr. Rishi Bhatnagar says, "Based on WHO guidelines, we adhered to social distancing norms to control the infection, and in early March, our departments did trial runs for ensuring business as usual if teams had to work from home. Our global network operating centers are operational 24x7. The situation is critical for our clients, such as the Pune Police, Uttarakhand Disaster Management units who are working towards maintaining law and order situation and responding to emergencies as well as for our clients who are providing essential services and serving the nation as corona warriors. Serving them with uninterrupted functions is helping our country during the crisis."

Through the Aeris Charities initiative, they have provided monetary support to two national NGOs – SUTRA and Helping Hands and three international NGOs-Refuge for Women, Parkinson's Foundation, and Junior League of San Jose.

Scope for IoT and connected technology

According to industry experts, the disturbance that coronavirus pandemic has created will trigger a boom in IoT and connected technologies. Dr. Rishi believes that the post-COVID-19 era will be a new reality focused on much more digitally connected components. Internet of Things (IoT) is more widely accepted now for digital transformation and as an automation tool, given the benefits of assuring business as usual with remote connectivity, asset control, tracking, and monitoring as it did for the virtual meeting platforms.

He says, "We have observed a wave of smart connected solutions' fast approval and an increase in the order sizes too. Here in India, the tech companies are building up their business plans to gain the Indian government's support in making the country Aatmanirbhar. As we come out of the pandemic everyone will realize that the equality of a uniform market is shaken up, and may take months before we become a connected, homogenous market, it is these areas that tech likes IoT, AI, and other connected technology can become powerful tools to create a united holistic view."

Leveraging the latest technologies

Aeris Communication has successfully established itself as an end-to-end IoT and M2M solutions and services provider in India. According to Dr. Rishi, "Over the years, we have collaborated with businesses large and small in the sector of digital healthcare. During the pandemic, we saw an increase in the adaption of advanced technology in the healthcare industry. With the rising demand for 5G, IoT services, and its applications, the healthcare industry is all set to become more connected and readily available. With global support of major cellular technology standards, such as GSM, CDMA, and LTE, we can empower our telemedicine partners to offer users flexibility and growth. We provide the best connectivity for Telemedicine IoT cellular connectivity that enables medical device manufacturers and healthcare providers to achieve the highest levels of patient engagement and medicinal adherence. With our new and enhanced Aeris Fusion IoT Network, healthcare providers can access advanced connectivity and monitor solutions to improve life health quality."



DR. RISHI BHATNAGAR

President, Aeris Communications

Cellular network services and Mobility Platform

Aeris with its GSM and CDMA for 2G, 3G, and 4G/LTE services is the one-stop-shop for all cellular technologies. In Dr. Rishi's words, "Our prime focus is customer-centricity enabled through advancing cutting-edge IoT mobile connectivity, delivering significant steps forward in security, operational efficiency, and customer choice and flexibility."

At last, Dr. Rishi confirms that, Aeris has announced a multi-year partnership with Google for the Google Cloud Platform (GCP) as the infrastructure provider for the Aeris Fusion IoT Network, one of the first-ever intelligent global solutions for connecting IoT devices across 2G, 3G, LTE, LTE-M, and NB-IoT. Fusion IoT Network turns the traditional IoT cellular connectivity model upside down – breaking application and connectivity silos, enabling an unparalleled feature innovation level, and delivering game-changing advantages to enterprise customers.

He ends up saying, "To address these benefits, the Fusion IoT Network leverages a multi-technology, cloud-native network infrastructure – a complete suite of cellular network elements purpose-built for IoT, including an HLR/HSS, PCRF, SMSC, AAA, PGW, and OSS/BSS subsystems. Based on over a decade of development and more than 50 patents, these network elements are hardened with real-world experience, processing more than 1 billion transactions per day with telco-grade reliability."

Moneycontrol with CISCO organize 'Small Business Virtual Summit 2020'

Moneycontrol has concluded its 'Small Business Virtual Summit' in association with CISCO on July 17, 2020.

Thousands of SMEs in India are reeling under the effect of the coronavirus lockdown and helping them hit the road to recovery was the need of the hour. Through the theme of #RuknaManaHai, the virtual summit was aimed at helping MSME owners build business resilience and chart out a roadmap towards growth through digitalisation.

The keynote address at the summit was delivered by Nitin Jairam Gadkari, the Hon'ble Minister of Micro, Small and Medium Enterprises, Government of India, who emphasised how small businesses have the skills to power their journey towards self-reliance.

He said, "At present, we are facing a lot of challenges at the economy front. But I want to assure everyone that the government is positive and supportive, and is being a facilitator of change in promoting industries, trade and businesses. In the face of uncertainty, this is the time for cooperation from all stakeholders. We must plan and adopt an appropriate vision and move fast towards it. There is a huge potential for export, and we are formulating conducive policies for agro, forest, and rural MSMEs with an aim to create more potential jobs for the youth. With the launch of our MSME portal 'Champion', we seek to resolve the problems that Indian businesses are facing."

Microsoft hosts Inspire 2020 to empower partners

Microsoft has kicked off its annual global partner conference, Microsoft Inspire, via an all-digital experience. In its 17th year, the event on July 21st and 22nd (PDT) unites partners in new and exciting ways and encompasses a wider community than ever before, allowing partners to develop increasingly valuable business relationships. Along with industry leaders and motivated partners from around the world, this is a unique platform to strengthen partnerships, learn from experts and help one another thrive in unprecedented times.

The top announcements from Microsoft Inspire:

- Enhancements to Azure Lighthouse bring Multi-Factor Authentication and Privileged Identity Management support
- Two new playbooks help partners build an effective cloud practice to last: the Microsoft Azure Center of Excellence playbook guides partners on how to scale an Azure-focused practice, and the App Innovation Practice Development playbook outlines how partners can be successful using Microsoft's cloud-based applications
- New Power Platform solutions enable customers with Location Readiness, Employee Health and Safety Management, Workplace Care Management, and Location Management tools, which will help bring employees back to the workplace safely. Innovation across Dynamics 365 applications including Customer Voice, Connected Store, and Fraud Protection are focused on making sure we're helping customers weather the current crisis while also setting them up for future agility and resilience
- Azure Stack HCI, the latest in Microsoft's hybrid portfolio and now in public preview, brings hybrid capabilities to customers' datacenters while enabling them to leverage existing skills and investments
- New capabilities in Teams help Firstline Workers connect and engage with information, apps, and coworkers, while enabling organizational agility. New public preview of Microsoft Endpoint Data Loss Prevention in Microsoft 365 helps customers identify and protect information on endpoints. New enhancements to the Power Platform experience within Teams make Teams an even more powerful hub for teamwork and business process.

NetApp held 6th Demo day to brief on unique startup accelerator program and more

NetApp held its sixth demo day for the NetApp Excellerator, the company's flagship startup accelerator program. Embracing a new virtual world, the demo day was held via video with the six participating startups and guests from across the globe. With the sixth cohort graduating, 35 startups are now part of this unique startup accelerator program that is focused on cloud and data related technologies.



Through a four-month remote networking and mentoring period, these startups strengthened their business during a global crisis situation. Inspired by this opportunity, they even contributed to finding solutions in navigating this tough time.

For instance, Myelin Foundry, a deep tech AI start-up that develops AI algorithms on video, voice, and sensor data for edge devices, is revolutionizing the video streaming space, which is seeing a huge uptake during the pandemic. Similarly, AiKaan Labs, a startup that provides a deep view into edge computing and IoT devices, is helping accelerate digital adoption.

During the demo day attended by investors and the tech industry, the six startups displayed diverse AI, ML and Blockchain based innovative solutions ranging from predictive analytics, edge computing, and integrated supply chain management, to cloud-native application protection using Kubernetes.

A cohort five startup, Curl Analytics, also released a White Paper with NetApp. The whitepaper focuses on an integrated solution to improve the efficiency of AI processes, resulting in efficiencies and cost savings. This whitepaper is a result of the sponsored Proof-of-Concept (POC) that NetApp offered Curl Analytics as part of the program. Attesting to the value that the NetApp Excellerator brings to the startups, Praphul Chandra, Founder, Koinearth says, "On the tech side, we are strengthening our SaaS offering further, thanks to the cloud security expertise that NetApp shared with us. The interactions with business leaders have also helped sharpen our offering and positioning in the supply chain space."

MoEngage reveals its new brand identity and redesigned logo

MoEngage has announced the launch of its new corporate brand identity, redesigned logo and website. These changes come on the heels of its sixth anniversary, when the company is evolving its product offerings and rapidly expanding its global reach.

Raviteja Dodda, CEO of MoEngage, says, "In the last six years, MoEngage has expanded beyond mobile marketing automation to become a full-stack customer engagement and analytics platform with a broadening footprint across North America, Europe and Asia. Our new brand identity and website reflects our market-leading growth and our commitment to helping today's customer-obsessed brands understand their customers like never before and delight them with personalized engagement at every step in the life-cycle." Designed to work effortlessly across digital and physical channels, the new logo reflects MoEngage's vision of building the world's most trusted customer engagement platform. It is a wordmark in deep blue, with the customer at the center of the letter "O", representing the company's core promise of enabling brands to become truly customer-obsessed. The company's new website highlights the full suite of engagement and analytics solutions it offers as well as solutions for seven industries, including Banking and Ed Tech. Its flagship community initiative #GROWTH is also available online, enabling free access to on-demand webcasts, playbooks and upcoming events in one place.



HPE Discover Virtual Event in India Focusses on the Theme

‘Winning in Adversity’

Hewlett Packard Enterprise (HPE) today announced that its HPE Discover Virtual Experience (DVE) has received an overwhelming response from customers and partners globally. Launched on June 23, the DVE began with a keynote by Antonio Neri, President and CEO, HPE, followed by sessions on themes ‘Helping your recovery and accelerating your transformation’ and ‘Leading with technology in an edge-to-cloud world’. This event amplified the global HPE Discover Virtual Experience that connected with customers and partners from across the world

The DVE which runs through the month of July has each of the weeks dedicated to a specific theme. Starting with ‘SMB: Thrive in a new digital world’, followed by ‘Unlock the value of your data’, ‘The cloud that comes to you’, and ‘Software to fuel data-driven transformation’, the Discover Virtual Experience allows you to explore sessions, demos and hands-on labs. As the event continues to feature content in the following weeks this virtual experience of sessions and demos demonstrated successfully a new way to connect with customers and partners, as per their convenience.

As part of DVE, HPE India organized an exclusive invitation-only webinar for its customers and partners on the theme ‘Winning in Adversity’ with Shri. Sanjeev Sanyal, Principal Economic Adviser, Ministry of Finance, Govt. of India, as the keynote speaker where he shared his views on the current economic reforms and the calibrated measures being taken to navigate the country through these challenging times. Along with him, Som Satsangi, MD – India, HPE shared how HPE is here to help enterprises with best in class technology and holistic solutions. The webinar was attended by over 300 participants.

“We absolutely believe in technology, we want deployment of technology but only for things we can scale,” said Shri. Sanjeev Sanyal, whilst sharing his perspective on the relevance of technology and digital transformation for the government. “Technology is not only software, there is hardware, and many other kinds of technology such as genetic technology, chemical and bio-chemical technology and pharmaceuticals. Also, technology is a tool and not the solution hence you should not first create technology and then find solutions.”

In these unprecedented times, HPE is responding with initiatives to stabilize communities.

HEALTHCARE INITIATIVES

In May this year, HPE deployed four COVID-19 Test Labs and four Outpatient Department (OPD) Centers across the country (in Delhi, Chennai, Lucknow, and Dehradun) to assist the Government of India and state governments in their efforts to contain the COVID-19 pandemic. These facilities have been established in order to provide additional authorized testing facilities and isolation beds to manage the increased demand across the country.

To ensure the IT infrastructure at the Test Labs and OPD centers experience minimal downtime and any related issues can be rectified remotely without the need of an on-site engineer, the facilities are equipped with Aruba Cloud Managed Wireless solution. This acts as a virtual network admin onsite and monitors all key applications proactively 24x7.

PREPARING FOR RECOVERY AND THE FUTURE

HPE recently announced five new return-to-work solutions that will help organizations accelerate business recovery and reopening plans in the wake of COVID-19. The new solutions, which will assist in controlling the spread of the virus and enabling business continuity, will be implemented and managed through HPE Pointnext Technology Services for a fast, seamless transition. These solutions will scale for businesses of all sizes using secure, high-performing HPE servers for the edge, Aruba AI-powered network infrastructure, and technologies from HPE’s rich ecosystem of partners.



Last month, HPE announced about the results of the work of its Center of Excellence for IoT-based agriculture in Gudipalli, Chittoor district, Andhra Pradesh – which has generated significant benefits for local farmers by enabling them to increase crop yields, nutritional value and revenue. Faced with COVID-19 lockdowns, farmers were able to leverage drone imaging and analytics, edge computing, deep learning analytics and user interface dashboards to remotely monitor crops and make decisions related to irrigation, soil treatment and harvesting without needing to visit fields.

“While we are a technology company, we don’t sell technology we sell the outcome,” said Som Satsangi in his closing remarks during the webinar. “We want to reemphasize to all our customers and partners that we are here to help them recover from the current situation and emerge strongly from global business disruption.”

As businesses across the world are being impacted by the COVID-19 pandemic, HPE is standing by customers and partners to weather this together and recover from the crisis.

BUSINESS CONTINUITY

HPE has implemented a global work from home policy except for team members performing essential activities necessary to maintain business operations for customers, and technical specialists are available 24x7. Recognizing that it might not be possible for customer IT staff to go to an onsite location, HPE’s remote staff augmentation and management services provide the necessary resources to help manage the customer’s infrastructure and critical workloads from a safe and secure location.

HPE has also been working closely with customers to build or enhance their own remote work capabilities. Examples include implementing improved, secure connectivity and VDI solutions to support a teleworking staff.

PROVIDING FINANCIAL SUPPORT TO CUSTOMERS AND PARTNERS

From the onset of the COVID-19 pandemic, HPE has been helping customers navigate challenges and remain in operation by leveraging the right technology, expertise and financial flexibility – from rapidly adjusting to a remote workforce to now planning for their reopening. Earlier this year, at a worldwide level HPE Financial Services designated more than \$2 billion in financing to help customers and partners with their financial challenges stemming from the COVID-19 crisis.

NHAI to acquire land for high speed train tracks

The Indian Railways and the National Highways Authority of India (NHAI) will begin the process of acquiring additional land for running bullet trains on seven new routes, giving the country a huge network of high-speed trains.

It is being said that the NHAI will soon procure land to lay tracks for the project along the Greenfield expressways for integrated development of the rail transport network in the country.



Union Minister Nitin Gadkari recently chaired a meeting with a group of infrastructure ministers,

during which the decision to acquire the land was taken.

A four-member committee was constituted during the meeting to take the process forward. It will work out the modalities for acquiring land and sharing the cost. Notably, Indian Railways is already in the process of preparing the blueprint of the seven high-speed rail routes.

As per reports, Railways is considering running bullet trains on seven important new routes. These are Delhi to Varanasi via Noida, Agra and Lucknow; Varanasi to Howrah via Patna; Delhi to Ahmedabad via Jaipur and Udaipur; Delhi to Amritsar via Chandigarh, Ludhiana and Jalandhar; Mumbai to Nagpur via Nasik; Mumbai to Hyderabad via Pune and Chennai to Mysore via Bangalore. Railways have also given details of seven high-speed rail corridors to NHAI for running bullet trains. For better integration of the exercise, NHAI has been asked to depute a nodal officer.

HCL gains \$600 million deal from Ericsson

HCL Technologies has won an over \$600 million deal from Ericsson. The contract is for five years. The massive deal bundles infrastructure management, cloud and application services. TCS was the other strong contender for the deal.

The contract was previously split and executed by multiple vendors. Ericsson has consolidated it now under HCL.

Global technology and research advisory Omdia said there are 56



deals in the telecom space that will come up for renewal between now and December that's worth \$13.9 billion.

Hansa Iyengar, Principal Analyst in Omdia said, "Most of the deals are concentrated in the EMEA and APac regions and IBM is the major incumbent in these deals, followed by Nokia Networks. Most of these are infrastructure deals that were signed between 7-10 years ago and will likely involve a complete infrastructure refresh and a significant apps portion as well."

The space is getting a lot of attention as early 5G adopters are set to benefit from the efficacy of time and speed to deliver a host of services.

The latest Gartner forecast shows that worldwide 5G network infrastructure market revenue will almost double in 2020 to reach \$8.1 billion and this would open up newer opportunities for IT service providers.

Beijing alerts New Delhi against its economic offensives

China warned India against any move for "forced decoupling" of the two economies in the wake of the military stand-off along the disputed boundary between the two nations.

The Communist country also cautioned New Delhi against any move to review India's "One China" policy and to recalibrate its approach on Taiwan, Tibet and Hong Kong.

"The development of economic and trade cooperation between our two countries is determined by international division of labour.

It is also the natural choice of enterprises and consumers of our two countries under the market-oriented principles," Sun Weidong, China's ambassador to India, said.

"The forced decoupling of the Chinese and Indian economies is against the trend and will only lead to a "lose-lose" outcome." He was speaking at a webinar hosted by the Institute of Chinese Studies in New Delhi.

The comment by Beijing's envoy to New Delhi came even as Prime Minister Narendra Modi's government is contemplating more economic measures against China, in response to the Communist country's aggressive move to unilaterally alter the status quo along its disputed boundary with India.

Sun said that the economies of India and China were "interwoven and interdependent". "According to local statistics in India, in 2018-2019, 92 per cent of Indian computers, 82 percent of TVs, 80 percent of optical fibres, and 85 percent of motorcycle components are imported from China," he said, adding: "Countless examples like this are the reflection of globalization. Globalization has deepened the interconnection between countries into the capillaries."

"Whether you want it or not, the trend is difficult to reverse. Both China and India have been deeply embedded in the global industrial chain and supply chain."

New Delhi on June 29 had banned 59 apps linked to China, alleging that they were used in activities "prejudicial to sovereignty and integrity of India, defence of India, security of state and public order". The Indian government again banned use of 47 more apps – mostly the clones and the different versions of the previously banned ones.

New Delhi is also planning more economic offensives against China, with its security agencies identifying the Communist country's companies, which have past or continuing links with the People's Liberation Army (PLA) and are operating in India.

The companies identified so far for having links with the Chinese PLA include Alibaba Group Holding, Tencent Holdings, Huawei Technologies and the SAIC Motor Corporation.

The stand-off between the Indian Army and the Chinese People's Liberation Army in eastern Ladakh also prompted many in India to suggest that the Prime Minister Narendra Modi's Government should review the country's "One-China" policy – by elevating relations with Taiwan, by more overtly supporting Dalai Lama and the exiled Tibetans' struggle against China's rule over Tibet, by speaking up against the Xi Jinping regime's atrocities on Uighurs in Xinjiang and crackdown on pro-democracy activists in Hong Kong and by more strongly opposing the Communist country's expansionist moves in South China Sea.

Beijing's envoy to New Delhi, said on Thursday that he was worried over such arguments in India.

"I want to point out emphatically that Taiwan, Hong Kong, Xinjiang, and Xizang affairs are totally China's internal affairs and bear on China's sovereignty and security," said Sun, adding: "While China does not interfere in other country's domestic affairs, it allows no external interference and never trades its core interests either".



Nokia accelerates availability of Open RAN technology to lead the open mobile future

Nokia today announced that it is enhancing its industry leadership in open solutions by rapidly ramping up the adoption of Open RAN (O-RAN) interfaces in its AirScale portfolio. This enhancement to its radio access network (RAN) portfolio aims to enable an open ecosystem of innovation and a robust telecom supply chain, while ensuring world-class network performance and security.

These new O-RAN capabilities, which include open interfaces, will be built on top of Nokia's existing AirScale software, providing the same high-level performance, expansive functionalities and robust security standards



of Nokia's current radio products. By taking the approach of building the open interfaces on top of its existing solutions, Nokia is helping to prepare for the network architecture of the future, regardless if CSPs choose to pursue an O-RAN path or not. An initial set of O-RAN functionalities will become available this year, while the full suite of O-RAN-defined interfaces is expected to be available in 2021.

As the only global RAN provider to commit to O-RAN, Nokia's accelerated investment in and firm commitment to O-RAN provides CSPs as well as regulators and political decision-makers with greater assurance that they can embrace openness to secure their telecom supply chain, without concerns about the competitiveness and/or security of their 5G infrastructure. Nokia has already made significant investments in O-RAN by leading the early deployment of the RAN Intelligent Controller (RIC) and the open fronthaul.

TikTok assures users privacy, says ready to store user's info locally

After facing the burns of ban from India, TikTok is understood to have told the government that the company is ready to set up data centres in India to store user information locally even as it denied any breach of user privacy and integrity, emphasising that its operations always adhered to local laws and regulations.

TikTok and Helo were among the 59 Chinese apps that were blocked by the government on June 29 over various charges, including for "engaging in activities which are prejudicial to sovereignty and integrity of India, defence of India, security of state and public order".

The company's defence comes in response to a detailed questionnaire (over 70 questions) that the IT ministry had dashed off to the blocked Chinese apps, seeking many details on issues such as data management practices, unauthorised data access, security features, data processing and collection.

A spokesperson for TikTok said, "We have submitted our response to the government and are working with them to provide clarifications to allay the concerns they have. Throughout the duration of our operations, we have demonstrated unequivocal commitment to complying with local laws, including data privacy and security requirements."

The government has formed a high-level committee to look into the response of the Chinese companies which would help it work out the future course of action, including a decision to have any face-to-face meeting or seek further details.

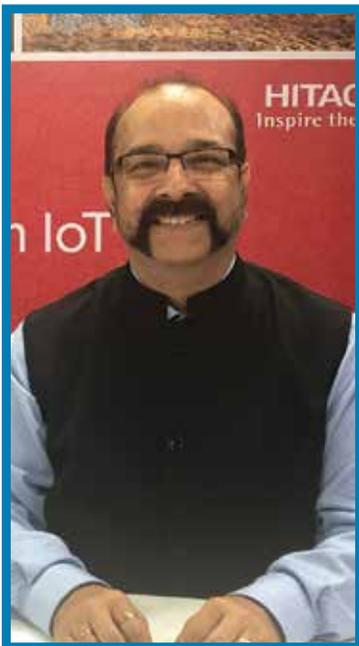
Sources told that TikTok has emphasised that it has been a law-abiding entity in India, and was rather planning to grow its engagement by looking at local data servers. It has previously claimed that it used to save the data of Indians mainly on third-party servers in the US and Singapore.

Its assurance on having local servers is seen as an attempt to build trust and confidence around its data-handling practices, one of the sources said.

The company has also said that it wants to set up an engineering centre in India that would work on global product and tech innovations.



Hitachi Vantara Appoints RAH Infotech As A National Distributor



ANUPAM NAGAR

Senior Director, Channels & Alliances, Hitachi Vantara India and SAARC

RAH Infotech, India's fastest growing technology distributor of network and cybersecurity, data management and cloud solutions, today announced that it has been named a national distributor for Hitachi Vantara in India. In line with the partnership, RAH Infotech will address the demand for digital infrastructure and digital solutions offerings – from enterprise and midrange storage to cloud, video intelligence, analytics and IoT – across the banking and financial services, manufacturing, energy, transportation, and government industries for both existing and new customer opportunities.

"We are thrilled to be trusted by Hitachi Vantara as a national distributor in India. Not only are we excited to add Hitachi Vantara's best-in-class offerings to our portfolio, we look forward to collaborating to offer end-to-end digital infrastructure and digital solutions offerings as well as compelling consumption models to meet customer needs and drive positive customer experiences. We look forward to opening new doors, expanding opportunities, and helping customers develop new revenue streams, prepare for the challenges of tomorrow, and lower the costs of business," said Ashis Guha, CEO at RAH Infotech.

"Our partners are absolutely critical to the success of Hitachi Vantara. As we look to expand our reach, address the market opportunity in India, and accelerate business growth, we believe RAH Infotech has the expertise, relationships, and sales, service and support capabilities to help us achieve our objectives. Equally important, they share a devotion to helping customers and partners transform and achieve their desired business outcomes" said Anupam Nagar, Senior Director, Channels & Alliances, Hitachi Vantara India and SAARC.



ASHIS GUHA

CEO
RAH Infotech

Cognizant inks agreement to acquire cloud specialist New Signature

Cognizant has inked an agreement to acquire the independent Microsoft public cloud transformation specialists, New Signature. The transaction is expected to close in the third quarter of 2020 which is subject to regulatory clearance and other closing conditions. Also, the financial details were not disclosed.

With this acquisition, Cognizant expands its hyperscale cloud advisory services and will provide the foundation for a new, dedicated group within Cognizant based on Microsoft cloud solutions. New Signature is exclusively focused on Microsoft technologies, with an integrated offering across all three of Microsoft's business clouds: Azure, Microsoft 365, and Dynamics 365.

New Signature's has more than 500 cloud experts based primarily in the

U.S., U.K., and Canada, will join Cognizant's newly-formed Microsoft Business Group.

"The pace of cloud adoption continues to accelerate across industries, with

Microsoft's cloud solutions among the preferred technologies to help transform and strengthen businesses," said Greg Hyttenrauch, President, Cognizant Digital Systems and Technology. "Acquiring New Signature will enrich our cloud-first capabilities and complement our increasing strengths as a Microsoft partner. We look forward to welcoming New Signature into the Cognizant family."

The global client portfolio of New Signature includes businesses across a broad range of industries, as well as government and non-profit institutions. Engagements have included a cloud migration for Virgin Atlantic Airways, an IoT solution for The Hershey Company, and a solution to map all public defibrillators in the U.K. for the National Health Service (NHS) and the British Heart Foundation.

"New Signature's success is built upon helping clients create and accelerate their business transformation through the adoption of Microsoft cloud technologies," said Jeff Tench, Chief Executive Officer, New Signature. "In joining Cognizant, we will have access to Cognizant's deep industry expertise and global scale, and together, provide best-in-class cloud solutions for the intelligent workplace, applied innovation, and managed services. We share a passion for innovation and look forward to our future at the heart of Cognizant's new Microsoft Business Group."

New Signature will be Cognizant's fifth cloud-related acquisition in 2020. Cloud is an area of strategic focus and continued investment for Cognizant as it expands capabilities to help clients become fully digital, data-enabled, customer-centric businesses.



Cognizant

It's time to develop software products of our own: IT Secretary

Electronics and IT Secretary Ajay Prakash Sawhney at FICCI virtual conference on said, India has tremendous capability in developing software products and they can be developed by identifying issues in the fields of healthcare, agriculture, education, environment etc and resolving them with the help of technology. India should begin developing software products of its own that can be used not just in the country but in global markets as well.

"While we have been extremely strong in IT services, the area of software products is one where we

are dependent on products coming from all parts of the world. We are happy and confident users of products from wherever they come. It's time to change that. It is time to have a software product of our own-- not just for India, but for the global market," said Sawhney.

He said the government has come up with a software products policy which pushes for development of indigenous products.

"We have strength in IT and IT services. Almost all the technology companies across the globe have a significant presence in India. The contribution that is made to global products and services by Indian designers and engineers is immense and it is growing significantly. We are trying to move towards software products," Sawhney said.

He said the COVID-19 pandemic has made everyone realise that there is a need for more and more software products from India.

The government has started giving cash prizes to entrepreneurs who develop apps. The government's online citizen engagement platform has received 6,940 entries under the contest in several categories.

"We are now scrutinising all the applications and we have found that there is huge potential to develop software products in India," MyGov CEO Abhishek Singh said.

Sawhney said mobile assembling in India has grown over 10 fold in the last six years and there is now huge scope in development of electronic segments in the country.

"We see tremendous opportunity in medical devices, automotive electronics, defence electronics, consumer electronics, industrial electronics, drones and robotics. I think we have tremendous potential in all these areas. We have tremendous potential today. There is room to grow very quickly in all these segments," he said.



GitHub announces the GitHub public roadmap

GitHub announced the GitHub public roadmap, a new public repository on GitHub that anyone can access for a look into all of the platform's upcoming releases.

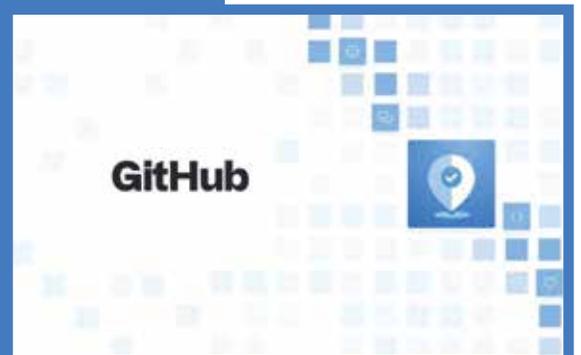
Over the last year, GitHub has released more than 200 new features including Actions, Packages, and Codespaces; they've also built a complete end-to-end security solution and launched new and updated clients for Mobile, Desktop, and CLI. And while transparency has always been a priority for GitHub, building features like GitHub Discussions in partnership with the open source community, they heard from customers that they'd like more visibility into what's coming and when. The public roadmap will offer just that, so users can plan ahead and share feedback earlier to influence what GitHub is building.

Here's how it works:

Within the new public repository there will be a project board that lays out upcoming releases that will be updated regularly and in the open.

Each item on the board links to a detailed issue that houses more information about what GitHub is planning, how it's expected to work, why it's important, and when GitHub expects to deliver it.

Users will be able to share any questions and comments publicly on the GitHub Community Forum or privately via the Share feedback page, as they already do today.



India Bans 47 more Chinese apps suspecting clones of the prior 59 apps

The government has decided to ban another 47 apps that were operating as the clones of the 59 Chinese apps banned last month. According to reports, these apps were violating India's data protocol and were compromising the data safety of users. The Ministry of Electronics and IT's new ban is aimed at those apps that were facilitating access to previously banned services such as TikTok and Cam Scanner. The new apps to be banned include Cam Scanner Advance.

The move comes as the government contemplates restricting access to several more Chinese apps and services. The government has now drawn up a list of another 275 Chinese apps, to be examined for possible violations of national security and user privacy.

The list includes popular gaming app PlayerUnknown's Battlegrounds (PUBG), backed by Chinese internet company Tencent, short video sharing application Zili, which is owned by phone-maker Xiaomi, AliExpress by ecommerce giant Alibaba, as well as apps like Resso and ULike from TikTok-owner ByteDance.

Of those in the new list of 275 Chinese apps to be scrutinised, PUBG finds its largest market in India, having generated about 175 mn installs to date or 24% of its worldwide downloads, according to App intelligence firm Sensor Tower estimates.

Further, short video sharing app Zili has bucked the trend of Indians moving towards 'Made in India' applications in the aftermath of the ban on TikTok last month. Despite the presence of 'Indian' alternatives to TikTok such as Trello, Mitron and Chingari, Chinese app Zili has seen a 167% growth in downloads in India since the ban on Chinese apps took effect on June 29. The app has seen its India downloads grow from 3 Mn to 8 Mn in the three weeks since the ban.



Nvidia is eyeing to acquire SoftBank's Arm

In a record breaking deal into semiconductor, all eyes are on the ARM semiconductor, as Apple is the largest customer of ARM processor apart from many.

Arm's technology could connect chips in everything from Apple Inc. devices to connected appliances. It's becoming more valuable as the company pushes for its architecture to be used in more smart cars, data centers and networking gear. Nvidia is looking to acquire SoftBank Groups' chip designer Arm Holdings that could potentially become the biggest-ever semiconductor deal, reports said.

Nvidia, the world's largest graphics chip maker, had approached Arm in the recent weeks about the potential deal. SoftBank is looking to exit part or all of its stake in the business, which it acquired for \$32 billion. The company could be worth \$44 billion if it pursues an initial



public offering next year, a valuation that may rise to \$68 billion by 2025, according to New Street Research LLP.

Shares of Nvidia have surged more than twentyfold over the past five years, giving it a market value of \$257 billion at Wednesday's close. The Santa Clara, California-based company has segued its dominance of graphics chips used by gamers into new areas such as data center AI processing. It's also taken a foothold in the nascent market for systems that will run self-driving cars.

Those moves have made Nvidia a bigger threat to a broader range of companies, including Intel Corp., Qualcomm Inc. and Advanced Micro Devices Inc. -- all of which license Arm's technology. Earlier in July, Nvidia briefly surpassed Intel in market value.

FBI warns US companies about backdoors in Chinese tax software

The US Federal Bureau of Investigation has sent an alert by warning US companies about backdoor malware that is silently being installed on the networks of foreign companies operating in China via government-mandated tax software. The backdoors allow threat actors to execute unauthorized code, infiltrate networks, and steal proprietary data from branches operating in China.

The FBI says that all foreign companies are required by local Chinese laws to install this particular piece of software in order to handle value-added tax (VAT) payments to the Chinese tax authority.

FBI officials said the backdoor malware was spotted in the VAT software of two Chinese tech companies -- namely Baiwang and Aisino.

Unfortunately, these are the only government-authorized tax software service providers allowed to operate VAT software in China, officials said, suggesting that any foreign company operating in China was most likely affected by this issue.

While the FBI alert didn't point the finger at the Chinese government directly, the alert said that both Baiwang and Aisino operate their VAT software under the management and oversight of NISEC (National Information Security Engineering Center), a state-owned private enterprise, with "foundational links" to China's People Liberation Army, suggesting to a well-orchestrated nation-state intelligence gathering operation.



New York to pause use of facial recognition in schools upto 2022

New York lawmakers have passed an understanding that they would ban the use of facial recognition in schools until 2022. Their decision comes a month after the New York Civil Liberties Union sued the State Education Department for approving Lockport City School District's facial recognition system. The New York Legislature has passed a two-year moratorium on the use of facial recognition in schools. The ban approved by the House and Senate on Wednesday follows an upstate district's adoption of the technology as part of its security plans and a lawsuit from civil rights advocates challenging that move.

The Lockport Central School District activated its system in January after meeting conditions set by state education officials, including that no students be entered into the database of potential threats. Schools have

been closed since mid-March because of the coronavirus pandemic. The lawsuit, filed on behalf of two district parents, is pending.

The bill mandating the moratorium still needs Governor Cuomo's approval, but once it's official, the New York education department will also be compelled to study and craft regulation around the technology's use. Education Policy Center deputy director Stephanie Coyle issued a statement for the NYCLU, explaining how facial recognition can affect Black and Brown students' experiences. Facial recognition technologies can still be woefully inaccurate when it comes identifying PoCs and women, leading to mistaken identities and potentially false charges. Putting them in schools with students who are still growing and changing rapidly could therefore be a recipe for disaster.

Bill Gates denies conspiracy theories he created virus outbreak

Founder of Microsoft and Billionaire Bill Gates has pushed back against some of the conspiracy theories spreading online accusing him of creating the coronavirus outbreak.

"It's a bad combination of pandemic and social media and people looking for a very simple explanation," the Microsoft founder said during a CNN Town Hall interview.



Doctored photos and fabricated news articles crafted by conspiracy theorists - shared thousands of times on social media platforms and messaging apps, in various languages - targeting Mr. Gates have gained traction online since the start of the pandemic.

A video accusing Gates of wanting "to eliminate 15 percent of the population" through vaccination and electronic microchips has racked up millions of views on YouTube.

It is not the first time Gates has found himself targeted by conspiracy theorists. When Zika virus broke out in 2015 in Brazil, he was one of several powerful Western figures blamed for the disease. Other rumors claim he is secretly a lizard, an old favorite among online trolls.

"Our foundation has given more money to buy vaccines to save lives than any group," Mr. Gates said, referring to his eponymous foundation. "So you just turn that around. You say, ok, we're making money and we're trying to kill people with vaccines or by inventing something," Mr. Gates continued.

Apple to provide special iPhones to security researchers to find bugs

Finally Apple realised there are security experts are also available outside of Apple. To enhance its security features, Apple announced a new program, where Apple will give special research iPhones to security researchers, to find bugs to help the company improve its security. These research iPhones will come with specific, custom-built iOS software with features that ordinary iPhones don't have. Researchers will have shell access and will be able to run any tools and choose their entitlements.

The SRD phones to be used in a controlled setting only, and will feature unprecedented access that normal iPhones don't typically have, such as root shell access and the ability to run custom commands. Apple said that they're not designed for personal use and must stay put at the premises of the researchers at all times. In other words, these are not meant for carrying outside in the world.



Apple sources said that, if researchers found a vulnerability through using the SRD, it must report it to Apple or an appropriate third party if it's in a third-party code. Apple will then attempt to resolve the issue, and provide a "publication date" when it will take place. Until then, the researchers can't share their findings with others. The program participants will have access to extensive documentation and a dedicated forum with Apple engineers. Device availability is limited, and researchers need to apply to be in the program. They must be an Account Holder in the Apple Developer Program, a proven track record of finding security issues, and be based in an eligible country or region. The SRD program will run concurrently with its bug bounty program, which was opened up to all researchers last year. Participants can file security bug reports and potentially get paid up to \$1 million in rewards.

Govt extends work from home rules for IT, ITes companies till 31st December

In view of the ongoing concern due to COVID-19 outbreak, the Dept. of Telecom (DoT) has further extended the relaxations in the terms and conditions for other service providers up to 31st December 2020 to facilitate work from home. In March, the DoT relaxed certain norms for OSPs till April 30th to facilitate work from home, which was further extended till July 31st. It is estimated that, nearly 85 percent of the IT workforce is working from home and only those performing critical functions are going to offices.



"In the spirit of the avowed objectives of the NDCP 2018 and keeping in view the current pandemic situation and with great business sensitivity, DoT has been very prompt and proactive in announcing these exemptions since mid-march. This enables call centers with an OSP license to continue routing calls to Work-from-Home agents via VOIP, which in turn is critical for business continuity. We welcome these timely measures and share the relief it has brought for many of our customers. May the

regulation evolve in the light of this newfound and time tested (for the last 3 months) confidence basis which the same gets extended for the next 6 months. We strongly suggest that these be made permanent as Work From Home of associates has not posed any threats for the last 3 months and is a proven method now," says Mr. CSN Murthy, Chief Executive Officer, Ozonetel.

Flipkart takes over Walmart India and rolls out wholesale business

The e-commerce giant, Flipkart has declared the acquisition of 100% interest in Walmart India. Flipkart will take advantage of the Walmart India's strong wholesale capabilities as it launched Flipkart Wholesale. It is a new digital marketplace designed to help transform the kirana retail ecosystem in the country.

Flipkart Wholesale will launch its operations in August 2020 and will pilot services for the grocery and fashion categories. It will be headed by Adarsh Menon, a veteran at Flipkart.

The announcement marks the consolidation of American retail giant Walmart's business in India which controls Flipkart.

Currently supports 1.5 million members which includes kiranas, horecas and other MSMEs, Walmart India operates the Best Price cash-and-carry business.

Sameer Aggarwal, Chief Executive Officer at Walmart India, will remain associated with the company for a smooth transition and after that he will move to another role within Walmart.



"For over a decade, we've been committed to India's prosperity by serving kiranas and MSMEs, supporting smallholder farmers and building global sourcing and technology hubs throughout the country," a Judith McKenna, President and CEO, Walmart International, said in a statement.

"Today marks the next big step as Walmart India's pioneering cash-and-carry legacy meets Flipkart's culture of innovation in the launch of Flipkart Wholesale."

Flipkart Wholesale will concentrate on meeting the needs of Kiranas and MSMEs by providing small businesses a wide selection at significant value, powered by technology to make their lives easier.

UNILUMIN OBSERVES HUGE POTENTIAL IN INDIA MARKET



VINEET MAHAJAN

DIRECTOR - UNILUMIN GROUP (INDIA MARKET)

Unilumin, an LED display technology company, is committed to deliver the best tailor made display solutions to its customers. The company sees wide opportunity in India market and also predicts that the active LED market will grow at a pace of 30% once the market opens post COVID-19. In a chat with VARINDIA, Vineet Mahajan, Director - Unilumin Group (India Market) discusses about key priorities of the company to address the customer needs, opportunity in India market, differentiating factor of Unilumin products and much more

Q: WHEN WE TALK ABOUT DIGITAL TRANSFORMATION, WHAT ARE YOUR KEY PRIORITIES TO ADDRESS THE NEED OF THE CUSTOMERS?

As enterprises look at opportunities for digital transformation, display technology and digital signage should be a big part of their thinking.

While artificial intelligence, intelligent apps and blockchain might be the trending technologies but good audiovisual (AV) has proved again and again to be a powerful way to streamline operations, spur collaboration and deliver innovative customer experiences.

Display technology has advanced rapidly in the past five years — with new solutions that are smart, connected, interactive and more immersive than ever before. Looking at the new opportunities for innovation across multiple industries, the next several years promise to be a golden age for display and digital signage technology.

Unilumin has been the market leader in LED display technology for many years and is committed to deliver the best tailor made display solutions for our valuable customers.

Q: CAN YOU SHARE THE ROADMAP FOR INDIA?

In 2019, globally the total market valued at USD 5.7 billion with a growth of 34% over previous year. Major contribution came from narrow pixel pitch range of 1mm-2mm which generated a growth of 65% over previous year, main demand coming from control room, board room, premium retail and homecinema applications.

In India, there has been a gradual shift to Active LED technology in recent times but still the market is in nascent stage with organized market pegged at USD 60 million. A huge upside potential lies in store as we foresee the active LED market to grow at a pace of 30%

once the market opens post COVID-19. Most of the LCD based Videowalls, Cubes and High end projector's market is gradually shifting towards Active LED.

Unilumin has Active LED solutions both for an indoor as well as outdoor market covering all applications and avenues like board room, conference halls, control room, NOC & SOC, auditoriums, home cinema, retail, rental, building facades, stadiums & sports complexes, OOH and transparent LED. Apart from above, we have recently launched a plug and play 176" and 136" LED TV (UTVIII) for corporate meeting room and home cinema applications.

We adopt a vertical strategy and have tailor made solutions for various verticals like - Meeting Rooms, Control Room, Broadcast, Lobby's and Open Spaces, Leisure and Entertainment, Transport, Retail and Advertising, House of Worship, Visualization and Simulation, Home cinema, Sports & Stadiums.

Q: HOW UNILUMIN IS BRINGING COMPETITIVE ADVANTAGE OVER OTHER PLAYERS IN THIS SEGMENT?

Unilumin has been a pioneer in active LED business for so many years and is ranked at top position for the last three years, worldwide. Unilumin is a technology-based company committed to providing LED displays and solutions for corporate, public security, broadcast, commercial business, entertainment, sports and landscape lighting.

We invest a lot in R&D, having 1113 patents against our name. We have the largest manufacturing base of LED display in the world spanning across 400,000 sqm of industrial park at Shenzhen having production capacity of 300,000 sqm /year. We were the pioneers in starting the mass production of 0.9mm pixel pitch LED wall.

The competitive edge lies in the fact that we offer best in class LED solutions

to our customers with latest technological advancements at reasonable price, flexible and tailor made solutions with excellent service support.

We have a vast array of models ranging from pixel pitches 0.8 ,0.9,1.2,1.5,1.9,2.5,2.6,2.9 and 3.9 mm in indoor category and 2.9,3.9,4.3, 6.7,8.0,10.0,12,16 mm in outdoor category with various combinations of brightness levels. So we have solutions for every need and category of customers.

Q: THERE IS A GREAT DEMAND IN INDIA WHEN WE TRY TO ADDRESS THE SMART CITIES, WHAT ARE INITIATIVES YOU HAVE PLANNED TO UNDERTAKE, IN THIS PRICE SENSITIVE MARKET?

Information screens for cities are visual communication platforms, specially designed to broadcast messages and advertising in urban environments. The outdoor screen technologies allow their control and management from a single administration panel.

Informative screens are increasingly present in urban environments. Using a LED screen to enhance visual communication is one of the most successful trends in the field of advertising. Within SmartCities, a LED screen is a fundamental tool to communicate with pedestrians and drivers. Unilumin screens offer endless possibilities to communicate alerts, optimize traffic, broadcast advertising, cultural promotions and so much more.

Being exposed to inclement weather, the screens must be resistant and perfectly readable, even under the bright sunlight. This is the only way to guarantee the best performance during continuous use.

Unilumin offers outdoor screens with high Luminosity (10000 nits) which are weather resistant to an extent of IP67 , provides great visual appeal and can be monitored remotely.

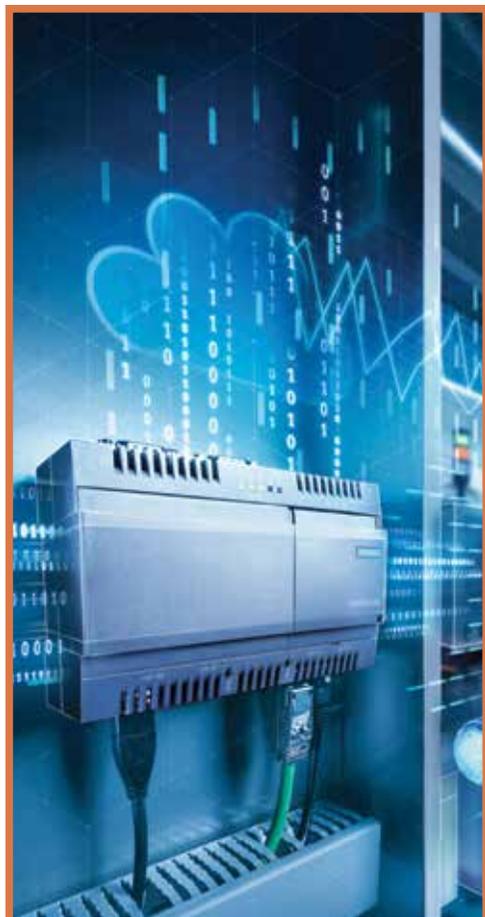
Automation and Digitalization provide competitive edge to companies in a volatile market environment: Siemens

Siemens has recently hosted Digital Enterprise Virtual Summit 2020 and as a part of the conference, representatives from numerous companies from the discrete and process industries discussed strategies and technologies for future success under the new conditions.

The present situation creates major challenges for industrial companies worldwide – and shows that digitalized and highly automated production is more important than ever when it comes to gaining a competitive edge. This is the only way that companies can react to current and future challenges with the required degree of flexibility.

As part of the conference, representatives from numerous companies from the discrete and process industries discussed strategies and technologies for future success under these new conditions.

The focus was on topics such as the horizontal and vertical integration of the value chain with simulation and optimization from product creation through to servicing and from field level to the cloud.



"Companies that had already invested in digitalization were better equipped to handle the new requirements, such as quickly scaling back production, for example in the automotive industry, or ramping up production, such as in the pharmaceutical sector."



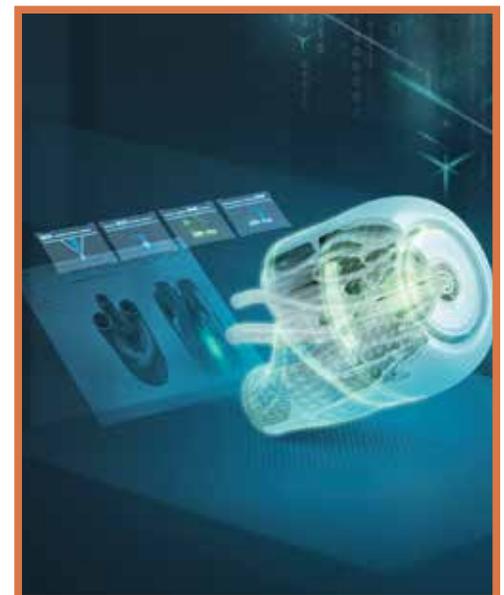
Other topics included online and remote solutions as well as edge and cloud computing, additive manufacturing, industrial 5G and artificial intelligence. The Digital Enterprise Virtual Summit had around 12,000 registrations from Customers and Partners with already 6,300 live attendees on the day of the event.

"Digital and automation solutions proved themselves during this crisis. Companies that had already invested in digitalization were better equipped to handle the new requirements, such as quickly scaling back production, for example in the automotive industry, or ramping up production, such as in the pharmaceutical sector. In future, these technologies will also ensure that companies can react particularly effectively to crisis situations and changing market requirements because they can adjust their production quickly and flexibly," explains Klaus Helmrich, Member of the Board of Siemens AG and CEO Digital Industries. "This flexibility is also the next step toward autonomous production processes."

Siemens is therefore integrating future technologies such as artificial intelligence, edge computing and cloud technologies, additive manufacturing or industrial 5G into its Digital Enterprise portfolio and helping

industrial companies to work under these new conditions and to meet the requirements of today and tomorrow.

Klaus Helmrich: "No company can meet the current challenges on their own. It's all the more important that industrial companies act in ecosystems. All stakeholders - developers, users, partners and integrators - can bring their own strengths and thus increase the value of these ecosystems."



“TWO KEY AREAS FOR EXPANSION, ONE IS THE NON-METRO MARKETS AND THE OTHER IS TO WORK WITH PARTNERS WHO WANT TO ENTER THE SECURITY DOMAIN TO EXPAND THEIR BUSINESS”

Fortinet has a very well-established partner base in India. In an exclusive interaction VAR India spoke to Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet to understand the company's strategic Intent in the Indian Market and how it plans to carry the growth momentum forward.

WHAT IS FORTINET'S STRATEGIC INTENT FOR THE INDIAN NETWORK SECURITY MARKET?

Fortinet is focused to address the problem created by many point security solutions which still tend to be perimeter-based. Today, however, data is distributed, the perimeter is disappearing, and it is being replaced with a sophisticated, meshed network of networks with components that are not only continuously changing but are also frequently temporary. In this new digital world, classic perimeter-based security solutions need to change. And what's absolutely certain is that customers can no longer afford security tools to operate in isolation.

Our Security Fabric architecture approach provides seamless protection across and between different networked environments, whether physical or virtual, and can adapt as business requirements and technologies continue to evolve without compromising on performance of functionality. This holistic approach to security, which is broad, integrated, and automated, sets Fortinet apart from the rest of the security industry.

HOW DO YOU PLAN TO CARRY FORWARD THE MOMENTUM FORTINET HAS WITH THE CHANNEL INDUSTRY?

We have identified two key areas for expansion, one is the non-metro markets and the other is to work with partners who want to enter the security domain to expand their business. Fortinet will recognize the strengths and technical expertise of every partner and work with them in offering solutions in secure SD-WAN, Cloud, SIEM, Secure Wi-Fi and Operational Technology. This will ensure that partners are able to pick Fortinet solutions that fit into their domain of expertise to extend more value to customers.

We are working with partners to leverage the right tools and services, to play a key role in enabling MSME customers to modernize their networks. In addition to reducing complexity and mitigating security and compliance risks, partners can help MSMEs by offering enterprise-grade services and protections. These services include customizable offerings such as cloud sandboxing, mobile security, application control, antispy, intrusion prevention and more.

Fortinet is armed with a broad portfolio of integrated solutions, tools, and platforms available in any form factor, and solutions designed to operate natively in and between any networked environments. With this partner have an opportunity to radically change the nature of the relationship with a customer and significantly expand business and revenue opportunities.

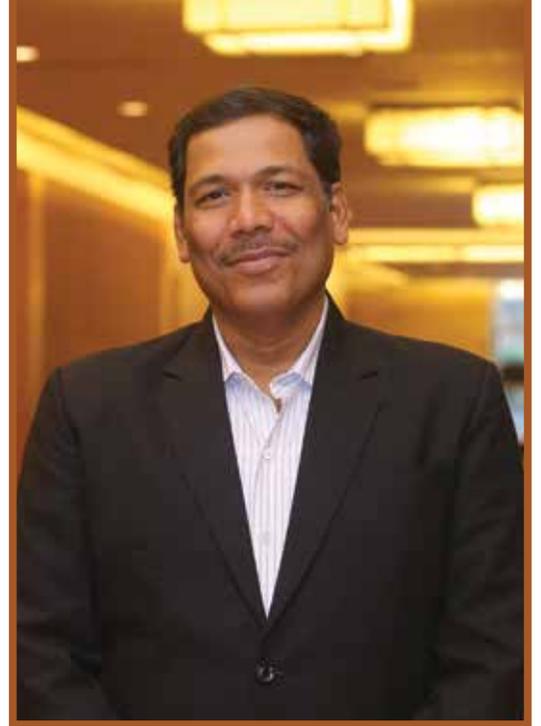
HOW CAN PARTNERS HELP THEIR CUSTOMERS ADDRESS THE KEY SECURITY CHALLENGES OF REMOTE WORKING IN THE LONG-TERM?

Even as we begin a transition to a new normal, the cultural impact of widespread remote working will remain. 38% of employees expect their companies to expand their remote work policies, meaning that telework will likely stay in place for some time. Over the past few months, customers have had to modify their networks and cut costs to ensure business continuity. With the groundwork now laid, customers must take additional steps to convert their makeshift remote work solutions into reliable and secure business-ready strategies.

Many customers accelerated their transition to the cloud without adequate planning. This resulted in organizations connecting to cloud environments without proper visibility, access control, or data protocols in place. Another area of concern is how customers transferred their workloads to the cloud. Many relied on the "lift and shift" approach, which can result in long-term security and compliance issues. By offering their expertise partners can help customers avoid potential vulnerabilities within cloud migrations.

When working from home, customers are likely to rely on branch networks that may have not been secured. Partners can leverage SD-WAN combined with Fortinet switches and APs to enable security functionality within existing branch edge hardware. This will enhance work-from-home and branch security while also presenting customer with opportunities to lower costs.

Customers who are looking to further strengthen their full-time remote workforce strategy, partners should leverage additional teleworker solutions such as FortiCWP, Secure SD-WAN, SD-Branch and FortiAuthenticator to build out their security portfolios. For partners, Fortinet's suite of teleworker solutions facilitates business growth and allows for streamlined operations during these uncertain times.



RAJESH MAURYA
Regional Vice President
India & SAARC, Fortinet

SD-WAN AND SD-BRANCH ARE EMERGING BUSINESS AREAS HOW CAN PARTNERS LEVERAGE THESE OPPORTUNITIES?

At a time when customers need an affordable way to secure and manage their growing distributed networks, while increasing visibility and control, solutions that complicate matters even further need to be off the table. This is where Fortinet's SD-WAN can show its true value.

Partners have an opportunity to offer customers an integrated Secure SD-WAN and SD-Branch solution designed to enhance and secure business operations. As customers expand their networks, such a solution creates an opportunity to deepen relationships by providing a value-added service on top of a customized solution. Fortinet makes it easy with unique SD-WAN and SD-Branch solutions that partners can customize for each customer.

CAN YOU HELP US UNDERSTAND PARTNER OPPORTUNITY AROUND TRAINING?

The cybersecurity skills gap has left many enterprise organizations with unfilled security roles. This has led them to seek assistance from third-party service providers to fill positions, provide guidance and deploy new technologies. This support is especially critical today as organization seek to manage and troubleshoot their networks remotely. NSE-certified partners are essential in helping organizations and customers secure their networks by providing day-to-day security assistance and serving as trusted advisors. To achieve success, service providers and partners must not only provide customers with exceptional products, but they must also develop the knowledge and expertise necessary to maximize security investments and create broad security defences for their customers. With up-to-date cyber network security skills and certification-backed expertise, partners can provide customers with expanded service offerings and assist in risk reduction to ensure successful digital transformation. This, in turn, benefits partners by providing an opportunity for increased sales, accelerated profitability and strengthened customer loyalty.

SURVEILLANCE INDUSTRY HELPING

THE COUNTRY TO FIGHT AGAINST

THE COVID-19 OUTBREAK



In this unprecedented time of COVID-19 outbreak, the surveillance industry has seen a sudden rise in demand. From Indian railways to even small scale industries, every verticals weather big or small has to install surveillance cameras. Today, workplaces continuously need to identify people with high body temperature. The available technology integrated into cameras for thermal screening allows us to monitor and identify people with slightly high temperatures at workplaces. This testing can help enterprises to manage the spread of the virus and safeguard their employees.

Another key element in successfully overcoming the challenges posed by the spread of COVID-19 has been the use of data from surveillance technologies. Data plays a significant role in the smart video solution space and needs to be stored for analysis. The absence of proper data storage makes AI-powered smart video solution space very limited in its scope.

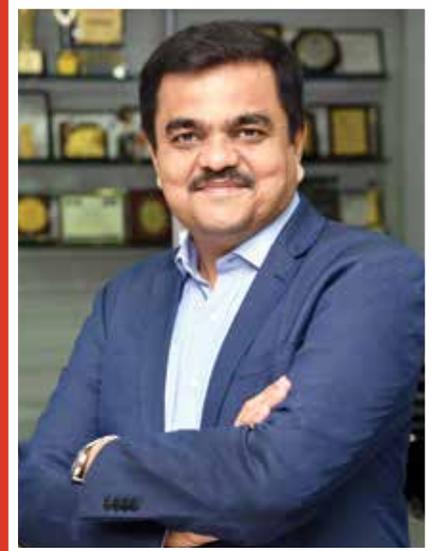
As health workers tend to patients, experts in the use of modern surveillance technologies are working behind the scenes to deploy technology to prevent the fast spread of the disease across the nation. The Health Ministry and police departments are adopting AI based video surveillance to stop the spread and identify mask rule violators.

While adding more cameras broadens security coverage across sites, it also entails more data being stored. Similarly, employing higher capture rates and frame resolution improves image quality, but at the expense of increased capacity needs. Video archiving also plays an important role in determining how much drive capacity is needed. While short-term archiving can entail enormous quantities of data, extended archival periods only exacerbate capacity requirements.

There is also a wide acceptance for smart video security across consumer and enterprise sectors. A new forecast from International Data Corporation (IDC) estimates the worldwide video surveillance camera market will grow to \$44 billion by 2025, up from \$23.6 billion in 2019, with a five-year compound annual growth rate (CAGR) of nearly 13%. That means there will be immense need for right kind of storage- as in the storage solutions developed for smart video or smart video security segments.

GROWTH IN VIDEO SURVEILLANCE INDUSTRY

The video surveillance market in India was expected to top US\$ 2.4 billion by 2020. The



ASHISH P. DHAKAN
MD & CEO, Prama Hikvision
India Pvt. Ltd.

"IT IS CRITICAL TO BE VIGILANT IN OUR RESPONSE TO THE ACTIVITIES THAT MAKE UP OUR DAILY OPERATIONS. WE ARE PRIORITIZING AGILITY TO ENSURE THE BUSINESS CONTINUITY AND WELL-BEING OF OUR EMPLOYEES, CLIENTS AND COMMUNITY."

ever-increasing requirement of safety, coupled with boom in smart cities has led to a rise of security and surveillance market in the country. Government initiatives such as the development of 100 Smart Cities and Digital India campaign also adds to the overall growth of the industry. Advancement of infrastructure and cities, residential complexes offer a sea of opportunities to the growing security industry in India. Today's video surveillance storage is strenuous and critical enough to warrant a centralized, enterprise-class yet secure and private storage approach.

On this context Kaushal Veluri, Director of Channels, NetApp India says, "We are currently seeing a huge demand in this sector as NetApp provides several state governments, municipal corporations, airports and police departments with modern video surveillance infrastructure to fuel powerful video analytics applications and to solve business problems in innovative ways. NetApp E-Series storage is an ideal infrastructure towards building a robust video surveillance system. As a SAN (block-based storage) device, it offers the video management solutions and analytics technologies direct, super-fast access to data. It also enables the customers to take scale up without having to incur downtime. We collaborate with global surveillance partners such as Axis communications, Milestone, Bosch Security Systems, Genetec and more to provide intelligent video analytics and video-image data management."

Sudhindra Holla, Director, Axis Communications, India SAARC sees the pandemic has acted as both a boon and a bane for industries, one of them being a surveillance sector. This will continue to see a boom in the manufacturing, government, smart city and critical infrastructure segments, where a growth might be seen for securing the premises.

On the video surveillance market he says, "We might experience a dip with regards to industries related to tourism, aviation and hospitality. With respect to government initiated projects, we again expect a rise in businesses especially for projects related to social distancing monitoring and surveillance of office buildings whereas some government projects have been put on hold at the moment due to pending investments. Now, in terms of market segmentation, we might experience both a dip and a growth. This is because some organizations might opt for cost cutting solutions whereas some companies might prioritize quality. We hold the heritage of delivering the highest standard products and solutions and hence the cost can be a parameter in the decision making for organizations. However, our Total cost of Ownership is beneficial for reducing the operating and maintenance costs in the long term. Hence, organizations will need to think in a digital-first approach by evolving and aligning to the industry's overall goals."

Due to the COVID-19 pandemic, the whole world has been forced to go for the lockdown irrespective of business and services – except Essential Services. Time to time government has given few relaxations to operate with limited work force. Fortune Marketing – being a distribution house of IT and Security Products, have to face a lot of difficulty in this phase.

According to Manoj Gupta, MD & CEO, Fortune Marketing, products like Face Recognition with Temperature Detection is a great product which is seeing a good demand in the industry. Products like body temperature screen cameras are also seeing a surge in demand in IT Industry. Corporate and industries are shifting to these products to safe-guard their working atmosphere. He says, "We have started operation from May 4th 2020 with limited manpower to cater to the requirement of the partners in IT Industry. If we consider the situation in present scenario as compared to past few months, then situation is quite better. Also, there are quite lesser demands from the industry regarding IT Products."

Khalid Wani, Director, Channel Sales, Western Digital India perceives that India is close to global trends in terms of adopting smart video technology. He says, "We are witnessing a natural momentum for the deployment of smart video solutions in the post lockdown scenario. To ensure a safe and secure workplace in the enterprise, we observe a clear need to track physical distancing and how people are managing and behaving at workplaces."

Depicting about their business standpoint, he says, "We offer WD Purple microSD card or WD purple HDD purpose-built solutions that provide high quality and long-lasting storage for workloads that consumer microSD cards and desktop-grade hard drives are not specifically designed for. We run consistent and robust partner programs to armor our partners to change consumer needs, market dynamics, and educate them on our products and solutions. "

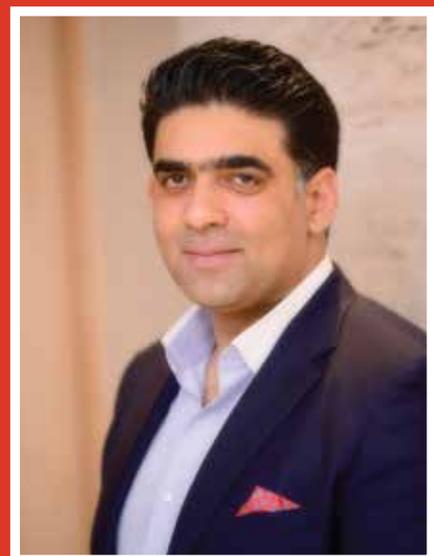
In the words of Ashish P. Dhakan, MD & CEO, Prama Hikvision India, a safe reopening process will rely heavily on effective public health strategies, including increased testing for the virus, social distancing, occupancy restrictions, and cleaning and disinfection activities. Prama Hikvision has been striving hard to provide innovative products and solutions to combat the pandemic situation. The innovative security solutions that are helping to comply with health and safety guidelines are witnessing a surge in demand from across the verticals. These solutions are enabling businesses and enterprises to detect, protect and comply with norms.

Prama Hikvision's innovative technology solutions are the shining examples of innovation in the pandemic situation. He says, "Our research and development teams have risen to the



SUDHINDRA HOLLA
Director, Axis Communications,
India SAARC

"STARTING FROM THE PHASE 1 OF LOCKDOWN OUR PRIORITY HAS BEEN TO BE TRANSPARENT IN OUR COMMUNICATION WITH EMPLOYEES, CHANNEL PARTNERS, DISTRIBUTORS, SI PARTNERS AND EVEN CUSTOMERS, AS PART OF OUR BUSINESS STRATEGY."



KHALID WANI
Director, Channel Sales,
Western Digital India

"WE EXPECT A MASSIVE JUMP IN THE ADOPTION OF AI-ENABLED SMART VIDEO SECURITY INDUSTRY TO TRACK PHYSICAL DISTANCING, REGULAR SANITIZATION, AND BODY TEMPERATURE SCREENING. WE ARE CONDUCTING WEBINAR LED TECH EDUCATION SESSIONS AND HAVE ROLLED OUT SPECIFIC REWARDS PROGRAMS TO SUPPORT OUR PARTNERS."

occasion and developed entirely new solutions and newer applications. Our latest products and solutions innovatively use the Thermal, Facial Recognition, AI Detection and Deep Learning technologies. The critical solutions related to Temperature Screening, Contactless Access Control, Face Recognition, Flow Control Solutions (Crowd Flow, Crowd Density and Social Distancing) are experiencing an uptick. These innovative solutions are extremely helpful in managing organisations and employees as they are getting back to work.”

Seagate caters to all the requirements that support the modern-day surveillance systems, which now have specific requirements that differ from regular IT storage. Surveillance companies are looking for high bandwidth and high I/O solutions. High I/O drives like Seagate’s groundbreaking MACH.2 multi-actuator hard drive design has gained prominence. Through MACH.2, it is possible to move more input and output through the unit more rapidly, and double the performance of data-intensive applications without sacrifices in latency.

Sameer Bhatia, Director Asia Pacific Consumer Business Group and Country Manager SAARC & India, Seagate Technology thinks surveillance is one of the fastest growing segments outside of the cloud and data centers, moving from being an endpoint application to an edge application. India has become one of the most prominent and fast-growing market within APJ region for video surveillance.

At Seagate, they understand that the drive capacity is a key consideration for high-quality surveillance solutions geared for multi-site environments due to increased storage requirements. He explains, “With the advent of artificial intelligence (AI) and its ability to enable deeper analytics, video surveillance systems can now provide many additional benefits outside of their traditional applications including - heat detection, motion detection and other behavior analytics. A video-based security system is as good as the storage infrastructure behind it, and therefore, an efficient video surveillance system for an organization requires a robust and purpose-built storage infrastructure such as the offerings from Seagate. A notable example in this regard is the Seagate SkyHawk surveillance hard drive. Leveraging 24x7 workloads up to 16TB with drives designed for DVR and NVR systems, SkyHawk surveillance drives enable better performance in video surveillance environments via enhanced ImagePerfect and are equipped with drive-monitoring software - SkyHawk Health Management - designed for prevention, intervention, and recovery. These innovations help customers sail through their toughest challenges.”

ON BUSINESS CONTINUITY

During the period of lockdown and the process of unlocking, the industries have faced many hurdles to continue seamless business operations. But the employees are working hard to deliver the best service to the customers.

NetApp India’s Kaushal Veluri feels, in the last 100 days, enterprises have been working on two critical challenges: enhanced employee experience and business operations continuity. He says, “We activated our plan to enable us to continue to deliver products and services and minimize any disruptions that could impact businesses. Our constant endeavor is to put measures in place to keep our employees, customers, and partners safe and ensuring the workforce has support through digital collaboration tools to continue conducting business safely from their homes. For NetApp, our partners have played a critical role in enabling customers to achieve their business goals, especially during the pandemic. We are working closely with our partner ecosystem to enable them to drive growth and focus on customer success. We announced several initiatives specifically designed to empower partners free the cash flow, plan business continuity, and focus on driving business growth.”

At Axis Communications, one of the first steps they took towards supporting their customers is by briefing their employees to be responsive during this crisis. Sudhindra Holla, Director, Axis Communications, India SAARC says, “We are constantly available on calls, emails and other medium of communication. As part of our global organizational guidelines, being responsive to our customers, partners and distributors and the ecosystem is a prerogative. Along with that we are keeping the continuity in terms of the technical support and ensuring that tech support is available 24*7 with our online chatbot. So that if there is a challenge with a camera, then the customers should not be impacted. Our tech support team is working from home and trying to resolve the problems to the best of their capacity.”

He feels, with Unlock 1.0, and reopening of courier services, the problem that they initially witnessed with solving hardware issues had been resolved at a domestic level. Commenting on that, he says, “Even with the international cargo shipment running full swing, along with the manufacturers and Axis configuration and logistics centres, 80-90% of our supply chain is back to normal. We also have maintained round-the clock correspondence with our distributors and top focused partners while keeping them updated with information to ensure a smooth business continuity. However, we also make sure that our partners and distributors have end-to-end information of the total functioning to maintain transparency, especially in cases where the lead time is more than usual. Starting from the phase 1 of lockdown our priority has been to be transparent in our communication with employees, channel partners, distributors, SI partners



KAUSHAL VELURI
Director of Channels,
NetApp India

“NETAPP E-SERIES STORAGE IS AN IDEAL INFRASTRUCTURE TOWARDS BUILDING A ROBUST VIDEO SURVEILLANCE SYSTEM. AS A SAN (BLOCK-BASED STORAGE) DEVICE, IT OFFERS THE VIDEO MANAGEMENT SOLUTIONS AND ANALYTICS TECHNOLOGIES DIRECT, SUPER-FAST ACCESS TO DATA.”



MANOJ GUPTA
MD & CEO
Fortune Marketing Private Limited

“HOPEFULLY BY THE MONTH OF AUGUST OR SEPTEMBER, THINGS WILL BECOME BACK ON TRACK. AND AS PER THIS QUARTER IS CONCERNED, WE ARE LOOKING QUITE FIRM AND POSITIVE THAT WE WILL REVIVE AND OUR TRADITIONAL PRODUCTS WILL START MOVING BACK TO NORMAL PER SE SITUATION AROUND THE NATION IS NORMAL.”

and even customers, as part of our business strategy.”

Manoj Gupta of Fortune Marketing is very optimistic about the normalcy is going to be established one again in coming months. Sharing his experience during the past months he says, “To ease out the situation and bring the normalcy in the business, we are trying our hard to reach out to our partner through various channels. Our team is also putting effort to understand the market sentiments. Considering the new normal during this situation, we are trying to take feedbacks from our partners to understand their problems and try to solve them to bring back the normalcy.”

He continues, “Considering the impact of lockdown, our business has been very badly affected as our all business planning is failed and we have to re-start our all plans considering the new normal of the market. Our partners and relationships will definitely help us to get out of this awful situation. Our team is also trying to fulfil the past pending requirements and few of the present demands as created on daily basis. And hopefully by the month of August or September, thing will become back on track. And as per as this quarter is concerned, we are looking quite firm and positive that we will revive and our traditional products will start moving back to normal per se situation around the nation is normal. As of now, our normal products have started moving slowly and also we are looking way ahead to bring our business back on track.”

Western Digital India’s Khalid Wani commenting on the business continuity says, “We have equipped our channel partners with the right information, products, and tools to reach out to potential customers and manage this challenging phase. We are conducting webinar led tech education sessions and have rolled out specific rewards programs to support our partners. We are also launching WD Purple SC QD101 Ultra Endurance microSD card and WD Purple 14TB HDD, both of which are designed for high-endurance, high-capacity, robust, on-camera storage to deliver reliable performance in a mainstream security video system that operates 24/7. We expect a massive jump in the adoption of AI-enabled smart video security industry to track physical distancing, regular sanitization, and body temperature screening.”

Prama Hikvision has been striving hard in the mission critical mode for the past three months by providing innovative solutions during the pandemic situation. The company had planned and worked extensively to ensure the wellbeing of employees, channel partners and end-users, their safety and health has remained our top priority in these challenging times.

On the business continuity Ashish P. Dhakan says, “We are keeping our customers well informed and updated through the various communication channels. As the lockdown is being eased in a phased manner across the country, we are bracing for the agile spirit and resilience in every phase to serve the customers’ requirements. We are ensuring the strict adherence to, health and safety guidelines, while meeting the customers’ needs through our branches across India. We are overwhelmed by the outstanding support shown by our channel partners and end-users during the lockdown phase. We truly value the enormous trust shown by the key stakeholders. It is critical to be vigilant in our response to the activities that make up our daily operations. We are prioritizing agility to ensure the business continuity and well-being of our employees, clients and community.”

He also expects a rise in demand due to specific requirements driven by the pandemic situation. He hopes that the Indian security market will regain its growth in the coming months. The third quarter revenues will help the businesses to regain the normalcy. The Indian security market has lots of resilience; hope is there that it will bounce back by tapping new opportunities and offering newer solutions.

At Seagate, the strategy is to jointly engage, educate, and listen to their distributors and partners for growth and continuous improvement. Seagate has been continuously building a robust partner base by providing comprehensive training sessions and seminars as well as working on co-marketing initiatives to help partners in effectively delivering solutions that enterprises and consumers need. With the SkyHawk Partner app partners can calculate their storage needs and investment that could be required on the spot.

Sameer Bhatia says, “We organize ‘SkyHawk Surveillance Week’ across multiple cities which attract the highest concentration of our partner stores. Our partners have unparalleled peer insight and expertise on business strategy, innovation, and leadership, as we build a robust partnership network with them. Seagate’s SkyHawk Surveillance Week now spans across 12 cities, catering to over 300 partner stores. Seagate’s SkyHawk Partner App shows how we empower our partners and customers. Designed specifically for India, the SkyHawk Partner App enables partners to calculate the storage and investment requirements on the spot. It also provides online warranty service booking and tracking, and provides instant connectivity to Sea Carecentres.”

Explaining on the process of business continuity Sameer says, “With the emergence of IT 4.0, our focus for this year is to help partners drive profitability by enabling them to embrace and monetize the new opportunities around edge computing and artificial intelligence (AI). We connect with our customers and partners in the markets through the Seagate Insider partner



SAMEER BHATIA
Director of Asia Pacific
Consumer Business Group and
Country Manager for SAARC &
India, Seagate Technology.

**“LEVERAGING 24x7
WORKLOADS UP TO 16TB
WITH DRIVES DESIGNED FOR
DVR AND NVR SYSTEMS,
SKYHAWK SURVEILLANCE
DRIVES ENABLE BETTER
PERFORMANCE IN
VIDEO SURVEILLANCE
ENVIRONMENTS VIA
ENHANCED IMAGEPERFECT
AND ARE EQUIPPED
WITH DRIVE-MONITORING
SOFTWARE – SKYHAWK
HEALTH MANAGEMENT
- DESIGNED FOR
PREVENTION, INTERVENTION,
AND RECOVERY.”**

program. In addition to regular products and technology trainings, Seagate also provides its partners to better understand evolving opportunities. This year we also redesigned and opened a hi-tech LaCie Showroom in March to provide better tech experience to our customers.”

Sameer is confident that that these programs and activities will continue to cement their position as a market leader in the storage, software and system industries, while also enhancing their channel growth rapidly.

It can be said that, though the year 2020 is not so fruitful from the beginning but the industrialists are hopeful about the coming months as they see growth, success and business continuity to boost. It has been predicted in the year 2018, that the video surveillance market in India is expected to top US\$ 2.4 billion by 2020. As it has been correctly expected that the surveillance industry will grow, the pandemic has also acted as a catalyst and boosted this market more than expectation.

EFFECTIVE BUSINESS CONTINUITY PLAN: A MUCH NEEDED SOLUTION IN THE NEW COVID-19 WORLD

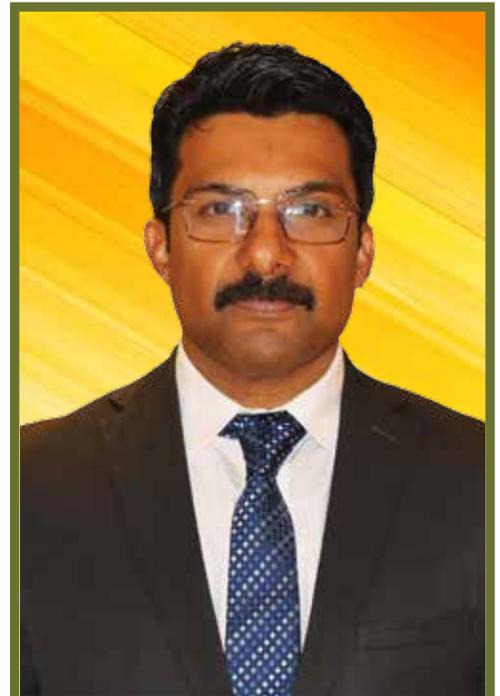
The dynamics of the business world saw a seismic shift post-COVID-19 breakout. Enterprises across have reached crossroads where effective plans for business continuity is the need of the hour. It is in times like these, where organizations need to understand what is critical for their revenue and mitigate risks as much as possible. Digital transformation is playing a major role in aiding business continuity and the factor that determines the success of a business continuity plan (BCP), a detailed remote access plan. Only when business-critical processes can function without any hiccup, a robust business continuity solution can be achieved.

"The business continuity plan of any organization must include a detailed remote access plan. With remote working becoming the new trend, VPN solution has become paramount. Array Networks Best-of-Breed SSL VPN built from the ground up for enterprise-class SSL VPN includes remote access VPN, remote desktop access and secure web access ensuring business continuity with scalability, flexibility and sustainability.

To ensure profitability, enterprises need to maintain workforce productivity and this can be achieved with business-critical processes being provided uninterrupted remote access," said Shibu Paul, Vice President – International Sales at Array Networks.

The aim of a business continuity plan is to ensure that virtually 100% of the workforce can work remotely. The existing remote access solutions need not necessarily be the right answer for a BCP as traditional VPNs are not built for all employees as these traditional VPNs are set aside for corporate teams and not in-office workers.

Enterprises need to find a trustworthy BCP augmentation solution for remote productivity; satisfying the full set of requirements for employees, IT and the corporation as a large entity and cost-effectively leverage the existing hardware investment with a minimal additional effort to implement it.



SHIBU PAUL

VICE PRESIDENT –INTERNATIONALSALES
ARRAY NETWORKS

ARRAY'S BCP SOLUTIONS INCLUDE WIDE RANGES OF SOLUTIONS/PRODUCTS –

- **Remote Access Solution:** The best-of-breed SSL VPN remote access solution allows businesses to securely scale remote access in response to pandemics and other unanticipated events, providing flexibility and scalability to enable remote working for any type of worker in any organization. Available as physical appliances or as virtual appliances, the AG Series is ideal for enterprises that need to support multiple communities of interest as well as service providers that need to provide remote access to globally dispersed data centers.
- **Remote Access VPN:** VPNs require different levels of remote access and often require a user experience tailored to their unique requirements and devices. Mobile devices and BYOD present additional challenges in providing on-demand connections for native mobile applications in a manner that keeps data secure in the corporate network and limits exposure. As most VPNs lack these requirements, Array's secure remote access solutions provide greater levels of security, a greater range of access methods, a broader range of device support and the ability to provide differentiated, identity-based access tailored to the needs of multiple communities of interest. The benefits of remote access VPN are minimized attack vectors, limited exposure, achieving compliance, drive productivity, mobilizing businesses.
- **Remote Desktop Access:** Array's remote desktop access solution leverages proven remote desktop protocol (RDP) and SSL technologies to allow workers to remotely connect to office PCs from any device, anywhere and at any time. No additional laptops, software or training are required; remote access can be cost-effectively scaled for as many workers as needed from a single appliance. Security is assured as data never leaves the network. The benefit of remote desktop access is to drive productivity, reduce costs, business continuity and eliminate data leakage.
- **Secure Web Access:** Enterprises can publish select applications in a secure web portal for use by any employee group, on any device in any location. This eliminates any chance of credential hacking and secures sensitive data transmission when applications are accessed from outside devices.

Taking business continuity to the next level simultaneously with digital transformation is necessary and for that organizations need to take steps to arrive at a sensible, pragmatic plan and Array Networks business continuity solution is facilitating organizations to succeed in the transformation.

A Herculean Question...

App Ban – India's ban on Chinese apps & How far will it sustain?

Indian origin content apps have been witnessing an increase in the utilization ever since the lockdown started and it was further increased as millions of users switched to home grown apps after the recent ban of TikTok and 58 other China based apps.

Recently, the social media platform, ShareChat, announced the complete transfer of its infrastructure that serves over 60 million active monthly users to Google Cloud. The regional platform made the shift to scale its business, improve efficiency, reduce costs and enhance the overall performance of the app that homes active users in 15 Indian languages.

Today, as the people are getting adjusted to the new norm, apps have become very close to them. Be it office meetings, or even online classes, apps are now becoming a new lifestyle.

As organizations begin their journey from managing crisis to accelerating recovery, amid the hold of COVID-19 pandemic, the face of market economy is changing as many new rules are being built in the game. Remote working has geared up Future of Work to a whole new level, where enterprises are forced to rethink the work scenario for business resilience.

Trade figures suggest that India is the biggest importer of Chinese consumer goods. India imports almost seven times more from China than it exports to it. India has a huge trade deficit with China – it's largest with any country. The range of goods that we import from China is massive.

It needs to be acknowledged that China's exports to India account for only 2% of its total exports. Data also suggests that China is India's largest trading partner, but the trade is heavily skewed in favour of China. Thus initiating a trade war when Indian manufacturing ability is limited and is not going to favour India.

India and China's relations, though not hand-in-glove, yet were into trade relations, since ages. China earned maximum from trade with India, is an open secret. The border dispute between the two countries has dissolved China market into India's thin air. Indian app market seems to flourish in the coming years.

A few Indian app torch bearers had their views on dynamic shifts to be seen in industry after app ban and how long will it sustain; VARIndia managed to take a note of it.



HEAR IT FROM THE INDUSTRY PERSONALITIES



DR. AJAY DATA
 Founder and CEO, Data
 Ingenious Global says-

“The dynamic shifts that are likely to occur in Indian app development industry will involve encouragement towards vernacular and local content. Applications will be developed with extensive research and market mapping. While multiple foreign apps already dominate the market, attempts will be focussed towards building two kinds of applications and softwares, one which act as a substitute, and another which are unique in their capacities to create a niche user base for

themselves.

Apart from this young IT minds will be more keen on developing unique technological innovations, in incubator programs organised by institutions. The consumer mind is in the right framework, with Chinese apps ban; inclination and acceptance towards organic products and services is likely to be higher. Govt’s support by ‘Vocal for Local’ campaign is another boost to the indigenous industries.

India holds a lot of potential in terms of IT and technology innovation. The effect on people in terms of app ban will get diluted in sometime as there are already better Indian substitutes for the same. Rather this decision by our Ministry and authorities is a stepping stone for promoting home grown products and services. This will be a great boost to our economy. In 2019, the size of video conferencing market globally was estimated to be more than 6 bn USD by 2026 with about 10% CAGR but we believe, Covid-19 has fuelled that growth and we are already in verge of those numbers by 2020, India having so many young IT experts if provided the right resources can contribute a substantial market share globally”.

RAGHU RAAJ SHEKHAR
 Founder and CEO of Monkhub
 Innovations believes-

“This is a great opportunity for the Indian IT eco system to prove its dominance in the app segment. Initially driven by public sentiment, there has been a demand to use apps Made in India now. Beginning from “Remove China App”, which was later banned by Google, users are tending more towards Indian apps. With this, there is an instant to the developer ecosystem which was earlier lacking the motivation.



With that energy and support from the Indian government, I believe we are in the right track of putting ourselves in the digital map! A cyclical process has begun now. Apps like Mitron have received funding at a very early stage which gives them the ideal chance to develop a Tik Tok type app at a large scale. Looking at the long run, with such support from the user base and the government, I am sure in the coming days, we are going to be a force to reckon with.

In the end, everything boils down to the product. We need to achieve the ideal product market fit. There should be sufficient user engagement to have that. With the app bans, and high emotional sentiment, the developer community has reached a stage where they can compete against organisations with deep pockets. That being said, the users are also giving chances to apps rectify the mistakes and come up with a fantastic end product. Indian start ups who have achieved success have mostly digitised operations of activities which was earlier done physically. But, at this moment and utilising this opportunity we can right now build digital products such as Facebook, Instagram which can change the dynamics of the ecosystem altogether”.



PRAVAL SINGH
 Vice-President, Zoho
 Corp commented-

“There are five key shifts and impacts that I expect to see:

1. A stronger-than-ever push for 'Made in India' apps: This will create a huge opportunity for developers and businesses in India. Furthermore, the Government of India has recently announced the 'Aatmanirbhar Bharat App Innovation Challenge' and is encouraging app developers to work on technology solutions that solve problems for India and the world.

2. A surge in the usage of alternative apps: Content creators and influencers who were thriving on TikTok will look for alternatives. That brings a huge opportunity for Indian short-form video apps such as Mitron, Chingari, and others. Apps like Myntra might attract users from Shein, which is now banned. We already see a surge in downloads for Zoho Doc Scanner on iOS and Android platforms—it replaces, now banned, CamScanner.

3. Impact on Chinese app companies: There’s a potential loss of advertising revenues for the Chinese app companies like Bytedance (owner of TikTok). While India's contribution to ByteDance's revenues was meager, the way its user base grew in India, made the country an extremely promising market for the company. In just Q1 2020, more than 30% of the downloads for TikTok came from India.

4. Increase in awareness around privacy and security amongst the users and app developers: The ban will encourage app developers to be cautious with users' data and to work towards establishing trust via transparency in their policies.

5. Impact on future investments from Chinese companies and VCs: Until there is more clarity on how this app-ban would play out, it is safe to assume that Chinese investment in the country would not come in as often as it has in the last several years. ByteDance had plans to invest close to \$1 billion in India, which would likely be deferred, if not canceled altogether.

The app-ban policy has led to a ripple effect in the industry, impacting all stakeholders—app developers, content creators, and users (consumers)”.

SANDEEP SINGH

Co Founder and President, Khabri says-



“Chinese economic imperialism is a big global challenge today and the countries world over have been complacent about it till it starting hurting all of us badly. This app ban is a tremendous opportunity for Indian entrepreneurial ecosystem.

We are a young country with 65% below the age of 35 compared to 37% in China. Ever strong middle

class takes care of the scale. All we need to do is look inwards and also leverage our expat community. There definitely will be a period of struggle in transitioning but Chinese dependency is also not a solution. Remember India is no push over like Pakistan, Iran or Srilanka to allow Chinese to take control.

The ad spends were not that huge on these platforms as TikTok the leader was making close to 6 million dollars a year in top line, which shows that the brands were actually not on a stampede mode for these platforms. The total ad spend in India is close to 11 billion dollars. On the other hand, the data privacy was a much bigger problem. I don't see much of an impact in the market in the long run, and even if these apps make a re entry through WTO ruling or something, which is highly unlikely, the consumer sentiment has moved away”.

ANKIT CHAUDHARI

Co Founder, Aiisma said-



“Chinese tech & app economy owing to the Chinese Digital Firewall had evolved sooner compared to India's and that is the reason we saw the recent rise of TikTok and others as well that started to challenge the supremacy of Silicon Valley startup's in the space. Both China & India have a huge advantage of high population density that once it falls behind a technology can skew the dynamics quite

a lot. And this is the biggest advantage that the current app ban has given Indian entrepreneurs. While we aren't putting up a digital wall similar to China we have created an opportunity for Indian entrepreneurs to take advantage of the power of local users behind them and progress to learn and challenge existing leaders.

As an immediate trend we have seen that apps that are replacing the banned apps are seeing a lot of traction. This will create experience building consumer products & over the coming months & years give the Indian entrepreneurs an opportunity to understand these dynamics as well as start creating original consumer apps which is where we need to get an original Indian app, growing to lead the space”

APART FROM THE ABOVE, THE INDUSTRY PEERS TOO SHOWED THEIR FULL SUPPORT ON THE APPS BAN

CAIT and domestic social media app ShareChat too gave a green signal to the government's move to ban 59 Chinese apps. Confederation of All India Traders (CAIT) said the ban on 59 mobile apps will be a big support to its 'Boycott Chinese Goods' campaign.

"This huge unprecedented step will go a long way in strengthening the 'Boycott China' campaign of CAIT. The Boycott China movement is now well and truly a national reality and seven crore traders of India stands in solidarity with the Union Government," CAIT Secretary General **Praveen Khandelwal** said in a statement.

Share Chat Director, Public Policy & Policy Head Berges Malu also welcomed the move.

"This is a welcome move from the government against platforms that have had serious privacy, cyber security and national security risks. We expect the government to continue their support for the Indian startup ecosystem," he said.

Naveen Tewari, Founder and CEO of InMobi Group, parent group of Roposo, said,

"This is the digital Aatmanirbhar moment that most Indians have been rooting for. As the number one top video app on the Google Play Store, Roposo is very well positioned to lead this movement. Roposo will continue to build on the trust and love that 55 million Indian users have placed in us," said Tewari.

Shudeep Majumdar, CEO and Director of Corporate Affairs, Zefmo Media Pvt. Ltd

“While the influencer marketing industry is fully supportive of the ban on Chinese apps, millions of Indian creators will now need to find local alternatives to express themselves on social media. Many popular influencers on TikTok shifted to YouTube during the last couple of months due to the ensuing debate between the two social media platforms.

However, millions continued their presence on TikTok due to the instant format connection of the social media platform. And they will be greatly impacted. Also, live streaming apps like Bigo and others that allowed creators from smaller towns and villages to showcase their talent will now need to find other outreach mediums. Influencers who used to make an earning by



Berges Malu- Share Chat Director, Public Policy & Policy Head



Naveen Tewari- Founder and CEO of InMobi Group, parent group of Roposo

being on some Chinese made app or the other have to quickly shift to other apps and they need to rely on the tried and tested apps, namely – Facebook, Instagram and YouTube. It will be back to basics and building their following from scratch. The influencer community needs to align itself with the national interest and should not lose heart."

In lieu of the same, **Sumit Ghosh**, Co-Founder and Chief Product Officer, Chinagri App, said,

"This is a very good step taken by the Govt of India and the IT Ministry of India. For a very long time Tik Tok has been spying on users and sending back the data to China. We are happy that this step has been finally taken.

I thank and congratulate Narendra Modi sir. And we assure we would like to welcome all the users of TikTok to come and try our Chingari, which is a 100% India grown app, and made for the passionate Indians."

On the other hand, **Asif Mohamed**, CTO & Co-Founder, Momspresso, India's largest UGC sharing platform for women says,

"At Momspresso, we have been focused on scaling our Cloud presence since the last one year when we decided to move to a Multi-cloud deployment to ensure the least amount of downtime. We use both AWS and Google Cloud Platform for our services and our servers are set up to auto-scale. We have seen a consistent peak of server utilisation and new servers being launched automatically since March of this year as the content creation and consumption on our platform has more than doubled in these last 3 months".

While **Anish Khandelwal**, Founder & CTO, Mitron TV Homegrown Social video app says,

"We have built a solid backend infrastructure, hosted on AWS servers in India. It is a completely scalable cloud infrastructure and that is helping us to cater to the sharp rise in traffic and engagement on the Mitron App. We are particularly happy with how our product team has been able to respond proactively and ensure that there is no downtime for our users' experience".

Rizzle app's co founder **Vidya Narayan** too spoke her heart out,

"Indian content creators are highly talented. After the ban of TikTok and other Chinese apps, we see an enormous adoption of Indian apps by such innovative talent in our country. Our PM's Vocal for Local is our inspiration to take the homegrown app Rizzle to not just a local audience but to a global audience too. We acknowledge the limited number of platforms available for those who have flair for creating original short content and to this end; we have launched "RSeries Originals". The hunt is aimed at nurturing the careers of our actors, producers, storytellers, YouTubers, and ex-TikTokers. Our program has been designed to support creators with financial assistance to produce their shows and series and take their careers to the next level."

Huzefa Motiwala, Senior Director, Sales Engineering, Commvault said,

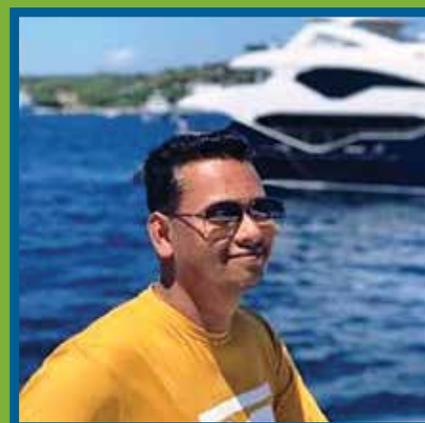
"The pandemic has certainly induced many new ways of work and play into our already burgeoning digital lives. What it also did was it made people spend more time online, as people were either working remotely or were pushed to keep themselves entertained within the realms of their home. The digital explosion opened a gateway for app developers –with many entertainment apps gaining momentum and new COVID related apps flourishing every day.

Today, data has immense value. Your data, for example, can be sold for advertisers to target, hackers to compromise, or other third parties to use for research or perhaps less malign intents. With more consumers taking to their smartphones and apps, the opportunities for hackers looking to misappropriate consumer data have undoubtedly increased, too. So, we should be asking ourselves: who (if anyone), do you trust with that information? How can you guard and protect it from those you don't trust having it? According to a report by Raconteur Media the digital universe is predicted to grow ten-fold to 44ZB this year. If these stats make you worry, I think it's time to start asking these difficult questions as the game board keeps changing, with a new app surfacing every single day.

The most extreme option to stay safe would be to just unplug your internet router and stow away all smartphones, but that is neither realistic nor practical. The need of the hour is to have robust, safer data management mechanisms in place to ensure your data is secure. We can do that by creating a culture of awareness towards our data -hygiene and -management best practices, from business to individual use and dissemination. For example, always using legitimate apps, only downloading them from fully accredited, legitimate platforms, and always using the most up-to-date versions of an app. For the super security-minded out there, you can even check the developer account that posted an app if you still aren't convinced of its legitimacy.



Shudeep Majumdar- CEO and Director of Corporate Affairs, Zefmo Media Pvt. Ltd



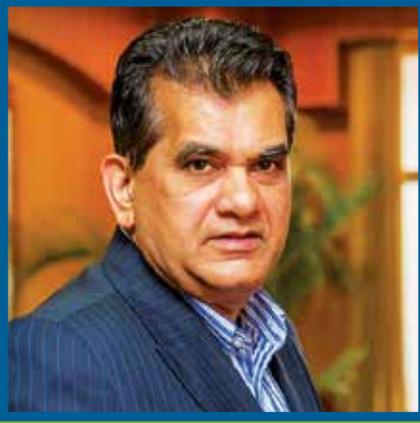
Sumit Ghosh- Co-Founder and Chief Product Officer, Chinagri App



Asif Mohamed-CTO & Co-Founder, Momspresso



Vidya Narayan- Rizzle app co founder



Amitabh Kant
CEO, NITI Aayog



Anish Khandelwal - & CTO, Mitron
TV Homegrown Social video app



Huzefa Motiwala
Senior Director, Sales
Engineering, Commvault

These are early smoke signals and the sooner we employ a holistic modern protection approach to our data, the safer we are in the digital world."

With the latest move from the government on banning 59 Chinese Apps, including TikTok and UC browser which were a favourite more among the Indian people, suffered the heat the most. It was said that they were prejudicial to sovereignty, integrity and security of the country.

The ban, which comes in the backdrop of current stand-off along the Line of Actual Control in Ladakh with Chinese troops, is also applicable for WeChat and Bigo Live.

NITI Aayog CEO, **Amitabh Kant** finally gave his verdict on the whole concept of India banning China apps. He added this whole concept to Indian safety and sovereignty that was at stake.

"All Apps released in India must adhere to India's data integrity, privacy, sovereignty and

transparency. They must be transparent in origin and final destination of data. India has to be a data sovereign country. This is critical. Apps against whom action is taken are lifestyle apps," Kant tweeted.

All in all it was a perfect safe step to save India's privacy, transparency that was being or would have been in danger in the near future.

Well, it shows the step was also a leap towards AtmaNirbhar Bharat. Let's hope this leap gives us wings to fly higher and reach the skies of progress in the coming years.

Till then take care, stay safe!!



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Yotta Infrastructure delivering supreme quality Data Centre parks in three cities

“Our uptime tier-4 certification demonstrates our relentless pursuit for quality and innovation and it is a testimony of unparalleled commitments to our customers who are looking for the best.”

SUNIL GUPTA
MD & CEO – Yotta Infrastructure



Yotta Infrastructure, an arm of the Hiranandani Group has announced that they will spend ₹ 3,500 crore on three data centres in Mumbai, Delhi and Chennai in the next two years. Recently, the company has signed an MoU with the Government of Tamil Nadu to set up a Data Center Park in Chennai. The Hiranandani Group and its group companies, along with Yotta, will invest INR 3000-4000 crores in this proposed project over eight to ten years.

This will also help to generate approximately 2000-2500 direct and indirect jobs in the State of Tamil Nadu. Welcoming this move, the Government of Tamil Nadu will provide facilitation and support in the form of necessary infrastructural support, regulatory approvals, permissions and/or registration facilitation subject to applicable laws. In a chat with VARINDIA, Sunil Gupta, Managing Partner & CEO – Yotta Infrastructure has shared insights on Yotta, its newly launched data center parks in Navi Mumbai, Chennai and New Delhi.

Sunil claims Yotta is all about scalability, agility, quality, innovation and economy of scale. He gives a description of the recently inaugurated data center building, Yotta NM1. It is the largest Tier IV Data Center certified by Uptime Institute in Asia and second largest in the world.

Describing the Data Center park, Sunil Gupta says, “With proximity to Mumbai and Pune, Yotta NM1 Data Center is located in the 600-acre Hiranandani Fortune City in Panvel. Yotta NM1 is first of the five data center buildings coming up at this Integrated Yotta Data Center Park, which, once fully built, will have an overall capacity of 30,000 racks and 250 MW power.

At 820,000 sq. ft, 7,200 racks, 50 MW of power and 4 redundant self-owned fiber paths connecting the DC to national highways, the first DC Yotta NM1 itself offers a highly scalable data centre infrastructure, capable of hosting global cloud, content and OTT operators besides the mission-critical applications of enterprises and governments. The ultramodern building, supported by a highly redundant on-site power infrastructure shall soon be powered by its own captive solar power plant and an on-site captive gas-based co-gen power plant thus delivering to its hosted customers long term reliable, green and cost-effective source of power.”

He also says, “The building is supported by redundant self-owned on-site power distribution infrastructure which will be augmenting in future by captive solar power plant and also on-site captive gas-based cogen power plant. This means we are delivering to our hosted customers a long term reliable green and very cost effective source of power.”

For Yotta quality comes on supreme. He says, “Our uptime tier-4 certification demonstrates our relentless pursuit for quality and innovation and it is a testimony of unparalleled commitments to our customers who are looking for the best.”

Recently announced another Data Center Park will be built on a 13-acre campus at Hiranandani Parks on the Singaperumal - Oragadam highway. It will host a total of four Data Center buildings with a capacity of 20000 racks, backup generator sets and featuring a total power load of approximately 150-240 MW. Like its Navi Mumbai facility, this data center park will also be carrier-neutral with the presence of major telcos and own fibre network. The campus will also house a 220/110 KV electrical substation and a CNG power plant.

Construction work at Chennai would have begun in July, but has been delayed by three months due to the Covid-19 pandemic. The company has submitted the proposals with the local government and got necessary permissions. They are going to start work in October 1. It will be ready by October 2021. In Delhi, the firm is in the process of acquiring 20-acres for the datacentre. They expect work to begin there in October and it should go live by January 2022.

Sunil also feels that with their first Uptime Institute certified Tier IV data center building – Yotta NM1 – they have proved that world-class infrastructure facility at an affordable cost can be a reality.

While Yotta NM1 will serve the western region, our Chennai data center park will offer the same Tier IV infrastructure facilities to the southern region, thus filling in the void of quality colocation services in the region. Yotta being a complete managed hybrid IT infrastructure provider, will also provide customers various customized options to suit their requirements with enterprise managed services.

FAIITA announces digital platform for its more than 20,000 SME members across the country

The Union Minister of Electronics and Information Technology Ravi Shankar Prasad formally launched FAIITA GlobalLinker, a digital platform solution for Indian IT enterprises to digitize their business and join a global SME community.

FAIITA GlobalLinker platform will help FAIITA's Member Channel Community, who are offline sellers of IT hardware to create online Estores for themselves to sell their products online while being able to network with a wider SME community of local and global firms. The member estores will allow FAIITA members be better prepared to handle consumer and institutional requirements for online purchase and these estores will be pre-embedded with payment gateway & logistics solutions.

At the core of FAIITA GlobalLinker is a growing global network, currently comprising over 300,000 SME firms from over 150 countries, who are seeking business collaboration and growth opportunities. The networking feature is powered by the use of patented electronic business cards and digital profiles created on the GlobalLinker platform. The platform also offers a range of other features and benefits for FAIITA members, including:

- **Business Growth Opportunities** – members may find clients, suppliers and advisors through reviewing profiles and searching from this growing global community of businesses;
- **Up-to-date Business Knowledge** – members may access a range of business articles, industry news and participate in common interest groups or even seek specific assistance from other members of the community;
- **Savings on business related services** – members may avail of a growing range of services to save them time, effort and money;
- **Improved efficiencies** – members can use a range of services from a ready company intranet for all employees, HRMS, a business calendar and document storage etc.

On the occasion, the Union Minister of Electronics and Information Technology Ravi Shankar Prasad said, "The Initiative taken by FAIITA pursuing Digital India Programme will empower several small & big IT Entrepreneurs to be enabled with Digital India Campaign and keep their businesses growing in the challenging times. Since big IT Giants have resolved to invest

in India including Facebook, Google and so on, this shall definitely bring a growth in the IT Businesses. With the MEITY's initiative India is becoming Global Manufacturer soon and presently 260 manufacturers have set up units to manufacture Mobile Phones & Components in India, from merely 2 in the previous times."

The Minister highlighted so many achievements of Government of India by enabling Digital India, such as Aadhar, UPI, DBT, Digitalisation of Revenue Records, and other such measures touching every common citizen of India. The E-Visa process has been directly instrumental to boost International Tourists number by 25%. The Minister lauded FAIITA's initiative and envisioned that FAIITA should take big leap to take



Kaushik Pandya, President, FAIITA shared, "The entire FAIITA Team took it as a big challenge and opportunity to enable the Small Neighborhood IT Business digitally, who during the lockdown period, could not carry business though they had huge stock inventories available, but were unable to feed the market in absence of digital online enablement. In a record time of three and half months, the Team FAIITA has brought this result. This initiative will allow all the brick & mortar showroom owners as well as T3 partners across India to grow their business by many folds, they will be able showcase the products and services they sell 24 x 7 x 365. We are sure that a huge number of FAIITANs will take advantage of this eStore platform. Our next goal will be to take up this platform to Global level as suggested by Minister Shri. He has also shown his happiness towards enabling IT fraternity with this hybrid business model. It is a milestone achieved by us, many more to go."



RAVI SHANKAR PRASAD

Union Minister of Electronics and Information Technology

this Platform Internationally too and set a benchmark, as so many Digital Initiatives taken in India are now embraced world over such as UPI, Aayushman Bharat etc. are benchmark platforms for other countries to refer.

Also present at the online event were Kaushik Pandya, President, FAIITA ; Navin Gupta, Secretary, FAIITA ; S Karthikeyan, B2B Chairman, FAIITA ; Sameer Vakil, CEO, GlobalLinker, Summi Gambhir, Chief Experience Officer of GlobalLinker along with the Cisco Webex Platform Team was on technical support and Webinar enablement.

Sameer Vakil, CEO, GlobalLinker shared "We created GlobalLinker to make the business growth of SMEs, simpler, more profitable and enjoyable. GlobalLinker is creating a large community of SMEs and through that, collective economies and efficiencies. Having launched local versions of GlobalLinker in India, Thailand, and Philippines, we are now aiming to become the largest community of SMEs globally and are very proud of being incorporated in India. As a progressive nodal body of IT Enterprises, FAIITA was looking to modernize the presence of their members and we see this as a great partnership and look forward to contributing strongly to Atmanirbhar Bharat and to Digital India".

An account can be created on FAIITA GlobalLinker (www.FAIITA.globallinker.com) in a few simple steps in under two minutes. The solution is available across all devices – desktops, laptops, tablets, and mobile phones. FAIITA member channel community will receive personalized invitations soon to join the solution.

Global Consumer Confidence Suffers Record Drop in Q2

New York: Deteriorating job prospects and rising anxieties about personal finances drove a record drop in global consumer confidence in the second quarter of 2020, according to The Conference Board® Global Consumer Confidence Survey.

Conducted in collaboration with Nielsen, the survey found that overall global consumer confidence fell to 92 in the second quarter from a near-historic high of 106 early in the first quarter, before the pandemic significantly expanded beyond China.* A reading below 100 is considered negative, indicating that consumers were slightly more pessimistic than optimistic globally for the first time since 2016. The 14-point drop marks the largest period-on-period decline since the launch of the index in the first quarter of 2005. Moreover, the latest decline is twice as deep as the largest drop during the 2008-9 global



financial crisis.

“Early signs of economic rebound in several markets do not necessarily portend a quick recovery in consumer confidence in the coming months,” said Bart van Ark, Chief Economist of The Conference Board and a report co-author. “Countries vary in their approaches to containing the pandemic, managing the direct impacts on employment and income, and the trust populations have in their governments, which all influence consumers’ confidence that a recovery will take hold.”

ADDITIONAL TAKEAWAYS FROM THE SURVEY INCLUDE:

As the economic crisis evolves into a demand-driven recession, consumers are expected to remain pessimistic in most economies around the world.

Globally, and especially in emerging markets—including Argentina, Brazil, and Russia—deteriorating job prospects and rising anxieties about personal finances drove down consumer confidence in 2020 Q2.

In mature economies in North America and Europe, and especially within the Euro Area, the worsening job outlook spurred the decline in confidence levels. This was particularly pronounced in major markets such as the US, Canada, France, Germany, and the UK.

In Latin America, and in some Asia-Pacific markets (including in Hong Kong, South Korea, Taiwan, and Thailand), diminishing expectations about personal finances over the next 12 months propelled the decline in confidence. This dynamic was also visible in South Africa and Turkey.

In other markets, such as Italy, Spain, UAE, India, Singapore, and Mexico, the pandemic-induced domino effect—business closures and cuts in consumer spending leading to fading job prospects, deteriorating personal finances, and a further decline in spending intentions—played out more fully than in many other parts of the world, substantially weakening consumer confidence.

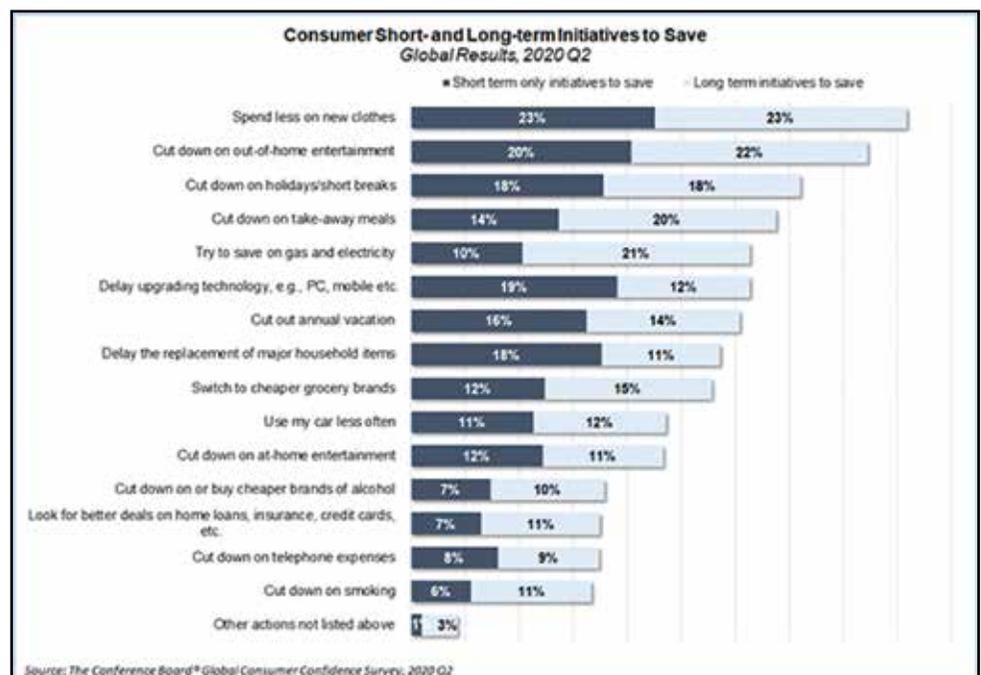
Consumers spent more on necessities, less on discretionary items, and saved more.

During the second quarter, consumers spent more on essential products and services, undoubtedly reflecting their new homebound reality. At the same time, lingering restrictions on visits to stores, restaurants, and other venues, as well as financial concerns, depressed discretionary spending on categories such as entertainment, new clothes, and eating out.

Consumers also saved and invested more in stock/fund investments during 2020 Q2 compared to Q1.*

Consumers did slow down on some efforts to economize, however, especially on essentials: Attempts to save on gas and electricity, switch to cheaper grocery brands, and cut down on telephone expenses all declined from the previous quarter.

“Looking forward, more consumers than before plan to limit spending on annual vacations, rein in short trips, and spend less on out-of-home entertainment in the long term,” said Denise Dahlhoff, Senior Researcher, Consumer Research, at The Conference Board. “These plans to decrease spending on experiential categories may reflect both lingering social distancing rules as well as health and financial concerns.”



Consumer confidence is more resilient in markets where authorities have earned their citizens' trust, both waning less during the crisis and rebounding faster afterward.

- In South Korea and Taiwan, for example, the rapid and effective rollout of preventative measures, coupled with reliable national health care systems and targeted social safety nets that allow workers to stay home without constraining their personal finances and spending, enhanced government trustworthiness and cushioned the fall in consumer confidence.
- In Sweden, by contrast, where trust in government interventions was also initially high, the relatively rapid increase in deaths and rise in unemployment in recent months caused consumer confidence to weaken substantially.

“Without enhanced public trust in government to mitigate the risk of second-wave outbreaks, consumer confidence will remain depressed over the coming months,” added Elizabeth Crofoot, Senior Economist at The Conference Board and a report co-author. “Consumers will stay cautious about pursuing out-of-home activities, while continuing to feel insecure about their job prospects and personal finances.”

3 key factors will determine the strength of the recovery.

- Increases in new cases and COVID-related deaths: A prolonged first wave of infections, and the looming threat of a second wave, will continue to suppress global consumer confidence.
- COVID's economic impact on jobs and household incomes: Job cuts and furloughs have increased anxiety about reduced incomes and stressed household finances, weakening consumer demand. Even if the outlook starts to recover in the coming months, once government support programs for employers and workers (both in the US and abroad) wind down, consumers will reduce spending even more.
- Citizens' trust in government, including its policies to mitigate the virus's effects: Raising trust in government authorities will be key to increasing the likelihood that citizens will follow public health advice and begin to safely reengage in their local economy, leading to a faster recovery in consumer confidence.

The eventual recovery in consumer confidence will vary by region.

- In Asia-Pacific, countries well past the first wave of cases, such as China and South Korea, have successfully implemented strict containment policies and have begun to open up their economies again. As new outbreaks are quickly

identified and isolated, confidence in those markets will likely rebound fairly quickly. In contrast, other Asian markets, including Indonesia and India, have struggled to provide an effective policy response and may recover more slowly, especially as cases continue to accelerate.

- Europe has much diversity in the policy response: Germany's proactive containment measures and wage subsidy program, both among the most robust in Europe, may support a swifter recovery. But in the UK, delayed policy responses may result in greater job and income losses, leading to an extended period of low confidence.
- In the Gulf Cooperation Council* and North America, especially in Canada, the decline in oil prices adds to the pressure on consumer confidence. In the US and Mexico, where the opening up of the economy has in several cases coincided with rising infection rates, consumer confidence will likely remain depressed for a sustained period.



*A note about our 2020 Q2 survey results and index

Beginning with the 2020 Q2 data sample, The Conference Board® Global Consumer Confidence Survey includes four additional markets in the Middle East: Bahrain, Kuwait, Oman, and Qatar. These countries, together with Saudi Arabia and the United Arab Emirates, constitute a new aggregate for the Gulf Cooperation Council (GCC).

China was also reintroduced into the sample for 2020 Q2, having been excluded from the 2020 Q1 index due to the country's restrictive COVID-19 containment measures during that period.

Wipro to acquire Salesforce multi-cloud provider 4C

Wipro is said to acquire Salesforce implementation partner 4C for 68 million euros, the Bengaluru-based software services exporter declared. This is the company's second acquisition since Thierry Delaporte took over as Chief Executive Officer earlier this month.

On July 14, Wipro said it would acquire Brazil-based IVIA Servicos for \$22.4 million.

Founded in 1997, 4C is an independent Salesforce Platinum Partner and it has deep capabilities across multiple Salesforce clouds including sales, marketing and field services. It specialises in transforming Quote-to-Cash processes with Salesforce's Configure, Price, Quote (CPQ) and billing solutions. Quote-to-Cash is an integrated management business process.

“This combination, along with Wipro's

reach across the region and industry, will help us become a dominant player in Europe and a leader in Salesforce's Quote-to-Cash domain,” said Harish Dwarkanhalli, President, Cloud Enterprise Platforms, and Wipro.

“Acquisitions will be part of our agenda. There are positions to take, we will continue to look for companies that are reinforcing our position in areas that we feel are strategic; it can be specific market, specific industry, or specific technology,” Delaporte told in a recent interview.

The Indian IT services company, which has a Salesforce business in the Americas, Japan and Australia that had been reinforced with the acquisition of Appirio in 2016, said the 4C acquisition would significantly strengthen its position as a Salesforce solutions provider in these markets.

4C will be consolidated as part of Wipro's Salesforce practice. The acquisition is expected to close in the quarter ending September 30.

The Belgium-based company made revenues of 31.8 million euros, 24.1 million euros and 17.9 million euros in 2020, 2019 and 2018, respectively. The company's fiscal year ends on January 31.

This is a small tuck-in acquisition to boost Salesforce competency for Wipro, said Madhu Babu, an IT analyst at brokerage firm Centrum.

“4C was bought at 2.1x revenues, which looks reasonable, as it is in high growth Salesforce competency; (and) Infosys paid 3x Sales for Simplus, another Salesforce focused company, in February. 4C's revenues grew by 33% CAGR over the past two years,” Babu pointed out.

VAR SECURITY

PRAMA HIKVISION'S DEEP IN VIEW CAMERA LINE REDUCES COSTS, IMPROVES EFFICIENCY AND SPEEDY AND EFFECTIVE INCIDENT RESPONSE

Prama Hikvision has recently announced a brand-new addition to its Deep in View camera line: the Dedicated Subseries. This unprecedented new addition loads a batch of AI-powered deep learning algorithms into each unit, boasting stunning performance and cost-effective pricing. Prama Hikvision in a tête-à-tête describes the company's Deep in View camera line.

Cameras in this dedicated subseries come equipped with multiple dedicated algorithms that can be selected and engaged discretely based on the needs of the installation, then switched as the security needs change.

Artificial Intelligence influences many aspects of our lives. AI empowered devices make the connections smarter, more powerful, and more efficient. Security cameras also follow the same process. With advanced technologies such as WDR, 4K, night vision, and smooth streaming, being able to see things and see them clearly has been achieved. Prama Hikvision's Deep in View Series with its Deep Learning technology inside can capture more faces in a single frame from much wider angles. They detect and distinguish human beings and vehicles from other objects with higher accuracy. They recognize vehicle number plates at 98%+ accuracy and can analyze flows by detecting the queue time and status for resource optimization during peak times.

Commenting on the company's latest product Deep in View camera line, Ashish P. Dhakan, MD & CEO, Prama Hikvision India feels, "We at Prama Hikvision are happy to introduce this latest product Deep in View camera line in India. Embedding switchable algorithms is a significant step in AI enabled product development. In a world of ever-changing technologies and functionalities, this approach creates great value for end users to try new technologies to ensure security, as well as to implement business intelligence and other applications. The benefits of our new offerings are numerous including reduced costs, improved efficiency, and speedy and effective incident response."

ENHANCED AI CAPABILITIES

Over the last few years, artificial intelligence (AI) has been applied in many ways in security markets. As technology advances, AI chipset performance has improved to enable massive computing power using various algorithms and contributing to multi-intelligence functionality and higher accuracy. The new Dedicated Deep in View Cameras are an example of these advances, incorporating several AI-powered deep learning algorithms in one unit. These algorithms can be switched essentially putting five or six unique cameras.

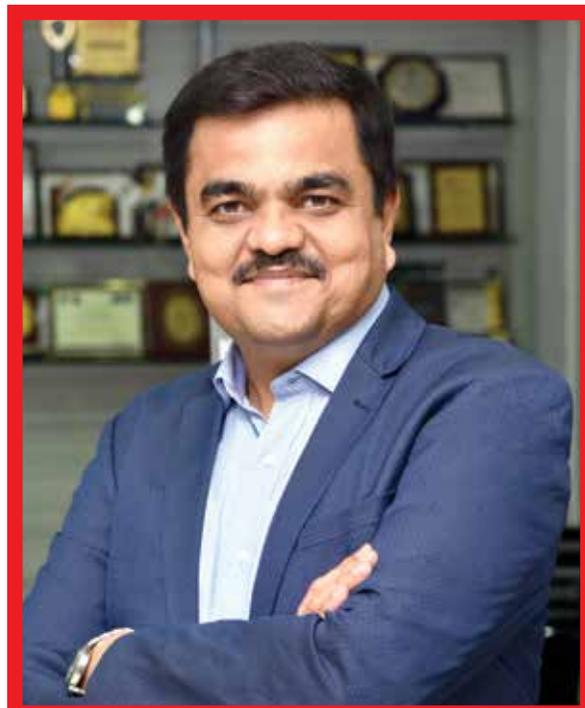
SWITCHABLE ALGORITHMS

The Dedicated Deep in View cameras combine two product categories – the first is vehicle analysis where cameras combine automatic number plate recognition (ANPR) with vehicle attribute recognition. Attributes include the vehicle's make, colour, and direction of movement. Typical uses include installation at checkpoints of city streets and at entrances and exits of buildings or industrial parks.

Models in the second category boast six switchable deep learning algorithms in one camera housing, including facial recognition, face counting, hard hat detection, perimeter protection, queue management, and multiple-target-type detection (detecting multiple targets and multiple types of targets at once). Accordingly, users can simply enable an algorithm manually for dedicated use, then later switch the algorithm as needed.

This algorithm can be used on construction sites to ensure safety and compliance. Specially-equipped DeepinView cameras can precisely distinguish a worker on the site wearing a hard hat from those without, and automatically deliver alerts when the hard hat violation is detected.

In a retail setting, a face-counting function can be enabled to precisely count customers entering and leaving the store. Repeat customers and store staff can be automatically excluded in the process, helping store managers count new customers with precision.



ASHISH P. DHAKAN

MD & CEO, Prama Hikvision India

Flexibility among algorithms enables users to also switch among:

Perimeter protection – to monitor outdoor areas needing security and deliver accurate alarms upon intrusions.

Facial recognition – to grant authorized access to restricted areas in various organizations, such as school laboratories, archive rooms, and hospital pharmacies.

Queue management – to better understand customer wait times, optimize staff levels, and enhance customer experience.

HD CLARITY, DAY AND NIGHT

Equipped with Hikvision's Dark Fighter and Light Fighter technologies, these cameras capture vivid and color images in extremely low-light environments or in scenes with strong backlighting where color and brightness balance is extremely difficult. Smooth Streaming mode further ensures a high-quality live feed.

The Dedicated Deep in View Cameras are available in 2, 4, 8, and 12 MP resolutions for customers to choose from.

MORE PRACTICAL AND DEPLOYABLE FEATURES

Furthermore, metadata is supported to allow third-party platforms to receive data from Hikvision cameras for real-time video analysis or recorded into footage archives to enable rapid searching forensic evidence.

Finally, these camera models also offer Vibration Detection for outdoor use, which detects and notifies users of vandalism.

CADYCE USB-C TO LIGHTNING CABLE- CA-CLC

Apple came up with a new technology in the middle of 2019 to give the best charging experiences to its users. It is the USB-C to lightning cable, which ensures the fast charging of its devices. Previously the USB-A lightning cable featured with the devices, but that was not good in terms of charging duration. Besides this, the USB-C is more refined compared to USB-A. In simple words, USB-C is the future of the industry.

Cadyce has recently launched a super elegant, convenient technology to help its customers. Its USB-C to Lightning cable comes with all premium features which would satisfy an Apple user in day to day life.



ABOUT USB-C TO LIGHTNING CABLE

USB-C to Lightning is a kind of cable which is used to charge iPhones, iPad, Siri remotes, and many other Apple devices when these are connected with the USB-C port.

The functionalities of a USB-C to lightning cable are as follows:

FUNCTION	CONNECTED CONFIGURATION	DEVICES
Charge	Charger with USB-C Port	iPhone, iPad, iPod
Fast charge	Apple 29w, 30w, 61w, 87w, USB-C power adapter	iPhone 8, iPhone 8 Plus, iPhone X series, iPhone 11 series, iPad Pro 12.9 and later, iPad Pro 10.5
Sync and share/import	USB-C port on Mac	iPhone, iPad, iPod
Siri remote charges	USB-C port on Mac, USB-C charger	Siri
Use as a personal hotspot.	USB-C to lightning cable	iPhone and iPad

FEATURES OF USB-C TO LIGHTNING CABLE:

- **Provide fast-charging experience:** As the company claims, it charges the device faster than the previous cables, which used to come with the package.
- **Fast data transmission:** It can transfer any data or media files from one device to another faster than earlier.
- **More flexible:** The old version of Apple devices could be connected easily with the help of adaptors. This new version is more compatible and flexible in terms of connection.
- **Easy to use:** This new C to lightning cable can be used directly without any installation.
- **Both-End reversible:** The new cable comes with each end connection ability. So no more confusion while plugging.
- **More powerful and fast charging capability than USB-A:** The cable carries more power which ensures faster charging.
- **Easy connectivity:** No additional cable is required to connect iPhone with Mac or PC.

CADYCE'S USB-C TO CADMIUM LIGHTNING CABLE:

Cadyce recently presented new lightning cables for iPhone users at a very reasonable price.

Why should you buy from Cadyce?

- **MF i certification approved:** "Made for iPad, iPhone, iPod" is a unique type of certification provided by Apple to third parties to make products for Apple devices. MF i ensures to use that company's product with Apple devices. Without the permission and logo of Apple, no company can distribute or claim that product for Apple devices. Cadyce is a fully MF i certified company which is selling new technologies for a long time.
- **Design:** Cadyce's USB-C to lightning cable comes with a very reliable and compact design. The

metallic connector can resist heat easily. The length of the cable is around 3.9 feet / 1.2 meters.

- **Quality and durability:** CADMIUM Lightning Cable is made of premium quality materials that pledge its durability. It comes with Aluminium forming plugs, which is strain resistant. The fiber materials control solidity and sturdiness inside the cable. External materials are also thick and waterproof, which is another plus point in terms of its durability.
- **Fast charging and data transferring as promised:** After Apple's lightning cable, Cadyce's CADMIUM Lightning Cable ensures its customers with the same fast-charging and media transferring capability with 100% sync, 480 Mbps data transferring, and 2.4 AMPS fast charging facility. It uses 100% of the provided AMPs to decrease the charging duration. The oxygen-free, high-density copper wire helps in fast charging, and tough CADMIUM cotton braided cord increases its lifespan.
- **Portable and reversible:** It has maximum bend capacity so it can be carried anywhere easily without losing its property. Also, it comes with a reversible Type C connector, and is compatible with Thunderbolt 3 and USB 2.0.
- **Prices and other specifications:** One can easily get Cadyce's CADMIUM Lightning Cable on the company website.

Cadyce's CADMIUM Lightning Cable price: **Rs. 1,410.00 - Rs. 2,200.00**

Cadyce's CADMIUM Lightning Cable colors: **It is available in two stylish colors, i.e., Black and Space Grey.**

Cadyce's CADMIUM Plus USB-C to Lightning Cable price: **Rs. 2,150.00**

Cadyce's CADMIUM Plus USB-C to Lightning Cable colors: **It is available in Black and Space Grey.**

VAR MOBILITY

EXCELLENT FIT IN SITUATIONS MAKES ACL COMMUNICATIONS A DIFFERENTIATOR



ACL Mobile claims to be a one stop shop for all business communications needs. They enable businesses to engage their customers across multiple channels which include SMS infrastructure, Voice solutions, WhatsApp, Axiom and AI backed marketing automation platform.

Recently, an acquisition announcement has been made of ACL Mobile by global cloud communications platform Sinch on an account of Rs 535 crore. In a chat VARINDIA, Sanjay K Goyal, Founder & CEO at ACL Mobile has shared his insights on the acquisition announcement, Indian market, their latest technologies and target verticals.

INDIAN ENTERPRISE COMMUNICATION MARKET AS AN OPPORTUNITY

Sanjay feels India is an attractive destination owing to its fast growth, large market base, rising income and favorable demographics. On this note he says, "We are the second largest mobile market in the world with 1.2 billion mobile

subscribers and 50% smartphone penetration. It is a rapidly digitalising economy second only to Indonesia with the world's highest data usage per smartphone at 9.8 GB/month. These drivers have increased the consumption of digital services in India and require support of push technologies such as SMS, Voice, Email, and more recently RCS and WhatsApp which has 400 million active users in the country. So, India's market size is huge for CPaaS (Communications Platform as a Service) providers and the flexibility and scalability extended by them can be very appealing for enterprises that are looking to seize the opportunity and deliver effective communication to customers."

He further continues, "We developed the first ever messaging platform to connect businesses with customers via SMS in 2003 and in 2019 we delivered more than 45 billion customer messages. Our annual messaging volume growth for the past three years has been at an excess of 50% and we are trusted by more than 500 enterprise customers which includes leading financial institutions like HDFC Bank, ICICI Bank, Kotak, State bank of India and IndusInd Bank who rely on our technology. Our customers in other segments include a wide range of businesses such as Amway, Flipkart, MakeMyTrip and OLX."

THE STRATEGIC CHANGES AND THE SINCH DEAL

Sinch is a global leader in cloud communications and the messaging provider. They are leaders across North America, Latin America, and Europe. With the acquisition of ACL, Sinch achieves a significant scale in the second largest mobile market. The combined entity can expand their existing direct global connectivity which will ensure superior quality, service and wider reach. ACL Mobile is benefitted from market growth while they continue to win the market share.

Discussing about the deal Sanjay says, "With the current synergies, both ACL Mobile and Sinch will grow by adding new capabilities to their existing product set. At ACL, we look forward to bringing in market leading products under our globalization strategy such as Chatbot(s) and video messaging. Our industry leading, on-premise communications platform, Axiom will help Sinch to provide new value-added services to their customers especially in the BFSI sector. There will be product and

innovation-based collaborations between both companies, with an aim to leverage the market specific advantages of India such as low cost of SMS, availability of resources and more."

TARGET VERTICALS

Sanjay claims to have a strong customer base across multiple industries and sectors with a leading position in Banking, financial and insurance industry. ACL Mobile works with more than 50% leading BFSI clients in the country and has a strong foothold in other major sectors like e-commerce, retail and government.

ACL has always been at the forefront of designing solutions that enhance the next level of communications between businesses and their customers. He says, "In the past 20 years since we started, we have built the scale and the infrastructure required for massive scale communication workflows for businesses. What differentiates ACL is our excellent fit in situations where an enterprise looks for high-quality delivery, at low latency, with volumes in the billions. We processed 47 billion messages in 2019 with a commitment of 99.999% infrastructure uptime and less than 300 milliseconds platform latency."

LEVERAGING LATEST TECHNOLOGIES

Since the pandemic, ACL Mobile has helped their customers to stay connected with their customers by providing a flexible communication structure that can adapt and scale rapidly. Sanjay boosts, "Our business continuity plan helped us in adapting to this new and challenging time. There have been certain industries like retail and e-commerce where the operational recovery rate is much faster. The pandemic has accelerated the previous trends such as omnichannel selling, inside-sales, tech-enabled sales and e-commerce."

AT LAST

Sanjay shares that they have already started seeing recovery from June onwards. "If we compare our messaging volumes this month, they are higher by 10% compared to same month last year. We are working with our enterprise customers across verticals to help them use WhatsApp as the new communications medium. We see several new use cases emerging. We believe this channel has the potential to change the face of business to customer communications," concludes Sanjay. ■



Samsung launches Galaxy M01 Core at Rs 5499

Samsung, recently announced the launch of the most affordable smart phones Galaxy M01 Core, adding to its popular Galaxy M series line. Galaxy M01 Core has been conceptualized based on a deep understanding of users who are yet to upgrade to smartphones as well as entry-level smartphone users.

After Galaxy M01 and Galaxy M01s, this is Samsung's third phone under Galaxy M series this year, under INR 10000 segment.

Galaxy M01 Core comes with 5.3" HD+ display for immersive viewing experience, packs in 3000 mAh battery for long-lasting usage of up to 11 hours and is just 8.6 mm slim.

Galaxy M01 Core has an 8MP rear camera and 5MP selfie camera to take great photographs. Galaxy M01 Core is powered by a quad-core MediaTek 6739 processor and comes in two memory variants.

To make life easier for new smartphone users, Galaxy M01 Core has a feature called 'Intelligent Inputs – Smart Paste and Suggest Notification'. 'Suggest Notification' warns users about low battery and allows them to open their running app or add other critical apps in Maximum Power Saving Mode (provided it is supported by MPSM mode) for extended run time.

'Smart Paste' allows users to paste the relevant text like pasting the website url on a web browser, mobile number on phone dialer and email id in mail application – all extracted from the same message automatically.

POCO launches POCO M2 Pro with Snapdragon 720G, 5000mAh battery and 33W fast charger in-box

POCO has announced the launch of their new smartphone, POCO M2 Pro. Featuring a balance between performance and efficiency, the smartphone will be available for purchase on Flipkart, starting 12 noon, 14th July onwards with a starting price of INR 13,999.

Carrying the tagline "Feel the Surge", POCO M2 Pro offers a balance between best-in-class features and high-quality components with sophisticated software

Smart Performer

POCO M2 Pro comes with a Qualcomm Snapdragon 720G processor and features an 8nm fabrication process that ensures power efficiency. The processor features eight Kryo 465 cores (2 x Gold – Cortex-A76 clocked at 2.3GHz and 6 x Silver – Cortex-A55 clocked at 1.8 GHz), and the Qualcomm Adreno 618 GPU, which allows to take charge of balancing performance and efficiency; Snapdragon's Elite Gaming features, on the other hand, ensure a pleasant gaming performance.

Paired with upto 6GB of LPDDR4X RAM, POCO M2 Pro is geared for serious multi-tasking as well, besides gaming. It features UFS2.1 storage up to 128GB with a dedicated microSD slot for further expansion.

5,000mAh battery with 33W fast charger in-box

From online shopping to gaming, from binge watching series to work calls; with everything shifting towards smartphone-first, users need a long-lasting battery on their devices. POCO M2 Pro comes packed with a massive 5,000mAh built-in battery.

It also features a 33W fast charger out of the box, which can charge the phone to 50% in a mere 30 minutes.

vivo unveils its X50 Series with X50 and X50 Pro

vivo unveiled the X50 and X50 Pro, the all-new vivo X50 series of flagship smartphones, which feature professional photography capabilities, premium sleek design, and smooth performance. The X50 series aims to push the camera and design capabilities of high-end flagship smartphones.

Description automatically generated the X50 series is a realisation of vivo's commitment to user-centric design and innovation. Featuring the ground-breaking Gimbal Camera System, which revolutionizes the mobile photography experience by delivering super stabilization, enabling users to capture professional-quality photos and videos while in motion. The Extreme Night Vision feature captures the unseen night with the finest details giving astonishing output.

The X50 Pro will be available in Alpha Grey colour whereas X50 will be available in two stunning colour options— Glaze Black and Frost Blue. Priced at INR 49,990 (X50 Pro 8+256GB), INR 34,990 (X50 8+128GB) and INR 37,990 (X50 8+256GB) both devices will be available for pre-book starting today and goes on sale starting 24 July, 2020 on offline retail partners including Reliance, Croma, Vijay Sales and other offline partner retail stores across India. For online buyers, the X50 Series is available on vivo India E-store, Amazon.in, Flipkart, Paytm Mall, Tata Cliq and other major e-commerce websites. The TWS Neo Earphones will be available in two colours— Moonlight White and Starry Blue for INR 5,990.

OPPO unveils a new variant for its successful F15 smartphone

OPPO is geared up to announce the new storage variant for its best selling F series smartphone, the OPPO F15.

Previously available in stellar 8GB+128GB combination, the smartphone will now be available in 4GB+128GB combination. A design marvel, OPPO F15 weighs only 172g with just 7.9mm thickness, making it one of the slimmest designed and trendy looking smartphones in its price segment.

Secured with a fast In-Display Fingerprint Unlock 3.0, it also provides fast charging support with 20W VOOC Flash Charge 3.0 that charges the phone to 50% in mere 30 minutes of charge and a 4000 mAh big battery, OPPO F15 offers users longer hours for a hassle-free experience.

OPPO F15 comes equipped with a 48MP Ultra Wide-Angle Macro Quadcam that delivers superior shots even at much wider angles. The 16MP selfie camera with an f/2.0 aperture and new algorithm behind the AI Video Beautification feature provides customized beautification adjustments, which optimizes facial details. With a 90.7% screen-to-body ratio combined with an FHD+ AMOLED Screen that has a 2400 x 1080 resolution, the OPPO F15 offers an ultra-clear and immersive viewing experience.



The exquisitely designed smartphone will be available in 3 stellar color combinations Unicorn White, Lightening Black and Blazing Blue.

The smartphone's memory can be expanded up to 256 GB with a dedicated 3 card slot and is powered by MediaTek P70 facilitating a smoother smartphone experience. It will also receive the latest ColorOS 7 update soon which will ensure consumers get the most refined and natural smartphone experience. The new OPPO F15 4GB + 128GB will be available across online and offline platforms starting 27th July, 2020 at just ₹ 16,990/-.

COAI announces its new leadership for the year 2020-21

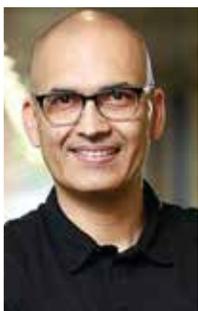


COAI concluded its Annual General Body Meeting for the Financial Year 2019-20, with the announcement of its leadership for the term 2020-21.

Ajai Puri, Chief Operating Officer (India and South Asia), Bharti Airtel, will now hold the position of Chairman while Pramod Kumar Mittal, President, Reliance Jio Infocomm, will be the Vice Chairman of the Association.

Ajai Puri has been with Bharti Airtel since 2004, and has held several senior leadership positions including Director – Market Operations and Director and CEO – DTH. Prior to joining Bharti Airtel, Puri served as the Business Head - Foods at Cargill Foods India. He began his career with VST India, an associate company of British American Tobacco (UK). Pramod Kumar Mittal comes with a rich experience of 42 years in telecommunications. Before joining India's largest telecom operator, Reliance Jio Infocomm as President, Mittal served in the Department of Telecommunications, Government of India, for over 37 years. Since the year 2000, he served as Deputy Director General (DDG) and then as Senior DDG, working in the telecommunication policy formulation and implementation, licensing and regulatory wings of the DoT.

Accenture names Sanjeev Vohra as Global Lead of Accenture Applied Intelligence, also appointed to the Accenture Global Management Committee



Sanjeev Vohra has been named the global lead of Accenture Applied Intelligence. In this role he also joins the company's Global Management Committee (GMC). Accenture's Applied Intelligence business – which helps clients use data, AI, analytics and automation to fuel business transformation – is a strategic growth driver for the company, and an increased priority for its clients as organizations pursue greater agility and data-driven insights. Vohra's appointment is effective immediately.

Vohra oversees a global Applied Intelligence workforce of 40,000, with deep industry expertise and skills in areas including AI, data science, deep learning, machine learning and data engineering. This team works with clients on every step of their AI journey – from data strategy to data foundation, from AI governance to implementation. Prior to this new role, Vohra was Accenture's Growth & Strategy lead for Technology, overseeing business strategy and investments, including ventures and acquisitions.

Ketan Patel to head HP India as MD



HP Inc has appointed Ketan Patel as the Managing Director effecting 1st August 2020 and Ketan will be responsible for the company's business in India, Bangladesh and Sri Lanka. Patel replaces Vinay Awasthi who is moving to a new role as Head of Print Operations for Supply Chain.

Ketan Patel will report to Christoph Schell, HP Chief Commercial Officer.

Patel was previously the Head of Personal Systems Category for Greater Asia, where he led the computing business that included hardware, services and solutions across Japan, Australia, New Zealand, South East Asia and Korea.

Ketan had joined HP in 2005 and has held various leadership positions across HP's Personal Systems, Print, and Graphics Solutions Businesses. From 2013 to 2017, he was Senior Director of Personal Systems at HP India.

Roshni Nadar steps up to Shiv Nadar's chair as HCL Chairperson



HCL Tech has now welcomed Roshni Nadar Malhotra as the new Chairperson with immediate effect. Shiv Nadar will be stepping down from the Chairman's post but will retain his MD position. He will also be appointed the Chief Strategy Officer of the company and will oversee the strategic direction of the firm.

In its release, HCL Tech said, "The Board of Directors has appointed Roshni Nadar Malhotra, Non-Executive Director as the Chairperson of the Board of Directors and the Company w.e.f. July 17, 2020, in place of Mr. Shiv Nadar who expressed his desire to step down from the position of the Chairman. Shiv Nadar would continue to be the Managing Director of the Company with the designation as the Chief Strategy Officer of the Company."

Roshni, also the Executive Director of HCL Enterprise, was ranked 54th on the Forbes' World's 100 Most Powerful Women list in 2019. She is also considered one of the wealthiest women in the country. In 2019, IIFL Wealth Hurun rankings estimated her wealth at Rs 36,800 crore.

Shonali Chakravarty joined as the Head of Communications in Lenovo, DCG



Lenovo's Data Center Group business has appointed Shonali Chakravarty as the Head of Communications for the APAC region. Lenovo DCG is into the business of servers, storage, and networking infrastructure needs of organizations through intelligent transformation and enabling enterprises to harness the power of cutting edge technologies like IOT, Edge, and high-performance computing, the Data Center Group's business in the region encompasses 13 countries.

Shonali will report to Sachin Bhatia, President of DCG, Lenovo Data Center Group, APAC and she will provide strategic counsel and support to the company's APAC business, and will work closely with Sumir Bhatia and his regional leadership team across the Asia-Pacific.

Prior to this, Shonali was Director, Communications for OYO, where she helped run communications for India SA and key international markets.

Before that, she has had an exciting stint at Uber heading policy and corporate communications for India SA.

Hitachi Vantara welcomes Bobby Soni as President, Digital Infrastructure Business Unit



Hitachi Vantara has announced that Bobby Soni has agreed to become the new president of Hitachi Vantara's Digital Infrastructure Business Unit (DIBU), effective August 3rd, 2020. Bobby will succeed Brian Householder, who will be leaving Hitachi after 17 years of distinguished service to pursue a new chapter in his career.

Bobby Soni has served for the past year as chief operating officer for DIBU. He was previously the chief solutions and services officer, and senior vice president of cloud, global services and emerging solutions. Prior to joining Hitachi, Bobby had already built a highly accomplished career as a vice president at IBM, chief strategy officer at Webify Solutions (acquired by IBM), and as a chief technology officer at KPMG. His passion for technology market transitions will serve Hitachi Vantara's customers and partners well as the company collaborate with them to deliver the most agile core-to-edge-to-cloud digital infrastructure.

The company also celebrates Brian's impressive accomplishments. He joined Hitachi Vantara in the early 2000s in business development and marketing roles and then rose through the ranks to become CEO, and most recently, president of DIBU.



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Reg. No: DL-SW-01/4030/18-20
RNI - NO 72399/1999
Date of Publishing 20 & 21