

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



SUBSCRIPTION COPY NOT FOR SALE

VOLUME XXI ISSUE 10 JUNE 2020 PRICE Rs. 50



Comprehensive & Defense-in-Depth Security Solutions for Remote & Home Enterprise Workers



Protect your enterprise workforce outside your office with comprehensive Work from Home Solutions from iValue

celebrations
birthdays

The good things add up.

holidays
photos
memories



On the + side you've got
Backup Plus Drives



NOW AVAILABLE

Instant drive replacement at SeaCare⁺ centres in Chennai, Kolkata, Mumbai and New Delhi.

For sales enquiries, contact: **North & East:** Mayank Singh – 9654455821. **West:** Wasim Shaikh – 8898124283. **South:** Kiran Bobby – 9880948355.
Seagate Authorised Sub-Distributor: **Ahmedabad:** Earth Syscom – 9998954766, Silverline IT Hub – 9825329566. **Agra:** The Speed Spire – 9837039925. **Bangalore:** Jain Infoways – 9916584175, Jainex Technologies – 9845048800, Mega Compu World – 9980073374. **Bhubaneswar:** Nigama Comptech – 9437003150, Infocare Solutions – 9437036615, Shiva Computing Solution – 9437171444. **Chandigarh:** Computer Ware House – 9316133125. **Chennai:** I Com Systems – 9840334725, UMS Infotech – 9841045025, Supreme Computers – 9840083388, Swastik Computers – 9840039867. **Coimbatore:** Agni Electronics – 7402453377, Ozone Computer Services – 9842215245, IT Zone – 9842564330, Savithri Digital Computers – 9843330221. **Delhi:** Avook Global Ltd. – 9811794599, Bhagwati Computronics – 9810269505, Center Point – 9871053199, Intra Tech Computers – 9891791933. **Gurugram:** Shopper World – 9717417000. **Guwahati:** Datamation Services – 9435047633. **Hyderabad:** Compage Computers – 040-66748738, Shwetha Computers & Peripherals – 040-66143434, Vishal Peripherals – 9248071724. **Indore:** Shagun Computers – 9826057405, Progressive Technology – 9826043456. **Jaipur:** Advance Computers – 9351410366, Suruchi Computers – 9314481582. **Jalandhar:** Bhagwati Electronics – 9810269505. **Kanpur:** Wellknown Computers Pvt Ltd – 9305837020. **Kochi:** Forerun Computers & Systems – 9544800281, PoojaTech – 9388804789, Rodiite – 8111999832, Yobel Systems – 9142444405. **Kolkata:** Suntronic Systems – 9831155830. **Ludhiana:** Rainbow Technologies – 9914241716. **Mumbai:** Chip Com Traders – 9820237468, Om Shakti Computers – 9820747131, Solutions – 9322100773. **Nagpur:** Mankar Computers – 9422156855. **Patna:** Maahi Computers – 9334116719, Delhi Computer – 8051515191, Sharla Computer – 9334358736. **Rajkot:** Anyway IT Solutions – 9574999914. **Rudrapur/Haldwani:** Shivam Computers – 9837008669. **Surat:** Singhania Computers – 9824106445. **Tamil Nadu:** Computer Waves – 9566245222, Fusion Systems – 9842450204. **Trivandrum:** LogtechInfoway – 4712339200.



Seagate Authorised Distributor
9811059025

TOLL FREE HELPLINE Call us at: 000 800 440 1392

24/7 WEB SUPPORT Visit us at: support2.seacare.com

FREE PICKUP & DROP Email us at: pickupservice@inspirisys.com

61+ SEACARE CENTRES Visit us at: www.seacare.co.in

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



VOLUME XXI ISSUE 10 JUNE 2020 PRICE Rs. 50

SUBSCRIPTION COPY NOT FOR SALE

HPE DISCOVER 2020: VIRTUAL EXPERIENCE ADDRESSES TOP CUSTOMERS, PARTNERS & ALLIANCES

45PG

India banned 59 Chinese Apps including Tiktok, Shareit, Wechat etc.

The move is part of the tit-for-tat retaliation after the Indian and Chinese militaries clashed earlier this month, where 20 Indian soldiers were dead and an unknown number of Chinese casualties.

Government says, these mobile apps which are prejudicial to sovereignty and integrity of India, defence of India, security of state and public order. Experts says, there will be a second phase, where few more companies into gaming, electronics and mobile phone companies to face the fire.

These apps including TikTok, Shareit, Cam Scanner are cited as the risk to the national security concerns, after a deadly clash between the militaries this month raised tensions between the two countries to the highest level in decades.

Skyrocketing Of Petroleum Prices Brings A Question To The Government

As the fuel prices have increased for the 20th day, petrol crosses Rs 80 a litre mark in Delhi. The opposition party has taken it as an opportunity to surround the Modi government on this important issue, where the netizens of India are surrounded with the crisis. It is for the first time, diesel prices have gone higher than the petrol price at 79.88 rupees per litre in Delhi.

Petrol and diesel prices in India rose for the twentieth day in a row by making the retail fuel costlier by nearly Rs 5 per litre since June 7. Petrol price rose by 48 paise per litre while diesel price rose by 23 paise per litre on June 15. After the surge in prices, petrol price in Delhi is now at Rs 76.26 per litre and diesel price is at Rs 74.26 a litre, according to IOCL. On Friday, the petrol was retailing at Rs 80.13 a litre in Delhi and diesel price was Rs 80.19 a litre.




ENTERPRISE-LEVEL STORAGE INFRASTRUCTURE FOR MID AND SMALL-SIZED ENVIRONMENTS.

Hitachi Vantara's New VSP G130

A simplified and efficient storage tool custom-built to complement the SMB environment which is easy-to-install and has minimum operational complexities, combined with the security, stability and reliability of enterprise-level storage solutions. From the technology hub of Hitachi Vantara, a brand with a formidable reputation in building reliable, stable and simplified solutions.



Tailor-made for faster deployment, improved performance and cost-effectiveness.

Why VSP G130?



Tool-less setup



Simplified GUI



Reduced TCO



Supports data tiering



Affordable pricing

Get connected with us at iValue Infosolutions, the official distribution partners of Hitachi Vantara to know more.

For more information: Write to us at: marketing@iValue.co.in | Visit us at: www.iValue.co.in
iValue operates in 12+ locations across India, Kenya, Singapore, Dubai and Srilanka.

Follow us on:





600% INCREASE IN MALICIOUS EMAILS DURING COVID-19 CRISIS

There is an increase of 600% in malicious emails amid Covid-19 during the pandemic and the crisis is moving the world toward increased technological innovation and online collaboration. There have also been worrying reports of cyber attacks against health care organizations and medical research facilities worldwide. This is because of the growing digital dependency that has increased the vulnerability to cyber attacks. It is estimated that one such attack takes place every 39 seconds.

The current pandemic has changed the way we work and this looks set to remain the case for the long-term at the very least. Changes in behavior due to lockdown restrictions have caused measurable changes in the usage of both fixed and mobile networks. The largest share of the traffic increase has been absorbed by fixed residential networks, which has experienced a 20-100 percent growth. But many service providers also noticed a spike in demand on their mobile network.

Even with the changing landscape, organisations today are seeking out solutions that can help them gain a foothold in the post pandemic future. The current global scenario has seen more public and private organisations across the developing countries are moving towards implementing AI & RPA solutions to assist in business functionality.

While Indian organizations have shown improvement in terms of their cyber resiliency by hiring skilled professionals and overall planning, there needs to be a lot more done to manage the dynamic cybersecurity landscape. Organizations need to look at testing their cybersecurity incident response plan regularly and leverage technologies like Automation, Cloud, AI, and interoperable solutions to help sail through any unforeseen situation against the emerging threats.

A new global report from IBM security, found that even amongst organizations with a formal cybersecurity incident response plan (CSIRP), only 33% had playbooks in place for specific types of attacks. Since different breeds of attack require unique response techniques, having pre-defined playbooks provides organizations with consistent and repeatable action plans for the most common attacks they are likely to face.

Amongst the minority of responding organizations who do have attack-specific playbooks, the most common playbooks are for DDoS attacks (64%) and malware (57%). While these methods have historically been top issues for the enterprise, additional attack methods such as ransomware are on the rise. While ransomware attacks have spiked nearly 70% in recent years, only 45% of those in the survey using playbooks had designated plans for ransomware attacks.

Technology was another differentiator that helped organizations in the report become more cyber resilient, especially when it comes to tools that helped them resolve complexity. Overall, the data suggests that surveyed organizations that were more mature in their response preparedness relied more heavily on technology innovations to become more resilient.

We can't deny the fact that more tools have led to worse response capabilities. The report also found that complexity is negatively impacting incident response capabilities. Those surveyed estimated their organization was using more than 45 different security tools on average, and that each incident they responded to required coordination across around 19 tools on average. However, the study also found that an over-abundance of tools may actually hinder organizations ability to handle attacks. Adopting more tools didn't necessarily improve security response efforts — in fact, it may have done the opposite.

Secondly, containerization has many benefits and as a result it has seen wide adoption. According to Gartner, by 2020, more than 50% of global organizations will be running containerized applications in production.



However, building apps using Docker containers also introduces new security challenges and risks. A single compromised Docker container can threaten all other containers as well as the underlying host, underscoring the importance of securing Docker.

Organizations have to manage risk while empowering business mobility by controlling access to applications and data across any location, network and device for increasing productivity for the modern workforce. Container workloads are deployed as part of an architecture that may include: Public (AWS, GCP, Azure) clouds, Private clouds (VMware) and Hybrid clouds integrated with traditional workloads consisting of servers and VMs, while working with serverless components on the compute side.

It is definitely a challenging time ahead for the IT and security leaders for reducing business risk to acceptable levels while ensuring ease of use and productivity, with the increasing demand on the agility, flexibility, while most the employees are working from home. At the same time, it's essential to protect enterprise apps and data from being compromised by security threats, prevent loss and theft, and ensure full compliance with standards and regulations.

As the Covid-19 vaccine doesn't exist yet, although trials of potential vaccines are going, I would like to say, as the first half of the year has passed with deep difficulties, we have to live with a hope that the vaccine would come by the rest half of the year.

Pls. don't forget to share your comments on our newer initiative i.e. VARINDIA News Hour, which is a Digital TV channel over YouTube and is also available on all digital mediums. Pls. stay safe and healthy.

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

CA-KBDS



USB-C™ Keyboard & Docking Station

★ ★ ★

WORK *From* HOME

Latest Range of Cadyce to ease your office work while working from home

▼



CA-C2C



CA-CPA61/87



CA-C3AF



CA-C3AM



CA-CVM



CA-C3MDS



CA-6UCWC



CA-WCHP



CA-C3GE



CA-CXTDS



Warranty
rma@cadyce.com

Online Chat
www.cadyce.com

Email Support
support@cadyce.com

Sales
sales@cadyce.com

Toll Free: 1800 266 9910
Tech Support: +91 9172212959

Pune: 08087635350, 08793014270/71 • Mumbai/Rajasthan: 09769726552 • Gujarat: 09974800847 • North: 09999071626 • Delhi: 09313122475 • Haryana: 09716619191
Bangalore: 09972534115, 09880660912 • Hyderabad & AP: 09949976234 • Maharashtra: 09226923696 • Rest of India: 09595207300 • Tamil Nadu: 09500052809

Publisher: Deepak Kumar Sahu
Editor: S Mohini Ratna
Executive Editor: Dr. Vijay Anand
Sub - Editor: Aparna Mullick
Correspondent: Lopamudra Das
Tech Analyst: Brajendu Das
Art Director: Rakesh Kumar
Network Administrator: Ashok Kumar Singh
Visualizer: Ravinder Barthwal
Manager-IT: Subhash Mohanta
Manager-SEO: Bidyadhar Behera

BUSINESS:

Commercial Manager: Amit Kumar Jha
 Sr. Marketing Manager: Ashok Ranjan Dash
 Circulation Executive: Manish Kumar

CORPORATE OFFICE:

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

Bangalore: Bureau office

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

Mumbai: Bureau office

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

Chennai: Bureau office

Branch Manager: K. Parthiban
 F1, Meadows Green Apartments, 64, Chetty Street
 1st Cross, Mel Ayanambakkam, Chennai - 600 095
 Cell No. : 98400 55626
 E-mail: parthiban@varindia.com

Hyderabad: Bureau office

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

Kolkata: Bureau office

Marketing Officer: Sunil Kumar
 Correspondent: B Kiran Dutta
 Megatherm Electronics Pvt. Ltd.
 Second Floor, Megatherm Building, Unit -E, Plot - L1
 Block GP, Sector V, Salt Lake, Kolkata - 700091
 Mobile: 08100298033, E-mail: sunil@varindia.com
 Mobile: 09903088480, E-mail: kiran@varindia.com

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:

KALINGA DIGITAL MEDIA PVT LTD

© All rights are reserved. No part of this magazine may be
 reproduced or copied in any form or by any means without
 the prior written permission of the publisher. (1999-2020)

* All disputes are subject to the exclusive jurisdiction of
 competent courts and forums in Delhi only.

CONTENTS



PRAKASH KRISHNAMURTHY
 DIRECTOR INDIA, ARUBA



**INDUSTRY'S
 FIRST CLOUD-
 NATIVE PLATFORM
 BUILT FOR THE
 INTELLIGENT
 EDGE: ARUBA ESP**

REGULARS

Round About	10
Channel Guru	12
Channel Chief	14
Hot Bytes	15, 16
On the Ramp	17, 18
Voice N Data	19
Channel Buzz	20
Product of the month	41
Movers & Shakers	46

FACE TO FACE

08	Acer Ruijie Networks recognized in Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure
38	Cososys Specializes In Endpoint Centric DLP Solutions
42	Protect Your Enterprise outside Your Office with Comprehensive & Defense-in-Depth Security Solutions for Remote & Home Enterprise Workers

LEAD STORY

26	The Big W that arises in the market... What about... Business Strategy post lockdown
35	Tough Time Calls for Nationwide Collectiveness amongst the Business Leaders

COVER STORY

22	Datacenter Service Providers Stand in Favour of Data Localization
----	---

INDUSTRY E-EVENT

32	HPE DISCOVER 2020: VIRTUAL EXPERIENCE ADDRESSES TOP CUSTOMERS, PARTNERS & ALLIANCES
34	HUAWEI'S WI-FI 6 TO OUTPERFORM OTHER PRODUCTS IN THE INDUSTRY

INDUSTRY BUZZ

39	PCAIT BRINGS B2B & B2C PORTAL - INDIAITCHANNELS.COM FOR PARTNERS, REGISTRATIONS GOING ON
40	CCI HAS GIVEN THE GREEN SIGNAL TO THE \$5.7 BN FACEBOOK-JIO DEAL

VAR SECURITY

44	MATRIX COMSEC FINDS 'GOING CONTACT LESS' AS ONE OF THE CUTTING-EDGE TECHNOLOGIES AMIDST PANDEMIC
----	--



LATITUDE 7400 2-IN-1

Work at full speed.

Meet the world's smallest 14" commercial 2-in-1.* With features like Dell ExpressSign-in to instantly log in, battery life that lasts up to 24 hours* and Dell ExpressCharge capability to power your system up to 80% in one hour*, getting to work has never felt so fast.



*Based on internal analysis November 2018.

8th Gen Intel® Core™ i5 vPro™ processor



IRIS COMPUTERS

Please Contact :

Iris Computers Ltd.

A-155, Road No 4, Mahipalpur, New Delhi 110037 | Tel.: 011-26782505, Fax.: 011-26782510, 11

Ruijie Networks recognized in Gartner Magic Quadrant for Wired and Wireless LAN Access Infrastructure

Ruijie Networks, a worldwide leading ICT provider listed in SZSE, is positioned as a Niche Players in Gartner Magic Quadrant 2019 for Wired and Wireless LAN Access Infrastructure. Source: Gartner, Magic Quadrant for Wired and Wireless LAN Access Infrastructure, Bill Menezes et al., 24 September 2019.

Ruijie Networks, founded in 2000, with six R&D centers, 41 branch offices and over 8,000 channel partners with service covering over 30 countries and regions, has stepped into the 20th year in the enterprise networking industry.

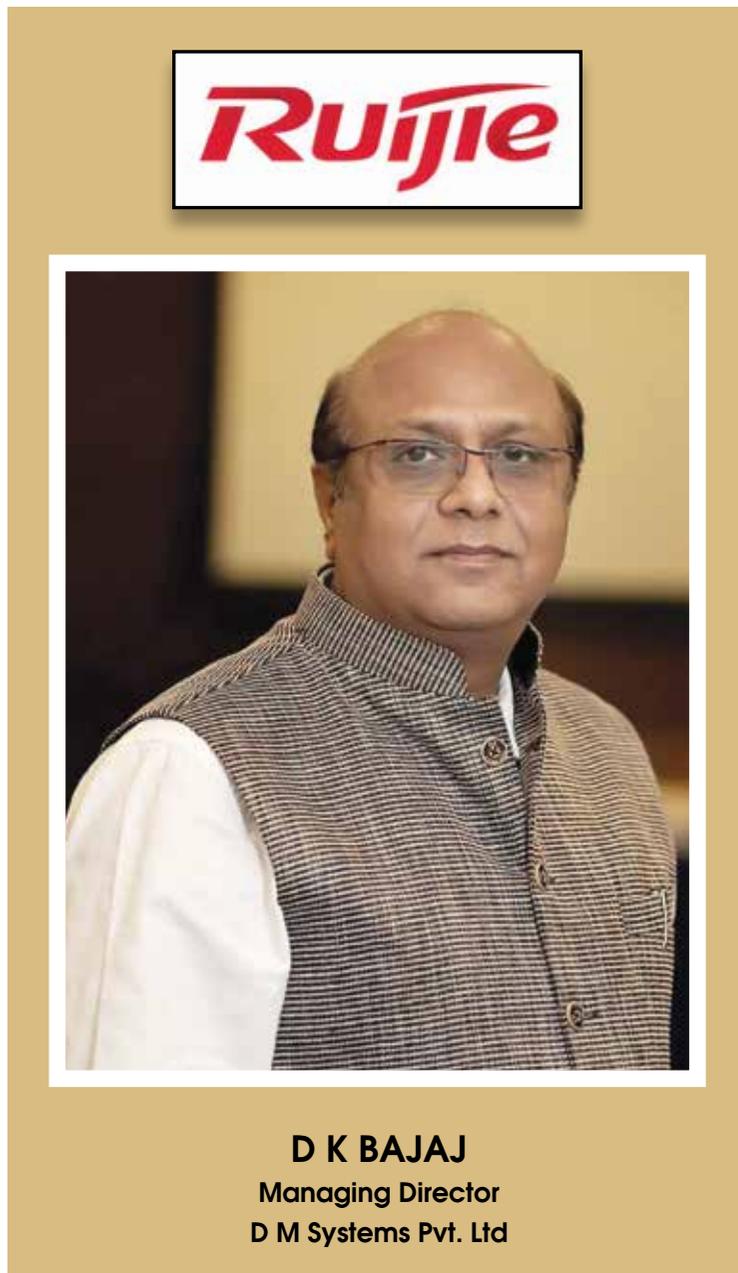
Ruijie delivers full suite of wired/wireless LAN enterprise solution targeting international vertical markets including hospitality, retail, education, transportation, finance, etc. With the convergence of AI, Big Data and Cloud technology into the existing industry-based solution portfolios, Ruijie Networks has been accredited for significant business growth in China and worldwide recently.

Ruijie Cloud solution offering is very comprehensive. Ruijie Cloud is one stop solution for SME's. From Switches, Wireless AP to Security Gateway, capacity from low-end to high-end! Other than hardware investment, all Cloud management platform and Mobile App are totally free for partners.

Ruijie has announced the appointment of its first national distributor- D M Systems. This appointment comes as part of expansion plans of Ruijie, where they plan to penetrate deeper into the India markets with their world class products and solutions. As part of the sign-up, DM Systems will carry Ruijie's Full series products for Business in SMB segment.

John Lu, Country Manager, Ruijie India said, "Ruijie is bullish about its growth in India through channel partners. Our focus for the year is our SMB products and ensuring their reach across the country, even we do have excellent products and solution for big enterprise projects. DM Systems has years of expertise in ICT solutions and proficient associated partners to ascertain our presence in Pan India, especially in northern India."

D K Bajaj, Managing Director, D M Systems Pvt. Ltd said "Ruijie is Top 3 network products vendor from China and Top 5 in worldwide market. We are excited to offer their cutting edge products and solutions in Indian market. We have been working in the distribution of ICT products for years and believe that Ruijie's products are in line to our range of networking products, especially WLAN and Switch products. We are hopeful that our partnership together will avail best of networking solutions to the right set of customers in order to ensure high performance and reliable network."



D K BAJAJ
Managing Director
D M Systems Pvt. Ltd

In addition, Ruijie Wi-Fi 6 new product launch event was streamed on Facebook Live globally where Ruijie Wi-Fi 6 new products and the One Cloud Global Strategy was shared on May 7th. Ruijie is also ranked as the NO.1 Enterprise Wi-Fi 6 Supplier in China as of Q42019 by IDC, and is continuing its leadership in the WLAN market.

Wi-Fi 6 Equipment For All Scenarios: Always One Option Fit For You

12 spatial streams

RG-AP880-I
Remarkable versatility

6 spatial streams

RG-AP840-I
IoT AP for smart Wi-Fi project

4 spatial streams

RG-AP680(CD)
Ideal for outdoor (IP68)

Powered by **MACC**

LIFETIME FREE
Ruijie Cloud

4 spatial streams

RG-AP820-L(v2)
Highest price-performance ratio

4 spatial streams

RG-AP180
Smart IoT Wall AP for Hotel

No.1 Ent. Wi-Fi 6 Supplier in PRC¹
Top 5 Ent. Networking Supplier in Worldwide²

#1 Source: IDC China Enterprise Tracker at 2019Q3
#2 Source: Gartner Q3-2019 Vendor Revenue Report on Enterprise WLAN and Switches

WORLD WIDE PROVEN

2 Millions+ Devices | 50 Millions+ Users Served

Ruijie | **20** 2000-2020 ANNIVERSARY

www.ruijienetworks.com

UN-BREAKABLE RECORD FOR Wi-Fi 6

Tolly Wi-Fi 6 Test Report



"The Fastest &
Largest capacity Wi-Fi accesspoint
Tolly has ever tested"



RG-AP880-I

The Fastest Wi-Fi 6 AP at 4Gbps

RG-AP840-I

Integrated IoT Module
Ideal for Smart Wi-Fi Project



RG-AP820-L

Wi-Fi 6 Killer Product Upto 1024 Clients



No.1 Ent. Wi-Fi 6 Supplier in PRC¹
Top 5 Ent. Networking Supplier in Worldwide²



WORLD WIDE PROVEN



2 Millions+
Devices



50 Millions+
Users Served

#1 Source: IDC China Enterprise Tracker at 2019Q3

#2 Source: Gartner Q3-2019 Vendor Revenue Report on Enterprise WLAN and Switches



VAD, SUB-D, SI PARTNER RECRUITMENT NOW

please contact:

Ruijie Networks Co., Ltd.

Tel: 91089 31030 | 95600 76365

Email: johnlu@ruijienetworks.com | chetan@ruijienetworks.com

D M Systems Pvt. Ltd.

Tel: 99990 35340 | 98770 99561

Email: pallavi@dmsystems.in | sandeep@dmsystems.in

Ruijie

www.ruijienetworks.com

A NEW WORLD ORDER BROUGHT BY COVID-19

“I’ve always believed that in times of economic downturn, the right thing to do is keep investing in building the future,” Mark Zuckerberg, Facebook’s chief executive, said. “When the world changes quickly, people have new needs, and that means there are more new things to build.”

How soon that will happen? To expect that happen all on a sudden may be a pious wish. It may be a gradual process in some countries, particularly in the developed world, which have borne the brunt of the pandemic. Though these countries have, by and large, bucked the trend of the lockdown blues by keeping some of the production facilities operating even during the peak of the pandemic scare, one should not overlook the fact that these economies have a large external market. Barring two-continental size markets—China and India—the rest of the countries have to depend more on external markets to sell their products, technologies and services. When the rest of the world, including the two largest markets—China and India—have been adversely affected by the killer virus and there were massive disruptions in the supply and demand side, almost all industries have scaled down their production, if not totally stopped, how could there be global trade?

Also, there were production diversifications in markets like the US, EU and China, the largest suppliers of goods of all hues and sizes across the world. While the automobile and defense majors in the US stopped their respective production lines to augment supply of healthcare products like ventilators, producers of consumer goods are focused on making masks, sanitizers, and other healthcare peripheral goods to fight the pandemic either on their own or being directed by their respective governments.

Corporate boardrooms across the world are mapping strategies to bolster production in a short time. They feel that is possible only by bringing in tectonic shifts in technologies. What would be those technologies? Do we think that Artificial Intelligence (AI), Internet of Things (IoT) and Blockchain and several other technologies in hibernation, which the human ingenuity would evolve sooner or later as a by-product of the present predicament, would solve the problem? These technologies are already in vogue and the present production processes are to a large extent, are dependent on these cutting edge technologies. Post Covid-19 may accelerate the deployment of these technologies and a lot more. Could they solve the problems that are awaiting us? Let us focus on the problems that are going to confront us. Foremost is a curative path for the pandemic either in the form of a vaccine or a drug to ensure that a pandemic of this type never gets repeated in the history of mankind.

Secondly, the challenges posed by unemployment in the post-Covid days are being felt in most of the industrialized countries. Almost all countries in the world have reported

a massive rise in unemployment. The US, though surprisingly, has shown an increase in employment in the past month. The rest of the world is still in the grip of massive unemployment riding on the back of disruptions in supply and demand chains. When this will get over is as uncertain as the retrace of the virus.

Coupled with this, there are financial and production losses across the world. Production facilities across the world have either come to a grinding halt or grossly scaled down. The booster doses announced by countries including India, experts say, may fail to reach the needy due to pilferages or wrong allocations. Inflationary pressures will be built up in developing and least developed countries, where most of the vulnerable sections of the people live. It may take at least two to three years for the world economy to come back on rail.

A related issue is inadequate health infrastructure in almost all countries including in the developed world. On the top of it, countries like India faced the massive problem of migrant population, who were silhouetted in hoards in ill-equipped tenements. They could not move to their native villages because of the sudden lockdown.

Most of the poor countries are facing food shortages caused by the lockdown. In many countries, farmers could not cultivate because of the lockdown. Educational institutes are still closed because of the lockdown, disruptions in transport systems etc. Students who have access to online education can avail of the benefit of distance education. However, internet is not reliable and unstable at some times. But in poorer regions of Asia, Africa and pockets of Latin America do not have access to television sets, internet and personal computers to connect with online education. That way the problems are many and varied.

We have to “think different” to ferret out newer ideas to come out of the predicament of the present. My view is that technology alone will not help us to come out of the situation we are in. We have to broaden our vision to go beyond the narrow boundaries of countries, regions and continents. What we faced and still facing is a global problem, wherein every person on Earth is a stakeholder and part of a chain. He or she can contract an infection and pass on to the rest of the world.

To me the pricey take away from the pandemic is that the world should always think of 7.9 billion from now onwards. Let me explain what that conundrum is. That is the number of the world population. Every technology we discover, every concept we germinate, every discourse we make should address the 7.9 billion people across the world and not about people in a nation state or a region or similar geographical contiguity. Across the world, people are talking about finding a vaccine or a preventive drug for the Covid-19. That drug or vaccine is not for a small group of people or a country. The drug or



vaccine has to be produced for 7.9 billion people spread across continents. That would mean the drug should be affordable and accessible to all and not alone for the rich and privileged. That knowledge can be extrapolated to other segments of human behavior. The technology that is hibernating now for healthcare should have universal application, be it for preventive healthcare products, developing awareness materials about various diseases and curative methodologies, evolving protocols and a host of other things. In the post-Covid-19 days, a lot of stress is going to be there for tele-medicine to track and treat diseases in far flung areas, where healthcare systems are fragile like in Africa or South Asia. The virus and bacteria originating there can mutate and spread to the rest of the world in a matter of days.

The other takeaway is pooling technology for the welfare of mankind. Also, whatever developed by a company or a country, will no longer be their intellectual property, but for mankind.

Many predict that post pandemic the order is going to be automation and least involvement of the people in the production processes. That may be true to some extent. What about the people who will be replaced by technology? Keeping millions unemployed would be like inviting trouble. They should have opportunities to lead a decent life, live in hygienic conditions, enough food to feed them and their families, should have accessible and affordable healthcare systems, good habitats to live. That means production technologies should have organic connect with human welfare.

Huawei Technologies are experimenting how to use 5G technologies for tele-medicine, protection of medical personnel and quarantine ward automation, among others. 5G also can be used for remote gene sequencing to help improve the detection rates of Covid-19. Similarly, unmanned or self-driving vehicles that spray disinfectants on their own can reduce the risk of infection of those working in quarantined areas. Infrared temperature measurement tools and mobile trolleys for quarantine ward consultations are other examples of how the healthcare sector is currently benefiting from using ICT.



Powered by 10th Gen
Intel® Core™ Processors

acer

FEEL EQUIPPED TO GO PLACES

With TravelMate P2 Series

TravelMate P214-52 is designed for the on-the-go lifestyle of the busy professional. Weighing just 1.6 kg, the ultra-portability factor is a great convenience especially on extended business trips.

TravelMate P214-52 continues to be a support system while on the move with a battery life of up to 11 hours. Even connectivity needs for professional networking are met thanks to the Wi-Fi 6 and Bluetooth 5.0 connections.



RAISES THE BAR FOR EFFICIENCY AND PRODUCTIVITY

-  14" LED Backlit Screen
-  Up to 11 hours of Battery Life
-  HDD + SSD Dual Storage
-  180 Degree Hinge + Camera Shutter
-  Hardware Trusted Platform Module 2.0
-  Wi-Fi 6 + Bluetooth 5.0

NEVER WEIGHS YOU DOWN

-  Weight – 1.6 kg
-  Thickness – 19.9mm Thin

TAKES THE ROUGH WITH THE SMOOTH

-  MIL certified for durability and ruggedness

Also available on GeM portal

For more details, visit us at www.acer.com or
call us on **1800-3131-71171** in case of any inquiries.

INDUSTRY'S FIRST CLOUD-NATIVE PLATFORM BUILT FOR THE INTELLIGENT EDGE: ARUBA ESP

NEW INNOVATIONS WITHIN ARUBA ESP

Aruba ESP is the industry's most scalable, full-stack, cloud-native platform for wired, wireless and SD-WAN environments that unifies multiple network elements for centralized management and control. Aruba ESP is based on open standards and enables integration with a variety of third-party solutions and services.

In an exclusive interaction with VARINDIA, Prakash Krishnamurthy, Director India, Aruba explains how the Indian channel partners are getting benefited from the solutions ?

The technology market undergoes a major transition about once every decade. The last two decades were centered on delivering ubiquitous mobility followed by the move to cloud-based applications. The emergence of these two technologies have widened the market for our Channel partners, with whom we have partnered them and enabled them to work across the market helping hundreds and thousands of customers in their Cloud journey and Mobility journey and we still continue to do so even today.

We are now entering into an era of data analytics driven by IoT, AI and automation supported by compute and modern networking to power a new breed of applications and workloads. Aruba Edge Services Platform (ESP) is that platform that uses modern, cloud-native technologies to unify, automate and secure the "edge" for the Customers. Aruba ESP connects all our technology into one platform and this allows our partners to have a more strategic conversation with the customers. It allows our partners, to deliver an end to end solution whether it is delivered as one or multiple projects. The value to the partner is the single platform approach. Partner can expand his revenue stream by selling multiple technology whether it is wifi6, central, branch, security or location services. A Partner can also engage deeper with customer by adding professional services and managed services to customers supporting these new technology for those partners who are very technically inclined can also develop API skills with the technologies that make ESP to be able to offer very unique

and customized value adds to customers. So clearly partners will benefit as they can "land" and solve problems for our customers and "expand" by adding value to the customers and partnering with them in their innovation journey using Aruba technologies.

Responding to the GTM strategy of Aruba ESP and grabbing the market share, Prakash says, Aruba's go-to-market strategy will continue to be the "Partner Ready for Networking Program", which enables partners with the needed skills and certifications for positioning, selling and deploying all the technology that help our customers to achieve the objectives of ESP viz. Unify, Automate and Secure. In the program, channel partners

“
A LEADING TECHNOLOGY COMPANY IS GEARED TO SECURE, INTELLIGENT NETWORKS THAT ENABLE CUSTOMERS TO THRIVE AND DELIVER AMAZING DIGITAL EXPERIENCES IN THE MOBILE, IOT AND CLOUD ERA. WE ARE CHANGING THE RULES OF NETWORKING TO MAKE IT SIMPLE FOR IT AND ORGANIZATIONS TO BRIDGE THE PHYSICAL AND DIGITAL WORLDS AT THE EDGE. THE NEW PLATFORM USES AI AND AUTOMATION TO CONVERT DATA INTO ACTIONABLE INSIGHTS; SUPPORTS BUSINESS CONTINUITY AND RECOVERY TO ADDRESS RAPIDLY EVOLVING ORGANIZATIONAL NEEDS.
”

will continue to be rewarded for cross-selling and up-selling Wireless, Switching, Security and Central solutions. Under this program partners will also be able to sell our HPE Financial Services to give customers financial flexibility and even offer "GreenLake for Aruba" to customers.

Partners will always be pivotal to our growth and success and we will continue to drive more and more programs for their development and enablement under the same Partner Ready for Networking Program for ESP.

Responding on the supply chain and bottleneck during the lockdown Prakash says, our supply chain has always been a great differentiator for us at Aruba . We have done well in our supply chain execution and it is due to the resiliency we implemented across our supply chain plans. As the pandemic leaves behind a trail of disruption, everyone will evaluate how they can plan for more resilient supply chains that can withstand the global disruptions. Aruba is committed to support partners and customers in meeting the project time lines in the best possible value while trying to comply with the guidance and policy of the government agencies and securing the wellbeing of our employees, partners and customers.



Aruba, a Hewlett Packard Enterprise company, introduced Aruba ESP (Edge Services Platform), the industry's first AI-powered, cloud-native platform that predicts and resolves problems at the network edge before they happen. Built on AIOps, Zero Trust network security, and a Unified Infrastructure for campus, data center, branch and remote worker locations, Aruba ESP delivers an automated, all-in-one platform that continuously analyzes data across domains, ensures SLAs, identifies anomalies and self-optimizes, while seeing and securing unknown devices on the network.

Prakash Krishnamurthy, Director India, Aruba says, Aruba ESP is designed to deliver a cloud experience at the edge and can be consumed either as a service in the cloud or on-premises, as a managed service delivered through Aruba partners, or via network as a service through HPE GreenLake. Tailored for varying economic requirements, customers may also procure it with flexible financing options via HPE Financial Services.



BRAND BOOK ON INDIAN TECHNOLOGY INDUSTRY

50 MOST TRUSTED BRANDS IN INDIA

**MOST TRUSTED BRANDS & CMO LEADERSHIP AWARDS
CHOSEN BY THE CUSTOMERS**

TO BE UNVEILED OVER A LARGE TECHNOLOGY E-CONFERENCE

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**

INDIA'S FRONTLINE MAGAZINE
VARINDIA
THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

 **KALINGA**
DIGITAL MEDIA

“ALL THE USERS OF ZOOM ARE ABSOLUTELY SAFE, THEIR MEETINGS WERE ALWAYS ENCRYPTED”



DUE TO COVID-19 SITUATION DIGITAL TRANSFORMATION IS ON FULL SWING AND PEOPLE ARE NOW FORCED TO ADOPT TECHNOLOGY. IN THIS UNPRECEDENTED TIME, THE COMMUNICATION PLATFORM, ZOOM HAS BECOME ONE OF THE MOST POPULAR TOOLS TO COMMUNICATE. BUT OFF LATE THERE WERE QUESTIONS RAISED REGARDING THE SECURITY OF THE PLATFORM. IN A CHAT WITH VARINDIA, SAMEER RAJE, INDIA HEAD, ZOOM VIDEO COMMUNICATIONS TALKS ABOUT THE SUDDEN RISE IN DIGITAL TRANSFORMATION, EXPECTATIONS FROM ZOOM, STRATEGY TO ADDRESS CHALLENGES, CONCERNS OVER END-TO-END ENCRYPTION AND CYBER SECURITY

When we talk about digital transformation, what are your observations about the acceptance by the customers?

So, I think what has happened is the COVID-19 situation has put digital transformation into a complete fast forward mode. So what was supposed to happen probably a few years down the line has started now and people are forced to adapt to that today, right from work from home to moving to the cloud based infrastructure to commuting the virtual world. We are seeing more adoption of these kind of technologies. It is not only the communication platform, but we will see a plethora of other services also going digital.

Remote work is changing the global workspace operation and this trend is going to continue for a longer period of time, what can we expect from ZOOM?

I think there are two things. One, the large organizations look at us as a business continuity model where they want to ensure that their business continues even in these kind of fluid situations where people are not going to return in 100% strength in offices. There will be a maximum of 25-35% manpower in offices and this is where the business continuity proportion comes into picture. Second aspect is from zoom you can expect simplicity, the ease of use and that is where the small, medium, enterprises even the home tutors, coaching classes etc. who are struggling and want immersive one touch simple platform to use, that is where ZOOM fits in ideally. So ZOOM fits in at the lower end as well the higher end. So, it offers the best of both worlds because of its simplicity, ease of use and also the reporting and complexity aspects for the controllers or the ID administrators for a large organization. So we will be bringing in more and more functions and features all around this, which will help people to stay connected during these difficult times.

ZOOM has surpassed all the top brands in the world. What is the success mantra behind this?

When the company was formed by our CEO, his idea was to develop a product which is easy, simple and it just works. That was the main theme behind it. With that theme when he started building the team and even when I am building a team in India, we ensure that in every interaction that we do, or we have with our customer it reflects that we care about them. For us, it is everything about the customer and our employees. We are number three rated on Glassdoor as the best places to work because every employee loves to work here. Our senior leadership and everybody cares for each other. That is the place to work for. So a product is simple to use and if you click it, you are going to get best of the experience, be it on 2G, 3G, 4G. Second is the goal and the culture of the company which is about keeping the employees happy who in turn keep the customers happy. That's the whole story behind it.

What are the strategic plans to address the new challenges in 2020?

It is very difficult right now to say that, these will be the challenges of 2020 because the world is turned upside down. So we have to take each day as it comes, but our primary goal is to make our product very safe and secure. So that is the reason why we are on that 90 day plan and I think that focus will continue with cybercrime going up by 600%, there is going to be hardly a day when we can take our eyes off from privacy and security of the platform, it will need more focus. But as time progresses we will also expand and try to bring in more features and functionality depending on what our customers are looking for.

There is an unprecedented spike in remote work today. Can you share few concerns about the End-to-end encryption?

Around end-to-end encryption there is a lot of misinformation out there, I would say most of it is not true. There was a mistake from our side in terms of how we documented it. But as

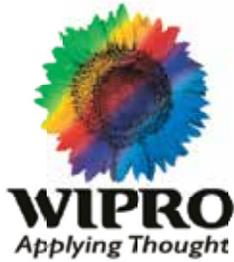
I said till the time you joined a meeting right even before April 2020 if you are using ZOOM client on laptop, desktop or mobile phone, your meetings were encrypted period. The financial institutions, the largest of the large enterprise would not have selected zoom to be used if the meetings were not encrypted. Whether free or paid, the meetings are encrypted. We are a platform. When I say platform it means we allow different formats of communication to come into ZOOM it could be HD video conferencing device or simple audio conferencing line, there the encryption format changes. If it is a PSTN line, it cannot be encrypted. So only when it enters the ZOOM cloud it gets encrypted into the encryption format. From the ZOOM cloud till the telephone it will be unencrypted. That is the difference. All the users of ZOOM are absolutely safe, their meetings were always encrypted. They are now being encrypted in 256 bit GCM encryption, which is world class and no other player is offering this kind of encryption level.

Working remotely is also leading to crucial data being exposed to cybercriminals. How are you supporting your customers in this?

So there are two fronts to this, first and foremost the ZOOM platform itself is absolutely secure in terms of the way it is structured, the security protocols, the features and functionalities that we follow, including that our data center or application levels. Second is the end user part where they need to be educated in terms of the phishing attacks and vulnerabilities. So we keep on educating our end users in terms of safeguarding themselves against similar things. So for example we request them to keep on changing their passwords frequently, to not use the common user IDs and passwords which they have used on some other platforms. Similarly, if you are a paid user then there are a whole lot of different security features and functions which can be enabled on it right from disabling the recording features to routing of the data. We keep on enhancing our security abilities for the platform itself and at our infrastructure as well.

Wipro with Citrix and Microsoft enabling Business Continuity for Customers

Wipro has announced that Wipro VirtuaDesk, Wipro's Desktop as a Service solution and Wipro's Digital Workspace solution, will join forces with Citrix Systems and Microsoft to help customers drive business continuity while executing operations within the boundaries of social distancing and other limitations that have currently become the new normal.



Wipro will integrate a host of services offered by Citrix and Microsoft to create high-performance virtual compute environments that leverage the power of cloud architecture and next-generation digital workspace technology. The combined solution will allow for rapid and easy deployment of

secure and reliable digital workspaces (including application suites). This will let clients accommodate increased calls for remote work, which in many cases is a mandate. Clients will benefit while still adhering to cost, compatibility, resilience and performance objectives.

Synopsys completes acquisition of Qaltera, semiconductor analytics innovator

Synopsys has announced to acquire Qaltera. Qaltera's advanced analytics technology, combined with the industry-leading Synopsys Yield Explorer design-centric yield management solution and Synopsys TestMAX test automation solution, provides the foundation for improving the process of using silicon measurements to guide improvements throughout a device's development and manufacturing lifecycle. This unique combination enables a post-silicon optimization solution that is key to maximizing efficiencies from design all the way to device shipment.

Sassine Ghazi, general manager, Design Group at Synopsys, says, "Maximizing our customers' success in highly competitive industries requires that both the pre-silicon and post-silicon phases of the silicon lifecycle are fully optimized, and our goal is to provide an end-to-end solution to make it more achievable for our customers. Synopsys' acquisition of Qaltera underscores our commitment to deliver post-silicon optimization solutions that address the evolving needs of the dynamic semiconductor industry."

Fujitsu inks strategic partnership with Palantir Technologies

Fujitsu Limited, Palantir Technologies Japan ("Palantir Japan"), and Palantir Technologies Inc. ("Palantir") have announced an agreement that the three companies form a strategic partnership to bring world-class technology to the Japanese market and accelerate Japan's Digital Transformation (DX) initiatives. As part of this agreement, Fujitsu CEO Takahito Tokita and Palantir Japan CEO Koichi Narasaki have announced that Fujitsu will become Palantir Japan's sole Flagship Technology Partner in Japan and sell its DX Services to complement Palantir's leading software platforms.

With this strategic partnership, Palantir, Palantir Japan, and Fujitsu will deliver their technologies and experience to various industries and customers throughout Japan. By combining Palantir's powerful platforms and success across industries with Fujitsu's information and communication technology ("ICT") capabilities and extensive experience supporting customers in their DX journeys, the partners will enable Japanese customers to achieve transformational outcomes against their core missions. Fujitsu's experience working with all branches of the Japanese government and commercial institutions will provide the partners with an added layer of regional expertise.



Crayon comes up with new logo

Crayon announced the start of its new corporate brand identity that better reflects its service-oriented approach in helping customers' journey into the cloud while ensuring that their IT estates are rightsized, managed and optimized.

"I think that the new logo is fantastic," said Crayon co-founder Rune Syversen. "We're in the middle of a transformation as a company and moving toward more service-oriented, cloud-based solutions and we want a brand that resonates with what we're doing and the people behind our innovations."



The new logo is part of Crayon's new corporate brand identity that will be rolled out over the next several months.

"Crayon has always believed in Creativity, Simplicity, Effectiveness and Dynamism in every action it takes. The new logo reflects our Services Oriented approach and projects the Company's Norwegian cultural identity to its Customer, Partners and OEMs. The new visual identity expresses Crayon's high-quality People, Products and Services," said Vikas Bhonsle, Chief Executive Officer, Crayon India.

AI, 5G Will 'Drive the Technology Revolution: CompTIA

Technology solutions built around artificial intelligence (AI) and 5G wireless networks will have the biggest impact on companies involved in the business of technology in the coming years, according to the Emerging Technology Community of CompTIA.

AI and 5G lead the community's third annual list of the emerging technologies that offer the most immediate opportunities for tech firms to generate new business and revenues.

"Our ranking represents a consensus viewpoint that emerged after some spirited debate and discussion with the community," said Michael Haines, director of partner incentive strategy and program design for Microsoft and chair of the CompTIA Emerging Technology Community. "We're not proposing that every solution provider and channel partner needs to immediately add these technologies to their menu of products and services. But these innovations will have a sweeping impact on the business of technology. Companies need to prepare now for the sea-changes ahead."

SUSE Reports A Strong Second Quarter Focused on Helping Customers Succeed in a Challenging Economy

SUSE has announced financial results and highlights from the second quarter of its fiscal year 2020 ended April 30.

SUSE technologies are also enabling customers to offer solutions that help mitigate natural disasters, save lives and reduce climate change such as the Tokyo Institute of Technology that provides a "supercomputers for everyone" project that benefits not just academia, but also external businesses and research institutions, enabling them to develop cutting-edge research in areas such as medicine, social phenomenon analysis and even earthquake warnings; the London School of Hygiene & Tropical Medicine, a leading center for research and education in public and global health, that enables worldwide research, collaboration and guidance to those responding to COVID-19 outbreaks around the world.

SUSE's Q2 ACV (actual contract value) bookings increased 30% year over year, with significant 29% regional ACV bookings growth in Asia Pacific and Japan despite COVID-19 impact throughout the entire quarter.



UiPath partners with TASK to build a future ready RPA workforce

UiPath, has joined forces with Telangana Academy for Skill and Knowledge (TASK), as part of their Academic Alliance program, to build RPA resiliency in more than 30,000 students in the next one year. Under this partnership, UiPath will initially extend Academic Alliance program benefits to 50+ academic partners of TASK and train 100+ educators on RPA Design and Development. The academic partners can also incorporate



RPA as part of regular university credits or offer it as a value-add program.

“Through our partnership with TASK, we strive to democratize RPA and

make it easily accessible for all students to provide a solid foundation to their career,” said Manish Bharti, President, UiPath, India and SAARC. “RPA will continue to be an immediate priority for enterprises in coming times leading to accelerated demand for automation skills. And, by building a saturated RPA talent ecosystem, we hope to address this,” he added.

TASK shall also be empowered to deliver educator readiness/enablement sessions for educators and students. They will also be extended a 50% discount on UiPath certified professional global certifications.

Fenexa is showing the way for the Indian System Integration Business

When the investment sentiments in the market are at an all time low, it is the Indian IT industry which has shown the way forward in the current economic scenario. A Indian start up, Fenexa Technology Private Limited, serving to the IT sector has garnered a valuation of Rs. 357 crores by IBBI certified Valuers which also motivate to other start-ups.

Fenexa India was founded in 2019, with a mission to provide best solution and services on administration, marketing and IT as well. It is a leading IT Solution Provider and currently at the forefront of Digital Transformation & Emerging Technologies to serve the customers across the world.

The company is based out of New Delhi is targeting a revenue of Rs. 1500+ crores over a period of next three years and already book order of more than 400 crore. The company also has a subsidiary in Delaware USA in the name of FENEXA INC.

Hitachi Vantara extends its digital manufacturing portfolio

Hitachi Vantara has announced an expanded set of offerings to help manufacturers accelerate Manufacturing 4.0 initiatives and to assist with safely restarting production in the wake of the COVID-19 pandemic.

HITACHI
Inspire the Next

For many manufacturers, the pandemic has not only affected worker health and safety, it has impacted demand, interrupted production, exposed vulnerabilities in supply chains, and driven an

urgent need to modernize operations.

Dramatic variations in production capacity and demand illustrate the new stresses being placed on manufacturing supply chains and production planning: after the onset of COVID-19, industrial production in the United States experienced the steepest decline since 1946, yet daily U.S. e-commerce sales jumped 49%.

Hitachi Vantara’s new manufacturing practice and its expanded portfolio of digital manufacturing solutions, services and consulting services aims to help manufacturers adapt to these immediate challenges. It also promises to help manufacturers lay the foundations for the digitalization of health, safety and environment (HS&E), asset insights, predictive quality, and operations optimization.

Accenture announces completion of Gekko acquisition

Accenture has announced the completion of French Amazon Web Services (AWS) cloud services company – Gekko acquisition.

The terms of the deal were not disclosed. The deal was announced on April 20.

With this acquisition, Accenture has strengthened its leadership position in cloud and artificial intelligence extends its ongoing relationships with key technology providers, including ecosystem partners such as Amazon, Google and Microsoft; and complements the cloud migration expertise and strategic objectives of the Accenture AWS Business Group (AABG) in France, Belgium, Luxembourg and the Netherlands.

Gekko has more than 100 trained cloud professionals, 100 AWS certifications and a deep relationship with AWS.

The AABG is built on more than 13 years of partnership and thousands of joint projects between Accenture and AWS. Accenture’s AWS community consists of more than 8,000 AWS-trained professionals who hold over 5,500 AWS certifications globally.

L&T Technology Services partners with CogniLore to accelerate digital transformation

L&T Technology Services has announced that it served as a technology partner to Canada’s CogniLore Information Solutions enabling it to offer its acclaimed proLibro digital delivery tools for mass adoption by educational institutes and businesses who now face the imminent task of realigning their operations and business model for a “work from home” environment.

The move is in line with the recent spurt in demand of educational institutes to deliver their age-old teaching mechanisms to the COVID-19 triggered work from home mode where academia-student engagement model has attained a virtual note. This offering is also valuable for businesses which so far relied on print versions or documents.

To accelerate this transition, CogniLore is moving early to general release of version 3.0 of its proLibro digital delivery tools and is offering unlimited end user licensing for free to enable these institutions to rapidly transition to digital and provide the opportunity to reduce client costs while giving users a vastly superior digital publication experience. CogniLore has also decided to suspend end user fees until September 1st, 2020 to further speed up this deployment.

HCL Technologies to acquire Cisco’s SON Technology

HCL Technologies has announced to acquire products and services built on Cisco Systems’ Self-Optimizing Network (SON) technology for almost \$50 million (Rs 378.5 crore) in cash.



Through this acquisition HCL will meet the growing needs of its customers in the telecommunications industry as the technology has become a major component in the move towards 5G networks.

The Cisco SON technology is a powerful platform that uses machine learning and a set of applications to automate the Radio Access Network (RAN). It helps customers boost performance, harmonize the multiple technologies that comprise a RAN, and maximize the capabilities of existing infrastructures, resulting in reduced capital and operational expenditures. As part of the deal, some employees who work on Cisco’s SON technology will move from Cisco to HCL.

HCL also claimed that the assets it is buying provide automation technology to make the planning, configuration and management of radio networks simpler and faster.

Dell Technologies Cloud enhancements help organizations to speed up and simplify deployments

Dell Technologies is improving overall capabilities for hybrid cloud deployments with additional Dell Technologies Cloud advancements.



Customers now can move workloads across public and private clouds with greater flexibility and adopt a hybrid cloud approach that best fits their needs while reducing costs. According to Forrester, customers using Dell Technologies Cloud over the course of three years could see an incremental return on investment of more than 170% and recoup their costs in fewer than six months.

“Organizations are moving towards gaining better control over their clouds by adopting multi-cloud strategies that include hybrid, public and private cloud environments. This approach helps them in simplifying the migration of workloads deployed across multiple clouds, eliminate the silos and reducing operational costs, thus helping them achieve a more steady and consistent cloud management experience,” said Surajit Sen – Chief of Staff, Modern Data Centre – APJ, Dell Technologies. “These new updates to the Dell Technologies Cloud platform enables our customers who are adopting multi-cloud strategies to meet the requirements of their workloads and supports modern and traditional applications, across cloud locations.”

Barco unveils series of advanced video processing and presentation control systems

Barco India has introduced the PDS-4K presentation switcher, developed to meet audience requirements for high-quality image processing and fast seamless switching. The PDS-4K brings Barco’s expertise from the rental and events industry into the workplace, for the first time. It is an ideal fit for mid-sized live shows, corporate presentations in larger meeting spaces, multi-purpose auditoriums and boardrooms.

Barco’s latest generation PDS includes eight 4K inputs and two 4K fully seamless mixing program outputs, designed to deliver all content as intended. The modular and scalable architecture supports a wide variety of show configurations.

The new generation PDS relies on the power of the tried and trusted Event Master processing product line. The PDS-4K incorporates the Athena scaling technology for stress-free scaling and seamless mixing performance. It is built with a flexible principle, ensuring expandability and future-proof upgradability. The new presentation switcher is seen filling the dark hole of 4K processing for smaller rooms and will be a game changer for the corporate and live event industries.

Aruba rolls out secure AI-powered solutions and vision for the reimagined workplace

Aruba, a Hewlett Packard Enterprise company unveiled a suite of innovative workplace solutions and a new vision for three return to work scenarios – returning to the office and venues, working from home, and ultimately, the office reimagined. With Aruba’s AI-powered, cloud-native networking solutions as their foundation, each scenario provides pragmatic steps organizations can take today to expedite business recovery and implement contact tracing and touchless solutions that enhance the health and wellness of employees and visitors.

There’s no question that the new state of work will be much different from office life prior to the COVID-19 pandemic. The mandate to shut down non-essential physical offices and businesses tested the effectiveness of fully virtual workforces, which has been successful when the right networking technologies and tools are in place. We will return not to one, but to many kinds of workplaces – traditional offices, homes, on the road – within which our safety must be ensured, and between which we must move seamlessly without retraining or compromise.

Acer brings business PC at Rs 9999 to help SMB and Enterprises in digital transformation

Acer unveiled affordable Veriton N series powered by latest Intel Dual Core/Quad-Core Processors paired with 4GB RAM expandable upto 8GB and a host of connectivity options it is designed for e-learning, Small-Medium Businesses and Enterprises to help them in digital transformation.



The new Acer Veriton N series comes with Microsoft Windows 10, WiFi b/g/n ac for wireless connectivity along with security and manageability features. It is an ultra-small form factor desktop with VESA mount which can fit behind a monitor easily saving space and giving a clean work desk.

Sudhir Goel, Chief of Commercial Business Group, Acer India said, “We are excited about the launch of the new Acer Veriton N series which is an affordable PC for meeting the rising demand of E-learning, Enterprises and Small Medium Business across all segments. With lockdown and changing business strategies, there is a need of IT products to adjust the remote working requirements.”

SonicWall Advances Network Edge Security, Adds Multi-gigabit Switch Series, Easy-to-Manage SD-Branch Capabilities

Distributed organizations are continuously challenged with administering necessary security measures to thwart escalating cyberattacks to protect workforces outside of the protection of traditional networks. To simplify security deployment, management and visibility for organizations with growing branch footprints, SonicWall unveils new secure SD-Branch capabilities, and a complete line of new multi-gigabit switches, to cost-effectively scale and manages remote or branch locations.

“Business success often coincides with expansion, leading to an increased need for visibility, security and bandwidth across a distributed organization,” said SonicWall President and CEO Bill Conner. “As the world begins to re-open its doors, organizations must re-architect for the ‘new business normal,’ which includes implementing cost-effective, software-defined networking and security principles across the business.”

Check Point Software announces CloudGuard Cloud Native Security

Check Point Software Technologies has introduced CloudGuard Cloud Native Security, a fully-automated cloud platform that enables customers to seamlessly protect all of their cloud deployments and workloads, and manage security through a single pane of glass. CloudGuard streamlines and simplifies cloud security, preventing the most advanced 6th generation cyber-attacks from impacting organizations’ cloud environments, and enables them to take full advantage of the speed and agility of cloud.



Check Point
SOFTWARE TECHNOLOGIES
We Secure the Internet

Rapid migration to the cloud is the biggest cause of breaches in enterprise

security architectures, according to the SANS 2020 Cybersecurity Spending Survey, with over half of respondents citing increased use of public clouds as the leading cause of security disruption. The Covid-19 pandemic has magnified this, as companies scramble to support mass remote working. Their current security controls cannot cope with the speed, scale and complexity of cloud deployments, leaving them vulnerable to attacks and breaches.

Check Point CloudGuard addresses these challenges, delivering the most comprehensive and easy to manage cloud security platform. It gives frictionless deployment and control of the most advanced security protections to any cloud environment and workload, and enables security processes to be automated to meet DevOps’ demands for rapid deployment and agility.

Lenovo introduces IdeaPad Slim 3, thin and light laptop

Lenovo has launched the IdeaPad Slim 3 – making thin and light laptops available to customers around India who need a reliable, accessible device as they adapt to remote learning and working.

Rahul Agarwal - CEO and Managing Director, Lenovo India says,



“Lenovo is the leader in thin and light laptops. With the IdeaPad Slim 3, we can now ensure that our customers can make the most of remote working, learning and entertainment, as they

adapt to a quickly changing environment. The device offers unmatched speed, intuitive design and excellent security, making it the right choice for today’s customers in India.”

The IdeaPad Slim 3 offers excellent speed to allow high productivity in a variety of applications. It is equipped with cutting-edge 10th Gen Intel Core processors, hybrid storage with SSD and HDD option, excellent connectivity with Wi-Fi 6, and two USB 3.1 ports to enable rapid data transfer.

Sophos boosts Endpoint Detection and Response (EDR)

Sophos has unveiled an updated version of its Endpoint Detection and Response (EDR), the first solution designed for both security analysts and IT administrators, available now in Sophos Intercept X Advanced and Intercept X Advanced for Server with EDR. Significant advancements and



new capabilities make it faster and easier than ever before for security analysts

to identify and neutralize evasive threats, and for IT administrators to proactively maintain secure IT operations to reduce risk.

Kingminer shares many of the attributes that advanced ransomware attackers use to gain access, evidence of the need for EDR with the ability to hunt active attacks. As Sophos recently discovered in its State of Ransomware 2020 survey, only 8% of Indian organizations breached in a ransomware incident were able to detect the intrusion and stop it before it was able to encrypt their files. Sophos’ new EDR capabilities help security and IT teams detect threats and breaches that could otherwise take months to uncover.

Unistal brings Protegent Endpoint Security Software

Unistal has launched a new make in India product, Protegent Endpoint Security Software. The endpoint security has been developed with the aim of providing cyber security services for network endpoints. The release



is expected to mark memorable success and achievement in the sphere of IT when it comes to saving the world from security threats, attacks and other malicious activities which are increasing with the technological growth.

The services under the software will accumulate filtering of emails, web filtering, malicious acts and viruses. The software will assist the business network specifically while devices like laptops, or computers are accessed remotely. The installation of this endpoint security solution

will be followed by network servers and other endpoint devices.

Protegent endpoint security inculcates encryption feature for securing the gadgets accessing enterprise network thus will assist in controlling any risky activities with proficient monitoring, said Alok Gupta, Managing Director, Unistal Systems.

Fuji Xerox Bolsters Intelligent Information Management with M-Files AI-Powered Hybrid Cloud Solution

Fuji Xerox Asia Pacific has announced its partnership with M-Files unveiling a new digital business solution for companies in the Asia-Pacific (APAC) region that features automated workflows together with intuitive information management and compliance support that is deployable in the cloud, on-premise or both. It accelerates digital transformation by simplifying business processes through unifying organization data.

M-Files incorporates cutting-edge technologies, such as artificial intelligence (AI), that accelerate digital business transformation, breaking down information silos across applications and repositories, and connecting people across business groups, functions and locations to create borderless workspaces. The platform allows information to be shared, modified and accessed securely with ease, enhancing collaboration and productivity. As a result, the M-Files AI-powered information management solution perfectly fits into Fuji Xerox's portfolio of business process solutions, making it possible for Fuji Xerox customers to benefit from modern cloud services with instant cloud readiness to support future-proof operations, while also leveraging existing on-premises infrastructure if they choose to keep sensitive data behind firewalls.

HyperX brings Cloud Stinger Core PC gaming headset

HyperX announced the launch of Cloud Stinger Core gaming headset. It is an affordable headset, designed for PC gamers looking for great sound at a value price.

HyperX Cloud Stinger Core PC features an adjustable steel slider and soft ear cushions for comfort, along with a swivelling mic. It comes with directional 40mm drivers and a closed-cup design for an immersive in-game audio experience with less distractions. Players of all levels need quality, comfortable gaming headsets, and HyperX fills this demand, providing hours of comfortable gaming for pro gamers and enthusiasts alike.

“Building on the demand for the HyperX Cloud Stinger headset, we designed the new high-quality Cloud Stinger Core for PC gamers on a budget. The headset is made sturdy and durable and comes with steel sliders so users can comfortably play for hours,” said HyperX.

HP to unveil affordable Always Connected PCs in India

HP has announced to launch affordable Always Connected PCs, which usually fall in the higher price range of over ₹1 lakh. This new PC range will be focused on mid-range segment users wanting to establish their work stations at home. These much cheaper models are planned to launch the new models this month.

According to a report, it could be launched around mid-June, and it will target small and medium businesses and individual professionals who are working from home. The devices would support faster video downloads, smoother video calls and other network data intensive activities. Other HP line-ups that offer 'Always Connected' features include Spectre and Elite Dragonfly PCs.

Bharath Shenoy, Market Analyst, PC Devices, IDC India comments, "Enterprises across all segments seem to be preferring notebooks over desktops during the current scenario of work from home under the lockdown. As companies and employees try to adjust to remote working requirements, the immediate task is to make the workforce functional with minimal losses in productivity. Hence, the demand for notebooks in the enterprise segment is expected to remain strong in the coming quarters."



Ericsson selected by O2 UK to deploy 5G (LTE)

Ericsson has been selected by O2 UK to deploy its 5G radio access network (RAN) even farther across the UK, upgrading the existing 2G/3G/4G sites as part of a substantial network modernization program.

Following the launch of O2's 5G commercial network in October last year, the extended partnership with Ericsson includes hardware, software and service upgrades in the West of the UK, bringing greater coverage, voice and data capacity.

ERICSSON 

Brendan O'Reilly, CTO, O2, says, "We are pleased to be moving

forward with Ericsson as one of our primary vendors for our 5G rollout. Telecommunications has never been more important in keeping the country connected, and we look forward to bringing the enhanced capabilities of 5G to our customers."

Leading products and solutions from the Ericsson Radio System portfolio will be used in the deployment, which include new multiband and wide-band 5G radios as well as new 5G-optimized basebands to build sustainable sites in preparation for future increases in 5G coverage and capacity.

Telegram Messenger brings in-app Video Editor

Telegram has launched a slew of new and advanced features including in-app Video Editor, two-step verification, animated stickers, speaking GIFs and more. The video enhancement feature will enable users to tweak videos in just two taps with dozens of parameters like saturation, brightness, etc. with a zoom-in option while drawing. Animated stickers can now be added to the photos and videos while editing which can later turn into GIFs, as well. The app has also added new attractive speaking GIFs for user chat experience enhancement.

It has also introduced Two-step verification for their users. Simply anyone can click on the Privacy and Security option to enable this Two-step verification security lock. Users need to set-up a new password by entering it twice followed by a password hint. This feature would be responsible to protect the app data and secure accounts from cloning in future. Now onward if this Two-step authentication password is enabled on a given account, anyone trying to log-in from a new device that person needs to know the password, along with the OTP.

Zoom to provide encryption feature to paid users only, wants to comply with law enforcement

The CEO of Zoom, Eric Yuan said that the upcoming end-to-end encryption feature will be available only to only paid users. For free call it is not applicable and law enforcement will be able to access information in case of 'misuse' of the platform.

Eric said this after announcing the company's financial result for Q1 2020. According to him the firm wants to keep this feature away from free users to work with law enforcement in case of the app's misuse.

Earlier, platforms which offer end-to-end encryption like WhatsApp faced intense scrutiny in many countries because they were unable to trace the origins of problematic and misleading messages. Zoom wants to avoid being in such a position. It wants to comply with local laws to keep operating across the globe.

In March, in a report it was published that the company do not use end-to-end encryption, despite claiming that on its website and security white paper. Later, Zoom apologized and issued a clarification to specify it didn't provide the feature at that time

Last month, the company acquired Keybase.io, an encryption-based identity service, to build its end-to-end encryption offering.

BSNL expands its 200Mbps 1500GB

FTTH plan to Tamil Nadu

The state-owned telco, Bharat Sanchar Nigam Limited (BSNL) has expanded its current plan of 1500GB FTTH to new cities in Tamil Nadu. In the beginning of this year it was introduced in Chennai and Telangana

circles. The 1500GB Fiber-to-the-Home (FTTH) plan offers 200Mbps of speed up to 1500GB data along with unlimited local and STD calls to any network. After the FUP limit is reached, the speed reduces to 2Mbps. The 1500GB FTTH plan is also introduced in Bhawanipatna city in Odisha, as well as the Puducherry area.

As per the tweet of BSNL Junior Telecom Officer (JTO), N Surendar, BSNL has introduced the 1500GB plan priced at Rs. 1,999 along with several other plans in cities of Tamil Nadu including Salem, Yercaud, Omalur, Mettur, Sankagiri, Tiruchengode, Attur, Valapady, Rasipuram, Namakkal, and Velur. The plans ranging from Rs. 499 (20Mbps up to 100GB) till Rs. 1,999 (200Mbps up to 1500GB) are available to use in these cities.



NETGEAR brings in Orbi RBK20 Mesh Router to ensure Wi-Fi Speed and Reliability

NETGEAR has offered its Orbi Mesh Range to cover a large space with consistent Wi-Fi signals while removing the dead spots within the house.

The NETGEAR Orbi RBK20 Wi-Fi Router delivers exceptional Wi-Fi coverage while removing the dead spots, unreliable connections, and slow speed issues. It covers homes up to 4,000 square feet with strong Wi-Fi signals and the Innovative Tri-band Wi-Fi also helps in maximizing the Internet speeds available in your home.

NETGEAR

NETGEAR RBK20 has a unique, industry-first Tri-band architecture with a dedicated 5GHz wireless connection between the router and satellite, which provides both reliable Wi-Fi coverage and maximum Internet speed throughout your home with a single network name. The new Orbi Systems deliver industry-leading 802.11ac AC2200 Wi-Fi speeds up to 2.2Gbps, so now users can enjoy seamless Wi-Fi everywhere in home and around the property, without any dead zones.

Marthesh Nagendra, Country Manager India, ME & SAARC, NETGEAR comments, "Recently we have seen a surge in remote working during the lockdown period. To remain effective the employees don't want to fuss about the Internet speed or the dead zones within the house during an important meeting. Our Wi-Fi Mesh routers guarantee to remove issues with compatibility while providing the bandwidth and processing needed to reduce congestion and increase overall work efficiency."

DoT restricts file transfer tool We Transfer

The Department of Telecom (DoT) has banned We Transfer, file sharing tool in the country. The service is not accessible to people on select mobile network as well as Internet service providers (ISPs). DoT ordered all ISPs to ban three specific website URLs, including WeTransfer.

WeTransfer allows people to send heavy files using their email ID, even mail attachments for Gmail. With WeTransfer, users can send files up to 2GB without having to create an account for that. It is available in both free and paid versions.

DoT hasn't mentioned the specific reason for banning the platform, but it's being considered the website was used to transfer illegal items, which is likely to have triggered the action. Banning platform like WeTransfer doesn't make a lot of sense, especially when the company has no clue about the kind of content that people are sharing. These are merely considered as carriers of the message/file, and putting them at fault, and banning them is an extreme action that could have been avoided.

DIGISOL Systems to host its first FTTH Training online

DIGISOL Systems has announced to conduct an exclusive free online training on FTTH Basics on 2nd June 2020, 4PM. This online training aims to enhance knowledge of System Integrators, ISPs and Partners on FTTH and introduce them on the latest FTTH products and solutions offered by DIGISOL.

The training is designed to give participants a detailed insight on the Fundamentals of FTTH Technology. The in house expert will throw some light on FTTH Access networks



and GPON Associated Technical Terms. Partners and SI's can join the online training for free by registering.

DIGISOL has been empowering Partners, System Integrators, ISPs/MSOs across India by conducting various training programs under DITT (Digisol Institution of Technical Training) and even during this time of unprecedented uncertainty, the company has taken the responsibility to empower all the partners by conducting this free training program.

Sennheiser marks its 75th Anniversary

Sennheiser celebrated its 75th anniversary of the foundation this month. Throughout the years, Sennheiser has been telling the stories and creating sound experiences for their customers across the globe. It has been 75 years since prof. Dr. Fritz Sennheiser founded the “start-up” that would become Sennheiser in a farmhouse near Hanover. Today, the company he created is still driven by the same passion for sound and spirit of discovery.

A university lecturer turned entrepreneur by the necessities of post-war reconstruction, Fritz Sennheiser founded a small company known as “Laboratory Wennebostel” to build audio equipment to help reform the destroyed infrastructure and aid communication. After initially making vacuum-tube voltmeter and measuring devices, the company received an order in the summer of 1945 to build microphones. The rest, as they say, is history: Fritz Sennheiser’s company would go on to innovate numerous audio products and eventually become the globally successful brand that bears his name still today.

According to Daniel/Andreas Sennheiser Co-CEOs, Sennheiser, “Sennheiser is the brand which is built on the vision of shaping the future of audio. With 75 years of rich history of innovation and drive for excellence in the pursuit of the perfect sound, we create products that exceed expectations and benchmarks in the audio industry. Our employees across the world have a zeal of creating the perfect sound for our consumers and will continue to innovate with the same passion and thrill we have witnessed over these years.”

Kapil Gulati, Director, Consumer Segment, Sennheiser India said, “I am quite elated to be a part of a brand with a rich culture and heritage- which has been into existence since the past 75 years. Sennheiser has been built on the culture of innovation and a vision to shape the future of the audio industry. We have always strived to provide what our consumers want- which is an unparalleled audio experience. We are overwhelmed with the love that our consumers have continued to provide us over these years. Together, we will keep shaping the future of audio industry in the coming years.”

Qlik hosts Global and Regional Partner Awards

Qlik has announced the winners of its annual Global and Regional Partner Awards, which recognize the Qlik partner community for excellence in several different categories.

Chris Moore, Senior Vice President of Global Partners and Alliances, Qlik, says, “We are proud to acknowledge the achievements made in 2019 by Qlik partners. Last year our partner program and ecosystem helped Qlik capitalize on the growing enterprise need for modern data and analytics solutions to drive more value from data. Our global partner network continued to expand the adoption of Qlik through the cloud, while also growing interest in our data integration offerings to help customers successfully execute end-to-end data strategies.”

John “JG” Chirapurath, General Manager, Azure Data, AI and Edge at Microsoft, commented, “Being selected Technology Partner of the Year by Qlik showcases that customers are increasingly benefiting from our joint value proposition of enabling analytics in the cloud. We look forward to continuing our collaboration, with Qlik Data Integration accelerating the delivery of analytics-ready data to Azure Data Services, helping customers realize more value from their data.”

AMD makes significant enhancements to its channel strategy

AMD announced it is making significant enhancements to its channel strategy for its commercial-client and datacenter business verticals in India. To further enable the IT channel ecosystem to deliver high performance computing across large enterprises and SMBs, the company has recently launched two key initiatives AMD Partner Hub and AMD Arena.

The programs are aimed at all channel partners and resellers who cater to the datacenter, commercial PCs, and notebooks market.

AMD Partner Hub – Designed to be a one-stop shop for all the resources partners need to be successful in selling and marketing AMD-based products. The website provides access to sales tools, product specifications, marketing materials, authorized distributors, as well as in-depth resources for partners such as case studies, latest news, and partner insight articles written by industry experts.

AMD Arena – AMD Arena hosts an incentivized training program to enhance the AMD partner experience. It allows partners to become AMD experts and gain AMD product knowledge as they complete missions comprised of training courses, sales tools, webinars and more. Partners can earn awards and badges and redeem the awards for merchandise, experiences and to attend AMD events.



Product Familiarization – AMD is hosting a series of webinars Under ‘Meet the Experts’ series and panel discussions by product and industry experts to educate partners on industry trends and on AMD positioning and value proposition.

“Our partners are at the core of AMD’s businesses success. They have helped accelerate adoption of our product portfolio across public and private sector enterprises over the last few years”, said Vinay Sinha, Managing Director India Sales, AMD. “We are seeing a growing demand for our latest generation Ryzen Pro processors and EPYC processors and we want to equip our partners with all the information and resources they need to provide value to both small and large businesses, looking at modernizing their IT infrastructure”.

2020 is a significant year for AMD’s commercial business in the region, as the company in partnership with OEMs, resellers, and distributors bring the next generation 7 nm-based CPU product portfolio to the market. With the support of its customers and partners AMD has set a goal of doubling the number of its engagement with commercial channel partners in the country, this year.

EXPAND YOUR REMOTE WORKFORCE. SECURELY AND EFFICIENTLY.

Real-time security for work-from-home employees beyond the perimeter.

Protect the new normal. Defend your growing remote workforce with SonicWall VPN technology, endpoint protection and cloud app security — all bundled in ready-to-go solutions.

[SonicWall.com](https://www.sonicwall.com) | 080 46593809



NEW GUIDE

Best Practices for
Secure Mobile Access

SCAN TO DOWNLOAD

SONICWALL®

DATACENTER SERVICE PROVIDERS STAND IN FAVOUR OF DATA LOCALIZATION

As we all know that data is the ‘new oil’ at present across globe. It holds immense importance for every individual and organization. Data plays a significant role in every decision making of an organization. Data can be both personal and non-personal and privacy of that data is the fundamental right as per Supreme Court of India. And this gave rise to Personal Data Protection Bill 2019.

For a populated country like India, protection of personal data is important. So as a nation, India needs a data localization policy. It is important to make sure that the critical and sensitive data of the country’s citizen should be stored locally within the border.

All companies categorized as public company, private company, corporate bodies, state entities, data fiduciary, data processors registered in India and offering services or good to individuals in India are required to comply with the Personal Data Protection Bill 2019.

“Today data is the single largest asset of a country. Critical Personal data of citizens and their financial, health related parameters and other related need to be protected. India is world’s largest democracy with over 1.38 billion people and hence protecting personal data is essential. Hence, as a nation need a data localization policy. It is important to ensure critical and highly sensitive data of Indian citizens is protected, especially their sensitive data related to health, financial, biometric, affiliations etc. and any other data categorized as sensitive and/or critical should be stored locally within India,” feels B.S.Rao, Vice President, Marketing, CtrlS Datacenters.

Further adding to it, he says, “All business entities who fall in the categories as detailed in the Personal Data Protection Bill 2019 are now planning to store the data locally. In fact, they may have to implement data sharding – a process which breaks up large data tables into smaller chunks referred to as shards that are spread across multiple servers deployed in multiple locations.”

DATA LOCALIZATION

If we scrutinize the reason behind data localization initiative then we can see that the prime reason is data security which means protecting national interest and citizen’s right to privacy. And for this a strict law is a requisite.

“Data localization is the ‘What’ piece of the puzzle. If we look at the core or the ‘Why’ of this initiative, we will see that it is ultimately about data security which is



necessary for safeguarding national interest and every citizen’s right to privacy. That being said, what is more important is the robust implementation and enforcement of the law using appropriate technologies. We have heard many a times about the Aadhaar Data being leaked, and if that is a fact then it clearly proves that simply having data to reside within the nation does not solve the issue of it being not getting stolen and used in inappropriate ways. Therefore, I believe that Data Localization law is an important step towards protecting the sovereignty of the nation but only if equal importance is giving to the security aspect of it. One may always debate about the economic impacts it may have on the nation, but then again it can be argued both ways,” explains Dr. Rajeev Papneja, Chief Growth Officer, ESDS Software Solution.

India comprises one third of social media users and people are using free apps extensively through which they are sharing too much of personal information. Moreover, these companies do not store their data within the country which indicates that local laws will not be applied on them. With data localization initiative the government is trying to protect critical data.

“India is on the verge of losing its digital independence. With the rampant usage of free apps, the users are inadvertently sharing too much information about themselves. The stolen



B. S. RAO
Vice President, Marketing,
CtrlS Datacenters

information has created companies which are larger than many countries themselves! It is imperative that the laws of land are applied to these businesses so that we can avoid misuse of data. One third of social media users are from India and none of these companies host the data in the country and hence no local laws can be applied on them, nor is there an effect

mechanism to put together a global framework of laws! I believe Government is doing the right thing to ensure at least critical data is actually stored within the country by businesses,” says Ranjit Metrani, Head – Sales and Pre-Sales, NxtGen Infinite Datacenter.

Sharing his views on data localization Jatinder Singh Pabla, VP, Sales and Marketing, STT GDC India says, “At STT GDC India, we believe that storing data locally allows for reduced network latency and apart from helping organizations to comply with government regulations. The terms of Data localization introduced in the bill asks that a copy of the personal data be stored in servers/data centres in India. Certain categories of data (to be notified by the central government/ DPAI) termed as critical personal data shall only be processed in a server or data centre located within the country.”

BEST PRACTICES

In line with the government’s initiative of data localization, the datacenter companies are following some best practices. Web Werks India completely support government departments across the country and also promotes ‘Made in India’ initiative.

“Web Werks is part of the MeghRaj cloud initiative and one of the first few players to be empaneled by Government of India to provide Cloud & Data Center services for data localization and the digital India push. Web Werks actively supports the State government department of Maharashtra, Haryana, as well as central government departments across the country. Being a born in India company, Web Werks is promoting ‘Made in India’ initiative by indigenously build cloud technologies & DCs using best of breed international know how and partnerships,” highlights Nikhil Rathi, CEO and Founder of Web Werks India.

Talking about the best practices adopted by ESDS, Dr. Rajeev Papneja mentions that all their data centers are located in India and they do not believe in doing analytics on customer data. Elaborating on this he says, “As far as ESDS is concerned, we have always taken data privacy very seriously. We believe that we should do unto others what we expect them to do for us if we were in their shoes. All our Datacenters are in India so there is no question of data going out of the nation and most importantly we do not believe in doing analytics on customers data and therefore we ask the customers to bring their own analytics tools and we will only provide them with the Infrastructure and any other platform needed.”

“In recent times, we have witnessed a number of robust aspects driving the market, like accelerated digitisation, the growth of user data, e-commerce, advances in the cloud, etc. These strong drivers along with the practice of storing data locally will provide Indian businesses with skilled talent at a lower cost. Multinational organizations, in particular, will have to reconsider their data management practices and come up with measures to abide by these restrictions and ensure compliance.

As a colocation service provider, we don’t process data while in rest or in transit. We maintain five layers of physical security and have necessary certifications and compliances in place that are mandated by regulatory authorities,” says Jatinder Singh Pabla of STT GDC India.

On this Ranjit Metrani of NxtGen Infinite Datacenter views, “The big impediment for Government to force these companies to operate from India, is the digital infrastructure. Being the largest cloud provider based out of India, we are working closely with businesses with an intent comply with laws to migrate to India based digital infrastructure. Additionally, we are developing solutions that matter to the citizens of India, not just complying with evolving data-localization laws, but to protect the privacy of the individual. The first Global standard for privacy is now in place ISO 27701, specifies the requirements for establishing, implementing, maintaining and continually improving a privacy-specific information security management system.”

GROWTH

With the growing e-commerce segment because of the low cost of internet data, India has entered into the next phase of growth and to ensure better customer experience companies are planning to localize their data.

A recent CBRE report had stated that the datacentre capacity is expected to double in the next five years. The report also highlights that the facilities across tier I cities are expected to witness a supply addition of approximately 40% only in 2020.

“Indian e-commerce sector is stepping into the next phase of growth due to low cost of internet data, seamless availability of wireless internet on mobile and broadband. Today, India is home to 115 million online shoppers, 367 million social media users, an estimated 40 million OTT subscribers and about 300 million online gamers – they are distributed across metros, tier-2, tier-3 and rural areas. Hence to ensure all of them have a better experience most of the e-commerce players, social media companies, and online gaming companies will plan to localize



DR. RAJEEV PAPNEJA
Chief Growth Officer,
ESDS Software Solution



RANJIT METRANI
Head – Sales and Pre-Sales,
NxtGen Infinite Datacenter



JATINDER SINGH PABLA
VP, Sales and Marketing,
STT GDC India

DATACENTERS ADDRESSING THE NEEDS OF ORGANIZATIONS TO STORE DATA LOCALLY

ESDS

ESDS does not exist to simply provide power, cooling and space on rent. ESDS works to help organizations disrupt their industries using technology. Banking, Smart city and SAP HANA community clouds, iPas (Integrated Planning Automation System) for Government department etc are testimonials to this. Along with the Datacenter, there will be a lot of demand coming for Remote Infrastructure Management services, SOC services, multi cloud support and ancillary tools that will use data in various ways to create sense out of it and this is where ESDS will have a big play with its team of 200 people in R&D and 300 people providing managed services round the clock. With its Datacenters in Nashik, Mumbai & Bangalore, though ESDS is currently in the expansion phase with plans to setup more DC sites to support the growing demand, we should also consider that the servers of today are coming with a configuration such that they can consolidate the infrastructure of last decade in 10% of the DC space today.

NxtGen Infinite Datacenter

Globally, the IT infrastructure is refreshed in the 4th/5th year. Every year, there is old infrastructure retired and new infrastructure is added. The way to approach it is ensure that the new refresh happens in India, rather than somewhere else in the world. Organizations should look for the potential that India has over the long-term and make the commitment. India has very low penetration of insurance, there is a big effort to move to digital financial transactions sponsored by Government, and impact of digital has just started in India.

CtrlS

Well there is always a resistance to change. The proposed Indian Personal Data Protection Policy 2019 has evoked the emotions – shock, surprise, anger. But it is important to realize that GDPR was successfully implemented in Europe – despite the resistance all businesses had to comply. The same applies to India. All those business entities who are mandated to comply will have to invest in servers, network equipment, racks, security tools and processes and collocate their infrastructure and applications.

At CtrlS, we are enhancing capacities across Mumbai, Delhi, Hyderabad, Bangalore, Chennai to ensure the growing demand due to localization is met. Besides, we have brought in automated processes at our data centers to ensure higher efficiency and productivity. One of the other areas that we are focused is innovations – we have had 80 innovations in energy efficiency – this has resulted in industry lowest PUE of 1.38, our power tariffs are also lower as a result we are now equipped to offer our data center facilities with cost savings of 20% to 30% and in some cases even higher. We offer carrier neutral data center facilities backed by robust network (N+N) redundancy backed by multiple fiber paths. Lastly, Our data centers are all Rated-4 Hyperscale facilities hence we offer highest industry SLA of 99.995%, besides this we are deploying a 200 MW solar plant to ensure we reduce the carbon footprint.

STT GDC India

Customers can benefit from the economy of scale that is offered by STT GDC India. It is evident that the scale brings cost optimizations as well.

Customers can benefit from our design and operational excellence. We are trusted with the mission-critical architectures of some of the top companies offering cloud, social media, OTT and financial services. We have an extensive number of checks and measures along with elaborate redundancy system to provide all our customers' up to a 100 percent guaranteed uptime. We have built our best practices over the last 14 years and all this is offered to our customers as part of our services.

Customers can benefit by riding on our growth plans and reducing their CAPEX. As part of our growth plan in the next two years, we will offer more than 200 MW IT load to our customers. All this capacity is available to our customers on a consumption basis which reduces the CAPEX requirements for our end customers. This also means that the capacity is available when the customer needs it without waiting for multiple years of the build cycle.

Additionally, we help businesses run during tough times such as covid19. During the lockdown, data centres like us were given special status of "essential services" along with special passes for movement of personnel and other allowances and permissions. This, in turn, enables us to maintain, run and secure the data requirements of our clients and ensuring the smooth functioning of their businesses. Instead of creating personal structures, especially for large corporates, third party data centres are a better option as we already come equipped with the necessary requirement.

Web Werks India

One of the greatest myths relates to compliance which is compliance with the requirements of data localization be too expensive for small and medium-sized enterprises and entrepreneurs with studies suggesting a 30-60% rise in costs. However, if it didn't increase costs for other countries why would it increase the costs in India. The cost of keeping data outside India will be the same as keeping data inside the country. In fact, with newer hardware implemented in the country, it's not really a cost. In some cases, there might be a marginal increase in costs. However, the efficiency of data performance when stored locally covers up for these costs. There would also be a marginal cost of bringing the data here but that is basically the cost of any lift and shift and there are OPEX models available in the country which makes it easier for countries to move their data.



NIKHIL RATHI
CEO and Founder,
Web Werks India

their data and secondly will move closer to the customers in tier-2, tier-3 cities to provide low latency and enhanced customer experience through edge data centers. To address this growing market in India, we are planning to add 1,000 Edge Data Centers across Tier-2 and Tier-3 cities and support the expansion plans of such companies as they get closer to their customers," sees B.S.Rao of CtrlS Datacenters.

Reiterating similar views Dr. Rajeev Papneja of ESDS Software Solutions says, "India houses the fastest growing digital population and with Governments initiative of Digital India, there is no second thought that the growth is going to be exponential. We will be witnessing the real data explosion very soon in our nation. After demonetization, the way we transacted has been changed forever and today it is hard to find even a roadside tea stall who does not accept digital payment. Video content has become the new norm making the text way of explaining things almost extinct. Even without data localization, the growth would have been tremendous but with data localization I foresee it to be exponential in near future."

Talking about the growth factors Ranjit Metrani of NxtGen Infinite Datacenter highlights, "The market will grow at a CAGR in excess of 25%, the profile of datacenters is changing, since the profile of compute infrastructure has changed. We now have a small super-computer with us, delivers 100 Terraflops of computing the performance and is sitting in half a rack. The growth will be significant in terms of power being consumed, not necessarily on the size of real-estate. India is very large country, there are 14 cities which have a GDP greater than many countries. Our thought process is to have three very large 50MW+ facilities and 11 smaller facilities with compute and storage infrastructure. We are also in the process of implementing countries first edge-cloud infrastructure at 236 identified locations, we may be able to deploy about 50 by the end of year.

The big demand for us comes not really from current business applications, but from

the data being generated by IoT, CCTV and other applications. Gone are the days, enterprises are happy computing numbers, they are looking at video, speech and text analytics.”

Nikhil Rathi of Web Werks India observes, “BCP on Cloud has its own set of benefits with higher availability. Organizations can reap benefits due to the flexibility, scalability and uptime that the Cloud brings. Enterprise in India needs to optimise their return on investment, reduce IT budgets and cope with the security concerns. As per IDC report, by 2022, 30% of organizations in India will have invested in automation and development life-cycle management of cloud-native applications to realize the cost benefits and operational efficiencies. Growth in Cloud Services also means growth in Data Center business where the cloud is hosted. Education, basic healthcare, payments, communication, and essential services are shifting online. The 3rd party data centers house multiple Internet Service Providers (ISP’s) and Cloud Platforms, while facilitating a reliable and secure infrastructure for server colocation. This interconnected ecosystem allows organizations to maintain round-the-clock operability of their servers, at the same time ensuring scalability.

In the wake of the COVID, managed hosting and cloud computing have both proliferated in the past few weeks and there has been a tremendous growth in demand for co-location. Demand has increased by nearly eight times as companies moved equipment or placed urgent requests on data centers for equipment. Requests for virtualization and cloud infrastructure have also caused demand to surge more than usual.”

SUGGESTION ON PERSONAL DATA PROTECTION BILL, 2019

Datacenter service providers support the government’s initiative of data localization and they also advocate to enact the Personal Data Protection Bill as soon as possible.

“According to me the Government should actively consider enacting the bill by end of 2020 or early part of 2021 but not later than that. However, we will also have to appreciate that the Government machinery is focused on minimizing the COVID-19 impact. The Personal Data Protection Bill 2019 too is critical and hence ‘am confident the Indian Government will accord the priority it deserves,” says B.S.Rao of CtrlS Datacenters.

Dr. Rajeev Papneja of ESDS Software Solution feels that there is a need for transparent policy for customer data which is actually the most sensitive personal data. He states, “Data localization steam really picked up in early 2018 when the directive to store payment information in India was directed by the RBI. Though not completely, but at least partially to an extent all major sectors have started forming policies in line with the same, be it Healthcare, ITeS or manufacturing. Most of the large organizations still have captive data centers and they have still not even embraced commercial datacenters in the nation to host their mission critical data. This is a clear indication that even if tomorrow they do decide to move to using commercial datacenters to host their critical applications, they will not allow the data to go out of nation. There is a dire need for strong and clear-cut policy for the customer’s data which basically boils down to the most sensitive personal data.

make a start. Technology is moving so fast, it is also important that a committee reviews the law on a yearly basis and makes amendments as the scenery emerges. One time Personal Data Protection Bill will be woefully short of expectations, if there is no mechanism to adopt to change,” feels Ranjit Metrani, Head – Sales and Pre-Sales, NxtGen Infinite Datacenter.

After this spread of COVID-19 infection, India government has called for “Aatmanirbhar Bharat” (self-reliant India) and also promoted ‘Vocal about Local’ campaign to make India self-reliant. In line with this, the government should also pass the Personal Data Protection Bill which will lead to growth of local Cloud and datacenter ecosystem

“The Personal Data Protection Bill should get passed and in the wake of “Local pe Vocal”. It makes more sense to have India’s data stored locally and ensure that personal data is not stored or transmitted out of our

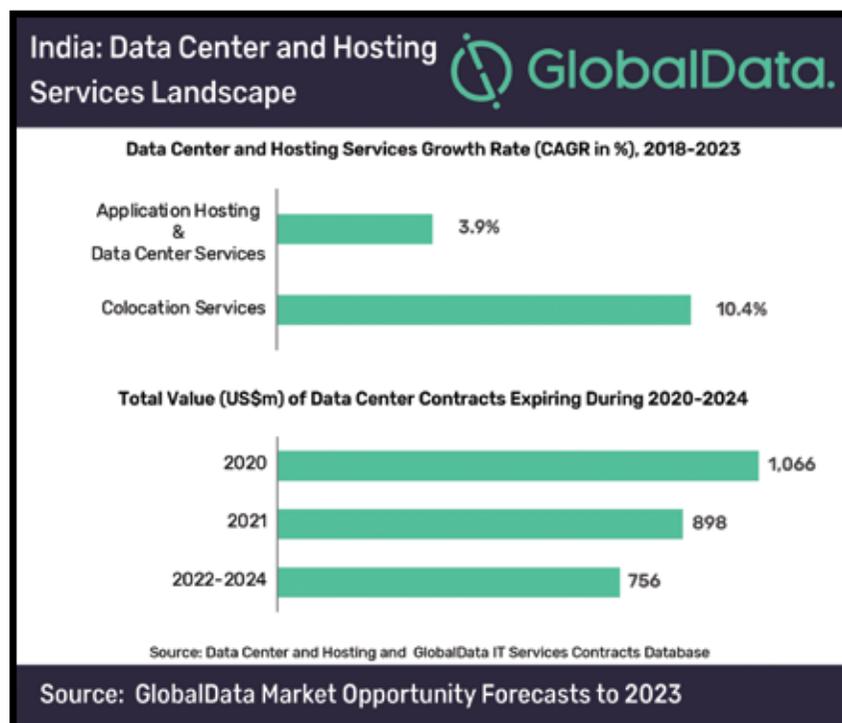
borders to other countries. This ensures growth of our local Cloud and datacenter ecosystem. This growth and similar bills have shown the same benefits in China and even advanced countries like Germany. When other countries implement this we should go ahead and have our own version of the same,” feels Nikhil Rathi of Web Werks India.

“During the initial stages of the pandemic, the country had witnessed a number of fake or real instance of data phishing and cybersecurity concerns. At STT GDC India security of the data we process is of utmost importance and we believe that the Personal Data Protection Bill (PDPB) will enable India to maintain its stature as a ‘safe country’

to handle and process personal data. The bill will give clarity to policies and procedures seeking to minimise intrusion into the privacy of an individual caused by collection and usage of their personal data.” Jatinder Singh Pabla, VP, Sales and Marketing, STT GDC India.

AT LAST...

Data localization does not only mean to keep the critical data within the boundaries but also protects the Indian citizen’s right to privacy. Government should gear up to pass the Personal Data Protection Bill which will help to protect data as well as create wider opportunities for the datacenter ecosystem. At present the datacenter service providers are witnessing growing demands from their customers as India has stepped into next phase of growth. Other countries have also follow similar ways and got benefits. So with this bill into force we are hopeful that India too will get benefits from it. ■



If we look at privacy laws of certain nations, they allow personal data such as medical records of the citizen to transfer abroad for the purpose of processing on certain conditions such as taking consent from the subject, while the data processor carries the liability for the same. I believe we will definitely see economic benefits for local businesses starting from infrastructure development up to providing end customer related services, thereby increasing employment in the nation.”

“More than 80% of the users in India are mobile first consumers. For example, Google collects a staggering amount of personal information about its users than what the users realise. They remember every search performed, everywhere one goes, every video watched and now they started listening to our conversations – it is shocking and unsettling. Government should realise that India’s digital independence is at stake and move with urgent,



The Big W that arises in the market... What about... Business Strategy post lockdown

The COVID-19 pandemic estimated four out of five workers in the workforce, have been affected by lockdowns and stay-at-home measures. The biggest challenge organizations will likely face next is getting back to work and embracing the new reality. Also, the leaders and organizations have to work hard towards the recovery of their brand's position in this crowded market place in the country.

It is very important for the brands to understand the needs of the customers at the present situation so as to position their products and solutions accordingly. When we had to discuss on the topic, here's what our Market Gurus have to say

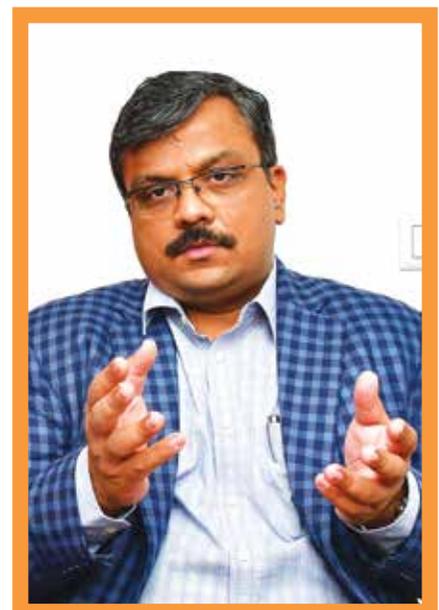
VAIBHAV KSHATRIYA

Director, Channels & Services Sales, Avaya

“The ongoing pandemic, COVID-19 has pushed a lot of organisations to shift to work from home and operate differently from their conventional approach to ensure business continuity and stability. At Avaya, we have been working round the clock to ensure that our customers adapt to the right fit of solutions according to their needs and requirements.

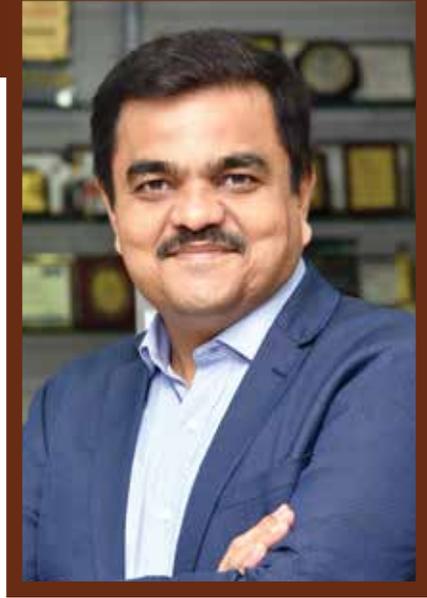
Avaya has a wide range of customers across industries including education, healthcare, government and SMBs (small and medium businesses). Even with normalcy returning, offices deploying their workforce and people conducting face to face meetings, the ‘new normal’ will definitely witness a growth in the adoption of communication collaboration leading it to become a part of our daily lives, all-encompassing video conferencing, chats, calls, messaging, and so on. Our goal at Avaya is to help businesses achieve revenue growth using Digital Transformation. Apart from revenue generated, it will further help brands to connect an increasingly digital workforce to each other and their clients, enable a personalised, positive, and connected customer experience and lastly, help integrate and transform methods for improved business results as well as growth.

At Avaya, we are focused on enabling organizations around the globe to succeed by creating immersive and seamless experiences for customers and employees that intelligently connect everyone to everything through open, converged and innovative solutions to enhance and simplify communications and collaboration. Avaya is very central and essential in dealing with markets on the one hand and making sure that all of our steps are consistent with our convictions.”



ASHISH P. DHAKAN

MD & CEO, Prama Hikvision India



"Prama Hikvision an Indian brand has been striving hard to live up to the expectations by providing innovative solutions during the pandemic situation. As the government is planning to ease lockdown, it is offering back to business solutions across the verticals. Prama Hikvision's brand promise has remained consistent with its 'Make in India' commitment through innovative products and solutions. Now it is safeguarding lives through innovations by reaffirming faith in 'Made for India, Made by India, Made in India'.

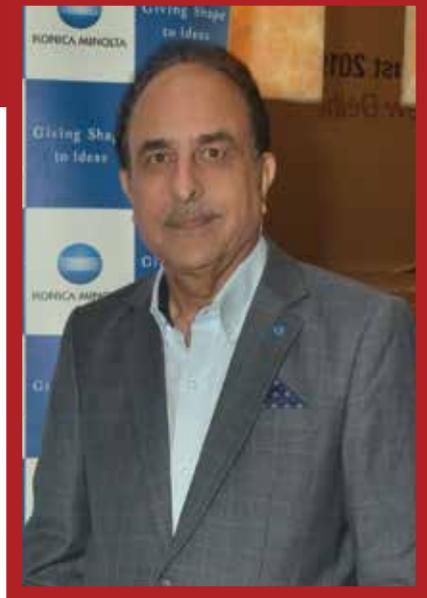
We plan to ensure the wellbeing of employees, channel partners and end-users, their safety and health is our top priority in these challenging times. We are following a cautious approach for the time being while reopening offices, branches and key operations. We are getting back to business mode in a phased manner by following all the guidelines.

Well, beyond the pandemic, we are focusing on digital transformation efforts on the people, processes, and technology we at Prama Hikvision are ramping up the value added services to enhance the customer experience at every touch point. Our customer centric approach has always helped to strengthen the brand image and we are sure this phase will be no exception".

Ashish believes Prama Hikvision's marketing strategy is perpetually aligned with the customer insights and evolving market dynamics. As we continue with innovations and technology upgrades, we clearly see a big shift happening in the customer buying trends after the unprecedented pandemic situation. As the new trends are getting clear with the lifting of lockdown in most parts of India, we are going to implement our marketing strategies with a fine understanding of changing trends and ground realities.

KULDEEP MALHOTRA

Director & V.P. Sales and Office Marketing & Planning –
Konica Minolta



"The world has already witnessed how disrupting a pandemic can be to humanity as well as businesses. Against this backdrop, we at Konica Minolta have taken several safety measures at our premises, and deployed business continuity plans to ensure the continuation of our services amidst these turbulent times.

From spreading awareness around the need for better hygiene practices to restricting travel and limiting the size of events, we are taking every necessary step to keep our employees, partners, customers and stakeholders safe from the exposure of COVID-19. Using thorough training modules, we are preparing everyone to smartly manage the on-going crisis and stay connected through various communication channels.

Keeping peoples' safety at the forefront, we have equipped our support teams with the right set of digital tools to remotely serve customers and use Remote Call Assistance (RCA), if the need be. Simply put, we have evolved as a digital printing solutions provider to help our people fight and contain the deadly virus. No doubt, it has affected our pace of growth, but we are sure we will revive from the current situation in the next few months when normalcy starts to return."

RAVINDRA KELKAR

Area Vice President, Indian Subcontinent, Citrix



"The current COVID-19 crisis has created an unprecedented situation, affecting virtually every industry. In its first phase, organisations were compelled to swiftly transition to a remote working set-up and ensure secure connectivity for their employees as they work from home. Even now, as some offices resume partial operations, all organizations, regardless of industry or size will need to think of the next step to transform post the pandemic. While some have already joined the digital transformation bandwagon, they would still have to deal with the challenge of delivering and more importantly, maintaining the right employee experience to avoid productivity gaps at the office or at home.

Remote work has been the very core of our business with a 30+ year history of helping enterprises to effectively develop their remote work strategies and business continuity plans.

Even now, throughout this global crisis, we at Citrix have been working tirelessly to deliver safe, secure, and uninterrupted operations to our employees and our customers. A large number of customers have been turning to Citrix for guidance and support on enabling secure remote work solutions to maintain business continuity and also ensure productivity.

After the lockdown, as some businesses resume part of their operations, we strongly believe that remote work is here to stay, playing a critical role in a company's business operations strategy. And therefore we will continue to provide solutions, technical support, guidance, resources, as well as virtual seminars to help our customers shape their own work from home strategy and crisis-response programs, while also paving the path for digital transformation."

VIKAS BHONSLE
CEO, Crayon India



"Amid lockdown people are forced into isolation, one of their best friends becomes the internet. This is the chance that all Business should move to the next level by adapting to digital communication. Customers across will be seeking answers, and ways to improve their personal and professional life. We have been interacting with our customers about our solutions, support and services through our social media platforms, emailers, and direct one-to-one calls. Although our entire support team is now working from home, we have assured that our clients do receive all our support like they would normally do, especially now, as the challenges might be different due to the pandemic related restrictions

We at Crayon are actively designing activities that would strengthen our position in the market. In the last 3 months, like many others we have also adopted newer ways of working and collaborating with our team, customers and prospects for business continuity.

We have been one of the very first organizations who have been helping customers in the digital transformation journey. We understand the immediate measures that are required for business continuity even during the pandemic. We would continue to guide our customers in their digital transformation journey, which forms the core objective of our business.

The pandemic has created the new normal – even after the crisis passes. Looking ahead, the best companies in the world will prepare now for how to meet the needs of the market. At Crayon we see this as an opportunity to pick up on the market behaviour changes and virtually engage in new ways. We will continue our marketing & branding efforts through Virtual Forums, Media Engagements, PR & Corporate Communication, Content Curation, Social Media and other Digital Platforms".

SUDHIR GOEL
Chief Business Officer, Acer



"As we know, with the COVID-19 pandemic changing life, it is expected that a new normal will emerge. This includes changes in lifestyle, and consequently in the consumer buying behavior as well. At Acer, we are constantly working to meet the technology demands and provide our customers with personalized solutions. For Enterprises, looking at purchases for their employees, we have enabled GST invoicing on our e-Store. To cater to the education sector, we have come up with customized offers through our Back to School campaign and have also associated with Indian Principal's Network (IPN) to reach out to lakhs of teachers and students providing them with laptops, PCs, and tablets among the lakhs of teachers and students. This initiative is aimed at promoting online education to boost-up the smart education system in India.

We have also introduced an integrated digital approach through our e-store platform which has been intended for customers with faster, hassle-free, and contactless home deliveries. This also comes with multiple easy payment options.

By taking pro-active measures now, we have come up with the 3R strategy to recapture business from COVID-19: React and Rotate, Recover, Re-orient. I believe, most consumers will be unsure of how to navigate a post-COVID-19 consumer world. They might be tempted to continue the digital commerce journey forever. At Acer, our agenda is to be swift and predictive while developing easy and viable customer solutions across all our channels".

J N MYLARIAH
Director, Enterprise Sales, India & SAARC, CommScope



"In these unprecedented times, the strength and reliability of networks are paramount as they are keeping people connected while they are physically apart.

We are working with organizations and communities around the world to provide much needed communications equipment and expertise to support critical industries that are serving our communities.

As normalcy starts to return, organizations operating with congested, dense workplace environments, such as airports, hotels and institutions of higher learning, are already looking to pivot to new ways of working. Leveraging our global network, we have been collaborating with communities worldwide to adjust to a new normal through our ability to connect ideas with people to enrich lives

We also understand that consumer internet habits have also fundamentally evolved post-pandemic. We expect the wider telecom industry to continue seeing a 20-30 percent average increase in bandwidth use every year, as people tap into more connected technology to work from home, online learning, video chatting, live gaming, and TV. Similarly we are looking to continue supporting our customers and partners in India with their network connectivity needs.

We will be focusing on reducing the overall cost of building wireless networks, so new services can be implemented, and growth continues. We plan to reduce everything from installation costs to operational expenses, from leasing costs to transport costs".

MURALI URS

Country Manager, India, Barracuda Networks



"Barracuda protects customers from today's advanced threats by providing the most comprehensive and easy-to-use IT-security platforms. During this global crisis, our researchers have been observing a steady increase in the number of coronavirus COVID-19-related email threats due to the remote working scenario. While remote work will be the new normal, Barracuda protects remote workers from web-based attacks and helps ensure that their web activity remains productive and compliant. Barracuda CloudGen Firewall can ensure that employees have what they need to securely access corporate resources. Meanwhile, for creating security awareness, we have Barracuda PhishLine, a computer-based training and simulation solution, to educate employees about recognizing any potential threats and eliminating highly specialized spear-phishing attempts.

During this global crisis, a lot can be at stake for companies that fail to take cybersecurity seriously. Clearly, the risks can never be eliminated but we at Barracuda Networks are planning to continue to invest in innovative solutions that are designed to protect our customers from the new age cyberattacks.

Attackers are getting more sophisticated every day, and we want to arm channel partners and their customers with the tools they need to keep up. We stay committed to our customers and channel partners throughout this challenging journey by protecting them with the best security solutions at the right time.

To make it possible, we provide our customers with all-inclusive, reliable, and efficient solutions whereas give our channel partners access to training, tools, workshops, programs and incentives to comprehend the market. Meanwhile, Barracuda continues to drive awareness of how it can support the customer in safeguarding their business journey with affordable and easy-to-deploy solutions".

RAJIV BHALLA

Managing Director, Barco India



"Barco believes in enabling bright outcomes for our customers and strive to create solutions to address their requirements, in the sectors we cater to. Customer service is one of the core values of Barco and it is an important part of our culture. We truly believe in and practice the ethos - "We Think with our Customer". We believe in end-to-end solutions and cover the complete lifecycle of our products and services. Thus enabling customers to streamline their workforce and operations with innovative technologies and solutions, confirms Rajiv.

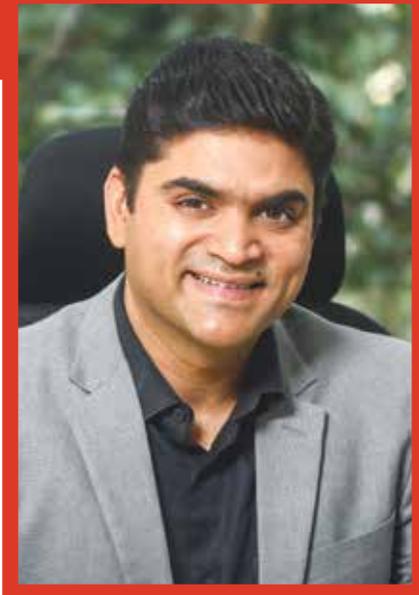
The pandemic has led to disruptions in supply chain and client servicing. In India, but it has also opened new opportunities too by accelerating the adoption of digital transformation and the need to enhance business resilience by preparing for future, hybrid workplaces. The new 'hybrid workplace' is a blend of physical and virtual experiences and Barco is uniquely positioned to cater to the demand for seamless collaboration with our remote conferencing solution Barco ClickShare. The pandemic has also boosted the need for remote learning and Barco's solution weConnect is an excellent fit for academic purposes. Our strategy is now focused on enabling bright outcomes in these verticals.

We are also harnessing Public Relations initiatives to increase our share of voice and ensure that end consumers are aware of our innovative technology and solutions that will empower them during and post the pandemic.

For Barco, digital media is a key enabler and we undertake several digital demand-generation initiatives. We are adopting the novel Account-Based Marketing strategy boldly. We leveraged the technique successfully last year and plan to expand our base and look at larger accounts this year. We are building a major campaign across the country and aim to reach top enterprise accounts with our solutions".

DIPESH KAURA

GM South Asia Kaspersky



"As the country slowly and steadily gears up for the unlock mode; it is safe to say that it will take a few more months for the entire workforce to return to normal ways of functioning. Work from home OR remote working will be the new norm for a while now. During the pandemic, cybercriminals have increased their activities targeting enterprise businesses through ransomware and DDoS attacks, as well as individual consumers through various Covid19 related scams. Kaspersky has been working closely with enterprises and individual consumers with the help of our partners in order to help them create awareness and fight against the evolving threats related to the Covid19 scams affecting the end consumers and targeted threats on businesses. This will continue to remain our focus as unlocking phases begin too.

The approach that we are following currently and will continue to do so post Covid19 is to train our partners and help them specialise in their particular field of interest. Our key market strategy is to focus on advanced cyber solutions like OT Security, Cyber Threat Intel, Fraud Prevention, etc to name a few to help organizations respond to critical pain-points in the dynamic cyber world.

Another key initiative to create cyber awareness is by conducting online cyber workshops and training campaigns for enterprises and channel communities based on their existing cyber maturity. Our prime intent is to be seen as a Cyber Solutions Partner that can help organizations create transition from Cyber Security to Cyber Immunity".

RAMESH MAMGAIN

AVP – India & SAARC, Commvault



"The first few months of this year brought unprecedented global change, including the way we work, how we engage with customers and, most important, the new challenges our customers are facing. To help our customers accelerate their digital transformation journey, we are designing products which enable them to control costs, increase efficacies and realise their digital potential. What helps differentiate Commvault in the market is our continuous delivery of innovation. Every quarter we add new data management support for more workloads and further expand the dramatic breadth of our ecosystem, as per our customers' evolving needs.

One of the biggest challenges that businesses continue to face is ransomware – it is by far the most notorious of all the malignant cyber threats, and the attack numbers have grown significantly amidst the pandemic.

To help our customers to continue to operate efficiently and implement critical data protection in the new 'normal', we are steadfast in our communications. This includes support for today's challenges while we also look forward to the ripple effect the pandemic may have caused on data.

Commvault is charting a new course, one that is designed to move it into the future. While the pandemic brought tectonic shifts in the way businesses are being run, at Commvault we rallied together to adjust to the "new normal." We remain committed to our top priorities: keep our employees and communities safe, continue to be there for our customers and remain unwavering in our innovation".

SAMEER BHATIA

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



"With businesses rapidly adopting digital transformation and deploying AI powered applications and cloud services; large amount of data is being generated every second. To protect data effectively, Seagate believes that well-organized content with planned regular backups can help efficiently store the data on computer, phone and other devices. A time when majority of employees globally are working from home, the onus, more than ever, is on data to do the legwork for us.

At Seagate Technology, we are operating at both ends of the spectrum. First to keep our employees safe, and, secondly to keep enabling the critical flows of data around the world.

Our aim is to support our partners in maximising their results by offering the best and most optimal storage solutions and services. We also organise activities to address the right audience and customers, including participation in trade shows (such as IFSEC International, SecuTech, and Broadcast India), events sponsorships, sales staff training, and certification programs, as well as reaching out to our community through social messaging groups.

Designed specifically for India, the SkyHawk Partner App enables partners to calculate the storage needs and investment required on the spot.

With the advent of the fourth wave of industrial revolution within IT, our strategy is focused on helping partners drive profitability by enabling them to embrace and monetise the new opportunities around edge computing and artificial intelligence.

At Seagate, we are confident to have plenty of digital solutions and the required global experience to let businesses lead the way into the next normal".

SUDHINDRA HOLLA

Sales Director, India & SAARC, Axis Communication



"The brands in a COVID world will be seen in three stages - during work from home, return to work and accelerating growth of the industry. The companies have to adopt a reboot strategy driven by communication.

We at Axis Communications are collaborating to address the whole new range of challenges. Efforts such as rearranging transports, working with multiple suppliers and monitoring stock levels across Axis supply chain, have had positive effects. Axis distributors are in most cases operating at normal level and Axis configuration and logistics centers and manufacturing sites are working well. Also, being an important provider of products and services necessary to the operations and maintenance of essential infrastructure and governmental functions in many countries, several countries' authorities have approved the continuing business of Axis and of its suppliers. Axis is committed to keeping partners and customers updated about how the situation develops.

For us transparency, at all levels of communication is the key – starting from employees to channel partners, distributors, and customers.

We are keeping our channel partners updated with information whenever possible. The pandemic has acted as both a boon and a bane for industries, one of them being a surveillance sector.

We will continue to see a boom in the manufacturing, government, smart city and critical infrastructure segments, where we might see a growth, for securing the premises. 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".

SRIHARI GOPINATH

Director, Marketing, HPE India



"We are certainly living in uncertain and unprecedented times. The pandemic has impacted every industry and business across the planet. As a company, HPE India is open and staying constantly in touch with our customers to assess their needs and requirements, and help prioritize the solutions that they need. The technology industry is backed by a robust but complex global supply chain.

We see a tremendous need and opportunity to help organizations rebuild business models, create new experiences and connect differently. In this new world, business continuity depends on solutions that advance IT resiliency, provide supply chain transparency, empower remote workforces, extend connectivity, reinvigorate customer engagement and help organizations retool their business models. We have a unique ability to help with these needs, and we take that responsibility seriously.

Over the course of the last few years our online presence has been strengthened to allow customers to engage with us on any screen – computers, tablets, mobile. The navigation and content framework is intuitive and the goal is to help customers get to the information they seek in the shortest possible time. Engagement options like social platforms have become an integral part of our presence and communication strategy.

We have been working tirelessly with our supply chain partners and found several innovative solutions to overcome challenges in production, logistics, and forecasting. We are fortunate to have deep relationships with our customers, some spanning decades, and that has allowed us to partner with them in a transparent, trustful manner.

The \$2 billion HPEFS financing announced recently has helped customers ensure business continuity and adapt in the current environment by addressing new technology financing needs, and convert their IT infrastructure into new sources of capital".

Amid pandemic and long lasting lockdown, surely many now regular things may shed away and New Normal, may soon become a regular thing. Nothing is permanent, but change, this old adage but shall always remain permanent. Looks like the winds of change may bring many new normals to existence. All that is to see is, how Business strategy will sustain post lockdown. Will it sustain as predicted by the market gurus or any new wind of change on the way?



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

Service Portfolio

Product Engineering | Application Development | Enterprise Integration & e-Business | Migration Solutions
Software Testing Solutions | Business Process Outsourcing | System Integration & Consulting
Application Management | Outsourcing

www.InterraIT.com

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

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

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



HPE DISCOVER 2020: VIRTUAL EXPERIENCE ADDRESSES TOP CUSTOMERS, PARTNERS & ALLIANCES

..... helping recovery and accelerating your transformation

In today's situation the entire communication is moving towards virtual. HPE Discover 2020 was a complete virtual event and it was a true Global event of it's kind and originally which was scheduled for June 23-25 in Las Vegas but was canceled amid the coronavirus pandemic. The conference attracted top HPE customers, strategic alliance partners and channel partners. The conference focused on IT management, business continuity and how organizations can be more agile in an ever-changing world.

In his iconic keynote Antonio Neri, who recovered from covid-19, spoke about HPE's strategy ,which is from edge to cloud platform and it is time to move to the new age of insight. The new normal will have different demands if organizations want to be successful. Antonio addressed on how digital transformation and Everything as a Service can help business not only recover from the economic ramifications of the pandemic but also remain strong moving forward.

The conference was planned to shed light on how businesses can learn from other leaders in the industry. As data becomes more and more important to businesses, it's imperative that data is secure. HPE Discover addressed this in several sessions, including how Data Protection as a Service helps businesses to scale up and down, with on-demand elasticity based on their needs.

The conference also covered on the software-defined storage which helps businesses maintain high availability and avoid bottlenecks in their environments. Antonio spoke on the predicted the enterprise of the future will be edge-centric cloud enabled and data driven.

During pandemic, we have designated \$2 billion in financing to HP financial services to customers and partners with financial hardships. Our high performance computing solutions are helping scientists and living research institutions speed up drug discovery with complex modelling simulations by using AI and machine learning capabilities . We have hundreds of thousands of partners who build deliver and help manage solutions in over 80 countries.

Together, we're all working side by side to build incredible solutions that solve your most immediate and unexpected challenges. Antonio said, if technology can be used to fight the virus, we have to recreate a new cloud connected covertly in which all the testing can be done seamlessly.

We are committed to donating \$10 for every



ANTONIO NERI
President and CEO, HPE

single customer, and partner who joined us today. So on behalf of HP. We have donated to 10 amazing nonprofit organisations, all making a real impact of the life of people around the globe, like all of you, we are still learning about driving of business and serving customers through these pandemic. Antonio said.

Today, we are entering the age of insight, big data that would always get bigger ever increasing ever expanding. Every car sensor, every phone suggestion, every region of class, everything. I think data was the golden promise of the information age, but more informed does not equal more intelligence, it's time to move to a new age, the age of insight. Now, insights can combine with other insights and ideas can have ideas. Everything from edge to cloud, can be connected by a symbol force. Wherever is your data, wherever is your applications, they'll be faster accessible and secure, bringing everything in sight. Welcome to the age of insight. The age of insight required new principles and priorities for digital transformation.

Hewlett Packard Enterprise (HPE) is teaming with John Chambers' startup Pensando Systems to transform the 5G edge experience to drive edge computing innovation.

THE FUTURE OF DIGITAL TRANSFORMATION

During a fire side chat between Antonio Neri and John Chambers founder and CEO of JC to ventures and former chairman and CEO of Cisco, Antonio asked -

You have managed a power house through 6 different market crises, What do you have to say to today's leaders as they navigate through these uncertain futures?

John said, first thing is as a leader you don't hide, you need to be very transparent talk in front. Secondly, you want to be realistic how much was introduced by the crisis you're dealing

“ ORGANIZATIONS ARE AT A CROSSROADS IN THEIR DIGITAL TRANSFORMATION EFFORTS. ACCORDING TO IDC, DESPITE THE GROWTH AND ADOPTION OF PUBLIC CLOUDS, 70 PERCENT OF APPLICATIONS REMAIN OUTSIDE OF THE PUBLIC CLOUD. DUE TO SEVERAL FACTORS, INCLUDING APPLICATION ENTANGLEMENT, DATA GRAVITY, SECURITY AND COMPLIANCE, AND UNPREDICTABLE COSTS, ORGANIZATIONS HAVE STRUGGLED TO MOVE THE MAJORITY OF THE APPLICATIONS THAT RUN THEIR BUSINESSES TO PUBLIC CLOUDS.



with, and how much was the company also needed to change, because you must address both at the same time, then you basically say, what are the platforms are key focus area. I like odd numbers five to seven platforms that are gonna lead you through the crisis and prepare you for the outcome you anticipate what are the elements here in terms of what you will look like 12 to 18 months paint that picture for your employees for your customers, your shareholders your partners, and then you regularly communicate back on how you're moving toward those objectives, the platform's you deal with are usually around how do you control expenses, free cash flow, your employees, your customers. You also want to say what are my new big bets we're going to make through it, and the crisis, always lasts longer than we anticipate and will usually be deeper so you try to make your changes one time. Prepare yourself for the future. Then what is exciting is once you do that then u take ur company and remember your deal with it the way it is but not the way I wish it was. But once you are here what you are gonna look like 2 and 3 and 5 years out. It's a chance to do a new IPO, it's how do you really position the company and your employees to not only survive this but to lead in the next generation of great companies

In many ways you have invented yourself, if there was a crisis, learn from the past. You know, make a decision quicker, obviously, but also positioning yourself for, you know, the massive opportunity ahead because when there is a crisis, there is an opportunity.

So part of it is, reinventing yourself and I absolutely agree with that but part of it is there aspects of the playbook. You can run again and again, reinventing yourself is hardest thing for a CEO to do. It's how do you have the courage to say, let's learn from that my strengths, but also what am I going to have to do differently in this next area you got to disrupt you get disrupted.

You have to have the courage to initiate that vision and strategy and say how we're going to change and this is where culture and communication becomes so important.

You know, we are going through a crisis right now. And I believe the world is going to change forever. We're going to live in a massive distributed world. And I believe many organisational totally unprepared, they never thought they will send them, you know, hundred percent of their people working from home. So when we think about the next wave of digital transformation, what do you think are the key principles that the customer should have in mind. Early on, it's not about the digital transformation is becoming digitally native in everything we do.

So Antonio when I really think about what's about to happen first 40 to 50% of the Fortune 500 would not exist in a decade. It's going to be a brutal change, and these terrible events, we're now seeing we're actually accelerate

Antonio introduced the next generation of New HPE GreenLake cloud services deliver an agile, lower cost, and consistent cloud experience everywhere, which span container management, machine learning operations, VMs, storage, compute, data protection, and networking, help customers transform and modernize their applications and data – the majority of which live on premises, in colocation facilities, and increasingly at the edge.

Secondly, Antonio unveiled HPE Ezmeral, New Software Portfolio and Brand to Fuel Data-Driven Transformation ,it spans a complete portfolio – including container orchestration and management, AI/ML and data analytics, cost control, IT automation and AI-driven operations, and security – enabling organizations to increase agility and efficiency, unlock insights, and deliver business innovation

HPE GreenLake is one of the fastest-growing businesses in HPE with over 4 billion USD in total contract value, more than 850 enterprise customers worldwide, and over 700 partners selling HPE GreenLake today. HPE GreenLake's unique metering, cost controls, cloud services, HPE Ezmeral software portfolio, and backing from HPE Financial Services and



"I think it first starts with you've got to have a strong culture yourself. One of the many reasons that I love HP ,When I first came here to Silicon Valley. You can't have a great company without a very strong culture you may like it or you may not. I love the HP culture, HP what you have done it starts with the CEO, you've got to walk the talk, you've got to have the courage. You can't say change is good for you or not for me. You lead by example and you have to reinvent yourself every three to five years. People love working here. I love the culture that you built" says John.

that probably 60% of the startups won't exist in a decade and number of more exist in two to three years. So it's a period of time with either disrupt or you get disrupted, your ability to compete not against competitors, but compete against the new market transitions, new business models outcome focused enabled by the Internet of Everything, big data and being able to

enlarge that and then do the compute do the storage do the access to that big data, the applications the security at the edge, and it gives a company a chance to really transform themselves into direction. one of the positives, out of these challenging events will be companies will move much faster to a digital world. HPE is positioned itself for how do you do that, how do you do with innovation, how do you do with the cloud and edge, how did you do the architecture to disrupt.

Well thank you john, and I appreciate you sharing your thoughts today with us. For me it's an honour to work with an iconic personal like you never stop

learning from leaders like you because in the end, Silicon Valley has done amazing things but ultimately we as leaders have a responsibility to do it in a sustainable way. And you have been a voice in the market for decades. And so for us to partner together on something that we believe is going to change the world.



HPE Pointnext Technology Services provide a differentiated solution that competitors cannot match.

IT professionals are always looking for more time. Fortunately, technology can help make that happen. HPE Discover plans to help organizations tackle efficiency, helping IT professionals free up time to handle mission-critical work. One session will focus on how new advances in storage technology are building in intelligence and automation, allowing devices to be self-managed and freeing up time for staff. With the new HP Green Lake cloud services, you don't have the progress challenges, ever. with a public cloud, users can pay two extra costs for storing data, just to get it back.

The CEO of HPE spoke on how technology is enabling real, tangible change in HP, "We are leveraging our most powerful innovations so that you can accomplish more than ever before. I know we can, we'll get through these unprecedented time together. I am inspired and humbled by the humanity in your responses, and recovery efforts. And our society stronger solid. As we begin to reimagine a new and better world for ourselves. HP is committed to helping each of you move forward."



BOSCO

Intel Sales Director, Head Huawei APAC Accountant



HITESH CHHABRA

Director-Solution Sales, Enterprise Business Group, Huawei India



DAVID LI

CEO, Huawei India



YASHWANT SINGH

AI Chief Architect, Member BIS AI Committee, Huawei India



SUBRAHAMNYAM SATHRAJU

Chief Architect (Intelligent Computing & AI Solutions), Huawei India

HUAWEI'S WI-FI 6 TO OUTPERFORM OTHER PRODUCTS IN THE INDUSTRY

Committed to helping enterprise organizations to expand boundaries of their business and find new growth, Huawei has organized an online event, Huawei Enterprise Business Group India, Win Together Huawei India Ecosystem Partner Summit 2020.

In the event, Huawei has shared some key aspects of their cooperation, like Huawei partner strategy, policy, incentive program and product launches.

Through this event Huawei has confirmed that they will continue to work with their partners to enable the digital transformation of all industries. With a vision to bring digital to every person, home and organization, Huawei hopes for a fully connected, intelligent world.

In his welcome note, David Li, CEO, Huawei India has spoken about expanding partner ecosystem, support partners, enjoy the innovations, and continuously help partners to achieve their goals. In his key notes he says, "Finally I thank all of you for your support all over the years. There is a saying, if you want to go fast, go alone and if you want to go far, go together. For long term success it depends on the success of the partners. Together we can achieve it."

The next speaker on the list was, Derek Hao, President of Enterprise Business Group, Huawei India. He delivered his speech on the enterprise business strategy and development. Welcoming the partners, he says, "Huawei is the leading infrastructure solution provider, we have built the ecosystem over the years with the solution partners." He also acknowledges that with 5G, AI and cloud, Huawei has made its products with unique advantages.

Wang Lei, Director of Channel Partner Business, Enterprise Business Group, Huawei India discusses about the 'Win Together-Huawei Channel Partner and Incentive Policy'. He says Huawei's channel incentive falls into seven categories. This program is aimed to encourage their partners' sales and appraise people.

Hitesh Chhabra, Director-Solution Sales, Enterprise Business Group, Huawei India goes on explaining how Wi-Fi 6 changes enterprises and enters the gigabit wireless campus era. He says, "We have intelligent products like cloud engine and AI powered devices. Wi-Fi 6 is the new technology which is far more better than the current generation products."

Huawei's AirEngine Wi-Fi 6 products outperform other Wi-Fi 6 products in the industry by integrating Huawei's own innovative 5G and AI technologies. They are ideally suited to build all-wireless high-quality networks for enterprise office, production, and public service scenarios. AirEngine Wi-Fi 6 products, compliant with Wi-Fi 6 standards, stand out for their remarkable innovations in antenna, baseband, and radio algorithm technologies. By deploying these products, enterprises can experience lightning speed mobile offices (> 10 Gbps), smooth mobile operations with zero packet loss, and 100 Mbps network access anytime, anywhere.

Michael Macdonald, Chief Digital Officer and Executive Consultant, Huawei Technologies says, "Wi-Fi is quickly becoming the foundation infrastructure as we enter industry 4.0. Wi-Fi 6 has three application pin points reshaping the working space."

Anas Kalleda, Solution Manager – Enterprise Business Group, Huawei India gives his speech on Huawei Flash products. He illustrates, "Huawei uses the AI technology in storage, cache and deduplication."

Yashwant Singh, AI Chief Architect, Member of BIS AI Committee, Huawei India, Subrahmanyam Sathraju, Chief Architect (Intelligent Computing & AI Solutions), Huawei India and Bosco, Intel Sales Director, Head of Huawei APAC Accountant also share their insights on AI solutions and Atlas products.

The event ends with a panel discussion by veteran industrialists.



ANAS KALLEDA

Solution Manager – Enterprise Business Group, Huawei India



DACHENG SIMON DAI

CTO, Huawei Intelligent Vision & Collaboration Sales Department



DEREK HAO

President, Enterprise Business Group, Huawei India



MICHAEL MACDONALD

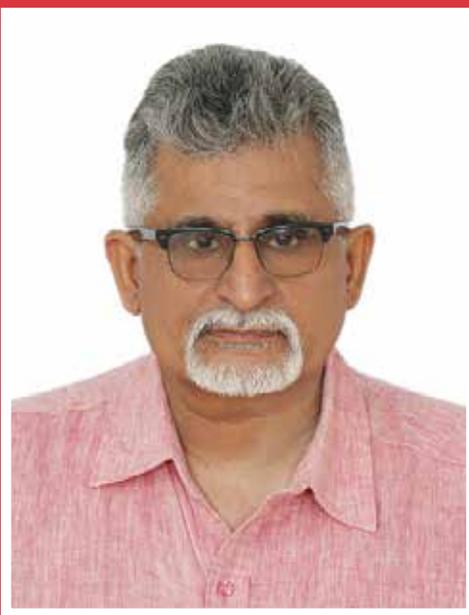
Chief Digital Officer and Executive Consultant, Huawei Technologies



WANG LEI

Director, Channel Partner Business, Enterprise Business Group, Huawei India

PCAIT brings B2B & B2C portal - Indiaitchannels.com for Partners, registrations going on



SAKET KAPUR
General Secretary, PCAIT

Indiaitchannels.com is a unique idea as it put emphasis on creating e-presence for IT retailers and dealers comparing it with other private e-commerce bodies that are functional.



ALOK GUPTA
President, PCAIT

The computer association of Delhi - Progressive Channels Association of Information Technology (PCAIT) has launched their B2B and B2C portal named as Indiaitchannels.com for larger unit of IT, Mobile and Security partners. The initiative is an effort to convert offline IT retailers and dealers to e-tailors. This online portal connects all India IT/Mobile/Security buyers and sellers. Distributors, sub distributors, resellers, retailers and SI partners would be able to augment their reach with the enhancement in business beyond geographical limitations. The portal has been made available to all India IT cohorts whereas alliance with other IT associations will be formed steadily from different zones. Alok Gupta, President, PCAIT informed about bringing around 25,000 associates incorporating sectors that are IT, mobility and security (CCTV). Saket Kapoor, General Secretary PCAIT has informed that he is in touch with other associations to make this portal available free of cost to their members. He further added that it is a moment to rejoice for every IT channel partner in the country, as PCAIT extends its timely initiative to pan India fraternity. Indubitably, IT retail and allied businesses are suffering at the hands of brutality of the Corona Virus, whereof customers under the constraints of absence of normal public transport and scare of infection are visiting market places in lesser numbers. Most timely, PCAIT empathetically has paved the digital highway for IT business owners to reach its customers while in the comfort of their homes.

“I am prided by this initiative of PCAIT

under able leadership of President Alok Gupta and unfettered support of its life members,” said Saket Kapoor.

The PCAIT leadership were highly concerned about the business of its members which is badly affected by COVID-19, hence they came up with this idea of online portal in a very limited time.

Indiaitchannels.com is a unique idea as it put emphasis on creating e-presence for IT retailers and dealers comparing it with other private e-commerce bodies that are functional. IT partners can create and manage their own product e-catalogue webpage i.e. B2B and B2C page for their customers. The good news is that the portal is available at free of cost for all India IT partners and they can start the registration process at Indiaitchannels.com. Also, one can register their business after downloading the app Indiaitchannels through Google Play Store. The process includes two steps which includes filling the form for business and second is selecting categories, products, services and inventory to create B2C and B2B page. Also no surplus commission or fee is imposed and whatever the earned money is, it will be directly transferred to the registered bank accounts, Gupta said. Another benefit of this portal is that it allows the partners to propose their latest offerings online and the customers are not required to visit the store or office physically.

This exceptional initiative offer an opportunity to IT channel community to present their business digitally and enhance their business growth effectively. As Covid-19

is at its peak, it will benefit the retailers in initiating the online marketing and display their products online for regular and prospective customers. The portal enables IT associates to connect with one another situated in bigger and smaller market. The thought process behind the portal is to join forces with the partners to execute the services and enact projects at indigenous way.

In a nutshell, it is believed that Indiaitchannels.com not only proves to be a finest solution in the current pandemic situation for the IT channel community but also from the futuristic point of view it is far-reaching. Basically, they will be saved from economic loss that they were facing due to lockdown. The portal will benefit the retailers and dealers to go online and open their e-stores. The portal has achieved an awe-inspiring response from all the partners and members. The way it has been welcomed is anticipated to achieve enormous success and make a massive difference in the IT trading industry.

Moreover, Federation of All India IT Associations (FAIITA) is also planning to launch a similar portal for the IT channel partners but there will be some cost involved in it whereas for Indiaitchannels.com by PCAIT no registration no cost will be charged.

This highlights that if FAIITA comes up with the similar platform then it will be a tough journey for the federation.

The registration of Indiaitchannels.com has started via web portal and mobile app.

TOUGH TIME CALLS FOR NATIONWIDE COLLECTIVENESS AMONGST THE BUSINESS LEADERS



The COVID-19 crisis is having a significant impact on the distribution industry, and it is affecting each company in different ways. The extremely valuable products in this time are facing a surge in demand that is hard to manage from both ends. On the other hand, some products are in markedly low demand due to store and business closings. The “new normal” is not only about from where to work, but it is also about how companies view their partners in business. A more holistic approach to business partner relationships will serve to strengthen the core business delivery process and better prepare themselves for the major future uncertainties. Amidst this, businesses have to keep their employees safe and consider their wellbeing first and foremost.

In this unprecedented time, logic and planning easily fall to the side. Customers and distributors push the panic button, amplifying pressure on suppliers and stress testing the entire supply chain. More time is spent on panic than patience.

For businesses and industries it is a big task to flip the patience-to-panic ratio. It’s hard to take a step back in such a chaotic environment. But it should be kept in mind that no single company or person is going to be able to get through this alone, there should be collectiveness.

POSITIVITY TO PLAY A VITAL ROLE IN OVERCOMING CHALLENGES

V.K.BHANDARI

CMD, Supertron Electronics

“Hit by the Covid-19 slump followed by social distancing and a nationwide lockdown, businesses have experienced major impacts no matter how established they are and are having to re-look at how they manage and operate their business. The challenges for most businesses to keep their financial wheels turning during the lockdown period due to less revenue churn. This unprecedented situation brings challenges and likewise new opportunities. From IT prospective businesses are slowly coming on track after the lockdown period is over.

We see there is opportunity both in consumer and commercial space for IT requirements. These opportunities are mainly due to unprecedented cultural change of Work From Home & Online education and these opportunity expected to continue.

There is supply chain issue with most of the vendors during lockdown and post lockdown but each one of us vendors/distributors are trying their level best to manage the show effectively and efficiently.

Positivity is going to play a vital role in overcoming the challenges. Since the economy is opening up and IT infrastructure investment going to increase for most of the organisation as usage of technology is the key for driving the business. Government is looking to invest heavily on health, education and other related sectors which would open up opportunity for all our partners to play a role. Few important aspects we all need to change in our thought process and approach:

- Accept the change as positive
- See the change as an opportunity
- Adapt plans as necessary
- Quickly master new technology, process and approach
- Need to be flexible in implementing certain action which has not been experimented earlier.”



THOUGH MARKET IS FACING DIFFICULTIES BUT MANY NEW OPPORTUNITIES HAS BEEN GENERATED

MANOJ GUPTA

Managing Director, Fortune Marketing

“Fortune Marketing Private Limited – being a distribution house of IT and Security Products, we have to face a lot of difficulty in this phase. The IT industry has been India’s crown jewel in our country’s economic growth story for the past two decades and the IT industry has provided global recognition for Indian youth’s technology and entrepreneurial capabilities. The current situation due to lock-down has also affected the Indian IT Industry with lots of challenges and shows path to many opportunities.

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.

We are trying to interact with all India level business partners with virtual conferences where we share our ideas to re-initiate the business. Also, we are bringing up new technologies in the market – where the demand has been increased due to covid-19 pandemic.

I can see fastest revival of the IT Industry in coming days – even with more energy and more aggression. And if we consider past few months – we can witness the downfall of market and industry but along with that there are many new opportunities that has been generated.

Looking at the current scenario, this is huge drop in the demand of our regular products. But since, we have products like Wi-Fi Routers, Dongle and other networking products which is quite required in the Work From Home environment. So, we are trying to push those products through our channels. Also, we have come up with few more products which are very much required in this pandemic situation. Products like Infrared thermometer, Face recognition and temperature detection, body temperature detection cameras are few of our product lines which has seen good demand.

The aftermath of the pandemic will also provide an opportunity to learn from a plethora of social innovations and experiments, ranging from working from home to large-scale surveillance systems. Now most of the organization have learnt from the current situation and will adapt to digital transformation and cloud adoption will see a surge.

I believe there would be an increased role of the leadership in providing direction, energizing teams and connecting the dots. Periodic online meetings will be the new norm to synchronize work force. There would be a sudden requirement for solutions for tailored communication tools catering to different scenarios, result-oriented performance management at all levels – individual, team enabled by digital dashboard.



Past few months have been tough for every player in IT industry, but I can assume that very soon we will bounce back and things will become normal. My only suggestion is – although our traditional products have taken back seat for a while – we have to look for opportunities in product lines as we have to survive under this situation to manage our financial needs. And being optimistic in this situation will help us to reach our goal.”

STRONG FUNDAMENTALS OF THE INDIAN ECONOMY TO HELP GAINING BUSINESS RECOVERY

NAVNEET SINGH BINDRA

Country Chief Executive, Ingram Micro India

“It would be no exaggeration to say that COVID-19 has turned our world upside down. When the government announced regulations around supply to essential services, we tried to adapt the new mode of doing business. It was tough trying to serve critical requirements of essential services providers while navigating a host of approvals and passes. The entire Ingram Micro team continued to work tirelessly – either from home or warehouses – to fulfill essential services orders. There were numerous instances where timely fulfillment of technology requirements by Ingram Micro through its partners during the lockdown has made a real impact, like storage for DR for a large PSU, laptops, desktops and UPS to marquee banks & IT/ITES companies, interactive displays for the meteorological department, and many more such critical requirements. Ingram Micro continued to process and execute orders across the country in full compliance with the local regulations.

Communication is absolutely essential and we kept our partners informed of the latest developments through periodic emails. This has in many ways reinforced the need to be in constant touch with our partners both from a business and from an enablement perspective. We conducted a large number of training and webinars in this period and the response was much higher than usual.

Operating under strict lockdown conditions hasn't been easy but we are very fortunate to have the support of our OEMs and partners. We were able to provide extended credit to our partners, in some cases supported by the OEMs. To help channel partners tide over financial challenges resulting from the slowdown in economic activity, we also rolled out an array of working capital measures under the Ingram Micro Financial Solutions umbrella.

We are confident of a strong business recovery due to the strong fundamentals of the Indian economy. With the relaxation of the lockdown in parts across the country, we are already seeing demand bouncing back. But there is no doubt that it will take some time for customer confidence and holistic demand to return to the peak level. Though the COVID-19 related lockdown has been brutal, the entire industry has become more acutely aware of the need to accelerate digital transformation. Businesses who were already in the Cloud were less impacted than the more conventional ones.

The COVID-19 crisis has been a wake-up call for the industry. We see this as a catalyst for



VARs to reskill themselves in technologies like Cybersecurity, Cloud services etc. that enable customers to have a secure and productive remote workforce. They can count on Ingram Micro to support them through our diverse technical and financial solutions. I call upon all VARs to engage with us and leverage our professional services for end-to-end deployment and support.”

CHANNEL ENGAGEMENT SCHEMES IMPLEMENTED TO BOOST BUSINESSES

RAJESH GOENKA

Director, Sales & Marketing, RP tech India

“The initial phases of lockdown substantially disrupted the channel business. The complete restriction on physical movement and transportation put a pause on the routine business. As far as RP tech India is concerned, we were fully prepared to cope up with the situation. All the RP tech branches maintained sufficient stocks to meet the demand and we soon commenced the business in the Green and Orange zones post lockdown release.

We implemented various innovative channel engagement schemes to support our partners to liquidate their stocks and bring their business back on the track. We announced special schemes for Green and Orange zone partners and the response was tremendous. Considering the demand for PCs and other computing hardware, we launched Work from Home (WFH) and Learn from Home (LFM) solutions. Recently, we launched an SSD Upgrade offer for end customers who wish to upgrade their hardware to SSD. This offer also received a positive response from end customers and partners also appreciated RP tech for its value-added support to the channel during the lockdown crisis. We would continue to offer such value-added support to channel partners to earn better ROI and ensure long term business continuity.

The COVID-19 crisis has completely changed the dynamics of the business in India. Hence, channel partners must be creative, innovative and focus on services. The lockdown has opened up many new business streams and VARs need to find out ways to capitalize on the business prospects in the coming months.”



COSOSYS SPECIALIZES IN ENDPOINT CENTRIC DLP SOLUTIONS

In this unprecedented time to fight against Coronavirus people have learnt the importance of data protection. Remote working or Work from Home has become the new normal. With a mission to enable businesses to take full advantage of the performance benefits of mobility, portability, and communications solutions, without compromising security, CoSoSys develops solutions that prevent data loss on the ever-increasing number of devices, endpoints, and mobile devices accessing and storing sensitive data. In a chat with VARINDIA, Filip Cotfas, Channel Manager, CoSoSys passionately explains how he strives to help companies having a seamless experience while choosing and implementing a DLP solution.

CoSoSys has created a 'Channel Partner Program' in which Endpoint Protector acted as a bridge to connect and establish an understanding of why the Data Loss Prevention solutions are business-relevant and should be in priority.

Sharing about the expansion plan in India, Filip Cotfas says, "With a customer-first vision, the program aims to strengthen and widen its existing network across India and educate all partners with the right guidance, to accelerate the adoption of a data protection strategy that works for enterprises."

IMPORTANCE OF DLP SOLUTIONS

Pandemic times have taught businesses worldwide the importance of Data Loss Prevention products, and how its right adoption can help seamless functioning in any given situation.

Once the remote work plans are implemented, companies must ensure that devices running on all operating systems are connected and protected.

On Data Loss Prevention solutions Filip comments, "With a Data Loss Prevention solution in place, enterprises can apply policies on the endpoint, protecting sensitive data whether a computer is connected to the company network or outside it and ensuring regulatory compliance, like GDPR or Personal Data Protection Bill."

He also ensures that regular virtual engagement activities, data security articles, and training sessions with the channel partners are planned to increase awareness about the importance of Data Loss Prevention.

INDIA FOCUS

CoSoSys plans to expand its channel and focus on several industries, such as the BFSI, IT, Manufacturing, Healthcare, and Pharma.

"These particular industries have an increased need for Data Loss Prevention solutions to secure their sensitive data, especially in the current situation where the country is seeing the increased data breaches surrounding the COVID19 pandemic," states Filip.

PRODUCT PORTFOLIO

Endpoint Protector is a DataLoss Prevention (DLP) solution with several modules that help in safeguarding sensitive data from loss, leakage, and theft. CoSoSys specializes in the development of endpoint centric data



loss prevention (DLP) solutions and security software.

Discussing about DLP solution Filip illustrates, "Our product works on Windows, macOS, and Linux as well as Thin clients and puts an end to unintentional data leaks, protects from malicious data theft, and offers seamless control of portable storage devices."

AT LAST

In his ending words Filip puts stress on CoSoSys' presence in India. He concludes, "CoSoSys plans to amplify its presence in India, by bringing a revised Partner Program and tapping into untouched regions, where adding more channel partners would be a big leap for businesses."

Raising WhatsApp scam, Delhi Police sent alerts

The Cybercrime division of Delhi Police has started alerting the WhatsApp users about the new kind of scam which has been unfolded in the city by the scamsters. The scamsters are hijacking the WhatsApp accounts of the users to carry out financial transactions.

As per reports, the fraudsters are taking over the account so that they can communicate with friends and family. Delhi Police has released a series of tweets informing people to beware of such attacks. As per them, the scamsters are aiming to lock out users by using WhatsApp's two factor authentication.

The Delhi Police explained that the fraudsters attempt to obtain WhatsApp verification PIN using fake

account using WhatsApp logo as the display picture. The fraudsters create a fake account posing as WhatsApp technical team's account. Then they ask for six-digit verification PIN to verify the identity.

"The target is easily tricked when they see the message coming from an account appearing to be the official team account and share the PIN. In reality, the attacker is trying to login from his/her device into the target's WhatsApp user account to hijack the account," explained Delhi Police.

"If the target divulges the PIN to the attacker, the account gets hijacked. The attackers can then leverage their access to the hijacked account to further send fraudulent messages to friends and family of the target, asking for money, PIN, OTP, etc," said Delhi Police.

Hacker earns \$1.4 million from California university

The University of California, San Francisco paid the hackers \$1.14 million to resolve a ransomware attack. The hackers encrypted data on servers inside the school of medicine, the university said Friday. While researchers at UCSF are among those leading coronavirus-related antibody testing, the attack didn't impede its Covid-19 work, it said.

The university is working with a team of cybersecurity contractors to restore the hampered servers "soon." "The data that was encrypted is important to some of the academic work we pursue as a university serving the public good," it said in the statement. "We therefore made the difficult decision to pay some portion of the ransom."

The intrusion was detected as recently as June 1, and UCSF said the actors were halted during the attack. Yet using malware known as Netwalker, the hackers obtained and revealed data that prompted UCSF to engage in ransomware negotiations, which ultimately followed with payment.

In exchange, the university said it received a key to restore access to the files, and copies of the stolen documents. The university declined to say what was in the files that was worth more than \$1 million, except that it didn't believe patient medical records were exposed.



CCI has given the green signal to the \$5.7 Bn Facebook-Jio deal

Before finalising the transaction in its \$5.7 Bn investment in Reliance Jio Platforms, Facebook had appointed big four consultancy firms — Price Water house Coopers (PwC), Ernst & Young (E&Y), Deloitte, and KPMG — to advise legal advice on India's foreign direct investment policy and to advise it on the new "beneficial ownership" norms that would apply to the proposed investment in Jio.

Many experts are asking a question why Facebook has to Float a New Entity 'Jaadhu' to acquire Jio Platform's Stake. Jaadhu is an indirect wholly-owned subsidiary of Facebook, incorporated in this year March 2020. However, both Both Jio and Facebook had clarified that they would operate independently after fears of data monopoly. The company has positioned itself as a tech major, but Reliance has to deliver on promises through effective monetization.

The Competition Commission of India (CCI) has approved Facebook's deal to buy a 9.99% stake in Jio Platforms, by Jaadhu Holdings LLC an indirect wholly-owned subsidiary of Facebook, Jaadhu is a newly incorporated company formed in March under the laws of the State of Delaware, United States.

Several government officials believe that the Jio-Facebook deal needs to be scrutinised from a data point of view, and not just market share or the transaction amount. "Data is becoming a factor to reckon competitiveness and therefore the data aspects of the competition law need to be sharpened and revisited," a government official spoke.

Jaadhu is not engaged in any business in India or anywhere in the world," the application said. The approved deal of \$5.7 billion (Rs 43,574 crore) become the single largest FDI in the technology sector in India—was announced in April.

The business equation would be Facebook's WhatsApp platform to connect consumers with neighbourhood kirana stores. Whereas, WhatsApp has over 400 million users in India while Jio has more than 388 million phone subscribers. Facebook has about 250 million users in India.

The Mukesh Ambani company raised Rs1.15 trillion through a 24.71% stake sale of Jio Platforms equity to 10 investors. RIL net-debt was Rs161,035 crore on 31 March while it raised Rs1.75 trillion in all, making it debt-free, being receive the investment from 10 investors. Mukesh Ambani says, "I have fulfilled my promise to the shareholders by making Reliance net debt-free, much before our original schedule of Mar. 2021."



Ajit Mohan, vice president and MD, Facebook India highlighted that data sharing wasn't part of the deal. There is no data sharing in this deal. I don't think we're going into this assuming that we will have an agreement or alignment on everything. I think as Facebook, we continue to believe in an open ecosystem for data to flow across boundaries. And that continues to be our point of view," he specified.

Meanwhile, Reliance Industries Limited (RIL) strategy head Anshuman Thakur also stated that the deal wasn't exclusive and the CCI should not have any troubles approving it. Nonetheless, the company has assured that it will follow the government's orders respectfully.

Even in the latest CCI filing, the companies have affirmed that the deal will not alter the competitive landscape, as both will continue to operate independently. Moreover, they added that there is no significant overlap between the segments that Jio and Facebook operate in.

"The Proposed transaction and the Proposed Commercial arrangement are pro-competitive, benefits consumers, Kirana stores and other small and micro local Indian businesses, and take forward the vision of digital India," the filing said. How will be the business outcome from these huge investments is exactly not known to anyone. Now Rail become the 60th most valued company in the world.

The market is now looking at RIL as a technology company from its earlier version

of oil & chemicals. In FY21 50% of its EBITDA is likely to come from telecom and retail segments. Reliance's Jio vision to enable a Digital India for 1.3 billion people and businesses across the country, including small merchants, micro-businesses and farmers so that all of them can enjoy the fruits of inclusive growth.

A question is if the Indian market become so mature for transformation by adopting newer technology initiatives from Jio, the other competitors are also gain some kind of market share, but the current condition (Post COVID-19). Moreover the Covid-19 has created not just a health emergency but a financial crisis for every enterprises and individuals to survive.

The lockdown is likely to see corporate India's revenues and profits slump, leading to a sharp jump in bad loans among lenders and crisis-ridden shadow banks, all of which would hurt capital formation and investment activity. Even consumers, whose spending has been fueled by loans and are a key driver of growth, are unlikely to take on more debt at a time when jobs are uncertain.

As per the sources, RIL is planning a foreign listing for JIO. Many experts are saying, when the whole world is down with the fund crunch, at this time how Reliance has managed to bring this kind of huge investment, It shows the confidence on Mukesh Ambani and Jio platform would bring back best possible return of investment done by the investors.

CADYCE BRINGS IN USB TYPE-C KEYBOARD AND DOCKING STATION - CA-KBDS

USB Type- C devices and cables are everywhere these days, and their popularity is reaching new heights in the tech market with each passing day. The CA-KBDS by Cadyce is a USB Type-C keyboard cum docking station which is compatible with ThunderBolt 3 port.

This sleek and subtle gadget functions as a USB Type-C Keyboard for computer and also acts as a multi-function docking station for other devices. Given CA-KBDS's wide range of compatibility, one can plug in multiple peripherals to the computer without worrying about their platforms or hardware requirements.

With Cadyce's CA-KBDS, the keyboard will serve as a docking station so that users do not have to carry a multitude of devices. This premium product is an elegant mix of sturdiness, compactness, and good-looks.



It can be used on tablets (like iPad Pro) and Android and iOS smart phones as well.

The keyboard dock gets connected to the computer or tablet with the help of a detachable USB-C cable.

Features of CA-KBDS

The features listed below are responsible for making the CA-KBDS stand out from the crowd and for providing the user with unmatched efficiency and ease of operation.

- The Display 1 VGA Channel supports output of 1920x1080@60Hz
- Display 2 HDMI supports the output of 4K@30Hz
- The USB 3.1 Type C Host port supports 10Gbps, which ensures lightning-fast speed.
- The USB 3.1 Type C in Cadyce's Ca-KBDS supports PD charging 100W MAX (20V@5A)
- The device has a USB 3.0 Type-A port that supports 5Gbps and BC1.2 charging (5V@0.9A)
- The LAN port in Cadyce's CA-KBDS supports 10/100/1000M. This means that the LAN port supports transfer speeds of 1GB, unlike 10/100M ports, which support a maximum transfer speed of 100Mb.
- The device has an SD3.0 (UHS-I) Card Reader that supports SDXC cards of up to 2 TB and data transfer rates up to 104Mb/S (SD and Micro SD use single-LUN)
- The CA-KBDS contains a 3.5mm audio jack that supports stereo audio output. The audio jack also supports microphone input
- The device has a white Power LED that serves as a power indicator
- Cadyce's CA-KBDS is compatible with multiple operating systems. It is compatible with Mac OS X 10.X, Windows 8/10 (32/64 bit), and all other latest versions of Windows. Compatibility with almost all popular operating systems means that the user does not have to worry about the platform of his/her device.

The CA-KBDS contains a concoction of factors that makes it very appealing and easy to use. While most other keyboard cum docking stations have one or two features that catch one's eye, Cadyce's CA-KBDS has multiple such features.

SPECIFICATIONS OF CA-KBDS

The specifications of the CA-KBDS are listed below

- The CA-KBDS has a USB-C male input
- The output details of this device are: HDMI 4K Female x1, VGA x1, Female Gigabyte Ethernet x1, USB 3.0 ports x3, USB-C Female PD charging x1, 3.5 mm Stereo Audio/Mic port x1, SD card slot x1, Micro SD card slot x1, white Power LED indicator x1
- The device supports 4k HDMI resolution at the rate of 30 Hz
- The CA-KBDS also supports VGA resolution of 1920 x 1080 at the rate of 60 Hz
- For optimum functioning of the keyboard and docking station, one needs to ensure that the operating temperature is in the range of 0 degrees Celsius to 45 degrees Celsius, and the humidity is between 10% to 90% RH with no condensation. The optimum storage temperature of the device is between minus 10 degrees Celsius to 70 degrees Celsius, and the humidity level should be between 10% to 90% RH with no condensation
- The dimensions of this light-weight, but the sturdy device is 288 x148 x18 mm. It comes with a 1-meter long USB-C cable
- Cadyce's CA-KBDS has received CE and FCC certifications
- The CA-KBDS is compatible with ThunderBolt 3 port.

PROTECT YOUR ENTERPRISE OUTSIDE YOUR OFFICE WITH COMPREHENSIVE & DEFENSE-IN-DEPTH SECURITY SOLUTIONS FOR REMOTE & HOME ENTERPRISE WORKERS

Business no longer happens between the four walls of an office building. Over the years, enterprise Data has liberated beyond traditional Network Perimeter boundary of an enterprise, embracing compelling technologies -cloud, Mobility & IOT. The Covid era has further diminished the traditional perimeter with cloud evolving as the new “Corporate Datacenter” and Internet becoming the “New Corporate Business Network” to enable all remote enterprise employees, customers, partners, and vendors to work from homes.

This new globally distributed and diverse workforce needs Secure, Flexible and Cost-Effective access to the corporate resources, regardless of user location, device type, employee affiliation, and application location.

IT stake holders & leaders across the globe are grappling to design, build and transition to a new platform that can ensure business continuity in a secured and productive manner with minimal changes to the existing infrastructure.

We, at iValue InfoSolutions, Consult, Design and present the solution stack for customers to seamlessly enable their workforce to deliver desired business outcome securely and without disruption.

Our Solutions are designed with “Zero Trust Framework”, ensuring authorized user having access to permitted applications across corporate Datacenter and public cloud providers post multiple levels of user authentication. The security stack can identify and mitigate advanced and persistent attacks against known and un-known threats with comprehensive defense-in-depth capability.

Organizations can therefore grant authorized users secure access to applications irrespective of their location and type. The endpoint security stack protects from the known broad-based threat vectors to the most advanced & file-less attacks. The solution also includes innovative technology to identify and mitigate against next generation phishing attacks at the user inbox level, rendering unique and layered security against email vector.

Designed to be deployed quickly and scale dynamically, our solutions enable enterprises to quickly provision secure remote access to mission-critical applications, with a single set of security and access controls. IT teams can scale resources to meet the demands of the business in any environment and ensure seamless user experience.



“iValue's solution centric approach as technology aggregator, enables to architect customer aligned commercial, operational, services and technology models.”



MR. HARSH MARWAH
Chief Growth Officer - iValue
InfoSolutions Pvt. Ltd.

IVALUE'S CUSTOM DESIGNED TRIPLE DEFENSE SECURITY SUITE SOLUTION STACK*

NETWORK PROTECTION

- Zero Trust
- VPN elimination
- Identity and app access (Auth-N,Z)
- Secured data path
- MFA, SSO & Auth Bridging
- Device Posture
- SLB / ADC
- Advanced threat protection
- Inline data inspection
- Application performance (Acceleration)
- Application security (DDOS, WAF)
- 100% SLA
- User Activity Audit Report

DEFENSE-IN-DEPTH

- Advanced Malware & Phishing URL / Link Protection
- Decentralized –Realtime Threat Detection
- Mailbox- Level Threat detection
- Spoofing& impersonation Protection
- Human Centric Phishing Detection
- Post Email DeliveryResponse
- De-Centralized Crowd sourced intelligence
- Closed feedback Loop
- Virtual SOC Analyst
- Customized Gamified Simulation
- One Platform, Seamless deployment, and integration

END POINT PROTECTION

- Remote Employee Security.
- Collaboration Application Hardening.
- Virtual Patching and Compliance.
- Point-of-Sale Protection.
- Supply Chain Attack Protection.
- Browser Attack Protection.
- Prevents zero-days, file-less threats
- Evasive, unknown malware, ransomware protection
- Browser-based attack Prevention
- Stops attacks pre-breach
- No false alerts, zero perf impact and no updates needed
- Forensic info for security teams and SIEMs
- Antivirus Replacement
- Provides full protection at all times, even offline

*POC post acceptance of solution design in specific cases

*Leverage on our Consult, Design, Deploy services

Reach us at: marketing@ivalue.co.in | info@ivalue.co.in | +91 95359 99484 | Visit: www.ivalue.co.in

Acer Expands ConceptD Series for Creators With New Notebooks, Desktops and Monitors

Acer announced a new suite of premium notebooks, desktops, and monitors to expand its ConceptD line, a series of powerful devices specifically designed for creators.

Included in the lineup is the ConceptD 3 notebook range featuring the ConceptD 3 Ezel convertible notebook for creators on the move, the powerful ConceptD 100 desktop for content creators who work in small businesses and creative studios, and a trio of ConceptD monitors such as the ConceptD CP5, the ConceptD CP3 and the ConceptD CM3 for computer graphics professionals.

The ConceptD Series includes a variety of devices to suit the creative needs of professionals across the board from design students and YouTube enthusiasts to CAD designers, video editors, illustrators and animators.

CONCEPTD 3 EZEL AND CONCEPTD 3 NOTEBOOKS – MOBILE CREATIVITY

Aimed at design students, freelance designers and small design studios, a full selection of high-performance ConceptD 3 notebooks are now available. Powerful enough to handle medium-size to complex CAD work with speed and accuracy, the ConceptD 3 Ezel and ConceptD 3 notebook ranges make display and powerful graphics specifications a priority. They come with a thinner and lighter look with both the clamshell and convertible form factors having 14- and 15.6-inch screens, so they can be used to edit and showcase work on the move.

CONCEPTD 3 EZEL – STRIKE A CREATIVE POSE

The innovative ConceptD 3 Ezel is a convertible notebook designed to give creators the most intuitive experience possible. Its amber-backlit keys are set against a pristine white all-metal chassis and a luxuriously large glass trackpad that supports multi-finger gestures. Acer's innovative Ezel hinge makes the device as versatile as it is elegant, empowering users with the ability to switch between six usage modes such as stand mode for drawing content or display mode for presenting it. Other usage modes include an adjustable float mode, traditional laptop mode, pad mode and share mode. On top of 18 hours of battery life¹, the device's creative toolbox includes programmable keys and a suite of connectivity options, such as a SD card 7.0 reader and USB Type-C Thunderbolt™ 3 port, while weighing just 1.68 kg (14", 3.7 lbs) or 1.95 kg (15", 4.29 kg).

notebook features a 14- or 15.6-inch FHD PANTONE-Validated touchscreen display that covers 100% of the sRGB color gamut and has a delta E<2 color accuracy. This lifelike display is perfect for drawing with Acer's Active Stylus, featuring 4,096 levels of pressure sensitivity, and artists can make use of float mode to find their ideal drawing angle. Furthermore, the ConceptD 3 Ezel is powered by 10th Gen Intel® Core™ i7-10750H or 10th Gen Intel Core i5-10300H processors, NVIDIA® Quadro® T1000 (ConceptD 3 Ezel Pro) or GeForce® GTX 1650Ti GPUs and 1 TB of PCIe SSD storage. This means that the notebook is powerful enough to handle not only drawing or sketching but also animation and 3D modeling—all at 40 dBA or quieter.

CONCEPTD 3 NOTEBOOK – FREEDOM IN CREATION

The ConceptD 3 high-performance laptop is housed in a timeless design and enables work and creativity on the go. Ideal for those who prefer traditional clamshell form factors, 20 hours of battery life^[i] gives creators the flexibility to edit and showcase their work wherever they happen to be. Powered by NVIDIA Quadro T1000 (ConceptD 3 Pro) or GeForce GTX 1650Ti GPUs and the new 10th Gen Intel Core H-series processors, it is specifically designed to handle all 2D or 3D color-critical design work on a 14- or 15.6-inch FHD PANTONE Validated display.

THE CONCEPTD 100 DESKTOP – UNLOCK CREATIVITY

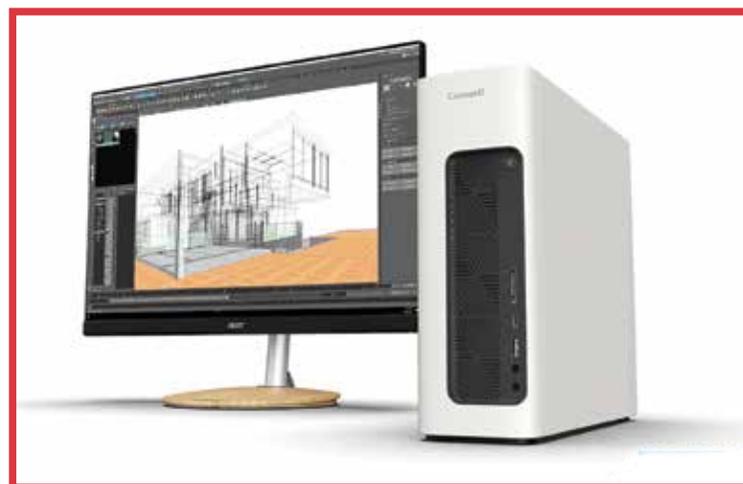
The ConceptD 100 desktop is ideal for graphics-intensive 2D design and entry-level 3D CAD modeling, addressing the specific needs of professional creators and multimedia classrooms. The ConceptD 100 desktop is equipped with a powerful 9th Gen Intel Core processor and an NVIDIA GeForce or Quadro GPU, allowing 2D and light-duty 3D creators to accelerate quickly and reliably through tasks and workflows. This small form factor PC comes with up to 256 GB of ultrafast SSD storage, all-around connectivity and 32 GB of DDR4 RAM, which allows creators to make simultaneous use of all essential applications without delay. Its front air intake and side-ventilation keep the mini workstation cool and ensure that its noise levels stay under 40 dBA, the equivalent of a library room. It blends features with style, coming in an elegant, off-white curved design that fits perfectly into any modern office or workspace.

THE CONCEPTD CP5 AND CP3 MONITORS – BREATHTAKING ACCURATE VISUALS

The ConceptD CP5 and ConceptD CP3 series of monitors are aimed at professional computer graphics creators, video editors and animators who require a high-performance monitor with outstanding color accuracy and reliable compatibility. Both monitor lines are designed for those who

seek resolution, color accuracy and a wide color gamut, the ability to work with HDR content, high refresh rates for blur-free images and a large screen to facilitate the design process and support collaboration.

The CP5271U V model features Delta E<1 color accuracy and is PANTONE-Validated with 1.07 billion colors. For delicate image quality, it has a WQHD 2560 x 1440 resolution, VESA DisplayHDR 600, is Adaptive-Sync compatible and overclockable to a 170 Hz refresh rate, making it ideal for professional video editing and CG work. Covering 99% of



the Adobe RGB color space and leveraging a fast 1 ms (GTG) response time, it produces rich and lifelike images.

The ConceptD CP3 Monitor, also aimed at professional creators, video editors, animators and graphic designers, has similar specifications and supports 98% of the DCI-P3 wide color gamut, WQHD 3840 x 2160 with a refresh rate up to 165 Hz as well as VESA DisplayHDR 400.

THE CONCEPTD CM3 MONITOR – BRINGS IMAGINATION TO LIFE

The ConceptD CM3 series of monitors is aimed specifically at professional graphic designers and photo editors desiring a monitor that can display finely detailed design concepts and 3D content. It is ideal for professional designers that need to quickly and smoothly perform tasks requiring superb color accuracy, blur-free display and a wide color range as well as outstanding HDR and reliable compatibility. The line is ideal for creators performing 3D modeling, editing static imagery and performing rendering tasks. The large screens support the design process and facilitate collaboration.

The CM3271K model offers a 4K UHD 3840 x 2160 screen with a 4 ms (G to G) response time, 60 Hz refresh rate and a wide color gamut supporting 99% of the Adobe RGB color space. It's compatible with AMD Radeon FreeSync, and with PANTONE Validation, Delta E<2 and VESA-certified DisplayHDR™ 400 support, creators can expect greater color accuracy as well as greater overall luminance.

VAR SECURITY

MATRIX COMSEC FINDS 'GOING CONTACT LESS' AS ONE OF THE CUTTING-EDGE TECHNOLOGIES AMIDST PANDEMIC

WITH A CONCERN FOR SAFETY AND SECURITY OF ENTERPRISES, MATRIX COMSEC IS COMMITTED TO KEEP PACE WITH THE REVOLUTIONS IN THE SECURITY AND TELECOM INDUSTRIES. AS AN INNOVATIVE, TECHNOLOGY DRIVEN AND CUSTOMER FOCUSED ORGANIZATION, THE COMPANY'S R&D IS THE FOUNDATION OF ITS GROWTH AND SUSTENANCE. IN A CHAT WITH VARINDIA, GANESH JIVANI, MANAGING DIRECTOR, MATRIX COMSEC SPOKE ABOUT THE CURRENT SCENARIO, STEPS TAKEN DURING THE PANDEMIC, ITS PRODUCTS ETC.

THE SECURITY TRENDS

Ganesh Jivani feels safety and security is the primary concern of every enterprise or business. With emerging technologies, security threats are poised to increase and become even more rampant.

Delving deep in the security concerns, he says, "Today, security has become even more critical because people are staying at home and cannot physically visit their workplaces. New-generation and security solutions and equipment have foreseen an increasing demand during the lockdown due to Coronavirus Pandemic. The integration of remote administration, monitoring, notifications, and real-time alerts where enterprises can keep a check have made things easier to some extent. IP Cameras that provide glitch-free performance is the need of the hour. Safety is vital and surveillance technology required to achieve this is becoming increasingly challenging and complex. Smart enterprises, today, do not require obsolete, analog surveillance systems but new, dynamic automated approaches that provide strong safety and high business value from day one. Whether you manage 100+ locations or one, today, an effective Centralized IP Video Surveillance system should be able to capture and document security events from endless locations."

ENABLING WITH LATEST SECURITY TECHNOLOGIES

Matrix as a security enabler reaches to various types of enterprises. On one hand, large organizations demand robust security, centralized visibility, complete control, quick response, real-time triggers and intelligent analytics. On the other hand, enterprise size, structure, diversity, hierarchy and legal compliance pose formidable challenges in meeting these expectations.

Explaining such complex situations, Ganesh illustrates, "To address such complex and diverse needs of large organizations, Matrix offers an enterprise-grade Video Surveillance solution that aims to provide world-class surveillance solutions addressing the security concerns of small, medium and large enterprises. Matrix brings a centralized security with IP Video Surveillance solutions that can manage multiple devices located at multiple locations. Moreover, these solutions can be integrated with Intelligent Video Analytics, Access Control, and Fire and Intrusion alarm functionalities as well. This facilitates our customers to gain greater control over their systems, thus enhancing output by manifolds."

STEPS TAKEN TO FIGHT PANDEMIC

In this unprecedented situation, Matrix has thought about the wellbeing of its employees and has taken steps to fight against this pandemic. Ganesh explains, "We have kept sanitizers at the entrances. Our Palm Vein Recognition system (Access Control and Time-Attendance) had a handguide which has been removed for safety purposes and contactless biometrics has taken over the entire organization. COSEC APTA is a mobile application which enables employees to mark their attendance via bluetooth and QR code. Also, the attendance can be marked through APTA via location and face recognition features. We have asked our employees about their recent travel and have encouraged



them to opt for paid leaves for overall safety. Also, we have instructed and educated our employees to maintain a hygienic environment at the premises as well as at their homes."

Ganesh feels going contactless is the only option to fight against the pandemic. Throwing light on this matter, he further says, "In my opinion, going contactless is one of the cutting-edge technologies that we already have that helps dealing with Coronavirus pandemic. Extensive use of facial recognition technology, bluetooth and QR code and Mobile app biometrics can be a major help when it comes to going touchless. In addition to this, we are helping our channel partners and existing customers in installing contactless biometrics at their enterprise premises."

ON GOVT'S 'VOCAL ON LOCAL'

On PM Modi's motto for the local products, Ganesh perceives, "We support our Prime Minister, Narendra Modi on making local products global as our products are distributed primarily through its strong distribution network of channel partners all over the world. Over 2,500 channel partners spread across the globe are marketing, selling and supporting Matrix products. In addition to India, Matrix products are available in many countries of Europe, the Americas, Middle-East, Africa, Asia and Australia."

Matrix Comsec is an Indian manufacturer of Security and Telecom solutions for modern businesses and enterprises. All Matrix products are indigenously designed in India. "With around 40% of the total manpower dedicated to development of new products, Matrix R&D is the foundation of its growth and sustenance. The R&D team designs products conforming to the relevant domestic as well as international standards. Matrix makes considerable investment in R&D tools and equipment to stay abreast with the latest technological advancements," concludes Ganesh.

Union Minister Paswan issues directives to officials to not purchase “Made in China” goods

Supporting boycott of Chinese goods, Union Minister for Consumer Affairs, Food and Public Distribution Ram Vilas Paswan has issued directives to officials to refrain from purchasing anything ‘Made in China’



from its e-procurement platform Government’s e-marketplace or GeM

The directives were issued on the same day the Indian government blocked 59 Chinese apps including the popular TikTok, UC Browser, SHAREit, and Likee.

The notice also mentioned that Chinese goods should not be procured from any other source as well.

With immediate effect the notice will be applicable on all officials and departments including public sector units that come under the ministries led by the Union Minister for Consumer Affairs. These entities are Food Corporation of India and Central Warehousing Corporation.

The moves comes after the Confederation of All India Traders or CAIT, which represents 7 crore traders and nearly 40,000 trade associations in the country, demands to issue a notice on the same.

These moves are also a part of India’s policy measures targeting Chinese goods over a border standoff between India and China. The two countries have been locked in a dispute over the line of actual control (LAC) in a few sectors in Ladakh.

Facebook launches Avatars in India

Facebook today announced the launch of Avatars in India. With much of our social interaction these days are taking place online, it’s more important than ever to be able to express yourself personally on Facebook. Avatars will allow you to create a digital persona that’s uniquely representative of you and will enable you to share a range of emotions and expressions in a fun and personalised way.



Starting today, people in India will be able to make an Avatar, a cartoon-like version of themselves by choosing from a variety of faces, hairstyles and outfits that have been specially customised for India. You’ll also be able to use your Avatar in Facebook comments, stories, your profile picture and Facebook Messenger chat windows and can even share it on WhatsApp chats.

How to create your avatar:

Our Avatar creator enables people to customize how they want to represent themselves across many dimensions such as facial features, hair, and outfits (to name a few!). This creator can be accessed from Bookmarks in your FB app, as well as from the comment composer. It’s also easy to access the avatar creator from someone else’s avatar shared across Facebook.

To create your avatar, use your mobile device and go to the Facebook or Messenger comment composer, click on the “smiley” button, and then the sticker tab. Click “Create Your Avatar”! Or find the avatar creator in the Bookmarks section in your Facebook app. (Note: Avatar creation from Messenger is currently only available on Android, but will be rolled on iOS soon.)

Hitachi inks multi-year deal with Microsoft

Hitachi and Microsoft have announced a multi-year strategic alliance to accelerate the digital transformation of the manufacturing and logistics industries across Southeast Asia, North America and Japan.

Hitachi will integrate its solutions such as Lumada, and its Internet of Things (IoT)-ready industrial controllers HX Series, with the Microsoft cloud platform, leveraging Azure, Dynamics 365 and Microsoft 365 to help businesses increase their workforce productivity and operational efficiency.

The first joint solutions will be available in Thailand in July.

Jun Abe, Vice President and Executive Officer, CEO of Industry and Distribution Business Unit, Hitachi, comments, “Through this collaboration with Microsoft, we will be able to accelerate our customers’ digital transformation and continue to deliver social, environmental and economic value.”



The two companies will work together to meet the growing demand for predictive maintenance and process automation in remote areas and support enterprises as they tackle the challenges infused by the Covid-19 pandemic.

Hitachi and Microsoft will also work together to support skilling initiatives that empower businesses to grow their digital capabilities and unlock new business opportunities.

Caglayan Arkan, Vice President Manufacturing at Microsoft says, “By expanding our collaboration with Hitachi, we’ll unlock new opportunities for manufacturing and logistics companies as they strive to lead in their industries and pioneer with a data-driven mindset and digital capabilities.”

Microsoft to close physical stores, take \$450 mn hit

Microsoft Corp said , it would close its retail stores and take a related pretax asset impairment charge of \$450 million in the current quarter. All current retail employees would be given an opportunity to remain with the company in different roles. The company also said it will rethink other spaces that serve all customers, including operating Microsoft Experience Centers in London, New York, Sydney, and Redmond campus locations.

A Microsoft spokeswoman told Reuters all current retail employees would be given an opportunity to remain with the company in different roles.

“Speaking over 120 languages, their diversity reflects the many communities we serve,” Microsoft Corporate Vice President David Porter said of the company’s retail employees in a statement. “Our commitment to growing and developing careers from this talent pool is stronger than ever.”The company also said it will rethink other spaces that serve all customers, including operating Microsoft Experience Centers in London, New York, Sydney, and Redmond campus locations.



“This is a tough but smart strategic decision for (CEO) Nadella & Co. to make at this point. The physical stores generated negligible retail revenue for Microsoft and ultimately everything was moving more and more towards the digital channels over the last few years,” Wedbush analyst Dan Ives said in a note. Retailers, whose stores shuttered in mid-March due to coronavirus-prompted lockdowns, have seen a huge surge in online demand amid stay-at-home orders.

Cyient ropes in Meenu Bagla as VP and CMO

Cyient has announced the appointment of Meenu Bagla as Vice President and Chief Marketing Officer. As CMO, Meenu will be responsible for strengthening the brand reach, relevance, and advocacy to deliver accelerated business growth in new and existing markets.

Before joining Cyient, Meenu served as the Global Head of Marketing at Tech Mahindra. She has also held marketing leadership positions at major multinational companies, including Quinnox, Wipro, Oracle, Aditya Birla Group, and CSS Corp.



F5 appoints Dhananjay Ganjoo as MD for India and SAARC

F5 Networks has announced the appointment of Dhananjay Ganjoo as Managing Director for India and the South Asian Association for Regional Cooperation (Saarc) region. Ganjoo will be responsible for driving F5's growth strategy in India and Saarc, establishing F5 as a leader in multi-cloud application services.

Ganjoo will succeed Edgar Dias who was recently appointed to Regional Vice President of Channel and Partnerships for Asia Pacific. Adam Judd, Senior Vice President, Asia Pacific, China and Japan, F5 says, "Dhananjay brings a wealth of industry and leadership experience with him, invaluable assets as we pursue our next phase of growth in India and Saarc. India has always been an important market for F5 and we have a strategic opportunity to extend our multi-cloud application services to support the nation's digital transformation plans. We look forward to Dhananjay's leadership and expertise to strengthen our position in India."



Acer India appoints Sudhir Goel as the Chief Business Officer

Acer India has appointed Sudhir Goel as their Chief Business Officer. Sudhir has been associated with Acer India since 1999 handling various leadership roles spanning product engineering, manufacturing, support, supply chain and recently as the head of commercial business group. In his new role as Chief Business Officer, Sudhir will be responsible for leading both the commercial and consumer business of the company in India and Bangladesh.

With over 35 years of experience, Sudhir brings in a wealth of knowledge and expertise to his role in Acer India. He was instrumental in establishing Acer India's manufacturing facility at Pondicherry. He later took on the portfolio of Chief Supply Chain officer, handling complete supply chain - operations, procurement, material planning and manufacturing functions. In addition, he assisted Sales and Marketing in strategic calls on all large deals.



Icertis ropes in Ajay Bhandari as Executive VP and Global Head of Professional Services

Icertis has announced the appointment of Ajay Bhandari to the newly created role of Executive Vice President and Global Head of Professional Services. Ajay will lead Icertis' implementation and service delivery teams to help customers derive maximum value from the Icertis Contract Management (ICM) platform.

For over 25 years, Ajay has designed company strategies and initiatives that ensure enterprise-wide application deployments, like contract management, quickly deliver value. Ajay has managed large global teams implementing Oracle, Salesforce, ADM and more, ensuring service excellence across hundreds of projects in multiple geographies. Ajay joins Icertis from Zensar Technologies Ltd. – a leading digital solutions and technology services company – where he served as an Executive Vice President & Chief Corporate Development Officer.



Adobe ropes in Nitin Singhal to head Digital Experience Business in India

Adobe has appointed Nitin Singhal, as Head of Digital Experience Business, India. In this role, Nitin will lead Adobe's Digital Experience business across the country, reporting to Ben Goodman, Head of Digital Experience, APAC, Adobe.

"Nitin is an experienced leader touted for leading high performance teams, transforming technology businesses and building strategy for long-term growth. His innovative approach and focus on customer success directly aligns with our priorities. We are pleased to welcome him to the team and have his market knowledge and experience further our Digital Experience business in India," said Goodman.



PayU India ropes in Shantanu Preetam as CTO

PayU has announced the appointment of Shantanu Preetam to the India leadership team as Chief Technology Officer. In his new role, Shantanu will be leading technological innovations and engineering at PayU. He will be based out of Bangalore.

A seasoned technologist and engineering leader, Shantanu has an experience of 23+ years in building software products and driving digital transformation strategy. An expert in creating "customer-first" technology solutions, Shantanu has led and mentored global teams to build highly scalable cloud platforms like omni-channel and e-commerce platforms, transportation systems enabling fulfilment & last mile, and CRM systems for Fortune 100 companies & start-ups. His last stint was at Walmart where he played an integral role in building core e-commerce systems, driving end-to-end cloud transformation and facilitating growth.



F5 names Edgar Dias as RVP of Channel and Partnerships for Asia Pacific

F5 Networks has announced the appointment of Edgar Dias as Regional Vice President of Channel and Partnerships for Asia Pacific. In this role, he will drive the company's channel and partners strategy across the region and scale the company's partner ecosystem.

Dias joined F5 in 2018 as the Regional Vice President of F5 India and SAARC (South Asian Association for Regional Cooperation) responsible for scaling the business operations and bringing multi-cloud application services offerings and managed security services to Indian enterprises. In this role, he has overseen a significant revenue growth in the region, delivered superior customer experience, and successfully expanded F5's footprint across India and SAARC. Dias says, "Partners have always been a key part of F5's overall growth strategy. With this appointment, I am excited to take our partners ecosystem to the next level- accelerating growth and offering greater value to our partners."

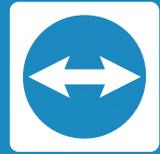


Sunil Rayan roped in as President & Head of Disney+Hotstar team

Disney+Hotstar roped in Google's Sunil Rayan as President and Head of the streaming platform. Prior to this, Sunil Rayan was Managing Director, Google Cloud for Games.

At Google, he was Managing Director, Cloud for Games, at California. Rayan was the Associate Principal at McKinsey & Company between 2004 and 2012. Rayan has also worked at IBM, Infosys and Infosys, before joining Google. On Rayan's appointment, Shankar said, "Five years ago, we set out to disrupt the way India consumed content and that mission has turned out to be totally revolutionary. Sunil is an exciting talent with global accomplishments and I am very excited to have him lead the talented Disney+ Hotstar team."





TeamViewer

launches

New partner program for 2020

Sell More | Earn More

Contact us to know more

+91 22 50023710

channelpartner@teamviewer.com





Powered by 10th Gen Intel® Core™ Processors



UNCONDITIONALLY TOUGH

Travelmate P214-52 is MIL-STD-810G certified for durability, and comes with a long list of benefits provided by top of the line features.



TravelMate P214-52

For more details, visit us at www.acer.com or call us on **1800-3131-71171** in case of any inquiries.

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

