TENABLE EQUIPS CHANNEL INDUSTRY TO SEE, PREDICT AND ACT ON CYBER RISK

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RIL completes fundraise of 47,265 crore for retail structure

The current phase of partner induction and fund raise exercise for RRVL was successfully completed by Reliance Industries (RIL) and Reliance Retail Ventures (RRVL).

RRVL received a cumulative subscription amount of ₹ 47,265 crore from the following financial partners and allotted 69, 27, 81,234 equity shares to them.

“We with our focus on New Commerce, we are committed to playing a transformational role in the Indian retail sector by empowering millions of merchants and micro, small and medium enterprises,” says Isha Mukesh Ambani, Director of Reliance Retail Ventures.

CRISIL reports Data centre market to grow to $4.5-5 bln by FY25

A study by CRISIL Research showed that the Covid-19 pandemic has been a catalyst for the growth of the Indian data centre industry which is expected to boom with an annual growth rate of 25-30% to reach $4.5-5 billion by fiscal 2025.

The ratings firm said in a report, “The crisis accelerated the transition to the digital medium as almost all aspects of daily life – be it banking, education, or shopping – switched to the digital medium almost instantaneously, leading to a boom in India’s digital ecosystem.” According to CRISIL, on account of Covid, the data consumption has seen a sharp 38% rise on-year in the first quarter of this fiscal. CRISIL said the data centre expansion will be supported by growth in data volumes to support high growth in e-commerce, increase in usage of social media, greater preference for over the top (OTT) platforms, the government’s impetus to the Digital India initiative and rapid digitalisation of services across industries (Industry 4.0 and 5G).
IMPACT OF NEWER TECHNOLOGIES:

CHANGING APPROACH OF MARKETING

The technological breakthroughs and megatrends are manifesting itself in a proliferation of technologies. To remain relevant and to succeed, emerging technology strategy needs to be a part of every company’s corporate strategy.

Recently, with the increase of personalised campaigns and content there has been increased usage of smart devices that have pushed the marketing and branding to many different forms. Marketers need to be on top of what is trending and sense the pulse of their consumer needs.

Interestingly, the brand messaging that provides the most impact is the one that truly connects with consumers, provides human engagement and has real impact. With the digital content and technology trends on the rise, the scope of various brands and industries to engage and connect with their target audience is boundless.

The new marketing technologies have enabled marketers to try innovative ways of marketing. Customers are seeking a simpler and more personalised ways to connect with brands and machine learning, artificial intelligence, chat bots and cloud computing promises to deliver the same.

This brings a huge advancement in computing, storage and communication capabilities and enabled the initial generations of AI to become a reality. A significant step forward will be the development of secure cognitive and intelligent information processing systems that mimic the human brain in a safe and secure manner.

Such systems can self-learn at scale, interpret data proactively, perform reasoning and decision making with purpose, solve unfamiliar problems using acquired knowledge, and interact with humans in real-time naturally.

Cognitive computing systems bear the potential for tremendously boosting economic competitiveness and contributing to social good. For instance, they will allow us to automate manufacturing, administrative, and financial processes at scales that were hitherto impossible. This leads to bring another technology, that is advancing precision medicine, developing personalized educational programs, deploying government resources and social services much more efficiently, detecting anomalies in context promptly, executing disaster prevention and environmental protection effectively, and conducting defense and military operations more humanely and ethically are only some of many huge leaps that can be enabled by cognitive systems.

These applications rely on the capability of cognitive systems to absorb relevant information swiftly and extract meaningful insight from the deluge of loosely structured or unstructured data in a secure manner. The enablement hinges on a full-system approach, including fast and energy-efficient information processing, effective programming paradigms, innovative algorithms, new and heterogeneous architectures, digital, analog and mixed-signal circuits, traditional and new device technologies, and materials and packaging development.

At the same time, we have seen there is no stopping to the explosive growth in the telecommunications, IoT, mobile, desktop and server markets that we, the computing industry, have enabled in the last couple of decades. Today’s graduate student community is uniquely enabled, like never before, to really push the envelope in many directions in the research landscape. It leads to many start-ups to emerge into big conglomerate.

While all good things are happening, there is emergence of threat Intelligence changes that are the rules of the game for the security industry. The rise in the number of targeted attacks and ubiquitous Advanced Persistent Threats (APTs) and stringent directives for data protection are the main drivers of the threat intelligence market.

Rising threat leads to the emergence of cloud deployment mode, which is expected to grow at a higher CAGR, as SMEs are rapidly adopting cost-effective cloud deployment mode. This model helps SMEs avoid the costs associated with hardware, software, storage, and technical staff. The cloud-based platform offers a unified way in the form of SaaS-based security services to secure business applications. It is also beneficial for organizations with strict budgets for security investments. It is estimated to constitute the largest market share.

Another challenge we have seen is, attackers are now using Wi-Fi networks, which are unsecured and found the way to deliver malware to many devices. A new malware named Emotet has the capability to help spread their malware to more victims. This malware can also spread from one device to another by creating a botnet that helps deliver additional spam and emails.

In these unprecedented times, we have two big challenges including the challenge of corona and cyber. Cyberattacks in India have increased multi-fold in the current environment with close to 4 lakh malware and 375 cyberattacks being witnessed daily. Vulnerabilities will continue to exist and the only solution against those is personal cyber hygiene and technological steps.

Lastly, innovation and disruption become a part of daily life and marketing efforts will continue and don’t ever let anyone convince you that you are not good enough!
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## CONTENTS

### COVER STORY / 28

FESTIVE SEASONS: A RAY OF HOPE FOR THE INDIAN ECONOMY

## REGULARS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>Round About</td>
<td>8</td>
</tr>
<tr>
<td>Channel Guru</td>
<td>10</td>
</tr>
<tr>
<td>Channel Chief</td>
<td>14</td>
</tr>
<tr>
<td>Hot Bytes</td>
<td>16, 17</td>
</tr>
<tr>
<td>On the Ramp</td>
<td>18, 19</td>
</tr>
<tr>
<td>Voice N Data</td>
<td>20</td>
</tr>
<tr>
<td>Channel Buzz</td>
<td>21</td>
</tr>
<tr>
<td>Movers &amp; Shakers</td>
<td>48</td>
</tr>
<tr>
<td>Product of the Month</td>
<td>47</td>
</tr>
</tbody>
</table>

## LEAD STORY

"Your success is our mission": The Foundation of Veeam’s Channel Programs

## COVER STORY

28 Festive Seasons: A Ray of Hope for the Indian Economy

## INDIAN MARKET SCAPE - 38

VAR SECURITY

32 Digital Transformation reaching up its New Horizon

Pharma Hikvision Brings New ColorVu Offerings

How to Handle Ransomware & Other Advanced Cyber Attacks – A 360 Degree Approach
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A LOOK INTO THE TALENT ACQUISITION SCENARIO TODAY: IMPORTANT FACTORS, CHALLENGES AND THE ROAD AHEAD

“Very often, the best time to recruit people is before you need them,” says Doug Conant, the founder of ConantLeadership. Long before leaving Nabisco to undertake the massive feat of turning around troubled Campbell’s Soup, Conant had adopted a practice of taking time to set up meetings with people he thought he might want to work with in the future.

“I’d been doing that for over a decade when I went into Campbell’s so I was able to hit the ground running,” he explains. “I believe a CEO has to be the chief talent officer and the chief employee officer, as well as a chief executive officer.”

Conant advises business leaders to look beyond the typical resume-bolstering accomplishments for deeper measures of an individual’s work and performance ethic, what he calls the three Cs:

Competence: A high degree of competence in their field or area of interest.

Character: Evidence that, time and again, they delivered on what they said they were going to do.

Chemistry: Great chemistry between them and the team they lead.

With every high potential individual who I spoke with, I was constantly poking at the three Cs and looking for evidence of their ability to contribute to a high-performance culture,” he says. “That’s how you set the standard on talent.”

The companies all over the world are facing a lot many challenges such as social & technological changes, cultural diversity, aging populations and political instability and the latest, pandemic. This impacts talent hunting seriously, this is no longer an exclusive domain of a pack of recruiters but finally a call to be taken by the CEO or business leadership as the example of Doug Conant shows.

While Talent acquisition has to be led by the CEOs and business owners across the world, the recruitment landscape is changing fast from what it was twenty, even ten years ago. We need different tools and much higher level of proactivity to hunt talents effectively now compared to the past. Let’s discuss a few core challenges in this area today.

1. Digital help in employer branding

   The market today is driven by candidates, with demand to fill open positions far exceeding supply in many verticals. This makes recruiters face an increasingly demanding and competitive talent market with many recruiters going for the same candidates.

   Firstly, we need to focus on our employer brand. The employer branding is the sum-total of what potential employees think of you as an employer and the goal is to create differentiation and preference in the minds of these people. Therefore, investing in a strong employer brand will give you a major advantage in attracting top talents. But how do you go about doing this? The answer is through content and social network. Renowned marketer and keynote speaker Jay Baer famously once said that “content is fire, social media is gasoline.” In other words, your content exists on social but you use social to drive awareness of your fantastic recruitment-related content (employee spotlight videos, behind-the-scenes, hot topics in the industry, recent team awards etc.). According to a survey by Employer Brand International, 76% of companies said that Social Media was their main channel when it came to communicating their employer brand.

2. Conversion of uncertain candidate

   If the demand is far greater than supply in the talent market, then the candidates have an opportunity to select from a big basket of possible employers and choose from multiple employment offers. A further challenge is that the candidates the recruiter has declined previously have potentially moved on elsewhere, leaving the recruiter to research the talent pool again.

3. Recruiters Vs Hiring Manager: bridging the gap

   This can make or break an effective hiring process. A number of issues can arise between recruiters and their hiring managers which are very much multilateral. To give you an insight into the potentially tenuous relationship that can arise, iCIMS conducted a special study and arrived at the following findings:

   80% of recruiters think they have a ‘high’ to ‘very high’ understanding of the jobs for which they recruit.

   77% of hiring managers say that recruiters’ candidate screening is ‘inadequate’. 51% of recruiters said hiring managers ‘should do a better job communicating what they are looking for in a candidate’ and ‘provide relatable examples’.

   54% of recruiters complain that hiring managers expect recruiters to place candidates into hard-to-fill positions more quickly than is feasible.

   I have in my own company tried to solve this problem by making the hiring process a more collaborative one between the recruiters and the hiring managers. I have launched a “war room” which is attended by all recruiters and the concerned hiring managers across the table daily for one hour and discuss and resolve issues upfront. Communication and development of relationship is the key in these meetings making insightful discussions on data around best channels for sourcing, number of applications, application/interview ratios etc.

4. Attracting and Retaining the Millennials

   Millennials, the new star of talent landscape, constitute more than 75% of an IT employment scenario today and possesses significantly different characteristics from previous generations – they have close affinity with the latest technology, they tend to favour their personal needs more than that of the organisation they work for, they want open communication & regular feedback and are more comfortable with a volatile, dynamic, fluid career. The last point is a particular challenge for recruiters as hiring a candidate who leaves their post quickly reflects badly on the recruiter (and hiring manager). This also increases the workload for the recruiter who now has to find another suitable candidate pool to fill the new vacancy. Retaining this new generation therefore may prove to be a stressful job. Anne Donovan, Managing Director at PricewaterhouseCoopers, says:

5. Developing Skills in Analytics

   In my own experience I have seen many of our recruiters today have the ability to use technological tools to their advantage but lack the skill to effectively crunch the data. This is a very key area in which an employer should develop solid skills. Empowering our recruiters with skills of Data Analytics which will help them acquire talents in the new emerging complex employment market more effectively.

We should align all our key stakeholders in the company and select the key metrics to review very carefully and comprehensively. The Glassdoor recommends the following metrics we can measure around quality of hires, influence over hires and retention, which should serve as a good starting point:

- Cost-Per-Hire
- Time-to-Hire
- Candidate Demographics
- Cost-Per-Applicant
- Source of Applicants
- Candidate Engagements (e.g., social likes, shares, follows)
- Competitor Intelligence
- Company Reputation and Ratings
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TENABLE EQUIPS CHANNEL INDUSTRY TO SEE, PREDICT AND ACT ON CYBER RISK

Tell us more about your partnership with iValue and how does the partnership enhance your tech and business capabilities?

Partners are the essence of Micro Focus’ business strategy and our Channel Partner Program provides partners a greater opportunity to drive more revenue through portfolio specialization and cross-sell potential, to grow and expand.

What are the core competencies of Tenable and how are you geared to serve the industry given cybersecurity is now a boardroom discussion?

We help organisations see, predict and act to address risk across their entire attack surface. As organisations in India continue to adopt cloud-based technologies to operate a distributed workforce, security needs to be at the forefront. New technologies mixed with traditional IT systems consist of data silos and outdated operational processes which makes scanning for vulnerabilities more complex. This is because legacy approaches weren’t designed to handle an attack surface of this size and complexity. As a result, organisations can completely miss high-risk vulnerabilities across their dynamic environments.

In a recent study by Forrester Consulting commissioned by Tenable, 97 per cent of Indian organisations suffered at least one business-impacting cyberattack over the past 12 months. To improve security in this expanded environment, a risk-based approach to vulnerability management enables security teams to see, predict and act on the vulnerabilities and assets that matter most while also deprioritising the vulnerabilities that are unlikely to be exploited. These insights also help CISOs communicate cyber risk to the C-suite and Board in a way that fosters a business-based dialogue for better, more informed decision making.

As new technologies emerge, cybersecurity is also growing at a rapid pace. How Tenable is addressing the gap?

The reality facing India today is that, with any new technology adoption, bad actors will test the resilience of an organisation’s cyber defences. Digital transformation has created a complex computing environment of Cloud, DevOps, mobility, and IoT, where everything is connected as part of the new, modern attack surface. This expanding attack surface has given rise to an unrelenting barrage of vulnerabilities.

Yet, many organisations still rely on legacy tools and processes that are inadequate to navigate threats in today’s dynamic computing environment. As a result, organisations struggle at every step to gain visibility into a constantly changing threat landscape preventing them from confidently managing and reducing cyber risk. We are bridging this gap by providing organisations with complete and continuous visibility of all their assets across any computing platform.

Can you share the GTM strategy for India business and how Tenable is integrating the partner eco-system within the business?

The Tenable Assure Partner program is a partner-first program. Partners are supported with regular business planning sessions, enablement, training certifications and dedicated marketing support to generate valuable leads for their sales teams. We treat partners as an extension of our sales team, helping them identify and qualify opportunities.

On the technology front, Tenable has bolstered its MSSP offering designed to provide customers the flexibility of choosing strategic, cost-effective solutions and custom services to help them manage, measure and reduce their cyber risk.

What are the key considerations for your partner program?

OUR POLICIES ARE DESIGNED WITH THE FOLLOWING IN MIND:

Long-term partnerships: We continue to invest time and resources into our Tenable Assure Partner Program, which positions partners to build long-term, consultative relationships with customers.

Protection: Our partner program provides long-term protection for partners by registering all enterprise and commercial deals and helping partners build predictable annual revenue by protecting incumbent partners at renewal.

Training: We focus efforts on increasing our depth of partner training and certification, ensuring that they have the technical expertise to provide customers with world-class service.

What new solutions has Tenable announced to help the industry with vulnerability management?

We recently announced Frictionless Assessment, a revolutionary new approach to vulnerability management for cloud assets. Frictionless Assessment instantly and continuously assesses cloud environments without organisations having to manually scan or deploy an agent. As COVID-19 has vastly accelerated adoption of cloud technologies, this capability will be key for organisations to maintain the security of their cloud assets. New Tenable Lumin™ innovations enable organisations to predict which vulnerabilities pose the greatest risk so they can prioritise effectively. The new capabilities will help CISOs effectively manage, measure and reduce cyber risk.

We also released Tenable.ot 3.7, which now integrates with Nessus Professional to help organisations secure both IT and operational technology (OT) devices in converged environments. For the first time, customers can use a single solution — Tenable.ot — for unmatched visibility and control to secure IT assets alongside OT systems and reduce their cyber risk in converged, modern environments.
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At VMware, we believe that software has the power to unlock new possibilities for people and our planet. Since our inception, we have been at the core of IT innovation, helping organizations with their digital transformation. Our software forms a digital foundation and spans across App Modernization, Cloud, Networking & Security and Digital Workspace. And now with the acquisition of Carbon Black, we are able to transform the security space with an intrinsic approach interlaced with existing Endpoint Detection and Response (EDR) and next-generation anti-virus (NGAV) & malware protection.

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Intrinsic security is all about bringing the right data at the right time to the right user, all in a consistent and actionable fashion. VMware Carbon Black Cloud Workload is a testament to our intrinsic security vision. We are delivering features that give a Security Analyst unprecedented insight into workloads, and we are also giving the vSphere Admin faster and easier access to the data necessary to identify risk, harden systems, and reduce the attack surface.

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*Free trial offer is for current vSphere customers only. Trial access will be provided through April 30, 2021. The ability to sign up for the offer expires December 1, 2020. Conditions apply.
StorMagic’s virtual SAN software solution, SvSAN, is now validated with HPE Edgeline Converged Edge Systems. StorMagic has a strong partnership with HPE, and the validation of StorMagic SvSAN with HPE Edgeline reaffirms the two companies’ commitment to working together to deliver superior solutions, for the edge and beyond.

StorMagic and HPE understand the challenges faced by edge computing customers, and are dedicated to designing hyperconverged solutions that meet their specific needs. Edge organizations (i.e. branch offices, retail stores, and small datacenters) are often faced with unique challenges, including limited IT staff and physical space at their locations, restricted budgets, and unpredictable network connectivity. It is for these reasons that they require IT systems that are reliable, simple, and affordable.

HPE Edgeline Converged Edge Systems are purpose-built for the harsh edge environments; they are compact, rugged, and size, weight and power (SWaP)-optimized. They support multiple server blades hosted in a single cluster-ready enclosure, while providing unprecedented high-performance compute. All of this is accomplished without the need for a special enclosure to protect the HPE Edgeline system.

StorMagic SvSAN enables complete storage virtualization and lightweight, genuine high availability. It turns the underlying storage of any HPE Edgeline system into highly available shared storage, within clusters of two servers (nodes) or more. This enables high uptime and adds flexibility to internal storage resiliency, using StorMagic’s built-in software RAID 10. From a single site to thousands, StorMagic’s centralized management can simplify provisioning, protection, and operation while eliminating the need for on-site expertise.

Combined, HPE Edgeline and StorMagic SvSAN are ideally suited to meet the exact requirements of edge computing environments. The joint solution is easy to install and manage, delivers high uptime, and is significantly less expensive than other enterprise HCI solutions on the market.

To learn more about the benefits delivered to edge customers through StorMagic SvSAN with HPE Edgeline Converged Edge Systems, visit https://stormagic.com/edgeline. If you have customers at the edge, take this opportunity to add a dedicated all-in-one edge solution into your portfolio that is purpose-built to meet their unique requirements.
Harness the edge and build the perfect edge computing solution with StorMagic SvSAN - now validated on HPE Edgeline Converged Edge Systems.

HPE Edgeline EL1000
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- Very fast storage capabilities

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Converged edge system
- Perfect enterprise or SMB solution
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- Rapidly process and easily manage rich media

HPE Edgeline EL8000
Converged edge system
- High-speed interface for faster data transfer
- Flexibility and connectivity for specific infrastructure
- High-capacity data logging and analytics

StorMagic is a member of the HPE COMPLETE PROGRAM

FIND OUT MORE AT https://stormagic.com/edgeline
**How is the trend changing from Edge, Core To cloud or vice versa in the present circumstances?**

With the pandemic, we have seen a lot of movement to the cloud but we expect this trend to slow down and even reverse as companies discover that the economics of the cloud could be more onerous than they first expected. So we expect to see a blended approach moving forward, with a multi-cloud approach.

**Kindly brief about the partner program of Pure Storage?**

It is not a new program, rather it is an enhancement of our program. The enhancements provide partners with increased incentives, marketing, support, and training solutions. Pure also announced the availability of the new Pure WaveMakers program to reward Pure’s partners who are leaders in solution selling, training, and sales. Pure WaveMakers is a new, global community program to empower, enable, and recognize partner technical professionals employed by Pure Storage Go-To-Market Partners - VARs, Distributors, MSPs & GSIs.

**How is Pure empowering the partners with flexibility to meet customers’ needs, so to make the technologies and services more accessible?**

That is precisely why we have made enhancements to our partner program. To enable our partners to easily deliver the Modern Data Experience by providing solutions that are seamless, flexible, reliable and provide a subscription to innovation. The Pure Partner Program evolves continuously to ensure partners always have what they need to deliver Pure’s portfolio of solutions.

For example, our new Partner Portal provides the latest sales and technical resources, training, personalized marketing campaigns, a digital asset library, social selling content and more, all at the partners’ fingertips.

Pure also expanded the Pure Sizer Tool, the platform used for all FlashArray//X sizing activity that highlights recommended configurations and provides additional models to consider based on Pure1’s backend analytics. Partners now have access to the Pure Sizer Tool for the FlashArray//X70 and //X900 models providing them with instant access to performance and capacity sizing information for the entire FlashArray//X portfolio. Partners can size configurations based on capacity and performance needs using input gathered from the customer’s environment and understand the capacity and environmental specifications for a FlashArray.

We have also evolved our training resources to meet the partner’s needs and enable them to grow their knowledge with the portfolio. Partners can now follow a personalized learning path based on their specific role. The training can be consumed in a self-serve fashion with on-demand courses, as well as instructor-led training, featuring hands-on demos, all online. New training courses are also available on selling subscriptions and new use cases for file and object storage.

**With the deployments of IoT, many devices generate enormous amounts of data during the course of their operations, many are preferring to go for the edge compute for competitive pricing advantage, what are opportunities you are foreseeing?**

With digital transformation accelerating across industries, we see many opportunities for partners to help their customers. 5G, AI, machine learning, IoT, containers and other emerging technologies are all opportunities for our partners. We think 5G in particular will be a catalyst for a new burst of innovation. We have seen this in the past every time there has been a 10X jump in performance and we expect to see innovations across the board. The partners that can help their customers take advantage of these opportunities will be the winners.

**What would be the GTM to attract the VARs, since you have surrounded by competitions?**

There are many reasons for our partners to want to work with Pure. First of all, we are the innovation leader in all-flash solutions for enterprise and multi-cloud environments as evidenced by the Gartner Magic Quadrant for Primary Storage. Secondly, our solutions are powerful and reliable, yet simple to install and manage. Third, Pure has a portfolio of solutions that our partners can easily integrate into their own offerings and provide powerful deliverables for their customers, and with our Evergreen program provide cost-effective investment protection for years. And last but not least, Pure never competes with our partners as we are 100% partner-centric.

**What kind of Growth you are expecting in one year down the line?**

As a public listed company, we do not provide growth projections by country but we are generally optimistic about India. We have just formally entered India this year and have already seen that there is demand for our solutions.

**Can you brief on the growth strategy you have designed for India specific as the region and what are the marketing activities you have in place to achieve the target?**

Right now, we are focused on expanding our channel ecosystem and finding the partners that share our commitment to customer success. With regards to marketing, due to the pandemic, we have shifted our focus on virtual events. There is undoubtedly fatigue around webinars and virtual events so we have tried to be creative and varying our tactics in order to reach the right audience.

**Can you please explain on the tagline - A Modern Data Experience?**

The Modern Data Experience, simply put, is how enterprises should be able to manage their data simply, reliably and sustainably. Through our portfolio of products and services, Pure has continued to chart the course for storage to be dynamic and provide a cloud-like experience via shared services, flexible on-demand consumption and responsive to the needs of the application.
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Hewlett Packard Enterprise joins hand with Wipro to deliver Hybrid Cloud

Hewlett Packard Enterprise (HPE) has announced plans to partner with Wipro to jointly deliver their portfolio of hybrid cloud and infrastructure solutions as a service. Wipro will leverage HPE GreenLake across its managed services portfolio to offer a pay-per-use model that is subscription-based, agile, elastic, and offers a consistent cloud experience. Customers will be able to fast track their digital transformation efforts by eliminating the need for upfront capital investment and overprovisioning costs, while enjoying the benefits of on-premises control, security and compliance.

This partnership announcement is an extension of a decades’ long collaboration between HPE and Wipro that has successfully been delivering workplace transformation and data center modernization solutions to customers from various industry verticals across the globe.

Knowlarity Communications selects Google Cloud to build its Programmable Speech Analytics platform

Knowlarity Communications has selected Google Cloud to launch its Programmable Speech Analytics platform in India. The Programmable Speech Analytics solution promises to revolutionise the Speech Analytics market in India with its wide range of smart features including sentiment scoring, accurate transcription and real time analysis to offer improved conversational AI powered by Google Cloud.

Knowlarity’s Programmable Speech Analytics platform will extract the data in real time where millions of calls will be processed automatically in a short span of time. Through this platform and open APIs, organizations can make sense of the huge reserves of audio/video data (recordings) at their disposal generated every day through collaboration of phone calls, online meetings, contact center phone calls, voice searches, multimedia without having to compromise on reliability, security and privacy. Enterprises can now automate their workflow and processes by identifying the purpose of the conversation through speech analytics keyword spotting feature to derive deep insights for operational efficiency.

Voice is the standard way organizations use to engage with customers and improve their Customer Experience. The demand for speech analytics has witnessed a major surge in recent years with an increasing number of enterprises using mounds of voice data generated daily and leveraging it to identify customer trends, improve customer delivery and strengthen their services.

TCS announces to acquire Postbank Systems from Deutsche Bank

Tata Consultancy Services (TCS) and Deutsche Bank AG have announced an agreement under which TCS will acquire 100% of the shares of Postbank Systems AG (PBS) from Deutsche Bank AG.

PBS is the full-range captive IT service provider that provides project management, application management and infrastructure support services to Postbank and other subsidiaries of Deutsche Bank. PBS and its around 1,500 employees will become part of TCS, deepening the relationship between the two organizations. This will further add to TCS’ scale in Germany and strengthen its growth outlook. TCS is ranked by analysts as the fastest-growing IT service provider in Germany with a 10-year CAGR of over 24 percent.

The transaction is subject to both parties finalizing further agreements, which they intend to do by end-2020. Furthermore, the transaction is subject to customary regulatory and governmental approvals.

IBM, Red Hat, and AT&T join hand for private edge deployments

Due to the partnerships in the US with AT&T for 5G connectivity and IBM’s Red Hat unit for containerisation, IBM’s new Cloud Satellite offering will move the company’s open hybrid cloud framework into new and different environments.

Cloud Satellite, currently in beta, is a software product, sold through IBM that provides a link to IBM and AT&T’s hardware. It offers a one-dashboard method of managing services across multiple computing environments, networks and locations. It leverages Red Hat’s OpenShift containerisation platform – built on Kubernetes for the flexibility to deploy applications and services across multiple environments – IBM’s cloud framework for management, and AT&T’s public or private 5G for connectivity between customer sites and the cloud. Thus, an application could be deployed at the edge, but managed from IBM’s cloud framework, with connectivity furnished by AT&T, and OpenShift making it simpler to keep workloads virtualized and flexible.

The idea is to make it easier for businesses to adopt technology that needs low latency and edge computing. For example, retail stores could monitor spoilage, spills and crowd data in close to real time, likely via sensors – for food temperature and moisture – and smart cameras feeding data back to the cloud via AT&T’s network instead of using the retailer’s existing network.

Adobe to buy Workfront

Adobe announced it has entered into a definitive agreement to acquire Workfront, a work management platform for marketers, for $1.5 billion, subject to customary purchase price adjustments. With more than 3,000 customers and one million users, Workfront is the solution marketers rely on every day to efficiently manage content, plan and track marketing campaigns, and execute complex workflows across teams.

Satisfying the increasing expectations of B2B and B2C customers today requires large volumes of content and personalized marketing campaigns delivered at lightning speed and scale. This must be accomplished across increasingly dispersed teams, as remote work becomes prevalent in today’s environment and the future of work is redefined. The combination of Adobe Experience Cloud and Workfront will bring efficiency, collaboration, and productivity gains to marketing teams currently challenged with siloed work management solutions.

“Adobe is the undisputed leader in content creation, management, delivery, and measurement and a trusted partner to digital leaders around the globe,” said Anil Chakravarty, Executive Vice President and General Manager, Digital Experience Business and Worldwide Field Operations, Adobe. “The combination of Adobe and Workfront will further accelerate Adobe’s leadership in customer experience management, providing a pioneering solution that spans the entire lifecycle of digital experiences, from ideation to activation.”
Tech Mahindra partners with Subex to drive scale adoption of Blockchain-based solutions

Tech Mahindra and Subex have announced a strategic partnership to drive scale adoption of blockchain-based solutions for telecom operators globally. These solutions will enable fraud mitigation and drive operational efficiencies for Communication Service Providers (CSP) by reducing compliance complexities and faster time-to-market.

The partnership will enable real-time reconciliation reports with summarized data to minimize discrepancies, leading to reduction of multiple validations and quick dispute resolution through tamper-proof verifiable transactions. Further, this collaboration will expedite settlement for communication service providers (CSPs) and drive enhanced visibility in the end-of-the-month billing cycle. The CSPs will benefit from enhanced operational efficiencies by leveraging blockchain-based smart contracts and forge more impactful alliances to drive trust amongst diverse stakeholders.

Rajesh Dhuddu, Blockchain and Cybersecurity Practice Leader, Tech Mahindra, says, “Being a service provider of choice for global telecom operators, Tech Mahindra will help reduce overheads and enhance business profitability. As part of TechMNxt chart, Tech Mahindra aims to offer a cutting-edge solution built on Blockchain and smart contracts that optimizes spends and proactively mitigates disputes. In the collaboration with Subex, adding blockchain as the middleware will add the necessary layer of security and ensure faster and efficient operational process. ”

MicroWorld inks MoU with Indian Computer Emergency Response Team (CERT-In)

MicroWorld Technologies Private Limited has signed a Memorandum of Understanding (MoU) with the Indian Computer Emergency Response Team (CERT-In), Ministry of Electronics and Information Technology, Government of India for collaboration in the area of cyber security.

Through this MoU CERT-In and MicroWorld Tech Private Limited propose to work together to enhance the overall security of the computing environment in India and to address the increasingly complex problems associated with cyber security threats. The MoU would facilitate cooperation for detection of latest cyber security threats such as malware/botnets that can adversely affect the information assets and privacy of the general users in the country and devise appropriate security measures while providing security tools to enable such users to secure their systems.

Under this MoU, CERT-In will provide a platform on its Cyber Swachhta Kendra (Botnet Cleaning and Malware Analysis Centre) website through which users from across the country will be able to access and download MicroWorld’s eScan Antivirus Bot Removal Toolkit for free of cost.

NEC India wins a smart city project

NEC Corporation India (NEC India) has announced that the company has won a smart city project from Saharanpur Smart City Limited (SSCL) where the company will implement Integrated Command and Control Centre, and Smart Components in Saharanpur City, Uttar Pradesh.

The IT and network integrator company has been selected as the master integrator for the project. The company has also been awarded a contract for the management of operation and maintenance of the systems for a period of five years.

The scope of the project also covers design, supply, installation, commissioning, testing and operations and management of pan-city smart solutions, including the setting up of an Integrated Command and Control Centre Integrated Traffic Management System, Environmental Sensors, E-Governance Kiosks, City GIS platforms, and others at locations specified by the Saharanpur Municipal Corporation, said NEC India.

Intel inks its second AI acquisition in a week

Intel Corporation is strategically ramping up expansion plans in the Artificial Intelligence (AI) and Machine Learning (ML) business with two acquisitions in one week. Intel's latest acquisition deal with Israeli startup, Canvagio has been reported. The company has not made any official announcements about the terms of the acquisition agreement.

Canvagio’s all-in-one machine learning platform allows data scientists to build and execute AI and ML algorithms, from the research stages to the production phase. According to an Intel spokesperson, “Canvagio will be an independent Intel company and will continue to serve its existing and future customers.”

The startup has raised $8 million in its Series A funding. It has been cited PitchBook’s valuation of $17 million in its last funding round.

Last week, Intel acquired SigOpt, a San-Francisco based startup that operates an optimization platform that facilitates scaling AI models. Intel did not disclose the terms of the deal but clarified that it is expected to close in the fourth quarter.

Yotta Infrastructure appoints Savex Technologies as National Distributor

Yotta Infrastructure has entered in an exclusive distribution partnership with Savex Technologies. This is one of a kind of partnership in the data center industry where Savex Technologies gets exclusive access to market Yotta’s disruptive colocation and cloud services, and Yotta as well gets exclusive access to Savex’s extensive network of over 10,000 resellers across 700 cities pan India to reach all segments of customers.

Besides its hyper-scale Uptime Institute certified Tier IV data center in Navi Mumbai, Yotta will soon begin construction of its data center parks in Chennai and Delhi NCR. Savex, with its wide-network will accelerate the availability of Yotta’s entire range of enterprise IT services including datacenter colocation, High-performance computing, Desktop-as-a-service and enterprise cloud services that support innovative technologies like AI/ML and IoT on a pay-as-you-use model, among many others.

iValue partners with SecurityAdvisor Technologies

Yotta Infrastructure entered in an exclusive distribution partnership with Savex Technologies. This is one of a kind of partnership in the data center industry where Savex Technologies gets exclusive access to market Yotta’s disruptive colocation and cloud services, and Yotta as well gets exclusive access to Savex’s extensive network of over 10,000 resellers across 700 cities pan India to reach all segments of customers.

Sunil Gupta, Co-Founder and CEO at Yotta Infrastructure, says, “Partners play a key central role in our business growth strategy. As we look to expand our reach, address the burgeoning market opportunities and accelerate business growth, we believe Savex has the right expertise, strong channel network, sales, service and support capabilities to help us take our services to new customer segments. With this exclusive partnership, Yotta is creating an extended sales force to generate a unique value proposition for its customers as well as partners. We also believe in an inclusive growth strategy and are delighted to join hands with Savex in our journey.”

Ranuj Jagasia, Director Enterprise Business and Alliance at Savex Technologies Pvt Ltd, says, “We are glad to collaborate with Yotta, a leading new-age Managed Data Center solutions provider including colocation, hybrid multi-cloud, Managed IT and security services.

With the recent launch of Yotta NMI - Asia's largest and world's 2nd largest Tier-IV designed data center in Mumbai, enterprises can avail secured, and state-of-art data center facilities. This partnership will allow us to leverage the expertise of Yotta and offer data center solutions and cloud services to our wide partner base across the country and help enhance the customer experience.”
On the ramp

Dell Technologies’s latest PowerEdge & OpenManage upgrades will help organizations unleash innovation and be future-ready

Dell Technologies has recently introduced new capabilities across its Dell EMC PowerEdge server and OpenManage solutions portfolio. Moreover, Dell Technologies has also collaborated with Splunk to jump-start the insights-driven IT operations journey by uncovering the hidden insights in data. The new offerings by Dell Technologies include:

- The new Dell EMC PowerEdge XE7100.
- Technology innovation across an organization is integral to deliver customer value. Purpose-build for complex compute and storage intensive workloads, the new PowerEdge XE7100 will offer the industry’s highest-density in a standard depth rack SU storage server with flexible configuration options engineered for intelligent video analytics, media-streaming and object storage. It will hold up to 100 high-capacity hard drives, or 67% more drives than a competitive system, to store more data securely. Additionally, is PowerEdge XE7100 is now equipped with one or two dual-socket nodes with up to four accelerators to avoid data silos to boost inferencing performance.

IBM rolls out cloud platform for telcos deploying 5G

International Business Machines Corp better known as IBM has come up with a cloud platform directed at telecom operators deploying 5G. The company has signed up Nokia and Samsung as partners.

Instead of physical equipment to do network functions, software is used in a cloud platform to help telecom operators to build 5G networks faster, reduce costs and sell customised services to business clients.

The government of the U.S. has been pushing the big companies of the country to get more involved with 5G. It is a technology which has potential to enable everything from self-driving cars to remote surgery and more automated manufacturing.

Microsoft and Amazon have their own cloud platforms which focus on telecom operators.

Collaboration, not competition, is the way forward as customers will consume from more than one cloud service provider, be it Amazon or Microsoft, Howard Boville, IBM’s senior vice president for Hybrid Cloud, told a news source.

Sophos launches Rapid Response Service to Identify and Neutralize Active Cybersecurity Attacks

Sophos has announced the availability of Sophos Rapid Response, an industry-first, fixed-fee remote incident response service that identifies and neutralizes active cybersecurity attacks throughout its entire 45-day term of engagement. Sophos Rapid Response provides organizations with a dedicated 24/7 team of incident responders, threat hunters and threat analysts to quickly stop advanced attacks and remove adversaries from their networks, minimizing damage and costs, and reducing recovery time.

Sophos Rapid Response has identified the first known use of the Buer malware dropper to deliver ransomware. In new research published today from Sophos Rapid Response and Sophos Labs, “Hacks for Sale: Inside the Buer Loader Malware-as-a-Service,” Sophos details how Buer compromises Windows PCs, and enables attackers to deliver a payload. Sophos Rapid Response made the discovery while mitigating a recent Ryuk ransomware attack, which was detected and stopped as part of a wave of Ryuk attacks using new tools, techniques and procedures. In this incident, the relentless attackers used a new variant of Buer in an attempt to launch Ryuk ransomware, before expanding their efforts to mix the use of Buer with other types of loader malware.

ESET introduces its Cloud Office Security for Microsoft 365

ESET has launched ESET Cloud Office Security, new standalone software as a service solution that provides advanced preventative protection for users of Microsoft 365 applications. The software is designed to reflect the modern role of emails and collaboration tools used within organizations.

Microsoft Office 365 is used by organizations all over the globe, with the cloud becoming an integral part of many businesses’ data storage and systems, regardless of their size. With more than 84% of organizations (according to Gartner survey) using or intending to use Microsoft 365, it is crucial that businesses and their cloud tools are adequately protected. Businesses that leverage ESET Cloud Office Security are protected against incidents caused by email-based attacks or malware and can help employees stay focused on work tasks.

Email is the foundation of modern business communication, yet it remains one of the most effective channels to distribute malware, the consequences of which can be disastrous, especially in combination with the infiltration of collaboration tools. ESET Cloud Office Security provides an additional layer of protection for Microsoft 365 cloud email and network storage, ensuring peace of mind for all team members with the automatic protection of new user mailboxes. The solution allows for total control and visibility over threats, with immediate notification when the detection of malware occurs and an easy-to-use web console that allows IT administrators to take immediate action.

Tally plans to help micro business with Tally Prime

COVID-19 has played a blessing in disguise for Tally players, as it has opened new gateways for Tally business said a top executive. The rapid digitisation of the economy will make small businesses look for more digital solutions and Tally can rise up to the occasion, he felt. During a launch of a new version of the enterprise software solution, Tally Prime, Tejas Goenka, managing director, Tally Solutions, said the company is bringing in advanced products to help drive innovation faster for small businesses.

“With Tally Prime, we are building the bedrock for more innovations which can cater to the requirements of the new-generation entrepreneurs in the coming years,” said Goenka.

With the launch, Goenka will be focussing on a host of new solutions like management information system, and features to enhance the capabilities of business owners to keep a closer look on the business, and for others.

Acer unveils Enduro N3 rugged laptop in India

ACER has unveiled the rugged Enduro N3, the thinnest and lightest 14” IP53-rated laptop with military standard durability is designed for mobile professionals who require extra reliability on top of premium-level security. It packs a punch in terms of performance as it is powered with up to 10th Gen Intel Core processor. It is specifically devised to provide the endurance, portability, and performance needed by professionals working in the field. The Acer Enduro N3 is a powerful laptop that strikes a balance between rugged build and portability, making it ideal for users who interchange between several worksites such as architects, project supervisors, field researchers, and scientists, wild and nature photographers, and anyone who works in a harsher environment.

Sudhir Goel, Chief Business Officer, Acer India says, “With progressively diverse industries and professionals needing laptops, more and more laptops are being deployed in the field where they are subject to tougher handling. Our new line Enduro N3 laptop is designed to be used outdoors and can survive drops, extreme temperatures, and water exposure while remaining portable enough to carry it around weighing a mere 1.9kg.”
Avaya launches Avaya Vantage Experience to increase Remote Worker Productivity

Avaya has announced a redesign of its award-winning Avaya Vantage desktop device to significantly improve the home-office experience. The reimaged Avaya Vantage is an all-in-one meeting solution for the home office which includes a built-in high definition conferencing camera, wide band audio and four microphones, enabling an exceptional collaboration experience without requiring the use of a laptop.

Avaya also announced that it has integrated the Avaya Vantage with its Avaya Spaces collaboration app. Avaya Spaces is the cloud-based team collaboration and meeting tool that is changing how work gets done, enabling the digital workplace by bringing together distributed groups of people instantly with immersive work spaces where they can message, meet, share content, manage tasks and collaborate in the cloud.

Avaya Spaces delivers immersive virtual communications and team collaboration to ensure everyone is connected and informed, with the best ideas being actioned, regardless of location. Its capabilities -- including chat, audio and video conferencing, file sharing, task management, and more -- enables hyper-fast decision making -- and breaks down barriers to immediately process change across teams and departments. It provides a 24/7 follow-the-sun work platform supporting globally distributed teams collaborate as if they were in the same room.

HUAWEI CLOUD introduces Device-Cloud Synergy Meeting Solution in APAC

HUAWEI CLOUD Meeting, its full-scenario, secure and reliable global video conferencing solution in Asia Pacific on Monday. The award-winning device-cloud synergy solution enables effective internal and external meetings for up to 1,000 concurrent participants — anytime, anywhere, over the Internet, from any terminal or device.

The pandemic has accelerated the need to stay connected with remote workers, customers and partners via secure video meeting platforms to ensure smooth-running operations and continued growth. HUAWEI CLOUD Meeting redefines the digital conferencing experience with all-scenario collaboration across myriad industry applications from digital finance, telemedicine, and intelligent education to digital government and more. Daniel Zhou, President of Cloud & AI at HUAWEI, says, “Focused on revolutionizing meeting experiences, HUAWEI CLOUD Meeting wants to make remote communications as seamless as face-to-face communications. To this end, we will continue to invest in core audio and video capabilities to simplify collaboration, improve operational efficiencies and speed up decision-making.”

Red Hat come up with latest version of Enterprise Linux 8

Red Hat, Inc. announced Enterprise Linux 8.3, the latest version of the enterprise Linux platform. Generally available in the coming weeks, Red Hat Enterprise Linux 8.3 fuses the stability required by IT operations teams with cloud-native innovation, providing a more stable platform for next-generation enterprise applications. Already an established backbone for mission-critical computing, the latest enhancements to the platform are designed to secure access and protect applications wherever work needs to get done.

Fortinet announces FortiGate 2600F, integrates Networking and Security in a single platform

Fortinet announced the FortiGate 2600F, the latest network firewall that enables security-driven networking to protect multiple edges including hybrid data centers, multi-cloud environments and large-scale remote workforces. Powered by Fortinet's purpose-built security processing units (SPUs), NP7 and CP9, the FortiGate 2600F offers some of the highest performance figures in the industry with Security Compute Ratings of up to 10 times higher than competitor solutions to enable the following use cases for large enterprises:

• Highspeed cloud on-ramps: The FortiGate 2600F enables highly secure and extremely fast cloud on-ramps to connect enterprise data centers to multiple cloud environments, allowing organizations to effectively use cloud-based applications to analyze big data.

• Protect any edge at any scale: The FortiGate 2600F provides full visibility with SSL inspection (including TLS1.3), detects unauthorized applications and threats, and protects users and data that traverse through hybrid data center environments to manage external risks. FortiGate 2600F offers hardware-accelerated resiliency through IPv4 and IPv6 DDoS (Distributed Denial of Service) metering for flooding attacks to ensure business continuity for services edge.

Citrix releases new workspace security solutions to secure access and protect applications

The rapid move to the cloud and remote work prompted by the COVID-19 pandemic are creating dynamic work environments that promise to drive new levels of productivity and innovation. But they have also opened the door to a host of new security and reliability concerns and sparked a significant increase in cyberattacks. The Federal Bureau of Investigation has reported a 400% increase in the number of cyberattack complaints since the pandemic began and more workers have had to access corporate resources remotely. To help companies defend themselves, Citrix Systems, Inc. is introducing two new workspace security solutions designed to secure access and protect applications wherever work needs to get done.

Citrix delivers on this through an application-centric approach that starts with the digital workspace. In a single solution, Citrix combines a full cloud-delivered security stack integrated with identity-aware Zero Trust Network Access (ZTNA) and an application-aware SD-WAN that allows companies to deliver cloud and Internet-based applications securely with high performance and reliability across work environments.

ViewSonic brings M1 mini ultra-portable LED projector in India

ViewSonic has announced new additions to their M series of portable projectors with the launch of M1 mini and M1 mini Plus projectors. The pocket-sized projectors feature a built-in battery with power bank compatibility and integrated JBL speakers for a crisp and clear sound. M1 mini and M1 mini Plus projectors has been honoured with an iF Design Award 2020 for its ultra-compact form factor and overall design excellence.

ViewSonic M1 mini

M1 mini LED pocket cinema projector is compact and lightweight the projector features a 120 LED lumens of brightness, native WVGA resolution with 1080p content support for an immersive viewing experience. The LED technology offers up to 30,000 hours of usage for a low TCO. The integrated smart stand allows users to place the projector in a variety of positions and angles and also doubles as a lens cover.
Linksys India brings in new budget friendly E5600 Wifi 5 Router

Linksys announced its latest E-series routers today with the launch of E5600 (AC1200) WiFi 5 router in India.

The E5600 (AC1200) WiFi 5 router is the series’ latest wallet-friendly model that can cover up to 1,000 square feet. The router can handle up to more than 10 devices at speeds up to 1.2 Gbps making it the ideal router for gaming, streaming and web surfing. The E5600 WiFi 5 router is also equipped with advanced security features such as Parental Controls and separate Guest Access that allows users to give guests access while keeping unwanted guests out of the network.

Kartik Bakhshi, Country Manager, Linksys India, commented, “Working and learning from home has created a whole new dynamic in the Indian networking industry. Consumers are now investing not only in higher bandwidth connections but also higher quality routers which enable them to get the best experience out of their devices. For Linksys, India plays a pivotal role in our overall global strategic plans and the E5600-AC 1200 router is a reflection of that goal. We specifically had the customer in mind when we wanted to create and design a beautiful, yet affordable, well-functioning router tailormade for average size Indian homes.”

**Mobile operators set to invest $25bn in developing infrastructure**

The latest GSMA Intelligence report, ‘Mobile Economy Russia & CIS 2020’, forecasts that there will be 52 million 5G connections across the region by 2025, representing a 13% adoption rate. Underlying this growth is operator investments, expected to be more than 25 billion dollars in new infrastructure rollouts, of which 57% will be for high-performance 5G networks.

Other highlights from the ‘Mobile Economy Russia & CIS 2020’ report says:

- 4G became the region’s leading mobile technology in 2020 and will account for 65% of total connections by 2025
- Smartphone adoption is set to reach 81% by 2025 due to the availability and popularity of lower cost handsets
- The mobile ecosystem employed over 830,000 people in the region in 2019 and contributed $14b to public sector funding
- The CIS region will add almost 330 million new IoT connections by 2025, with smart home and smart buildings two key growth areas
- As mobile operators continue to enhance connectivity – through expansion of 4G and laying the foundation for 5G – the CIS region is reaping concrete benefits in economic growth and social development through improved commerce, communication and service delivery,” said John Giusti, Chief Regulatory Officer, GSMA.

**Facebook to usher in 9 million Indian SMBs to move from offline to online**

Facebook has rolled out a dedicated offline to online "SMB Guide" and other new resources to help make this journey frictionless for them.

"The offline to online SMB Guide for India is free and publicly available across various social and digital platforms over the internet. It will be utilized pan-Army to facilitate secure messaging within the service,” said an officer on Thursday,” an officer was quoted as saying by a news source.

**Tata Communications powers De Tune to deliver live events and provide high-quality viewing experience to its customers**

The media and entertainment company, De Tune has selected Tata Communications as the backbone of its next-generation broadcast viewing experience for live events produced virtually anywhere on the globe. De Tune has been able to simplify its global production operations by consolidating multiple vendors into one cohesive media ecosystem with the help of ‘Tata Communications’ end-to-end live video services.

Michael Thuney, Chief Executive Officer, De Tune says, “We are excited about our partnership with Tata Communications, which brings us the very latest in media and entertainment services to drive efficiencies, productivity, quality and endless scale. We are seeing a huge shift towards remote production across all kinds of content, but especially live events, and this partnership sets us up perfectly to deliver on that. This collaboration doesn’t just help us meet today’s requirements – Tata Communications’ technology makes us ready for the future of media and entertainment.”

**Nxtra by Airtel’ to set up two data centre campuses in Maharashtra**

Bharti Airtel announced that its subsidiary Nxtra Data Limited has signed a Memorandum of Understanding with the Maharashtra Industrial Development Corporation for setting up two new data centre campuses in the state. The new facilities will come up at Mumbai and Pune respectively.

"Nxtra by Airtel offers secure data centre services to leading Indian and global enterprises, hyperscalers, start-ups, SMEs and governments. Nxtra’s nation-wide portfolio of 10 large data centres and more than 120 edge data centres provides customers with co-location services, cloud infrastructure, managed hosting, data backup, disaster recovery, and remote infrastructure management.

The company already operates two large data centres in Maharashtra. In addition, it has multiple Edge data centres across Mumbai, Navi Mumbai, Thane, Pune, Nagpur & Kolhapur.

**Indian Army comes up with an alternative of WhatsApp-like messaging app - SAI for the armed forces**

The armed force of India – the Indian Army has developed its own messaging app - Security Application for the Internet (SAI), similar to WhatsApp. The app features support for end-to-end secure voice text and video calling services for Android smartphones. In an effort to prevent the leading of any sensitive information to intelligence agencies, the app has been developed.

“SAI is a simple and secure messaging application, which supports end-to-end secure voice, text, and video calling services for Android platforms over the internet. It will be utilized pan-Army to facilitate secure messaging within the service,” said an officer on Thursday,” an officer was quoted as saying by a news source.

As per the news report, the app was first developed by the commanding officer of a signals unit in Rajasthan, Colonel Sai Shankar. He was also complimented for his “skill and ingenuity” in developing the application by Defence Minister Rajnath Singh.
Capgemini India to host Tech Challenge 2020

Capgemini in India has announced the launch of Tech Challenge 2020, the seventh season of its unique hackathon designed to identify the best programmers from across India. This hackathon invites passionate developers and tech enthusiasts to leverage their coding skills to design innovative solutions for a sustainable future.

Cisco announces Simplified Partner Program, new Platforms and Solutions at Partner Summit 2020

Cisco’s 25th annual Partner Summit kicked off virtually with nearly 13,000 partners in attendance representing 157 countries. Sessions and announcements were focused on being “Future Ready”, providing partners with the latest business and technology insights needed to help them and their customers achieve new levels of business agility and resilience.

This year, Cisco’s leaders discussed their strategy focused on building an inclusive future for all and how Cisco is reshaping its business to drive further customer and partner success. Cisco made several announcements focused on helping partners and their customers better respond and adapt to business disruptions, accelerate their digital journey and cloud adoption, as well as transform their operating model with automated platforms.

Specifically, Cisco introduced new features for security, cloud and data center platforms with innovations aimed at delivering new levels of agility, simplicity, and resilience. Additionally, Cisco featured new tools and solutions to keep legislative bodies and judicial services operating seamlessly worldwide.

New Simplified Partner Program and Digital Partner Experience Platform: Cisco shared the biggest changes to the partner program in over 25 years. Cisco introduced new features for security, cloud and networks.

TAIT celebrates Silver Jubilee

Trade Association of Information Technology (TAIT) formed in March 1996 celebrates their silver jubilee year. TAIT was formed to represent the interest of the IT community in the ecosystem of Manufacturers, Distributors / Sub-distributors / Resellers, System Integrators & Service Providers.

Currently it has over 300+ members representing the complete spectrum of IT organizations. The association was formed to uphold the larger interest of the IT trade, which represents Major business of Mumbai’s IT industry. It’s a forum where the challenges of Mumbai’s domestic IT Industry business is heard and understood. TAIT is a most proactive, leading IT association of India.

TAIT honoured all its members with an unique E-Identity by way of E-Business Card on the occasion of the silver jubilee, which is one of its kind. This E-Business Card contains the entire Profile, Location map, All Contact Details, Product Line and much more. The same can be transferred to the user's contact with a click of button.

TAIT has always been on continuous efforts to Upskill their Members on various aspects of Business. As a part of tradition, TAIT organized a very informative Session on New Taxation provisions of TCS and Faceless Assessment scheme of 2020, by Young and dynamic Practicing Chartered Accountant, CA Hansal Bavishti who is also a contributing writer in the Institute of Chartered Accountants of India (ICAI) Journal, among other professional columns and journals.

The speaker, CA Hansal thoroughly enlightened the members of TAIT on both the topics, sharing practical experience, knowledge and insights on how to deal with the impact it will have on compliances, day to day operations and business in general. This was followed by questions, where the speaker took up various questions the attendees had on the topics.

This turned out to be an immensely helpful session for all the attendees because it would be absolutely imperative to comply with and look out for the rapid changes introduced. TAIT President Samir Parikh concluded the session with the vote of thanks.

Capgemini unveils Datacom Certification to develop 150,000 Datacom Professionals

During the Huawei ICT Competition 2019–2020 Global Final, Huawei held the Datacom Certification Global Launch Conference with the theme of “Datacom Connects the Future” at the Huawei Base, Songshan Lake, Dongguan on November 11.

Huawei Datacom Certification is a set of standards for cultivating Datacom talent. In the next three years, Huawei aims to certify 150,000 Datacom engineers, increasing the size of the Datacom network talent ecosystem and shaping the future of intelligent IP networks.

As digital transformation proceeds, companies are posed with new requirements for networks and network architecture. To meet the demand for new network talent and adapt to the changing capability model for network practitioners, Huawei is developing a set of talent cultivation standards based on its extensive experience leading the data communication industry.

Huawei Datacom Certification is an upgrade of the previous Routing & Switching Certification, featuring advanced technologies, various fields, comprehensive capabilities, and practical skills. It not only provides knowledge about traditional routing and switching technologies, but also delivers the cultivation solution (which combines Huawei’s Datacom network solution and new technologies). Certified professionals will be able to plan, deploy, operate, maintain, and optimize networks in different scenarios.

Advanced technology: Huawei Datacom Certification includes knowledge about cutting-edge Datacom network technologies, such as SDN, VXLAN, SR/SRv6, and network programming and automation.

Various fields: This certification covers various Datacom fields such as campus networks, WAN, and SD-WAN.
HOW THE USE OF DATA ANALYTICS CAN HELP DRIVE BUSINESS GROWTH

With the accelerated adoption of emerging technology and innovations in AI, ML and IoT, Data has become an increasingly significant buzzword. For businesses, data insights are emerging as a crucial decision maker, with the potential to offer in depth consumer research insights, influencing new product design, marketing strategies and even consumer experience. It is no wonder then, that data is the new currency, offering businesses the competitive advantage needed to survive and thrive, in a global market.

The Indian Big Data Analytics market currently constitutes 32% of the global market and stands at USD 2 Billion. With the massive growth in technology led innovations and supportive government policies, this is expected to grow to USD 16 Billion by 2025, registering a 26% CAGR Growth. However, in spite of the huge potential, the Indian SME/MSME segment continues to shy away from adopting data analytics as a business tool for driving growth.

Under the current situation, where businesses are struggling with the global economic slowdown, adopting Big Data Analytics could become a crucial differentiator for survival and success. Moreover, with the help of several SaaS service providers, who can offer customized and value driven tech solutions for businesses, have been stepping up to provide SME/MSME’s with tools to collect, manage and analyze data to gain relevant insights. Here are the key areas where Big Data Analytics, when applied, can offer superior insights and influence one to make effective business decisions to drive growth.

**GAIN CONSUMER INSIGHTS:** Consumers today are a complex lot that seeks several contrasting things and Big Data is the only way to decipher and learn the language of this modern, diverse set of audience. Effective data capture and analysis of consumer patterns can help gain valuable insights into consumer psychology, buying patterns, spending power based on demographics, excitement towards new brand/product releases, lifestyle habits and even brand loyalty and consumption patterns! With insights of this nature, brands can gain an edge and be effectively guided to remain relevant and exciting for the consumer.

**DESIGN IMPACTFUL MARKETING CAMPAIGNS:** Brands can leverage valuable consumer behavior, market, competition, and industry insights to drive effective and impactful marketing campaigns that can ‘speak’ directly to the consumer, and help them connect and engage with the brand in a better, enhanced manner. Further, leveraging data driven insights can help brands create multiple, targeted marketing campaigns for varied groups of its consumer base, in a relative cost effective manner, while generating maximum impact!

**IMPROVED PRODUCT DESIGN/ SERVICE OFFERINGS:** Data analytics can play a pivotal role in product innovations and designing superior service offerings, based on market trends, consumer demand, and socio-political environment. Predictive data analysis also helps curate ‘ahead of trend’ brand offerings that can delight existing customers and help draw out newer, curious lot willing to explore the brand experience.

**ENHANCE USER EXPERIENCE:** By studying consumption patterns, preferences and consumer satisfaction/delight levels, data analytics can help enhance the user experience, and offer a seamless and effective brand experience. It also plays a vital role in enhancing customer service and engagement – an important part of user experience, by offering faster turn-around time, predicting crisis early on, effective resolution of grievances, etc., that can go a long way in delighting a consumer.

**AID IN BUSINESS GROWTH AND EXPANSION PLANS:** Apart from product and service design, customer service and crucial update on market and industry trends etc., data analytics also helps gain insights that can help achieve vital business goals. From information about new markets, exploring newer or international consumer base or designing a product testing or pilot project for a new venture / new market, data analytics could ensure the efforts impactful and are backed by solid information. In many cases, data insights can also be leveraged for predictive analysis of a crisis or change in a major trend, which can in turn, help make realistic business projections and embark on a realistic expansion plan.

**REDUCE COST TO IMPROVE THE BOTTOM LINE:** Ultimately, leveraging data analytics can help save chunks of money and resources which would otherwise have been spent on inaccurate or blindly designed marketing campaigns, inefficient service deliveries, less effective customer service and eventually, unsatisfied consumers, resulting in huge losses. So, contrary to regular belief, although an initial investment, data analytics can aid to improve the efficacy of business decisions, and aid as an in-house business consultant that can drive consistent and many fold growth for organizations, thereby improving the bottom line.

While the above are key areas where Businesses can leverage data analytics to gain an edge, it does not need to be a complicated process. Majority SaaS and IT service providers now offer simplified and manageable processes, where data can be collected, monitored, managed and analyzed and all insights can be delivered on a dashboard for key members of the team. The process not only saves time and generates tangible insights, but also ensure that business heads can further work towards utilizing this information to full advantage, without having to go through tedious physical meetings and brainstorming sessions. Data analytics is a minefield of information that has the potential to drive not only individual businesses or economies but to transform the global markets.
FireEye eliminates the complexity and burden of cyber security for organizations with a single platform that blends innovative security technologies, nation-state grade threat intelligence and Mandiant consulting. The intelligence-led security company is working as a seamless, scalable extension of customer security operations.

In a chat with VARINDIA, SHRIKANT SHITOLE, VICE PRESIDENT, INDIA AND SAARC, FIREEYE shares his thought on the current security landscape in India, the need of cyber security in the recent unprecedented time, how FireEye is leveraging its solutions for its end customers and channel partners, etc.

THE PRESENT THREAT LANDSCAPE IN INDIA

According to Shrikant, the recent ASEAN-India summit flagged the increased connectedness, digitization and work from home environment, have accelerated the dangers related to cyber threats. Phishing campaigns, COVID-19 research breaches, and other cybercrime related activities have witnessed an uptick as organizations take their operations remote. The need for state-of-the-art cyber surveillance is now more important than ever for Indian businesses to gear up for the challenges of the “new normal”.

He says, “This unprecedented global pivot to remote work situation has left many organizations exposed to bad actors and potential cyber risks. The spike in incoming connections from untrusted networks and devices are presenting them with the very real challenge of filtering genuine and malicious traffic amidst heavy loads on their remote access solutions. The use of unmanaged devices is also opening doors as adversaries have shifted quickly to exploit the newly increased attack surface and overstretched IT resources. This rapid shift in the threat landscape has left organizations scrambling to scale their security systems to meet the rise in the use of personal home networks, handheld devices, and apps beyond the scope of the enterprise environment.”

PANDEMIC AND FIREEYE

Shrikant depicts clearly how the pandemic has propelled organizations and societies to switch to remote working formats and adhere to social distancing measures. But it has been observed that cyber criminals are profiting this crisis.

“Through our security innovations and real-time threat intelligence, FireEye has enabled our partner ecosystem and customers to quickly navigate and transition to this new normal. To further strengthen cyber security walls, FireEye has launched its new SaaS based platform called the Mandiant Advantage - Threat intelligence which helps organizations gauge real time threats. With Mandiant Advantage, organizations are now better prepared for attacks, and more importantly, stay one step ahead from ambush,” utters Shrikant.

THE TYPES OF ATTACKS FIREEYE HAS WITNESSSED DURING THIS PERIOD

The significant shifts in the threat landscape FireEye is currently tracking include:

• The sudden major increase in a remote workforce has changed the nature and vulnerability of enterprise networks.
• Threat actors are now leveraging COVID-19 and related topics in social engineering ploys.
• They anticipate increased collection by cyber espionage actors seeking to gather intelligence on the crisis.
• Healthcare operations, related manufacturing, logistics, and administration organizations, as well as government offices involved in responding to the crisis are increasingly critical and vulnerable to disruptive attacks such as ransomware.
• Information operations actors have seized on the crisis to promote narratives primarily to domestic or near-abroad audiences.

Shrikant perceives, “The same threat actors and malware families that we observed prior to the crisis are largely pursuing the same objectives as before the crisis, using many of the same tools. Threat actors have always capitalized on major events and crises to entice users. Many of the actors who are now using this approach have been tracked for years. We have seen it used by several cyber-criminal and cyber espionage actors, and in underground communities some actors have created tools to enable effective social engineering exploiting the coronavirus pandemic. Nonetheless, COVID-19 content is still only used in two percent of malicious emails.”

ENABLING CUSTOMERS IN THE PRESENT WFH SCENARIO

Commenting on adaption of a remote and distributed workforce, Shrikant says organizations need to focus on protecting identities and applications regardless of whether they are in the corporate network or the cloud. The sudden shift to remote working for some organizations and the acceleration of a work-from-home culture introduces new risks.

He briefs, “At FireEye, we offer Cloudvisory as a means of combining cloud visibility with unrivaled insights into the threat landscape. Fully integrated into the broader FireEye cloud security portfolio, Cloudvisory now offers customers instant deployment across their cloud infrastructures, and further capabilities in security analytics through FireEye Helix and advanced threat detection through FireEye Detection On Demand. Building upon the FireEye cloud solutions portfolio, Cloudvisory is a cloud-native security solution that gives security team’s unified control over cloud sprawl and infrastructure misconfiguration.”

“Our security instrumentation platform – Mandiant Security Validation – continuously measures, tests, and improves cyber security effectiveness. Our Mandiant Consulting, Managed Defense and Threat Intelligence services augment organisations with the resources and knowledge necessary to respond to and protect organisations against the most advanced threats,” comments Shrikant.

FIREEYE AIDING ITS PARTNERS

Shrikant further goes on how FireEye is leveraging its services for its channel partners during the fight against the pandemic. “We recognize that in times of uncertainty, bad actors do not rest; in fact, they seek to take advantage of unrest and disruption. To that end, we remain laser focused on our mission of protecting our customers and partners from cyber-attacks and threat actors. Our channel partners are our Force Multipliers and an integral part of our extended sales force. We are constantly finding new ways to deliver real-time training, content and security insights to them. For example, we held the first virtual APAC Partners Summit 2020 in July this year where we recognised our partners for their contributions while delivering a customized program to engage them in growing the FireEye business,” concludes Shrikant.

www.varindia.com   November 2020
In a chat with VARINDIA, SUBHASHISH GUPTA, Managing Director–Sales (India/SAARC), Brightcove talks about the company, its offerings, market strategy, importance of channel ecosystem, benefits of partnering with the company etc.

COULD YOU PLEASE BRIEF ABOUT BRIGHTCOVE AND ITS PRODUCTS AND SERVICES?

Since 2004, Brightcove has been helping customers discover and experience the incredible power of video through its award-winning technology, empowering organizations in more than 70 countries across the globe to reach audiences in bold and innovative ways. Brightcove achieves this by developing technologies once thought impossible, providing customer support without parallel or excuses, and leveraging the expertise and resources of a global infrastructure.

PLEASE GIVE AN OVERVIEW OF SOME OF YOUR CUSTOMERS WORLDWIDE AND THE INDIAN SUBCONTINENT?

Brightcove has over 3,300 customers worldwide, ranging from enterprise organizations, sports teams and leagues, to OTT services, educational providers, and retailers. We work with some of the most innovative companies around the world, companies that are pushing the boundaries when it comes to using video. For example, we help Revry reach a diverse audience on its OTT service available in over 130 countries and provide SEEK the tools to increase its brand presence using video. The Tribeca Film Festival has increased engagement with fans using Brightcove video, and the Dropkick Murphys reached over 9 million viewers with their Streaming Outta Fenway event earlier this year, raising over $700,000 for charities helping the community during COVID.

Our customer roster is diverse and Brightcove provides a video platform for organizations to reach their business goals.

WHAT IS YOUR GTM FOR INDIA AND SUBCONTINENT FOR THE NEXT THREE YEARS?

Video is essential for companies as it is the primary way to connect with their audiences right now. This rapid digital transformation will result in an evolution of how we do business, and video will become an inherent part of workflows now and in the future. We have seen over a 90% increase in enterprise video views in recent months and it shows that people are adapting to the new way of working and conducting business. We will see this trend continue in addition to hybrid events in the future. As viewers become accustomed to a virtual option, they will continue to crave that in the coming years.

Channels play a key role in our enterprise strategy, and Brightcove is committed to providing a strong global partner and channel ecosystem to support the demanding video needs for our customers. Our new partner program is designed to ensure our partners and their customers succeed with their video strategy. We are committed to our partners and ensuring their customers have the seamless experience we pride ourselves on.

There are many benefits to being a Brightcove partner, including the ability to leverage our award-winning video platform to serve clients and build your brand, access to award-winning support, resources to build pipeline and secure customers, and access to Brightcove’s expertise.

We invite partners from India who want to be part of this journey to join the program. Our new partner program is designed to ensure our partners and their customers succeed with their video strategy. We are committed to our partners and ensuring their customers have the seamless experience we pride ourselves on.

As the need for reliable enterprise video and virtual experiences continues to expand, the need for a more structured partner program was evident. Our channel program enables us to reach more customers and work with some of the best and brightest companies across the industry. We are partnering with industry-leading event organizations like CVent and Jack Morton to deliver engaging virtual events. We are dedicated to delivering the best video experience and will continue to work with tech companies who can help deliver business solutions that help customers use video to power great experiences easily, reliably and securely.
Goldman Sachs plans further more job cuts

According to news reports, Goldman Sachs Group Inc is preparing for a second round of job cuts, three months after it began eliminating around 400 positions. It is looking for ways to cut costs to achieve a target of reducing operating expenses by 1.3 billion dollars over the next three years, which it announced in January as part of a broader strategic revamp.

Goldman executives expect to go deeper in the coming year, which could eventually lead to one of the most significant staff reductions at the bank, according to the report. Goldman reiterated its statement from earlier this year, saying it "has made a decision to move forward with a modest number of layoffs."

It was not clear if there would be further job cuts next year.

Goldman is also looking to reduce costs by locating more staff in less expensive locations such as Salt Lake City, Dallas and Bengaluru, India, Chief Financial Officer Stephen Scherr said earlier this month.

Oaktree, Varde proposes up to $2.5 billion investment in Vodafone Idea

A consortium led by Oaktree Capital, including private equity firms Varde Partners, has proposed to invest around 2.0-2.5 billion dollars into Vodafone Idea through hybrid debt papers. In September, Vodafone Idea announced its plans to raise 3.4 billion dollars by selling shares and debt. Shares of Vodafone Idea rose as much as 4.4% on Thursday in Mumbai.

Vodafone Idea had in September announced raising funds to the tune of ₹25,000 crore, through debt and by selling shares, even as it continues to lose millions of wireless users every month in an extremely competitive market. The process of fundraising is yet to start.

The company has also been in talks with other potential investors to raise funds amid mounting losses and shrinking revenues. The dialogue between Vodafone Idea and investors was paused as the telco first wanted clarity from the Supreme Court on staggered payment of adjusted gross revenue (AGR)-related dues that could have threatened the survival of the telecom operator.

On 1 September, the top court gave telecom operators ten years to pay off their AGR dues including interest, penalty and interest on penalty. The court directed telcos to make an upfront payment of 10% of their total AGR dues by 31 March, and clear the remaining debt in ten annual and equal installments starting 1 April, 2021.

Vodafone Idea has paid ₹7,854 in AGR dues, but still owes more than ₹50,000 crore to the department of telecommunications.

Twitter writes a sorry letter to Parliamentary Committee over Ladakh map blunder

Twitter penned an apology to the Parliamentary Committee over the Ladakh map error, which had shown the Union Territory in China. Twitter has confirmed on November 30 to rectify the errors.

"Twitter's deposition has come in form of an affidavit signed by Damien Karien, Chief Privacy Officer of Twitter Inc, for wrong geo-tagging of India's map," MP Meenakshi Lekhi said. Lekhi added, "Twitter has now given us a written apology on an affidavit for Ladakh being shown in China."

"They have apologised for hurting Indian sentiments and have sworn to correct the error by November 30, 2020," she stated.

Twitter's geotagging feature displayed "Jammu & Kashmir, the People's Republic of China" in a live broadcast from Leh's Hall of Fame which is a war memorial for fallen soldiers in the Union Territory of Ladakh.

The Central government had bifurcated the erstwhile state of Jammu and Kashmir into two Union Territories of Jammu and Kashmir and Ladakh on August 5, 2019, needs to be noted.
LTTS will implement and provide end-to-end engineering expertise for Amazon Alexa

L&T Technology Services Limited (BSE: 540115, NSE: LTTS), a leading global pure-play engineering services company, today announced that it has been selected as a Consulting and Professional Services (CPS) provider to support Amazon Alexa Voice Service (AVS) integration in various connected devices spanning multiple domains and industries.

Alexa, the Amazon cloud-based voice service, is available on devices from both Amazon and third-party manufacturers and powers connected devices. AVS also manages the services and infrastructure required for Alexa experiences on Alexa built-in devices, and provides a suite of device APIs, SDKs, hardware kits, and documentation to enterprises across the world.

As technology revolutionizes every aspect of human life, products too have become more complex and smart with a combination of hardware, sensors, data storage, microprocessors, software, and connectivity. To ideate new voice activated products and expand the availability of voice recognition service across consumer and industrial digital appliances, LTTS in its capacity as an AVS Consulting and Professional Services provider, will deliver scale in capabilities, skills and capacity, access to new markets and specialization in technology and vertical domains for global enterprises, end-consumers and technology principals.

With decades of expertise in Embedded HW, Mechanical Design Services, Proto Manufacturing Support, Platform Software, Multimedia (Audio & Speech) and Product Testing Services, LTTS is well-equipped to provide consulting and professional services across an organization's product portfolio and domains.

“We are delighted to see LTTS use their expertise in the consumer and industrial market, product development, device testing and certification, and innovation to transform their clients’ customer experience,” said Eric King, General Manager, Amazon Alexa Europe. “We welcome LTTS as our newest Alexa Voice Service Consulting and Professional Services provider and look forward to see them apply their capabilities to develop innovative voice solutions for enterprises, global device makers and brands”.

Seema Ghanekar, Global Head - Industrial & Consumer Products, L&T Technology Services said, “With the growing demand for digital voice recognition-enabled devices, the technological disruptions brought about by engineering services in the embedded devices space are ever rising. In fact, the suggested approach is to engineer experiences for end-users rather than the gadgets. With expertise in industrial market, product development device testing and certification, LTTS is well-equipped to become a provider of choice for software integration for Amazon Alexa products. Our work with Amazon for AVS is a step in this direction as together we look towards driving new-age customer experience engineering benchmarks.”

Online festive shopping increases in the cybercrime: McAfee

McAfee Corp. has announced findings from its ‘2020 Holiday Season: State of Today’s Digital e-Shopper’ India survey, revealing that while consumers are aware of increased online risks and scams, they still plan to shop more online this festive season.

McAfee’s survey indicates that Indian consumers have shifted direction due to global events this year, opening themselves to more online threats as they live, work, play, and buy all through their devices. Consumers of all ages are shopping online more due to the COVID-19 pandemic, with more than half (68.1%) reporting an uptick since COVID-19 started. This trend will also likely go up during the holiday season, with almost half (42.3%) planning on increasing their online shopping activity over the festive period.

A whopping $4.1 billion e-commerce sales transaction was recorded in the first week of 2020 after the festive season, compared to $2.7 billion in 2019. This reveals more people have been connecting and shopping online this year - for both themselves, for family and friends. Close to one in three (29.5%) of Indians are shopping online 3-5 days a week and 15.7% are shopping every day.

McAfee’s survey also found evidence that online cybercrime continues to increase, with McAfee Labs observing 419 threats per minute in Q2 2020, an increase of almost 12% over the previous quarter. With activity set to rise from both consumers and criminals, there is an added concern of whether consumers are taking advantage of innocent users, considering who are aware of cyber risks, they have no plans to change their online buying habits. This less-advantage of this surge in online transactions, it is crucial that users stay mindful of potential risks and undertake necessary steps to protect themselves and their families this holiday season.

This juxtaposition of increased online activity from both consumers and cybercriminals serves as the perfect catalyst for malicious misdeeds, especially as 32.1% of consumers note that while they are aware of cyber risks, they have no plans to change their online buying habits. This less-cautious approach is further seen when respondents are offered deals or discounts, with only 23.8% of respondents sometimes checking to see if the deals are authentic and trustworthy.

Venkati Krishnapur, Vice President of Engineering and Managing Director, McAfee India, says, “Shopping behaviors continue to evolve, with consumers skipping in-store purchases to a great extent and shifting a bulk of their festive purchases online. In a bid to avail the best holiday deals and discounts, consumers open themselves up to risks on malicious websites, falling prey to phishing attacks through spam mails that are weaponised. Often, they carelessly give away personal information online that is then misused by cybercriminals for their nefarious gains. It becomes even easier for cybercriminals to take advantage of innocent users, considering only 27.5% of online buyers use online security solutions. With cybercriminals looking to take advantage of this surge in online transactions, it is crucial that users stay mindful of potential risks and undertake necessary steps to protect themselves and their families this holiday season.”

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“A quarter (25.1%) of 18-24 year olds don’t think about their online activity as it relates to cyber-crime, whilst almost 4 in 10 (37.6%) 45-54 year olds are aware, but it does not impact their online activity”

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HPE eHealth Centers Provide Free Tuberculosis Screening Services to Over 50,000 Patients in India

Hewlett Packard Enterprise (HPE) today announced that it has provided free tuberculosis (TB) screening services to more than 50,000 patients, as at November 2020, through its nine eHealth Centers (eHCs) located across Assam, Chandigarh, and Uttar Pradesh.

To accelerate this journey, the collaborations between government agencies and private sector are extremely critical. We congratulate HPE for reaching the milestone of 50,000 TB screenings via their network of e-Health Centers. We look forward to working with USAID, The Union and other stakeholders contributing towards a TB Free India,” said Dr Kuldeep Singh Sachdeva, Deputy Director General - Central TB Division, Ministry of Health and Family Welfare, Government of India.

“As an organization we stand as being a force for good in communities where we live and work,” said Som Satsangi, MD – India, HPE. “By providing free diagnostic services to suspected TB patients through our innovative cloud-enabled eHealth Centers, which bring affordable healthcare to remote areas of the country, we are delivering on our commitment to work towards a TB-free India.”

“USAID is pleased to learn that HPE, a Platinum Member of the Corporate TB Pledge (CTP) initiative to have its Platinum partner, HPE, achieve the momentous milestone of 50,000 TB screening. The USAID-supported CTP initiative provides a platform to corporations to contribute towards the larger TB-elimination initiative and this milestone is an inspiration to its members and every corporate in the country. The corporate sector brings in the resources and reach which is augmented by the technical support by The Union in TB prevention and enables us to meet the existing gap towards TB elimination,” said Prabodh Bhambal, Deputy Executive Director, International Union Against Tuberculosis and Lung Disease (The Union).

Sharad Sanghi has been appointed as the Leader of NTT India

NTT Ltd., a world-leading global technology services provider, today announces that it is bringing together three key business entities as a single organization, effective on 1 January 2021. The new operating company will be built on the foundations of NTT India Pvt. Ltd., NTT Com India and Netmagic.

Through this integrated entity, NTT Ltd. will bring innovative technology services and solutions to the extended client base in India. The integration will enhance the organization’s end-to-end ability to better serve and delight its clients with both transformational services elements including managed hybrid infrastructure, and cloud services, as well as with its foundational technology solutions and services. Its employees will also have more opportunities to thrive and grow on an even bigger stage and can serve and engage more meaningfully with the communities.

Sharad Sanghi will be appointed Leader of the India business on 1 January 2021. Sanghi is the CEO – Global Data Centers and Cloud Infrastructure (India) of NTT Ltd. (also known as NTT-Netmagic) and brings over 20 years of experience in developing internet backbone infrastructure and providing internet services. Sanghi is a dynamic and respected business leader and builder. Amongst other achievements, Sanghi successfully established and grew Netmagic as an India market leader in data center and cloud services. His strong leadership, coupled with his understanding of the India market and the NTT businesses, will be invaluable as the three companies come together as one organization.

As previously announced, Kiran Bhagwanani has assumed the role of Senior Vice President, GTM, Asia Pacific for NTT Ltd. since April 2020. In the last 10 years, under Bhagwanani’s capable leadership, the India business has grown exponentially, to emerge as one of the largest country operations in NTT Ltd. globally.

NTT Ltd’s Asia Pacific Chief Executive Officer, John Lombard said, “I want to express my sincere thanks to both Kiran and Sharad for their impactful contributions they’ve made during their tenures in their respective India leadership roles. Over the next two months, Kiran and Sharad will work together to ensure a smooth leadership transition and continue to deliver on our client commitments. I am confident that Sharad has the leadership track record and breadth of experience that are critical to lead and transform the business with a strong focus on clients, partners and people. I wish Sharad and the India team great success as we launch the next phase of growth in one of the most important markets worldwide for NTT Ltd.”

Commenting on the announcement, Kiran Bhagwanani, CEO, GTM, APAC, NTT Ltd. and current India CEO said, “Over the years, we have had the privilege of building multi-year technology partnerships with marquee clients in India. With the formation of NTT Ltd. last year, we became the go-to partner for our clients with the ability to offer the entire ICT stack for their digital transformation journey. The positive feedback received from our clients who turned to us during the unprecedented turbulent times has made my journey particularly enriching and satisfying. I am confident that Sharad Sanghi, with his remarkable business acumen and leadership qualities will help the business scale new heights. With the deeper integration of our companies, reinforced with the capabilities of the largest data center and cloud infrastructure player in India, we will truly see the power of OneNTT”.

On his new role, Sharad Sanghi said, “The coming together of three NTT businesses in the Indian subcontinent is a strategic move in the right direction. I’m extremely pleased to take on this larger responsibility for the integrated NTT India business. This reinforces our commitment to helping our clients derive greater value while delivering business outcomes – with an integrated approach to hosted infrastructure, connectivity, security and managed support. The integration will also help us strengthen our growth plans in India”.

www.varindia.com November 2020
Shopping and gifting is an essential part of the celebrations of festivity. The festival season is the time when people fast and feast, give and take, spend and splurge. This season brings a surge in the Indian economy too. However, COVID-19 pandemic has fundamentally changed the world as we know it. But this year is a little different from the other due to the pandemic situation. People are living differently, buying differently and in many ways, thinking differently. To gear up its retail and online stores for the festive season, the companies have announced many schemes and products like other years.

Due to the current situation the online market has grown, but demonstrating flexibility and stiff resilience, the retail sector has coped up well with the demanding circumstances. In response to the unprecedented times, uncertainties, identifying newer consumer patterns, the sector has revamped its operations to align with the new orders.

VIRTUAL IS THE NEW NORM:

This year, also sees a shift in the behaviour and consumption patterns of homemakers especially homemakers have adopted digital marketing due to the pandemic. According to the latest EY report ‘Sentiments of India: homemakers, backbone of our homes’, Indian homemakers are increasingly adopting digital payments and online applications for both work and entertainment. 84% of them mentioned that they would prefer celebrating with only members from their household and 44% wish to avoid crowded marketplaces. The fear is stronger in high spenders with 52% likely to avoid visiting crowded marketplaces. Online sales are expected to pick up with 28% homemakers planning to shop online for most festive requirements.

The study explores shift in the behaviour and consumption patterns of homemakers and their households across areas like digital adoption, increase in shopping basket size, festive spending, work ambitions, and the evolving social dynamics of homemaking. The findings are based on the survey responses of 385 Indian homemakers across the urban, adult population across India.

According to, Sanjeev Mehtani, Country Manager – Sales, Acer India, “The festive season has provided some much-needed cheer to the pandemic-hit consumer goods industry, with retail sales in the 10-day Navratri to Dussehra period not only topping last year’s numbers but also registering strong growth signs that seem to indicate the beginning of a revival in the economy and consumer confidence. Our channel partners have been relentlessly focusing on customer value and have also been greatly helpful in scaling sales faster and more efficiently. We came up with a channel support programme called Acer Saath Saath to help boost the confidence of our channel partners during this festive season. Also, to encourage a healthy competition among the channel partners, we have offered reward programmes like Acer Diwali Ummeedon Wali and Acer Monitor Premier League.”

Sanjeev sees the trend of Work-From-Home and Learn-From-Home as a huge opportunity for them as they see a huge surge in demand as a direct result of the pandemic. He feels, “The sudden shift to work from home and remote learning during the coronavirus pandemic has resulted in increased demand for laptops. Also, the unprecedented surge in people working from home as well as students attending online classes have eventually prompted an increase in sales of laptops. The surge in demand comes from those who are upgrading their laptops to be used for work from home purposes, which is the new segment that never existed before. This has resulted in a spike in sales of laptops in the mainstream segment. People are moving up the value chain in terms of buying a full solution product and not settling for entry-level products.

Consequently, we have been witnessing a spike in sales across the board. At Acer, we strongly believe that our Retail and Online Channels complement each other, and therefore we’ve always been pursuing progression in both. We believe, both Online and Offline shopping are equally important. A large portion of customers prefer retail purchase with touch and feel. With our e-store, we can give an omnichannel experience which benefits retail partners. For us, both play a crucial role in taking our brand to our customers and a key component for growth. We are using both...
traditional and digital marketing to shore up sales. Through different schemes, we are able to maintain the pricing across GTMs which is eventually enabling our end consumers to purchase at their convenience. Acer Omni Channel experience is specially designed to cater to the needs of our Acer Exlusive retail partners in the current COVID-19 scenario. This special initiative is built to ensure ease of purchase, keep partners and customers safe, and promote business continuity.”

Commenting on the same, Ameen Khwaja, Founder & CEO, pTrOn, says, “We have come out with a handful of products for the festive season. We have seen a steady rise in demand for our TWS and wireless products despite the pandemic and the economic slowdown. So, we have launched 6 new products in the past month including TWS earbuds, Bluetooth neckbands and power banks.

We have witnessed the growth of 10x this festive season compared to the same period last year. Currently, we hold a share of 24% in the market festive sales with over 120K units sold as on date. Our online channels have been performing particularly well. But we will also be looking at escalating our retail services to offer a safer and better consumer experience.

We have spent most of the year designing and introducing products suitable for those working from home. Audio accessories and power banks have become essentials in this current work from home model and we have recognized this early. So, we’re currently seeing a positive demand curve.”

In this festive season, Panasonic has introduced a slew of exciting offers and promotions on all its electronics, home appliances, beauty and lifestyle products. Suguru Takamatsu, Divisional Head, Consumers Sales Division, Panasonic India says, “At Panasonic, festival season began with Onam on a positive note signaling a return of consumer demand and we believe this will continue to remain the trend for the upcoming festive season. And through our new festive offers we aim to benefit consumers by offering a combination of quality products at great pricing along with added rewards which we expect will drive an uptick in demand. We are hopeful that the festive season will help recover the deficit incurred in the last few months due to the pandemic.

‘New Dreams New Celebrations’ festive offer presents consumers with an opportunity to buy their favorite products at discounted rates and with added benefits. Exciting promotional offers, special finance schemes, cashback offers, warranty benefits, free installations, introduced across categories including Televisions, Refrigerators, Washing Machines, Air-Conditioners, Microwaves, Lumix Cameras, Beauty and lifestyle products, to make this years’ festive season purchases even more delightful and economical for the customers.”

SEAGATE OFFERS STORAGE SOLUTIONS TO HELP USERS STORE AND PROTECT THEIR PRECIOUS MOMENTS DURING THE FESTIVE SEASON. Seagate recently announced its new line of revolutionary internal and external storage solutions. The products announced included Seagate FireCuda 520, FireCuda 120, FireCuda Gaming SSD, and BarraCuda Fast SSD.

We also announced the 18TB SkyHawk Artificial Intelligence drives in India. SkyHawk AI is the world’s first purpose-built hard drive for artificial intelligence (AI)-enabled Surveillance solutions, enabling quicker and smarter surveillance. The new drive supports deep learning and machine learning workload streams for Edge applications with ImagePerfectAI. It provides unmatched performance and reliability in security and performance and is ideal for all looking to ramp-up their security this festive season.”

Seagate is committed to delivering high performance storage solutions to customers in India, through both online and offline channels. Across both channels, their partners are helping them cater to the requirements of customers in the Indian market. With the growing business opportunities during the festive season and the need to store the digital data securely, their focus continues to be on engaging effectively with the partners and distributors network. Our channel ecosystem continues to grow in numbers and reach as they better understand evolving opportunities in the current market.
scenario and double down on their efforts to engage with their partners and customers more closely than ever.

Sameer perceives, “We delivered solid September quarter results supported by strong recovery in the video and image applications market and healthy cloud data center demand, which drove double digit year-over-year revenue growth for our mass capacity storage solutions. We see indications for Enterprise demand to improve and we expect this to continue as the broader markets gradually recover, supporting our positive December quarter outlook and reinforcing our revenue expectations for the fiscal year. “

Rajesh Goenka, Director- Sales & Marketing, RP tech India also feels this year the demand is higher than supply. As regards to profitability, the retail channel is always profitable, sustainable and consistent. In E-Commerce, business happens in spurt and varies in margins at all levels.

Rajesh says, “This year due to shortage of stock and a wide gap between demand and supply, all incentive schemes and promotional offers are limited for channel partners and consumers. However, RP tech India has launched several slab-based incentive schemes to boost the morale of our channel partners and help them liquidate their stocks this festive season. We are also offering performance rewards to partners who achieve their business targets. Due to the worldwide COVID-19 crisis, brands have restricted new product launches. However, we believe that the situation has started improving and soon business will come on track.

As far as the IT industry is concerned, the pandemic has impacted the industry positively as there is a huge demand for IT hardware solutions for remote working and distance learning. As the economy is coming back to its track, the IT consumption is on the rise and it will definitely give a much needed impetus to the business, which has recorded a sluggish growth since last 6 months.”

Raghu Reddy, Chief Business Officer, Mi India is also overwhelmed with the sales result this year, he says, “We are overwhelmed with the response and support we have got from consumers and Mi fans. It’s incredible to see retailers and partners coming together, putting their best foot forward during these unprecedented times. This festive season was the biggest shopping season for us. We are especially grateful towards our retail family that has come together this season to help us achieve this milestone.

The 5 million mark is a testimony of our consumers’ trust in our products. To the best of our knowledge, no other brand has ever achieved this before. We, at Mi India aim to keep delivering the highest quality products at honest prices.”

Raju Pullan, Senior Vice President, Consumer Electronics Business, Samsung India, comments, “This has been the best October ever for us, as consumers across the spectrum looked to upgrade their lives especially in the tier 2 and tier 3 cities. The demand is shifting towards premium electronics products. We have tried to make all our retail touch points as safe as possible for our consumers.”

Ankur Goel, Managing Director, Poly India & SAARC feels, “It is clear that the way we work has undergone a paradigm shift. Hybrid working and working from home is here to stay. Many of us started the year working from home, and are now making the transition to a hybrid working model that puts more focus on work being what you do, instead of work being somewhere you go.”

Ankur clearly depicts that,” Technology has become the literal lifesaver for many of us, with cloud-based services like Zoom, Microsoft Office and Teams, Dropbox, Google Suite and more proving to be absolutely essential in helping businesses stay productive and above water, while also helping people staying employed and otherwise occupied throughout global quarantines and the subsequent restricted movement initiatives put in place by governments the world over.

With the holiday season here, we are once again faced with the challenge of racking our brains to come up with interesting and practical
This festive season Western Digital has offered special deals across their popular range of WD and SanDisk storage devices for consumers. The customers also stand a chance to win an HP Envy Laptop worth INR 1,14,000/- every week till 15th March 2021.

According to Jagathan Chelliah, Director Marketing, India, Western Digital, “With work from home becoming the new normal, users are looking for power-packed innovative gadgets that help them boost their performance and include password protection and other features to help ensure the security of their data. During this festive season, we expect to see good demand for all categories of storage. The current environment has accelerated the pace of digitization, and we are also witnessing new trends such as taking conference calls feel like in-person meetings. There are also Voyager 6200 UC and Voyager 5200 UC headsets.”

He further comments, “The pandemic has disrupted lives and boosted digital transformation across sectors for business continuity. We are witnessing new trends such as taking conference calls feel like in-person meetings. The current environment has accelerated the pace of digitization, and we are also witnessing new trends such as taking conference calls feel like in-person meetings. There are also Voyager 6200 UC and Voyager 5200 UC headsets.”

Ashish P. Dhakan, MD & CEO, Prama Hikvision India says the festival season in India as an opportune time to offer special schemes to the channel partners. He says, “We at Prama Hikvision are upbeat about the prospects of bouncing back by implementing special schemes for our channel partner. As the Indian security market is getting its groove back, we have meticulously planned attractive festival offers. It is heartening to see that we are getting an overwhelming response to our festival season schemes. We hope that this unprecedented upswing in the market would continue to drive the growth further.”

Expecting a good growth Ashish says, “The market demand has surged exponentially as the businesses are bouncing back. With continuous improvements in sales graphs, the business sentiments are returning to normalcy across the channel. Retail is a more profitable channel of buying compared to online from Original Equipment Manufacturer (OEM) perspective. Going by the quintessential nature of B2B security business, B2B retail has remained a traditional benchmark of profitability. It is a robust security business model with service and support unlike other businesses. The sustainability and growth prospects are supported by the repeat orders and demand for spares and key components, which is not the case with online business.”

Being a distribution channel driven security company with 11 years of successful track record and impeccable trust, at Prama Hikvision they would ensure that their partners take the growth story forward. Safely adopting the online business channels while retaining strong brick and mortar channel structure is the way forward. They expect their partners to drive growth by tapping their B2B security business potential while exploring the latest e-commerce trends. Ashish says, “We are getting very good responses from our loyal channel partners. We are offering special schemes to our partners and the response is phenomenal. We have taken adequate measures to resolve the challenges related to schemes and logistics. The pandemic has impacted the demand in the market. The lockdown in all phases had the adverse impact on the market sentiment and the consumers. We hope and pray that markets will bounce back to normalcy with festive spirits.”

**DIGITAL GIFTING SPIKES THE RISK OF CYBER FRAUDS:**

Adjusting to the demands of the pandemic, a large portion of consumers have migrated to digital platforms and increasingly prefer to shift the entire purchase cycle online. Driven by this shift, more and more consumers are resorting to augmented and virtual reality to shop for everything under the sun, right from fashion goods and furniture to kitchen appliances. Not only the WFH, the new norm has given rise to cyber frauds but this digital purchasing is also increasing the risk of digital frauds.

Keeping the online safety of all netizens in mind, K7 Computing, has announced the launch of a Celebration Pack for the Diwali and festival season. The special retail pack includes K7 Total Security for Windows with enhanced benefits: free three months’ additional validity and a free copy of K7 Mobile Security for smartphones. This special pack offers protection to the netizens during the festival time not only on their PCs, but also on their smartphones.

Elaborating on the Celebration Pack, J Kesavardhanan, Founder and CEO, K7 Computing, says, “The safety of every computing user is our priority. The 2020 pandemic has been a significant challenge and it is critical that Indians should be able to celebrate with digital safety. We are determined that cyberattacks should not disrupt this festival season and have launched the Diwali Celebration Pack to protect netizens on the PCs and smartphones they rely on the most to wish, gift, shop, and spread joy. It is the ideal gift to give to yourself and your loved ones.”

In conclusion, the festive season 2020 is not like never before for both consumers and businesses. Companies have kept their hopes high and continue to work towards the best possible outcomes. Everyone has denoted the festive season as a ray of hope among the darkest clouds of the pandemic.
Today we are living in an age of digital transformation, but unfortunately as seen in the last 20 years, the industries were never able to accomplish this transformation before COVID-19 break through. The pandemic forced us into this digital transformation. Everything has converted - our world, fun, entertainment, communication, watching movies, banking transaction, our intimate social interactions into one single gadget. This is a new paradigm, home and laptop have become the harsh realities of today's existence.

To live in a safe and peaceful manner, responsible digital learning is required. While people will be able to exploit the benefits of the internet age, they also learn how to navigate the digital world without getting exploited. Cyber Security today is as complex and as an enterprise. The business world exists today on cyber security. When we see the statistics, nearly 74% transition is not happening to the most secured gateway because of the security purposes. Today, all over the globe IT behemoth is happening on the cloud. IT ecosystem is a very complex network where at large points vulnerabilities arise.

Lastly, the length between ransomware and data breaches is continuing to blur every single day. At the back end of the ransomware attack, it is a phishing attack. “It is spearfishing people who deserves position, power and capability to give you all that data access by fooling. Ransomware having the capability to get into your data and literally encrypt it in a manner which will be next to impossible for you to do anything with that. In this Covid-19 situation, nearly 11 big data breaches have occurred costing nearly $144.2 billion. COVID-19 has changed completely everything. It has been the biggest transformation mankind has ever seen. Also, the biggest digital transformation, which we have always visualize and the company has always wanted to happen.

Digital Transformation can also be described as an integration of digital technology into all areas of a business, fundamentally changing how to operate and deliver value to customers. In the wake of global pandemic, it has become critical for an organization’s ability to adapt quickly to supply chain disruptions, time to market pressures, and rapidly changing customer expectations. The face of digital transformation has taken a smiling curve, with the new norm Work from Home or socially distant work room.

Newer technology is continually evolving, and in the coming days we are going to witness several game changing tech trends to hit the market.

“SCHNEIDER ELECTRIC IS POWERING THE DIGITAL ECONOMY”

Digital Transformation impact on customer experience

“Schneider Electric is proving the power of digitization in energy management and industrial automation with the help of high-quality technological infrastructure such as the IoT enabled ExoStruxure which can be employed across Homes, Buildings, Data Centres, Infrastructure and Industries. A user of the EcoStruxure platform can experience technology at every level from Connected Products to Edge Control and Apps, Analytics and Services. Businesses are undergoing a major digital transformation and EcoStruxure IT is helping them tackle complex IT and data center environments with cloud-based management systems, big data analytics and more”.

Different ways of seamlessly delivering data & insight

“Schneider Electric is powering the digital economy. If data is to be the fuel of the fourth industrial revolution, it needs a strong foundation for growth. High-performing data centers combined with sophisticated edge computing are unleashing the potential of the fourth industrial revolution. There is no universal approach when it comes to data and computer systems, as every company has unique requirements. Decisions need to be made whether to send data to the cloud, process it on local servers, or handle it on edge devices.

A robust and scalable digital infrastructure, in the cloud and at the edge, is crucial to meet the increasingly sophisticated demands of users. Companies must provide a reliable, on-demand digital service that moves seamlessly between devices and ensures the highest levels of cybersecurity. An investment in a best in class data center is also an investment in cyber-security. With the right data strategy, businesses can anticipate customer needs and gain insights that will help them to innovate and evolve.

Today's world is purely driven by technology, which makes it even more crucial to upskill and reskill oneself to be at par with the changing dynamics of the work culture.

With our EcoStruxure platform, it has been possible to create a responsive workplace of the future that is fueled with data and digital technology. For instance, the EcoStruxure Workplace Advisor, a suite of flexible digital services to create smart offices, has helped building managers to create smart workplaces that optimize use of space, improve comfort and employee experience, enhance productivity, and reduce facility service costs in new or retrofit buildings.”
Digital Transformation impact on customer experience

“Today, companies are looking for digital tools and solutions that can be used remotely anywhere, anytime on their choice of device. In order to keep up with this new mantra of “always-connected” customer, we are rapidly moving from an increasingly-digital world to one that is digital-only. In this era of work-from-home and hybrid work culture, there’s an ever-increasing demand for all-in-one collaboration solutions. In response to the global shift in work models, usage patterns and customer feedback, enhanced features and conveniences are innovated in video conferencing and collaboration solutions. There are a bevy of new aspects that make remote work more pleasant, simple, personalized and secured for end-users. Organizations need collaborative tools wherein the true digital transformation would happen. Seamless collaboration within teams or external world is necessary to bring in the digital experience especially in the current scenario with pandemic and post pandemic world.

There has been a progressive development of capabilities to enable the end customers to attain their tasks using the video mode of connectivity with the team, vendors, and users”.

Different ways of seamlessly Delivering Data & Insight

“Today every organization is looking for solutions or platforms that can be used to engage with their partners, customer and employees across geographies in one go giving them an upper edge. One of the biggest advantages of the IceWarp platform is the scalability and platform approach that allows users to leverage our solutions for messaging, video conferencing, sending updates and multiple other things. To build and devise tailor-made solutions that best fit customers, IceWarp analyzes the problem areas that keep an organization from achieving the set goals. We design systems and practices to overcome the difficulties that have delayed them in the past. By collaborating and understanding the unique business requirements, IceWarp is able to generate custom-made solutions that allow an organization to work more efficiently and communicate proactively with their clients”.

Preparing to get into the phase of next normal

“The current scenario has opened up newer avenues with demand increasing for collaboration tools. Today, everyone is virtually attending webinars, meetings, collaborating on the go with multiple devices. This all has further fueled the growth for players like us. And, we, being flexible enough in our offerings; by catering to the market by helping brands/organizations save their TCO (Total cost of ownership). Our strategy is in line with the customer requirements where data location to be local (IceWarp has cloud infrastructure in local datacenters) is a concern to maintain regulatory compliances as well as giving an extra edge by the flexible offering of ‘space too’- ‘pay for what you use’ model. Moreover, we specialize in hybrid implementations wherein customers can build a hybrid environment wherein IceWarp can co-exist with any other email solution MS Office 365 or G Suite”.

POLY FORESEES HYBRID WORKING TO BE THE FUTURE

“In the “next normal,” we need to create workspaces that give people choice—places to collaborate, think, create or simply check in with others. Home working and co-working spaces will rise in prominence, but even with all the benefits they bring, we’ll still see a need for a central company workspace for idea generation, collaboration and to give the workforce its sense of identity. Therefore, we foresee that hybrid working is the future. Traditional offices won’t disappear, but it will take new form and shape and people will split their time between home office and office. There will be an effort to reduce the actual office space, and workplaces will be fitted out differently catering to the need to meet and collaborate on projects. Even if this move to reduce physical office space does not become mainstream, organizations will have to repurpose or redesign the workspaces. The number of people physically attending a meeting will reduce, with some opting to continue to interact through video and collaboration solutions. There will be a need to have smaller huddle rooms for when colleagues choose to interact face-to-face - these huddle rooms will be fitted with high quality videoconferencing systems. Across all these workspaces, the focus will be on creating environments that motivate and empower hybrid workers to be productive and do their best work. A few tips I would like to give for getting into the next era are:

Rethink work patterns - Hybrid working brings flexibility on occasion, times and days that work is carried out. Review and revise work-from-home policies and focus on what employees need to be productive in their role.

Foster better collaboration - Encourage inclusive and productive work as teams become more virtual in nature. Create engaging and productive virtual workspaces, using noise-cancelling and intelligent acoustic solutions in dynamic headsets and video soundbars.

Optimize investment - Banish under-utilized office spaces that bring little return on real estate costs. Prioritize investment beyond the office walls to create flexible, collaborative, technology enabled personal workspaces everywhere”.

Role of Poly for the hybrid working era

“At Poly, our mission has always been to create amazing new ways to hear, see, work, and work together more easily. We are the global communications company that powers authentic human connection and collaboration and are equipped to help companies shift to the hybrid working era. We offer premium cameras, great headsets, personal noise canceling speakerphones and the software for IT to manage and support work anywhere it happens; our products work virtually with all of the leading ecosystems including Microsoft Teams, Zoom, Skype for Business among others and offers customers a great collaboration experience no matter their work location, at home or in the office.”

Though the new normal may soon become a daily routine for all or some, Digital Transformation, has found out new skies to soar high, and now it’s NO looking back!
Digital Transformation impact on customer experience

“Digital transformation should improve the customer experience for all. Systems will be faster, better connected and integrated: movement to the cloud drives cost savings for enterprises which should, ultimately, be passed on to the customer.

Digital transformation also has its challenges for enterprises: the biggest challenge was of course the rapid shift to remote working, which accelerated digital transformation plans. Forcepoint helped customers shift from a business continuity mindset to more of a business-as-usual one: we saw people focus more time and energy around fine-tuning and making access to networks and applications more granular, as well as reviewing their security posture to include their data protection needs.

Our goal is to safeguard organizations while driving digital transformation and growth. To this end, our solutions adapt in real-time to how people interact with data, providing secure access to customers while enabling employees to create value.”

Preparing to get into the phase of next normal

“In this digitally transformed landscape where the new normal is remote work and the new perimeter is the user, Forcepoint continues on its journey to secure users and data across the enterprise. In 2020, we launched an entire suite of new products over cloud platform to help organizations move forward in the next normal. Dynamic Edge Protection (DEP) is the industry's first human-centric SASE solution which allows users access to web, cloud or private apps through Security-as-a-Service.

Forcepoints also understands that a strong network of dedicated channel partners is an important parameter for our success. Therefore, training and enablement for resellers and distributors is a major area of focus for 2021.”

“OUR GOAL IS TO SAFEGUARD ORGANIZATIONS WHILE DRIVING DIGITAL TRANSFORMATION AND GROWTH”

“AT AERIS, WE STRONGLY BELIEVE THAT IOT IS A TECHNOLOGY OF HOPE”

Different ways of seamlessly delivering data & insight

“Empowering companies’ and the employees to perform in today’s business environment demands a shift in how we think about data security. In the constant state of change that has become our new normal, reactive policies are no longer enough to keep us safe. Organizations require a proactive stance on data protection.

Preparing to get into the phase of next normal

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Digital Transformation impact on customer experience

“Research from IDC shows that two-thirds of the CEOs of Global 2,000 companies will shift their focus from traditional, offline strategies to more modern digital strategies to improve the customer experience before the end of the year, and, 79% of companies admit that COVID-19 increased the budget for digital transformation.

Clearly, companies investing in holistic digital transformation in these connected times, will reap exponential benefits with increased business and customer value along with enhanced customer experience. With digitization of customer-facing processes and all touchpoints of interaction; managing the customer experience in the true sense of designing customer interactions to not only meet, but, exceed customer expectations and optimizing it leads to clear and tangible results for the business.”

Different ways of seamlessly delivering data & insight

“Aeris’ full-stack IoT technology is helping companies transform unconnected products into connected services which deliver seamless engaging end-user experiences powered by data-driven insights. Across a wide variety of industry sectors, Aeris offers solutions for some of the most demanding customers of IoT services today. Implementing an IoT solution can be complicated, but we’re here to make it simpler.

Aeris Communications enables smart flow management for data, insights, and cost controls and our IoT suite of solutions help to get data quickly, which can be accessed from anywhere, anytime and on any device of choice. This helps improve business processes and automate most of the routine tasks, freeing employee bandwidth for more complicated and specialised tasks, enabling them to move up the value chain of jobs”.

Preparing to get into the phase of next normal

“Covid19 forced everyone to adopt to the ‘New Normal’, championing the disruption caused by creating a balance between what worked before and now is critical for organisation’s success.

Our clear goal is to develop a balanced, effective remote working formula for a distributed workforce along with accelerating best practices around collaboration, flexibility, inclusion, and accountability. At Aeris, we strongly believe that IoT is a technology of hope.”
Digital Transformation impact on customer experience

“Today, the companies are looking for digital tools and solutions that can be used remotely anywhere, anytime on their choice of device. In order to keep up with this new mantra of “always-connected” customers, we are rapidly moving from an increasingly-digital world to one that is digital-only. In this era of work-from-home and hybrid work culture, there's an ever-increasing demand for all-in-one collaboration solutions. In response to the global shift in work models, usage patterns and customer feedback, enhanced features and conveniences are innovated in video conferencing and collaboration solutions.

Organizations need collaborative tools wherein the true digital transformation would happen. Seamless collaboration within teams or the external world is necessary to bring in the digital experience especially in the current scenario with the pandemic and post pandemic world.

There has been a progressive development of capabilities to enable the end customers to attain their tasks using the video mode of connectivity with the team, vendors, and users”.

Different ways of seamlessly delivering data & insight

“Pitney Bowes use digital technologies for both our customers and our workforce. For customers, we leverage usage data from our mailing devices, including hundreds of thousands IOT devices, and shipping solutions to predict patterns, customer issues, service requirements, to ensure a seamless user experience. Once given the permission, our AutoInk solution also automates the entire process, including ordering the supplies.

On the operational front, we are predicting volumes from different regions and seasons, estimating delivery times and return proportions, detecting anomalies in the parcel journey, automating our fulfillment and sorting centers, to empower our workforce for the dynamic customer requirement”.

Preparing to get into the phase of next normal

“We are preparing our products, infrastructure, processes, and talent to leverage digital transformation at scale. We are investing in the right set of automation technology and infrastructure to build a strong foundation for future. On talent, we are upskilling existing workforce and hiring from universities and industry on various digital technologies and domain depth. Additionally, we are closely aligning our sales, marketing, services functions with the Product and Innovation teams to cover every customer touch point and thus provide the holistic digital experience.”

"AUTODESK AIMS TO SUPPORT BUSINESSES DURING ANY TIME OF UNCERTAINTY"

Digital Transformation impact on customer experience

“Digital transformation aims to give an enhanced customer experience by integration of technology into all areas of a business, resulting in fundamental changes in how a business operates and the value they deliver to their customers. Heightening the customer experience with insight, immediacy, and personalization is the key to a great customer experience.

In the post Covid phase, businesses will focus on the strategy for enhancing customer experience by analysing data and further adopting the digital route to fulfill the needs of the consumers. Autodesk with its cloud-based technology support can further support the companies in enhancing the customer experience by improving their product”.

Different ways of seamlessly delivering data & insight

“We’ve all needed to adapt and think differently about harnessing technology to unleash innovation and turn the challenges we face today into tomorrow’s opportunities. Our technology solutions such as BIM 360 and Fusion 360 are cloud based and in the era of connection, they further analyse and give insights for better planning and design. BIM solutions for the construction industry are helping them reduce risk; optimize design; deliver more successful, predictable project outcomes and win new business. Fusion 360 gives product developers parametric and direct modelling, mechanical engineering, drawings, visualization, simulation, machining and additive manufacturing, all in one place and is available on demand from any device.

During the spread of the pandemic, businesses have focused on reskilling, upskilling, and personalized education to help their employees not only adapt to today’s technological changes but also develop a mindset that embraces continual learning. We arm innovators with the tools and knowledge to make decisions that lead to sustainable outcomes and shape a thriving future for all”.

Preparing to get into the phase of next normal

“We have unveiled initiatives to support our employees, customers, partners, and communities. While we have efficiently adopted remote working, we have also focused on an increased need to collaborate and stay connected.

COVID-19 has created an opportunity for upskilling to help build resilience in careers. While there was already a massive skills gap, it became exacerbated by the pandemic. With the convergence of industries, more roles and new jobs are opening up without the talent base to fill them. We are offering a wide range of resources, including webinars, courses, and certification preparation in Design & Manufacturing, Architecture, AEC and Construction, and Media & Entertainment for upskilling and reskilling of employees.

At Autodesk, we aim to support businesses during this time of uncertainty. Under ‘Technology Impact Program’, Autodesk has been donating software to nonprofits, startups, and entrepreneurs that are using design for environmental or social good. With advanced manufacturing techniques, Autodesk is further helping companies find manufacturing facilities to put solutions into production and help fight COVID-19.”
"2010 SAW THE BLOOMING OF DIGITAL TRANSFORMATION, TODAY HAS REACHED NEWER HEIGHTS"

Digital Transformation impact on customer experience

“Digital transformation involves adopting technology into every facet of one’s business to drive enhanced customer experience. Even though digitalization began to take root in the year 2010, it wasn’t the ‘Thing’ it has become today.

With surging Internet traffic, the pandemic brought to the forefront the importance of stable interconnection. Enterprises experienced a huge shift in embedding digital plans into their systems, with more and more business-critical workloads running in the cloud, such that activities generally conducted in a time frame of 3 years moved to a 24-month window.

Cloud technologies like AI, IoT, etc. are used to gather customer insights, carry out a predictive analysis and bring in better customer experience. In addition to this, process automation tools are used to save on resources and enhance user satisfaction.

While we’ve seen a digital disruption in the past decade, this transformation is here to stay and is only set to accelerate”.

Different ways of seamlessly delivering data & insight

“In a globalized world, economic growth and the development of societies in most regions are now based on digital communication and digital services, and these in turn depend on the underlying digital infrastructure. Internet Exchanges, such as Mumbai-IX, are key to improving the quality of performance of digital applications and digital communication – for businesses, for medical facilities, for education, recreation/entertainment and news and media outlets – for all users, wherever they are. As a result, interconnection will become more and more important, and the infrastructure for interconnecting networks will become the foundation of the economy and industry – as essential to future life and business as power and water lines are today”.

Preparing to get into the phase of the new normal

“Even before the current COVID-19 crisis, we were seeing huge investments in new digital services and digital infrastructure. But what’s happening now, in response to lockdowns around the world, will change the game in many areas of activity. Businesses are shifting from monolithic, on-premise IT systems to platform-based models in which companies take part in ecosystems to share data and intelligence, and assemble solutions with third-party components. While cloud solutions facilitate data storage and handling, interconnection platforms are keys for the many-to-many data exchange.

In early 2021, we will be introducing a new service at Mumbai-IX – direct access to the Microsoft Azure Peering Service. The service will provide highly reliable and optimized Internet connectivity to Microsoft’s services – improving the user experience for Microsoft’s Saas services by offering the shortest network path to the nearest edge POP in the Microsoft network. This is just one of the services that we provide to enterprises to ensure low-latency, secure and robust connectivity for their digital transformation”.

"WE ARE BULLISH ABOUT OUR FUTURE PROSPECTS AND CONFIDENT ABOUT OUR VALUE PROPOSITION"

Digital Transformation impact on customer experience

“Businesses need to approach digital transformation from a ‘people first’ point of view. Customer experience optimization and process optimization must go hand in hand.

The need to transform digitally is typically the outcome of business challenges, uncertain market conditions, and other pain points. Digital transformation can provide both the business and its customer’s shared value and help transform the customer experience.

SMEs who have always used paper-based manual processes to run their business will find that technology adoption helps them reduce costs, automate business processes, improve workflows, and create better operational efficiencies”.

Different ways of seamlessly delivering data & insight

“Helping SMEs navigate the digitization journey has always been a key focus for Deskera. This not only helps empower them to ensure business continuity and build a competitive edge but also helps contribute towards economic growth, job creation and productivity, especially when you consider that SMEs are the backbone of most economies in our region.

We have been seeing significant tailwinds since our pivot earlier this year to launch a free business super app and revamped web product – thereby strengthening our all-in-one solution for SMEs.

Currently, 300,000+ business owners run more than USD1 billion in businesses on Deskera.

We launched the free full-featured mobile business app and our new revamped easy to use All-in-one product to help SMEs run every facet of their business seamlessly - from Accounting, Inventory, Attendance, Expenses to Tax Management. The product is fully built in-house, underlining the strength of our engineering team”.

Preparing to get into the phase of next normal

“As part from launching the super app, we recently undertook a brand refresh and revamped our web offering. This helps us meet the dynamic requirements of small businesses. It’s been a busy year and a positive one for us, considering the situation many companies find themselves in due to the pandemic’s impact. The pandemic has inadvertently moved an entire segment online and that has helped accelerate our business momentum. Similarly, even in developed markets, the ecosystem is highly fragmented with different solutions for different requirements. Our value proposition for SMEs is an all-in-one solution that gives you everything to run their business – from accounting to payroll, from CRM to inventory management, and from help desk to email marketing – on the web and on mobile. Mobile play is critical for markets such as India, where we have leapfrogged from the PC era to the smartphone revolution. We are bullish about our future prospects and confident about our value proposition and our role in enabling the ecosystem and empowering the next wave of digital businesses”.
Accelerating Digital Transformation in India with Dell Technologies Forum 2020

Dell Technologies is back with its annual flagship event - Dell Technologies Forum 2020, this time virtually. Themed around “Digital Transformation Accelerated”, the event will be hosted on Thursday, November 26th, 2020. The forum will witness devoted sessions from Dell Technologies and industry leaders around building a strong and capable IT architect for the future, developing a future-ready workplace, and extracting real value out from the data collected.

Some of the leaders present at the virtual forum will be Alok Ohrie, President and Managing Director, Dell Technologies India, John Roese, President & Chief Technology Officer, Dell Technologies, Amit Midha, President, APJ and Global Digital Cities, Dell Technologies, Aongus Hegarty, President, International Markets, Dell Technologies and Karinne Brannigan, Senior Vice President - Asia Pacific & Japan Marketing, Dell Technologies. Not only this, the forum will also host celebrity speakers - Rahul Dravid and Mandira Bedi in a session on Resilience & Power. The speakers will share insights on how technology has accelerated the pace of innovation to drive transformation during these unprecedented times and will help you realize how your organization can further human progress by using tech for good, and build a digital transformation strategy that can unlock endless possibilities.

Today, technology is at the forefront of every business and customers are using it innovatively to create new models of business to serve the world and stay ahead of the competitors. New-age technologies like 5G, Edge Computing, AI, ML, Cloud and Data Analytics are creating new opportunities and paving the way for seamless digital transformation.

To make the customers future-ready and address these new opportunities, the virtual forum will have interactive breakout sessions on Flexible IT, Digital Workplace and Innovating Through Data, in addition to interactive demos. The forum will also allow the audience to connect with leading technologists and pose questions live to local experts virtually. To top it all, the agenda includes a dedicated session on Dell Technologies’ Digital Transformation Index 2020 which will provide an understanding on how organizations are accelerating transformational technology programs during these uncertain times as well as a CXO panel discussion with customers. Through the forum, the customers can explore Dell technologies’ holistic portfolio from edge to core to multi-cloud and discuss projects with local experts in 1:1 chats. Dell Technologies Forum is led by global sponsors Intel and Microsoft and supported by leading technology sponsors.

Aimed to drive innovation and prepare you for the future, the forum will bring together strategic partners, customers and analysts - to help discover how to best utilize business opportunities, focus on growth, leading to better business ROI.

DELL TECHNOLOGIES FORUM

Dell Technologies Forum 2020 will enable customers, partners and leaders to discover, learn, and connect for a future-ready world that is accelerating at a rapid pace with technology embedded at its nucleus. Building on last year’s success, the event is expected to be attended by more than 3000 attendees who will come together to drive the innovation further.
over 1.38 billion people and hence protecting personal data is essential. Hence, as a nation India needs 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.”

Recently the infrastructure major, The Hiranandani Group entered the data center space with Yotta Infrastructure, plans to build 3 data center parks across Mumbai, Navi Mumbai and Chennai with a capacity of 60,000 racks. The Adani Group has also committed to develop large data center parks in Andhra Pradesh over the next 20 years. Existing data center players are planning to ramp capacities and international players like Colt and Bridge have also announced their first data center project in India.

DATA LOCALIZATION

India was at 40,000 petabytes in 2010, in just a period of 10 years, it is to shoot up to 2.3 million petabytes by 2020 — twice as fast as the global rate. Mumbai, Bengaluru, Chennai, Delhi, and Hyderabad will be the major cities driving data center growth.

As we all know that data is the ‘new oil’ at present across the 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 of the owner as per the Supreme Court of India. And this gave rise to Personal Data Protection Bill 2019.

Ravi Shankar Prasad, Minister for Communications, Electronics & Information Technology and Law & Justice, Govt of India said, “A good data center infrastructure is critical for a robust digital economy. India is rising high in the quest of data security, data use and data innovation. For the success of Digital India, we must become a big global Data Refinery – data cleaning, data processing, data innovation and research – and all of this will need to be done keeping in mind data privacy laws. We shall never compromise on the data sovereignty of India. The data economy has a lot of potential and in all its promise – a good data center is the pillar it builds on.”

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 India needs 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.

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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 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. With data localization initiative the government is trying to protect critical data.

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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.”

The data economy provides endless opportunities for citizens, businesses, markets, politics, culture, sports and entertainment. In India, the demand for data centers is also boosted by regulations related to data security and localisation.

**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 independently 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 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
In India, the 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 to have a better experience most of the e-commerce players, social media companies, and online gaming companies will plan to localize their data centers. 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.

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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 supercomputer with the datacenter to fit into the supercomputer. In terms of computing the performance of the supercomputer 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 the 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 Rath 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-19, 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.”

India is witnessing a considerable surge in demand for secure data centres as businesses undertake digital transformation and consumer demand for digital services continues to increase. The expansion of hyperscalers across the region following the government’s directive on data localization is propelling a lot of this demand, with other market drivers including the growth in user data and increase in cloud penetration.

- Netmagic, is the oldest players in this space, was acquired by Japanese tech firm NTT a few years ago and remains among the biggest players in this space, with further capacity expansions planned in Mumbai, Chennai and Bengaluru.
- Adani group said it would invest up to Rs 70,000 crore to set up solar powered data parks in Andhra Pradesh.
- Oracle announced the launch of its Gen 2 Cloud region in Mumbai, with another planned in Hyderabad.
- ST Telemedia Global Data Centres (STT GDC), which currently has a capacity of 70 MW spread over 2.14 million square feet and plans to grow further to 200 MW over 4 million sq ft, within three years.
- Hiranandani Group announce a Rs 14,000 crore investment plan.
- Reliance Industries partnering with Microsoft to provide cloud services to small and medium enterprises.
- Carlyle Group acquires 25% stake of Rs.$ 235 million for buying a quarter of Airtel’s Nxtra in India, which has 10 large data centres and more than 120 edge data centres provides customers with co-location services, cloud infrastructure, managed hosting, data backup, disaster recovery, and remote infrastructure management.
- Linode, a US based company which offers data centre solutions mainly to the software developer community, set up base in the country recently.
- Equinix Inc, has acquired the India operations of GPX Global Systems, Inc. in an all-cash transaction value of $161 million. This includes two data center campuses in Mumbai with more than 200 international brands and local companies, including the cloud service providers (CSPs), content delivery network (CDN) providers, all local carriers, 130 internet service providers (ISPs) and four internet exchanges.

India is riding this wave in the foreground, and is expected to attract...
significant investments in the time to come. As per McKinsey, core digital sectors in India, such as IT and digital communication services are projected to double in size by 2025 to contribute $355-435 billion to the economy.

The growing emphasis on digitalization, coupled with India’s local data-storage requirements, is fueling the growth of the data center market. Several Internet giants, including Google and Amazon, have set up data centers in India. Cloud adoption by small and mid-sized enterprises will increase the need for Indian data centers. The coronavirus pandemic has provided an additional boost, as companies invest in tools to maintain social distancing. Rapid digitization has opened up a massive growth opportunity for data centers in India.

“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, 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 scenario 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.

“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 Rath of Web Werks India.

Datacenters Addressing the Needs of Organizations to Store Data Locally

PSDs do 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, iPaaS (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 in R&D and 300 people providing managed services round the clock. With its Datacenters in Nashik, Mumbai & Bangalore, though ESDS is 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 Interned backed by a 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 execution excellence. We are trusted with the mission-critical architectures of some of the top companies offering cloud, social media, IoT and financial services. We have an extensive number of checks and measures along with elaborately redundant 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 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 Covid-19. During the lockdown, data centers 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 centers can be 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 this is the basic 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.

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.
It was a mixed bag for the Indian IT hardware industry in 2019. While a few industries registered impressive growth, some other continue to decline owing to multiple factors including changing technology dynamics, Covid-19 pandemic and a blurry future.

While the Indian PC market displayed a record growth – highest in last six years – the printer market showed a decline. Similarly, the storage market that consistently grew for the first three quarters, plunged to an abyss in Q4, taking the average Y-o-Y growth to a new low. The Indian server market showed a consistent decline throughout the year. Covid-19 pandemic turning out to be a big blow to the overall industry as it forced the market to shut down, forcing the supply chain and thus shipments to a halt, and at the same time it injected a sort of pessimism to the market that appeared to cautious now. This trend is expected to continue in 2020 as well, experts believe.

**PC Market**

The India traditional PC market inclusive of desktops, notebooks, and workstations finished 2019 with an impressive 18.1% year-over-year (YoY) growth, shipping 11 million units during the year, according to IDC. 2019 also turned out to be the biggest year for PC shipments in the last six years. The growth was largely propelled by the government-driven education projects and upgrade purchases for Windows 10.

The last quarter of the year also saw a healthy 16.5% YoY growth with 2.3 million shipments, primarily contributed by the strong 26.5% annual growth in the commercial segment. Also, after a YoY decline for five straight quarters, the consumer segment saw

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*Source: IDC*
growth of 4.6% YoY in 4Q19 shipping close to 950 thousand units. As notebook PCs become thinner and lighter with enhanced mobility features, they are increasingly getting preference from the consumers, education sub-verticals, and enterprises. Notebook PCs saw highest-ever annual shipments with a 67.7% category share in 2019. The desktop category also witnessed a 5.7% YoY growth largely driven by the refresh buying from banking and financial institutions and touched a 30.7% category share for the year.

On the processor front, shortage in availability of Intel’s CPU was a concern point for vendors throughout the year. This provided room for AMD to enter certain segments and helped vendors to fill the gaps to some extent. However, Intel remains a leading processor brand with a 70.8% share in the traditional PC category.

Segment highlights

The large government education projects, Windows 10 refresh orders along with vendor initiatives to target SMEs even in the lower-tier cities and helping them with easy finance options were the key drivers of strong growth in the commercial segment, aiding in its growth of 44.8% annually in 2019, says IDC.

The commercial segment saw healthy growth in all four quarters of 2019. However, vendors struggled to achieve meaningful growth in the consumer segment despite adding more ultra-slim devices with higher processing power and optimized performance in the portfolio. One notable growth area was the Gaming based PCs, which grew 51% YoY in 2019. While most of the vendors increased their shipments in the gaming segment, Asus stood out as a leading vendor with one in every four notebooks shipped being a gaming one from the vendor in 2019.

In Q4, HP regained the top position as its shipments grew 8.6% from the same time a year ago. However, the company remained in the 2nd position for the overall year. The growth in 4Q19 was driven by the fulfilment of few education deals and strong growth in the enterprise segment.

Dell Technologies maintained its 3rd position in 4Q19 and the overall year. The vendor had registered strong growth in the commercial segment driven by refresh orders from its global accounts and steady growth in the mid-market segment. However, vendor struggle continues in the consumer segment as its shipments remained flatish, when compared to the same quarter last year, according to the research firm IDC.

India’s SMB market provides a large opportunity for PC vendors in the next few years, as SMBs strive to adopt new technologies for their digital transformation journey. However, the vendors need to be more innovative to deal with the aspirations of this segment and would require a cohesive ecosystem focus to improve the infrastructure and support for small and medium businesses.

Server Market

The overall Indian server market declined 10.13% in FY19-20 on account of a big fall in x86 server revenue.

If we go by quarterly basis, IDC reports, in Q4 2020 the overall server market in India witnessed a year-over-year (YoY) decline of 22.1% in terms of revenue to reach $232.1 million in 1Q2020 (Jan-Mar) versus $298.0 million in 1Q2019. The x86 server market accounted for 85.2% of the overall server market in terms of revenue.

Major contribution to the x86 server market continues to come from the professional services and telecommunications segments, followed by banking and manufacturing verticals. Large deals were witnessed from telecommunication vendors, nationalized banks, digital wallets companies, global high-tech semiconductor manufacturing companies, and various federal government departments during 1Q2020.

The x86 server market in terms of revenue declined YoY by 25.3% to reach $197.9 million in the fourth quarter of the financial year 2020 as against $264.9 million in the same period a year ago. The decline was due to the lack of spending from global hyperscalers and spillover of deals into the next quarter, IDC said in its report. The restriction on the movement of goods amidst the pandemic resulted in delivery constraints with customers waiting to materialize their previous orders before placing newer ones. The market is expected to decline further in 2Q2020 due to Covid-19 affecting the financial and operational balance of the industries. Recovery is expected to be observed in 2H2020, owing to spending from federal government agencies, bank refresh, and network modernization projects from telecommunication vendors.

The non-x86 server market grew YoY by 3.6% to reach $34.2 million revenue, in the last quarter. IBM continues to dominate the market accounting for 74.1% of revenue share with a revenue of $25.4 million. Adoption of IBM’s server offerings is growing primarily across banks for their core banking and internet banking workloads. As a result, 79.4% of its revenue was seen coming from banks, followed by manufacturing, Oracle came at second position followed by Hewlett Packard Enterprise (HPE) with a revenue share of 14.6% and 11.3% respectively.

In Q3 20, the overall server market in India witnessed a year-over-year (YoY) decline of 2.8% in terms of revenue to reach $299.6 million versus $308.1 million for the same period a year back. The x86 server market accounts for 88.1% of the overall server market in terms of revenue. The contribution to the x86 server market primarily came from professional services, education, telecommunications, manufacturing, and banking verticals. Large deals were witnessed from telecommunication vendors, nationalized and payment banks, high-tech semiconductor manufacturing companies, and education in India, during the period.

The x86 server market in terms of revenue declined YoY by 1.2% to reach $264.0 million in Q3 as against $267.1 million in Q3, 2020. IDC reported that the professional services vertical which includes public cloud providers, traditional IT/ITES companies, witnessed a drop in revenues of 24.1% to account for 36.1% of the overall market.

However, there was the increase in spending from verticals such as banking, telecommunications, and manufacturing that grew 33.5%, 42.9%, and 18.4% respectively. The education vertical registered the highest YoY growth of 189.9% in the x86 market during the period, according to the research firm.

The non-x86 server market declined YoY by 13.2% to reach $35.6 million in revenue. IBM tops the market with a revenue share of 74.0%, followed by Hewlett Packard Enterprise with a share of 18.2%, and Oracle with 7.8%. Banking remains top vertical with 75.2% revenue share followed by manufacturing, and education with 12.3%, and 3.6% respectively.

In Q2 the market grew by 0.8% in terms of revenue to reach $280.1 million in CY 3Q19 versus $277.8 million in CY 3Q18. This growth is majorly driven by non-x86 server market as it registered big deals from large public and private banks in India during 3Q19.

In Q1 the market declined by 1.0% in terms of revenue to reach $350.2 million versus $353.9 million in the corresponding period a year ago. The x86 server market accounted for 89.9% of the overall server market in terms of revenue. The contribution to the x86 server market primarily came from professional services, telecommunication, and retail verticals. The market segment witnessed large deals from IT and ITeS customers, nationalized banks, telecom service providers, and e-retail in India during the period.
Going forward, experts believe, the industry would behave cautiously and would hold on to their spend on account of pessimism in the market because of Covid-19. The industry may closely watch the next couple of quarters before investing in big scale server space.

**External Storage**

The Indian external storage market was growing consistently, around 10%, for the first three quarters till Covid-19 hit the industry in Q4. Traditional investors like Governments, banks and professional services organizations have been pumping money into the system but a sort of caution and wait-and-watch attitude was witnessed in the last quarter driving the overall industry to decline for the entire year.

In Q4 of FY2019-20, the external storage market declined by 20.6% Year-over-Year (YoY) by vendor revenue and stood at USD 87.8 million in 1Q20 (Jan-Mar). The majority of the YoY decline in storage spending was seen in professional services, manufacturing, and telecommunications organizations.

In its report, research firm IDC said that due to Covid-19, most of the organizations have reduced their IT spending for this FY2020. Businesses are revisiting their CAPEX spending and would invest only if there is a pressing need, else would opt for OPEX models. Organizations are moving to Public Cloud (Backup and DRaaS) so that they can avoid capital spending in these hard financial times.

All-Flash Arrays (AFA) contributed 37.6% to the overall external storage systems market in 1Q20. With the advent of NVMe, more organizations are expected to adopt new-age flash technologies to address the growing demand for high-density applications such as artificial intelligence, machine learning/ deep learning, real-time analytics, etc.

High-end storage systems grew by 3.7% YoY due to increased investments from Banking and Government organizations in 1Q20. The Entry and Midrange storage segments witnessed a steep double-digit YoY decline in Q120, IDC reports.

Organizations are expected to delay their IT spending on technology refresh but would spend on new projects which would drive automation, increase performance, and optimize costs due to cash flow issues. Businesses would prioritize projects such as digital transformation, IoT, artificial intelligence, etc. in the near future.

Dell Technologies continued to be the market leader with a share of (by Vendor Revenue), 4Q19

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<table>
<thead>
<tr>
<th>Vendor</th>
<th>Share (by Vendor Revenue)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dell Inc</td>
<td>30%</td>
</tr>
<tr>
<td>Hewlett Packard</td>
<td>25%</td>
</tr>
<tr>
<td>NetApp</td>
<td>20%</td>
</tr>
<tr>
<td>Hitachi</td>
<td>15%</td>
</tr>
<tr>
<td>IBM</td>
<td>10%</td>
</tr>
<tr>
<td>Rest of the Market</td>
<td>5%</td>
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</tbody>
</table>
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*Source: IDC*
31.4% market share by vendor revenue, followed by Hewlett Packard Enterprise (HPE) with a 15.9% market share in Q20. Hitachi and IBM witnessed strong YoY growth in Q20 due to key wins from government and banking organizations respectively in Q20.

India’s external storage market witnessed a growth of 6.0% Year-over-Year (YoY) by vendor revenue and stood at $91.0 million in Q3. Banking, professional services, government, manufacturing, and telecommunications industries contributed 81.2% to the overall external storage market during the period.

India’s external storage market witnessed a growth of 8.0% Year-over-Year (YoY) by vendor revenue and stood at USD 91.8 million in Q2. Professional services, banking, government, manufacturing, and telecommunications industries contributed 83.2% of overall external storage market in Q2.

In Q1, India’s external storage market witnessed a growth of 16.4% Year-over-Year (YoY) by vendor revenue and stood at $101.8 million in 2Q19.

Investments from Professional Services and Banking organizations drove the growth in 2Q19 majorly due to infrastructure modernization, technology refresh and investments on emerging technologies.

Across all the storage class categories, High-End storage grew by 69.6% YoY due to large wins in FSI, Government, Media, and Telecommunications organizations in 2Q19. Entry and Midrange external storage segments also witnessed a YoY growth in 2Q19, IDC reported in its quarterly tracker.

With the advent of Digital Transformation initiatives, there is a clear need for innovative Storage technologies to address the ever-growing storage requirements. Hyperconverged infrastructure, Object Storage and Software Defined Storage are getting more traction in the India Market.

As a growing requirement in the digital economy, organizations are opting for automation technologies, which are self-healing even at the infrastructure layer and consumption-based pricing to lower their CAPEX and to avoid unwanted over-provisioning of infrastructure. To address these needs some of the major vendors are embedding machine learning/deep learning to infrastructure and have started offering consumption-based pricing.

Going forward, the experts afraid, the market would grow at a single-digit compounded annual growth rate (CAGR) for the 2019 – 2024 time period and storage spending in CY 2020 to decline majorly due to Covid-19 impact.

**Printer Market**

The India Hard Copy Peripherals (HCP) market that includes printers and copiers, shipped 3.5 million units in CY2019 and registered a year-over-year (YoY) decline of 4.7% due to weak consumer segment demand. The annual decline was primarily from laser printers (excluding copiers) declining by 11.8%, as the market continued to be impacted by weak demand as well as migration to Ink Tank printers. The laser copier market grew by 6.9% with strong corporate demand and continuing decline of refurbished copier market. The inkjet market remained stable with a decline of 0.1%. The year ended with the inkjet market commanding more than half of the market.

In 4Q19 the market shipped 0.79 million units, a YoY decline of 7.3%. 4Q19 witnessed low demand, which was a result of overstocking of the channel in 3Q19 and prevailing consumer sentiment.

Ink Tank printers grew by 7.0% and now command 33.2% of the inkjet market. The Ink Tank segment overtook the overall laser printer segment for the first time in 2H19. The laser copier segment also noted a growth of 6.9%. In 2018, Government’s strict regulation on the refurbished Copier (RC) market through tight monitoring and increased seizing of illegal units at major ports gave a boost to the original copier segment, which continued in 2019 as well. However, by 2H19 the market resumed its normal pace of growth as the effect of RC market stabilized, reports IDC in its quarterly tracker study.

**Top 3 Brand Highlights:**

HP maintained its leadership in CY2019 HCP market with a market share of 39.1%, while posting a YoY decline of 7.4%. HP’s Ink Tank shipment grew by 14% YoY as a result of strong channel schemes and end-user promotions. It’s Laser A4 segment witnessed a decline of 9.7% YoY, its highest decline since CY2009. On the bright side, HP’s share in the copier segment grew by 29.4% YoY owing to strong channel push.

Epson maintained its 2nd position in the overall CY2019 HCP market with 28.8% market share. It also continued to hold its leadership in the inkjet segment with a market share of 45.7% and YoY growth of 1.4%. Epson’s stable numbers despite muted market sentiments can be primarily attributed to Epson’s strong brand recall, channel depth and multiple channel schemes in the first half of the year.

Canon recorded YoY decline of 6.3% in CY2019 and maintained its 3rd position in the HCP market. In the copier segment, it maintained its leadership position with a 29% unit market share as a result of its strong corporate connect and steady flow of government orders. In the Ink Tank segment, Canon witnessed a strong YoY growth of 15.7% because of its increased focus on the Ink Tank segment with launch of new models, attractive channel schemes and end-user promotional campaigns. In 2H19, Canon overtook HP to become the 2nd largest player in the Ink Tank segment.

Due to Covid-19 pandemic resulting in multiple tranches of nationwide lockdown, there is a lot of uncertainty resulting in frequent changes to the outlook for the coming quarters. However, under the assumption that things become normal from 3Q20 onwards, vendors are still likely to face a slowdown in consumer demand as they prioritize their spending towards essential goods.

However, despite weakness in consumer demand, IDC expects the India HCP market to start showing signs of recovery from 3Q20 onwards as economic growth starts rebounding. Vendors are likely to go aggressive with their marketing and promotional campaigns during 4Q20 to cash in on the festive season.
"Your success is our mission"
THE FOUNDATION OF VEEAM’S CHANNEL PROGRAMS

IN A CHAT WITH VARINDIA, AMARISH KARNIK, DIRECTOR – CHANNEL SALES, ALLIANCE (INDIA & SAARC), VEEAM DISCUSSES ABOUT THE IMPORTANCE OF A PARTNER PROGRAM FOR THE COMPANY, THE FOUNDATIONAL PILLARS WHILE DESIGNING A PARTNER PROGRAM AND HOW INNOVATIVE PARTNER PROGRAMS BRING REVENUE GROWTH

WHY THE PARTNER PROGRAMME IS IMPORTANT FOR EVERY ORGANIZATION TO DRIVE THE BUSINESS?

A strategic partner program is the key to a business’ success and can help drive critical business benefits such as revenue increase, brand awareness, and customer retention. A strategic partner program not only generates new opportunities for businesses but also accelerates expansion into newer markets and helps attain growth. To drive revenue growth, companies must wisely choose their partners based on desired business results and target audience. The ever-evolving technology landscape demands continued innovation and robust go-to-market strategy from vendors as well as partners to meet complex customer demands. Vendors and partners must increasingly focus on developing knowledge-based partnership through sustained engagements.

We at Veeam believe in “disruption” by bringing innovation to our product portfolio. Similarly we need to bring continuous innovation in our partner programs to stay relevant. We have seen a change in the market dynamics and hence our partner programs are always innovative and relevant. Partner programs allow us to scale our business across markets (Tier 1, Tier 2 and Tier 3) and various verticals such as BFSI, Service Providers etc. Over the years Veeam has built an extensive partner network to constitute a strong channel ecosystem across markets.

WHEN YOU DESIGN THE PARTNER PROGRAMME
WHAT ARE THE KEY FEATURES YOU TAKE INTO CONSIDERATION?

While designing a partner program we follow a customer and partner centric approach. Veeam’s partner programs are simple, flexible and reliable, just like Veeam solutions. We also keep in mind how our programs can help partners in engaging with customers better. Right from the opportunity generation, to doing proof of concept and deal closures, our partner programs help partners build extensive profitable portfolio by enabling competencies at partner place.

“Your success is our mission” is the foundation of our channel programs and our promise to our partners. As a leader in Cloud Data Management, we understand the challenges faced by customers and as a 100% channel-driven company, we are always there to help our partners. Our commitment to innovation and market leadership has made Veeam the preferred solution for 83% of the Fortune 500. Trusted technology and unrivaled deal protection, coupled with world-class training, sales support and resources that are designed for simplicity and effectiveness, enables partners to reach their goals and grow like a pro. Veeam’s ProPartner Network value pillars are – You Profit. We Protect. Our Promise:

- **Profit** - Accelerate your growth, tap more markets and expand your sales and revenues
- **Protect** - Collaboration without Competition, we provide protection for your business and customers
- **Promise** - Commitment to innovation, market leadership, world-class training and deal protection

Veeam’s partner programs are designed to provide protection, drive profitability and enable partner’s business to grow.

DOES THE COMPANY HAVE TO INVEST EVERY YEAR IN BRINGING INNOVATIVE PARTNER PROGRAMMES?

Veeam is a 100% channel-driven company, and this model firmly puts Veeam’s partners at the center of the ecosystem. We rely on the commitment and knowledge of our partner networks to scale the delivery of Veeam’s services, and attain mutual business profitability.

It is a need of every business to invest in innovative partner programs every year. Innovative partner programs bring about true incremental revenue growth. To ensure more measurable success for all stakeholders, Veeam introduces innovative partner programs every year. Our partner programs are committed to driving predictable profit through multiple routes to market based on our partners’ business models. Early this year Veeam announced the PartnerPerks program to increase partner engagement, reward them and encourage focused solutions adoption. The loyalty reward program has been formalized to streamline incentives, boost sales and enable partners with extensive tools, resources and the opportunity to enjoy a wide range of added benefits. Also, this year marks 10-year anniversary of our Veeam Cloud & Service Provider (VCSP) program. To celebrate the success, in April 2020 Veeam released program discounts and updates, and also announced the launch of NEW Veeam Service Provider Console v4. V4 includes new capabilities that make it easier for service providers to remotely manage and monitor their customers’ Veeam environments and is offered free to VCSP partners. Additionally, this year Veeam launched the enhanced Veeam Accredited Services Partner (VASP) program to strengthen partners’ capabilities to sell, deploy and support Veeam solutions, and ensure customer satisfaction.
Dylect is an Indian consumer electronics brand dealing in Smart TVs and LED TVs. As a home grown brand, Dylect provides products at an affordable price. The Dylect 32-inch HD smart TV comes with an all-plastic body weighing just 5kg 700g. The TV comes with a table stand as well as a wall-mount kit in the box. So you don’t need to buy a wall mount kit separately. The Dylect Smart TVs are Internet-connected televisions via Wi-fi/LAN cables that offer access to the world of entertainment. The TV has a strong picture quality with clear and crisp images. It has a high resolution of 1366 x 768 with a brightness of 250 (TYP). The colour control in the TV gives colour accuracy with different viewing angles. The 32 inches screen size of the TV gives a panoramic view. At the backside of the panel, it has 2x HDMI ports, headphone jack, LAN port, RF port, and Coax Port. On the left, it has 2x USB ports and 2x AV Input Slot ports. You can give inputs from multiple old and modern sources. It has an out power of 12 W*2 with different sound modes like Standard, User, Movie, Sports, Music. The DYLECT HD SMART TV has a built in web browser and App store for experiencing a plethora of screening choices. It also comes with some additional cool features like Miracast, Wireless Keyboard/Mouse Support (2.4G). It gives you the liberty to control the sharp treble and bass as per your needs. It is designed to be highly energy-efficient and comes with a 4 star rating. It runs on very low power consumption, with a typical power consumption of 45 Watts so that you can enjoy high definition entertainment without worrying about your electricity bill.it and online.

**CADYCE ROLLS OUT THUNDERBOLT 3 LINE OF DOCKING STATIONS**

CADYCE recently unveiled the launch of Thunderbolt 3 Line of Docking Stations. CA-T3HDD and CA-T3DPD are the line of Thunderbolt 3 products which are crafted keeping in mind the requirements in this digital world. These thunderbolt 3 docking stations aim to reduce the need to swap devices in and out. The Thunderbolt 3 Mini Docks are intended to be small enough to be used equally in an office or on the go.

“CADYCE docking stations are designed to expand connectivity and create simplified, productive workspaces for any desktop environment. It provides all the extra expansion, multi-display to boost productivity at home or in the office” said Mr. Gautam Shah, President at CADYCE. “We are committed to delivering reliable and cost-effective solutions for users to seamlessly access multiple peripheral devices, letting them easily turn their laptops into a complete workstation at the office as well as home.”

Shah further added, “We are the Thunderbolt 3 certified brand in India and we are the leader in manufacturing products like, Hubs and docking stations, a complete range of Type C accessories, HDMI cables, Splitters, HDMI switchers, Power Adapters, PD charging etc. for the professionals.”

**CA-T3HDD Thunderbolt 3 HDMI Docking Station**

CA-T3HDD Thunderbolt 3 HDMI Docking Station adds a variety of ports to the computer and provides features such as 40Gbps data transfer speed, dual 4K video and power delivery via a single cable. It supports USB Power Delivery 3.0, which provides a 100W power adapter for powering and charging your MacBook Pro (MAC OS) or Windows-based laptop. SD/microSD card slots in the device support storage up to 2TB. The product comes with two USB 3.0 ports, two Thunderbolt 3 USB-C ports, 3.5 mm audio out, 3.5 mm microphone in, Gigabit Ethernet and enables fast charging of phone or tablet with the fast charging and sync port USB 3.0. Additionally, the dual-monitor docking station is the first docking station to support fully charging Windows PC laptops and the MacBook Pro Thunderbolt 3 Port of the Docking Station supports dual 4K at 60Hz and singe 5K at 60Hz display output. HDMI supports max 8K Resolution.

**CA-T3DPD Thunderbolt 3 DisplayPort Docking Station**

Thunderbolt 3 Port of the Docking Station supports dual 4K at 60Hz and single 5K at 60Hz display output. DisplayPort supports max 8K Resolution. The plug and play CA-T3DPD has SD/microSD card slots that support storage up to 2TB. It comes with 2X USB 3.0 port supports 5Gbps data transfer speed and 5V@1.5A fast charging. The product is compatible with Mac OS and Windows.
Prama Hikvision has introduced new ColorVu offerings for more vivid 24/7 colorful imaging, and has first included 4K and varifocal cameras in the full-color range.

In video security, color-related information is crucial to identifying details of events especially at night. Conventional cameras with infrared lighting only provide black and white images for night monitoring. As a result, people, vehicles, or other important objects can easily be blurry and blend into the background, which makes it difficult to distinguish critical elements. Hikvision ColorVu technology resolves this common challenge faced by many security camera users, enabling cameras to produce colorful videos even in extremely dim environments.

Frank Zhang, President of International Product and Solution Center at Hikvision, says, “Since 2018 when we introduced the first generation of ColorVu cameras to the market, they have been one of our best selling products. The demand for low-light cameras continues to increase in the security industry, and we’re glad to see that our new ColorVu offerings can bring even more vivid imaging experience to our customers.”

ENRICHED COLORVU OPTIONS WITH 4K AND VARIFOCAL CAMERAS

The newly released ColorVu cameras offer enriched options to the market with having covered both Turbo HD (DF8T series/DF3T series/DF0T series) and Network products. The enriched ColorVu series can satisfy a multitude of customer needs, from high performance products to budget friendly choices and smart solutions.

Hikvision has now included 4K ColorVu cameras in its product range, which brings color imaging to ultra-high-definition levels day and night. With better image quality and richer detail, 4K ColorVu cameras can be applied across an even wider range of scenarios including stadiums, airports, harbors, and parking lots, where clear and high-resolution images are necessary.

In addition, Hikvision has also added varifocal cameras (the DF8T-Z series) to the new ColorVu models to create 24/7 color imaging in all focal lengths. With 2.8 - 12 mm motorized lenses, ColorVu varifocal cameras will allow users to zoom in on colorful images at night.

ENHANCED COLORFUL IMAGING WITH AA MANUFACTURING TECHNOLOGY

The newly released ColorVu cameras lenses have kept the F1.0 super-aperture design, allowing four times more light to enter the lens than conventional cameras (that have F2.0). Focusing high definition cameras with large F1.0 apertures is extremely technically for the industry, requiring very strict and accurate manufacturing. Hikvision has applied its advanced Active Alignment (AA) Technology in the production of ColorVu cameras to bring the adjustment accuracy to within 4 pixels, even smaller than 1/30 hair diameter.

Meanwhile, with optimized sensors, night time color imaging of ColorVu cameras renders much more brightly than conventional cameras. A new 3D dynamic noise reduction (DNR) algorithm helps the cameras record additional remote details clearly and deliver sharper images. In addition, ColorVu cameras are equipped with a soft and warm supplemental light that illuminates to guarantee color imaging even in zero-light environments.

QUICK TARGET SEARCH WITH ACUSENSE TECHNOLOGY

Most security camera users only need to focus on alarms triggered by human and vehicles, especially at night. These newly released ColorVu cameras can integrate Hikvision’s cutting-edge AccuSense technology to help users focus only on events that matter to security. Empowered by deep learning algorithms, ColorVu cameras can distinguish people and vehicles from other moving objects such as rain, leaves and animals.

Alarms will only be triggered when the pre-set intrusion type takes place. With this solution, video clips are sorted by human and vehicle categories, and object classification vastly improves search efficiency.
HOW TO HANDLE RANSOMWARE & OTHER ADVANCED CYBER ATTACKS – A 360 DEGREE APPROACH

Sometime back, one of our clients reached out to us in an emergency situation seeking help regarding ransomware attacks. Their infrastructure was hit by ransomware and attackers demanded undisclosed amounts in lieu of providing secret keys to decrypt the encrypted data that had been locked. We advised the client not to pay the ransom in any circumstances. This leaves an organization to either restore from clean backups or restart from the beginning after wiping everything.

In most of the real scenarios that I have experience, the infrastructures were highly prone not only to ransomware but also to other advanced cyber-attacks as well, had basic cyber protection, using outdated systems either end of life with no more updates or simply the updates to vulnerabilities were not applied even though the fix was available. In my view, Organizations still do not follow basic fundamentals of cybersecurity, lack visibility, and do not have a continuous risk assessment plan in place that can help them implement and govern cybersecurity controls effectively and respond against advanced ransomware attacks.

So, how do we handle ransomware attacks? Rather than focusing on the post-ransomware attack management, I will focus on the more critical part i.e. prevention or pre-attack stages. The sequential measures to not only counter ransomware but also to prepare for advanced, persistent, sophisticated & coordinated cyber-attacks include:

**Step 1:** Manage & Protect Network/Endpoint Devices/Servers/Applications/Database etc.
- Networks - Implement firewalls and Network Sensors across the infrastructure.
- Endpoints (including mobile devices) - Look out for unified endpoint device management and advanced threat detection & response solutions including memory protection.
- Servers/Workloads - Protect all servers with advanced application protection including memory protection to defend against vulnerability exploitation and advanced attacks (like ransomware).

**Step 2:** Keep Systems Updated with the Latest Versions and Patches for All Known Vulnerabilities
- There is no better preventive way other than “Patch – Scan – Patch” Approach. Few recommendations are listed below:
  - Run a scheduled scan to find out critical vulnerabilities across infrastructure
  - Install the recommended patches first
  - Implement and follow a mechanism to address identified vulnerabilities, particularly the high-risk ones, followed by moderate and low risk.
  - Rescan the infrastructure and keep mitigating the risk of getting compromised

**Step 3:** Prevent Social Engineering Attacks
Quite frequently, advanced attacks like ransomware make use of social engineering tactics to infect networks.

- Email Security Gateway including API integration for detection of spam, viruses, malware, ransomware and sophisticated phishing attacks like Business Email Compromise. Sandboxing shall be implemented to identity Zero-day attacks.
- Organizations should run anti-phishing simulation regularly to identify users who are still susceptible to phishing attacks and subsequently, run phishing awareness campaigns for them to ensure that they understand the risk involved and can identify, contain and report such attacks for further investigation. Also, there should be in-built email forensics available for investigating advanced attacks.
- DMARC should be implemented for inbound and outbound emails to prevent spoofing attacks.
- All web traffic, including encrypted HTTP/HTTPS (inbound and outbound), should be inspected for advanced attacks that usually come via social media sites, drive-by downloads, malvertising, instant messaging, etc. DNS security shall be implemented to detect malicious threats and stop data loss.

**Step 4:** Implement Least Privileged Access & Enable Strong Risk-Based Authentication
- Cybercriminals use privileged credentials to gain access & compromise critical assets with ransomware attacks like Maze ransomware that not only encrypts data but also leaks confidential information in the public domain. Risk of exploiting privileged credentials can be minimised by implementing Privileged Access Management (PAM) strategy throughout the infrastructure. To prevent the lateral movement of the attackers and dangerous impacts of ransomware attacks, the principal of least privilege combined with credential theft prevention, regular rotation of credentials and isolation can be implemented.

**Step 5:** Data Security Controls
The eventual goal of preventing ransomware attacks and strengthening security posture is to protect “Data”. Data can be accessed by users and devices anytime, especially while working from home owing to the global pandemic or to stay from outside the business perimeter, which actually no longer exists and has already diminished as businesses are moving to cloud and mobile.

I would say that the current state of implementing data security controls is definitely not in an ideal shape. DLP solutions have been deployed, however, have not been configured and implemented properly. The main reason behind the failure is the lack of support required to help security teams identify & protect critical sensitive information.

To address this issue, organizations shall evaluate new and advanced tools like DLP/IRM/ Watermarking/Tokenization etc. to discover, classify and protect sensitive data at rest, in motion and in use across hybrid infrastructure, especially cloud and mobile devices. Write down all the possible use cases of data leakage yourself and then explore solutions whether it requires management support, all-in-one tools or best-of-breed approach as you cannot wait for the perfect approach to come and safeguard data.

**Step 6:** Continuous Security Monitoring & Response, Risk Assessment, Governance and Compliance
The entire efforts of implementing the above-recommended steps will go waste if you do not implement Step 6 completely. What should you do?

- **Asset Register** - Discover all your assets in one place
- **Identify risks & applicable security controls to map against each asset**
- **Assess the risk continuously** – Use Vulnerability Assessment, Penetration Testing, Breach Attack Simulation, etc.
- **Monitor in real-time and respond to all security events originating from/targeting assets using in-house tools. Alternatively, you can also outsource a managed security services provider.**
- **At last, you should have cyber forensics for investigating advanced attacks like ransomware. This is an essential exercise to know the root cause of attacks that will help you remediate the gaps in the system for protection against future attacks.**

With all the provided steps, I am absolutely confident that enterprises will gain immense benefits and stay one step ahead of cybercriminals after defeating their malicious intents.

PRADEEP SALUJA
General Manager – Cyber security Practice, Tata Advanced Systems

Identity and Access Management (IAM) including Single Sign-on (SSO) and strong risk-based authentication should be implemented to prevent ransomware attacks and further strengthen the identity-centric security, principal of least privileged access and segregation of duties.
Microsoft assigns Christopher Young as Executive Vice President of Business Development

Microsoft Corp. named Christopher Young as Executive Vice President of Business Development. Young will report directly to Microsoft Chief Executive Officer Satya Nadella.

A respected voice in technology and cybersecurity, Young most recently served as Chief Executive Officer of McAfee. In 2017, Young led the initiative to spin McAfee out of Intel as a standalone company and has since spearheaded McAfee’s mission to protect systems and data of customers around the globe. Previously, Young held senior leadership positions at Cisco, VMware, RSA and AOL.

“I’ve known Chris for many years and have admired his accomplishments as a leader. His experience and skills are an invaluable addition to our company and the senior leadership team. We know that for our customers and partners, the next decade of economic growth will be defined by the digital investments made today,” Nadella said.

Jitendra Gupta joins Extreme Networks as MD, India and SAARC

As per the LinkedIn profile, Jitendra Gupta has been roped in by Extreme Networks as Managing Director of India & SAARC region.

Gupta has an experience of over 25 years and has built and grown business across geographies. He has deep knowledge and experience in both networking technologies, strategic leadership and people management skills to drive sales and achieve organization’s goals.

Prior to this, he was associated with Dell Technologies where he held the position of Partner Sales Lead, (Asia Pacific Region) Networking Business. He was responsible for Channel Partner Ecosystem for Dell’s Networking & SDWAN Business in Asia Pacific region. He was associated with Dell Technologies for three years.

He has also served Avaya for over three years as Director Sales – Networking Solutions (India & South Asia) and Juniper Networks as Director – Partner Sales, Distribution and Alliances (India & South Asia).

He holds a bachelor’s degree in Engineering, Electronics & Communications from BLDEA's Engineering College.

Twitter signed in Rinki Sethi as its CISO

Twitter has inked Rinki Sethi, a former information security executive at IBM, as its Chief Information Security Officer (CISO), the social media company tweeted on Monday.

Sethi had previously worked as the vice president of information security at cyber-security firm Palo Alto Networks Inc, according to her LinkedIn profile.

As reported in July, Twitter, which had been without a security chief since December, stepped up its search in the weeks before the breach of high-profile accounts on its platform.

Earlier in July, the company had reported a breach where hackers accessed its internal systems to hijack some of the platform’s top voices including U.S. presidential candidate Joe Biden and reality TV star Kim Kardashian and used them to solicit digital currency.

UiPath ropes in Renzo Taal to head EMEA region

UiPath announced that Renzo Taal has joined the Company as Senior Vice President and Managing Director of EMEA, effective October 1. Taal joins UiPath from Salesforce, where he held several international roles and most recently served as Senior Vice President and General Manager of Asia.

A recognized leader in the European and international business arena, Taal brings to UiPath more than 20 years’ experience in leadership and senior management roles in the technology industry.

“Hyperautomation has become a priority for companies worldwide as they look to transform themselves into modern digital enterprises,” said UiPath Chief Revenue Officer Thomas Hansen. “The best leaders and top talent want to work for companies like UiPath, where they can chart the future. We are thrilled to have Renzo join our team, serve our customers, and lead our EMEA region to new heights as we accelerate our leadership position as the partner of choice for C-suite leaders driving digital transformation.”

Sharad Sanghi has been appointed as the Leader of NTT India

NTT Ltd., a world-leading global technology services provider, today announces that it is bringing together three key business entities as a single organization, effective on 1 January 2021. The new operating company will be built on the foundations of NTT India Pvt. Ltd., NTT Com India and Netmagic.

Through this integrated entity, NTT Ltd. will bring innovative technology services and solutions to the extended client base in India. The integration will enhance the organization’s end-to-end ability to better serve and delight its clients with both transformational services elements including managed hybrid infrastructure, and cloud services, as well as with its foundational technology solutions and services. Its employees will also have more opportunities to thrive and grow on an even bigger stage and can serve and engage more meaningfully with the communities.
cnPilot Wi-Fi Access Points

- Micro-cell to high density, high capacity
- Indoor and outdoor dual radio, 802.11ac wave 2
- Distributed intelligence Wi-Fi for enterprise networks
- High efficiency internal antennas
- Included mounting brackets for quick installation

cnVision

PURPOSE-BUILT WIRELESS FOR VIDEO SURVEILLANCE

ePMP Solutions

Options for everyone from small business to enterprises.
The ePMP™ platform has set the standard for high performance, scalability and reliability at a compelling price.

cnMatrix

Cloud-Managed Switching
Made Easy and Affordable

cnMATRIX™ SWITCHES AND cnMAESTRO™ MANAGEMENT
iPhone 11
Starting from ₹49,900*

Inclusive of ₹5,000 Cashback on HDFC Bank Cards and EasyEMI*

or

No Cost EMI on Loans starting from ₹2,288 p.m.**

*Terms and conditions apply. The limited period exclusive offer price on iPhone 11 of ₹49,900 is computed on the MRP of iPhone 11 ₹54,990, ₹5,000 as reduced by ₹5,000 cashback offered on the usage of HDFC Bank debit and credit cards. The cashback offer is available on HDFC Bank debit and credit cards. The cashback offer is also available on EMIs on transactions on HDFC Bank debit cards. The offer is limited to ₹5,000 on Non-EMI transactions on HDFC Bank debit cards. The cashback will be credited within 7-10 business days from the last date of the transaction month on a best effort basis to all open and active card member’s accounts only. No Cost EMI offer applicable on HDFC Bank debit and credit cards for 6-12 months. **EMI of ₹2,288 is computed on ₹54,990 for 36 months. The offers may be revised or withdrawn without prior notice. Terms and conditions apply. OP and 4G are limited period and till stocks last. For detailed terms and conditions and store details log on to www.indiastore.com. Product features vary by model. 1M and © 2020 Apple Inc. All rights reserved.