

INDIA'S FRONTLINE IT MAGAZINE

# VARINDIA

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VOLUME XXII ISSUE 2 OCTOBER 2020 PRICE Rs. 50



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INDIA'S FRONTLINE IT MAGAZINE

# VAR INDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

COMPETITION IS ON WHO  
WILL BE THE LEADER IN  
WFH IMPLEMENTATION

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## LOGISTICS PARKS CAN IMPROVE EFFICIENCY AND SITE SECURITY WITH SMART VIDEO

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### NITI Aayog and AWS Launch Frontier Technologies Cloud Innovation Center

The National Institution for Transforming India (NITI Aayog) has established a Frontier Technologies Cloud Innovation Center (CIC) with Amazon Web Services (AWS) to help address societal challenges through digital innovation. The NITI Aayog Frontier Technologies Cloud Innovation Center is the first AWS CIC in India.

The AWS Cloud Innovation Centers Global Program provides an opportunity for government agencies, nonprofits, and education institutions, to collaborate on pressing challenges, apply design thinking methodology, test new ideas, and access technology expertise from AWS.

### Wipro announces to acquire Eximius Design for nearly 586.3 crore

Wipro has announced that it will acquire engineering services company Eximius Design for \$80 million (about ₹ 586.3 crore). In a regulatory filing, Wipro said the purchase consideration is \$80 million.

This acquisition will help Wipro to expand into newer market segments and elevate the customer's journey in next-generation technologies such as connected products, embedded AI and security, it said.

It provides end-to-end solutions and services for building smarter, smaller and faster-connected products for various use cases of IoT, Industry 4.0, Edge Computing, Cloud, 5G and Artificial Intelligence. Their clientele include companies across semiconductors, cloud and hyper-scale infrastructure, consumer electronics and automotive segments.



## 19th STAR NITE AWARDS 2020

Friday, 18th November 2020

### POST PANDEMIC BRINGS FAST TRACK DIGITAL TRANSFORMATION

Star Nite Awards (SNA) known as the DNA of channel, is India's premium annual event. It provides a meaningful and collaborative platform in bringing the key Partners/ VARs from across the country to understand how to accelerate business as the newer technology brings opportunities and challenges. SNA invites Technology Gurus, Corporate Honchos, CMOs, System Integrators and Solution Partners to understand how industry, technology, standards and regulatory experts are geared up to face the next wave of digitization.

SNA offers a compelling combination of Super Session, Pre-scheduled one-on-one meetings, VAR Symposium, Awards, Technology Showcases and Breakout sessions to bring a comprehensive business development platform for both vendors and partners. About 300 delegates will attend this year's SNA from across the country including System Integrators, Solution Partners, Distributors, ISPs/ISVs, VARs, Industry Associations and Media. To celebrate the 21th Year, in serving the Indian ICT industry, VARINDIA is dedicating this year event to the VARs of the Country.

#### AGENDA :

- Super Session: Partners to present
- VAR Symposium: Vendors to present
- Breakout Session: IT Associations Annual Meet
- Recognition Of 100 Eminent VARS in India
- 1 : 1 meetings- During Breakout sessions
- Awards ceremony: Eminent VARs of India
- Evening Session: Keynote Address
- Tech talk (5 minutes)
- 60 seconds pitch by CMOs
- Star Nite Awards for Vendors
- CMO Leadership Awards



#### KEY HIGHLIGHTS :

- Industry presentations, Tech Talk and expert analysis
- Channel Leadership Awards Ceremony
- Channel Leadership Survey (CLS) report to unveil
- Exclusive interaction session among VARs & Vendors

#### 5 Minutes Tech Talk

TechTalk Session is primarily designed to speak face-to-face in a extempore style where the IT decision makers and influencers to address the session. TechTalks are technology-focused events that provide a marketplace for solution providers and technology decision makers to stay up-to-date in using technology and become better communicators in the workplace.

#### 60 - Seconds Elevator Pitch

This session is dedicated for the CMO's in the organisation, since CMOs are the enablers in setting the goal for the organization. Reason being technology is not only reshaping the business ecosystem, but redefining the very nature of business. We will cover the session in 10 different topics.



For More Information Please visit: <https://varindia.com/2019/sna/index.html>

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# IT IS TIME TO RE-THINK, RE- IMAGINE, RE-EVALUATE, RE- DEFINE BUSINESS STRATEGY

In recent months, there has been a significant increase in ransomware attacks, with Forbes reporting a 350% surge of phishing websites. Attackers have been exploiting the vulnerability of organisations with an increase of employees working remotely. Seems it is increasing on regularly as Work From Home continues due to the pandemic.

Technology is improving the speed and efficiency of delivery as well as relationships with customers. Members around the world embrace technology to restore their engagement with customers and indeed create new market activities using technology. The COVID-19 pandemic highlights the need to not only understand your business model but to adjust it to current circumstances. Overnight, every company has been thrust into a world in which digital channels become the primary, and, in some cases, sole, customer-engagement model. It's time to make bold moves forward with technology. Those digital dreams that have been simmering on the back burner need to be brought forward -- and IT professionals need to step up and lead the way.

The technology sector has had a stronger year than many would have expected at the start of the pandemic. Over the past three quarters, the tech industry as a whole has increased by 5%. Technology has won, the channel has won, distributors have won – it's actually turned into a very good year and many couldn't have predicted that. A number of factors have helped create that result, including higher revenues, but there has also been a focus on spending and costs.

Secondly, the most important thing is information which is needed on how customers' demands and needs have changed and continue to change as lockdown restrictions are lifted. Using this business model framework, you can re-evaluate how to create value in this new business environment. A business model review is a chance to investigate your company's desired outcomes and how to mitigate risks.

Many of us have realised that cybersecurity has become the enabling engine which permits businesses to accelerate their pivot to the cloud. Hence, it is time to re-define the business model. Organisations need to have a good understanding of stakeholder groups that includes customers, suppliers, employees and shareholders.

The coronavirus has created some winners and losers and the channel needs to make sure it is operating in areas that have accelerated through the pandemic. During the first and second quarters, when we were all worried about the future, you cut costs and you have been able to maintain many of those cost cuttings. As a result, your operating margin has gone up and your SG&A [selling, general and administrative expenses] has gone down. However, the channel could have done even better had there not been supply issues around some components and products. The shortage of air freight meant delays crept in and the demand was so strong that there was not the capacity in certain segments, like panels and processors.

It is a profitable year for the players in the PC industry, with Lenovo, HP and Dell in very strong positions. Home working has driven volume



sales of products and that has translated into it being a positive year for the hardware players. A report shows that the demand will remain strong for at least the next 12 months in the PC market.”

Other winning areas of technology included collaboration tools, accessories, remote desktop solutions, home printers and public cloud. Whereas anything to do with an office has been hit hard, with networks, on-premise servers and storage, and printers all being victims of the pandemic. At the same time there were concerns about security, pointing out that the level of spending on remote tools had not been matched with the security needed around that. As a result, there has been a reported increase in the breaches and worrying increases in ransomware attacks. The duration of each phase varies by country, industry and enterprise — and even by business unit, product or service.

It is time to explore newer avenues of doing business that is a composable business which is promised to create an organization made from interchangeable building blocks. It is the business which could naturally accelerate the digital business that you live every day with. It allows us to deliver resilience and agility in the interesting times ahead and to address the location independence of the technology shift to support this new version of business.

The operations from anywhere model will be vital for businesses to emerge successfully from COVID-19. At its core, this operating model allows businesses to be accessed, delivered and enabled anywhere — where customers, employers and business partners operate in physically remote environments.

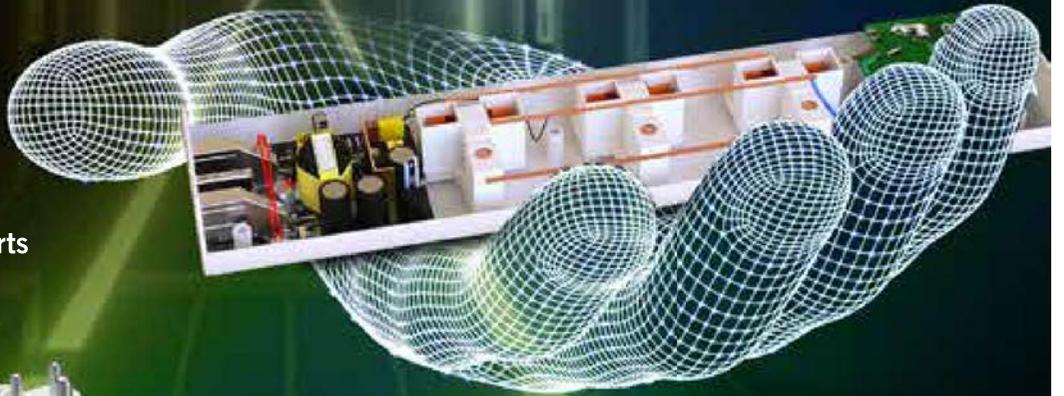
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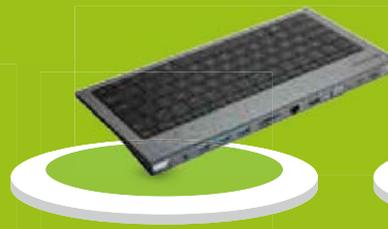
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HAPPINESS COMES HOME  
THIS FESTIVE SEASON

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# BIOGRAPHIES VS NOVELS

I recently read Sam Pitroda's autobiography, *Dreaming Big: My Journey to Connect India*. Sam's name is synonymous with the telecom revolution in the country. While going through his autobiography, I realized that his contributions are grossly understated in the Indian context. Sam's contributions, if I may be allowed to interpret, is across the spectrum of technology and to limit that canvas to telecom is a gross disservice to this man who courted controversies, often politically motivated and still kept his spirits high to work for the country in the 1980s.

I have first met Sam in 1977, when I first started my career in USA as a software engineer at GTE located at Chicago. He was highly respected in the organization, and I was highly impressed with his personality and technical brilliance. I became an instant fan, and followed his career in US with pride.

We have to call spade a spade. I believe Sam would have left the country after a year or two as a frustrated man had he not clicked with his political patron Rajiv Gandhi, who shared along with him a technical mind and a conviction that India could come out of its morass only through a technical revolution and a positive approach to life bereft of political wrangling, allegations and their counter points. I suspect that they had become bosom friends since they shared a common outlook. Sam, as he admits in the book, is the son of a blacksmith born and brought up in measly conditions and had education at most trying circumstances, whereas Rajiv Gandhi was a manor born, who could have everything at his command, being a part of the illustrious and well known family. Their journey together to give India a technical face was more on an account of their shared vision. I reckon that it was a sheer luck that Sam broke the ground to become the most sought out advisor of Rajiv Gandhi.

There are many such autobiographies and biographies that have evinced my keen reading. They included that of President Obama, Mahatma Gandhi, Abdul Kalam and the list goes on. I find it is more stimulating and absorbing than a thriller since you know very well such fictionalized things create an ambience of make believe and the characters are germinated by the author according to his imagination and more accurately by his predilections and conjurors. Whereas biographies take you to the real world and you will not get trespassed into an imaginary world. Here the feelings are real and human and the author will not concoct things. If one does so, he or she is insensitive and the work gets easily discounted.

Coming back to Sam's autobiography, there are many things that take you to the contemporary Indian context. When he explains about the state of telecom sector in India in the 80's, when the industry was a state monopoly, the present generation who plays with gizmos of different hues and configurations would

think whether such age existed in India. Once a central telecom minister famously said in reply to a question raised in Parliament by members who were dissatisfied with the working of the telecom network plagued by line disruptions and non-responsiveness of the telecom operators that they could surrender their connections if they found telephones were not useful. Could the new generation believe that the waiting period for a new connection ranged from one year to five years or even more? To top it, for almost half of the year, the telephone lines remained dead.

Sam's determined effort to transform the Indian telephone network attracted ridicule, cynicism and disdain. Many thought, as he explains in the book, he was an agent of the multinationals and out to make quick bucks by investing his time in revamping Indian telephone system. Otherwise, what is the interest for a man, who claims to be raking millions of dollars in the US through his patents and discoveries to come to India to work for very little pay. There was media barrage against him doubting his integrity. But the protective shield thrown by Rajiv Gandhi insulated him from the machination of his detractors. In the process, he created many edifices that are changing the landscape of India, such as C-DOT, C-DAC, Technology Missions and the like.

When things had started looking up and taking concrete shape, many adverse things had driven the good efforts he had done out of context. Following the Bofors scandal, Rajiv Gandhi had to demit the office. Before the next elections, when Rajiv Gandhi was widely expected to make a comeback, he was assassinated. Not with-standing his close proximity with Rajiv Gandhi, Sam preferred not to demit his office, despite him being rebuked by the then minister of telecommunications, who leveled corruption charges against him and washed the dirty linen in public. Sam says that the target of attack was not himself but his benefactor Rajiv Gandhi and thought any attempt to resign would send wrong signal of the allegations leveled were true. He continued to stomach the abuses and humiliations and continued with his works

When the Congress party came to power under the leadership of Mr. Narasimha Rao, he had his role cut out as the chairman of the technology commissions. But the spate of health issues that followed shook him physically but did not dwindle his spirit to survive and continue with his development works. Once he recuperated and attained a degree of financial stability, he started refocusing on India and that determination continues despite the change of governments.

Once you read through his memoirs, one can easily latch on to the different phases of development that India had undergone in the post-independence times. He explains how India could make the head start in the software



development and how the legendary GE chairman Jack Welch was compelled to place a US\$ 10 million order for Indian software, perhaps, the first order of that magnitude and a trailblazer to the things that would follow in the later years. He explains how the Technology Mission on Education was conceived and how that is incrementally reshaping the education sector in India. The digital advantage of India is not a stand-alone achievement but a grand design to give the country a new development matrix - inclusive growth. Democracy, he is convinced, can grow only in a dispensation which ensures development of all and not a few.

What the nation is thinking now, such as innovation, technology, knowledge driven economy, inclusive growth, digital divide and what have you, I get the impression, that Sam and his benefactors talked about, discussed and debated way back in the 80's, when liberalization was a taboo and privatization was almost close to blasphemy. That is the foresight of the people whom he is talking about. The pertinent question now is despite that lofty thinking and high values that we had seized up long back, why we are still struggling to make development a central theme of our governance? Is it too much of politicization, too much of talk with little action on the ground, adversarial political propaganda, not walking the talk or simple inertia? I do not have an answer for that except a sweeping generalization that it could be a combination of all.

I still have to convince the readers why I like such biographies over novels. My simple answer is that the former has realism, real character, events, real happenings and everything that is to do with real life but a novel to me appears to depict a reel life. I prefer the former over the latter. That may not be the case with you.

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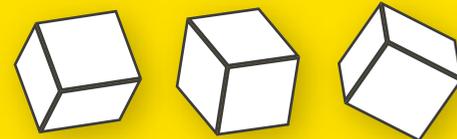
There are many advantages to edge locations, remote and branch offices, and small datacenters processing data onsite. These include reduced latency, low cost, and an easy to manage method of running mission critical applications. To do so effectively however requires a solution that remedies edge pain points.

It is a very dangerous game to run onsite storage with single points of failure, especially if IT support is limited or non-existent. Budget constraints, along with parts and people delays, will impact the time it takes to restore a system after unplanned downtime.

Sites are also often limited by space, which is a problem that will only become more prominent. The world is getting smarter, more data is moving to the edge, and what is considered an edge site is becoming smaller and smaller.

StorMagic and Schneider Electric are revolutionizing the way edge computing environments manage their IT systems. The two organizations have collaborated to launch an all-inclusive solution called "Edge in a Box." This one-of-a-kind offering enables edge sites to process, manage, and store data in minutes, with one of the leanest solutions on the market. Its low cost and compact design makes it ideal for businesses operating at the network edge, or small datacenter locations, where space and resources are often limited.

Edge in a Box combines StorMagic SvSAN software, Schneider Electric's 6U Wall Mount EcoStruxure Micro Data Center, and HPE ProLiant servers into a single, consolidated, hyperconverged architecture. Schneider Electric's self-contained, secure, wall-mountable product is great for organizations with small physical locations - such as retail stores, remote facilities, or branch offices. The joint system is simple and fast to deploy, enables 100% uptime, and can be managed remotely, making it beneficial for businesses that do not have onsite IT staff at every location.



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**STORMAGIC SVSAN SOFTWARE** - SvSAN provides storage virtualization, high availability and a lightweight remote witness that can manage up to 1,000 edge sites. Learn more about how SvSAN works in edge environments, in these StorMagic customer case studies: [Sheetz Inc.](#), [CAE S.p.A.](#), [Eon](#), [Fitesa](#), [Oxford University](#).



IT teams must be able to quickly deliver what the business needs - simplicity, low-cost and 100 percent uptime to ensure confidence that business critical applications are always running. By combining StorMagic SvSAN with APC by Schneider Electric infrastructure and servers from HPE, customers can work with their integration partner of choice to customize, build and deploy 'Edge in a Box' solutions that meet their budget and space requirements.

**BRUCE KORNFELD**  
Chief Marketing and Product Officer, StorMagic



To learn more about Edge in a Box and why it's perfect for edge computing and small datacenter environments, visit the [SvSAN with Schneider Electric page](#) and download the [joint solution brief](#).

# EDGE IN A BOX

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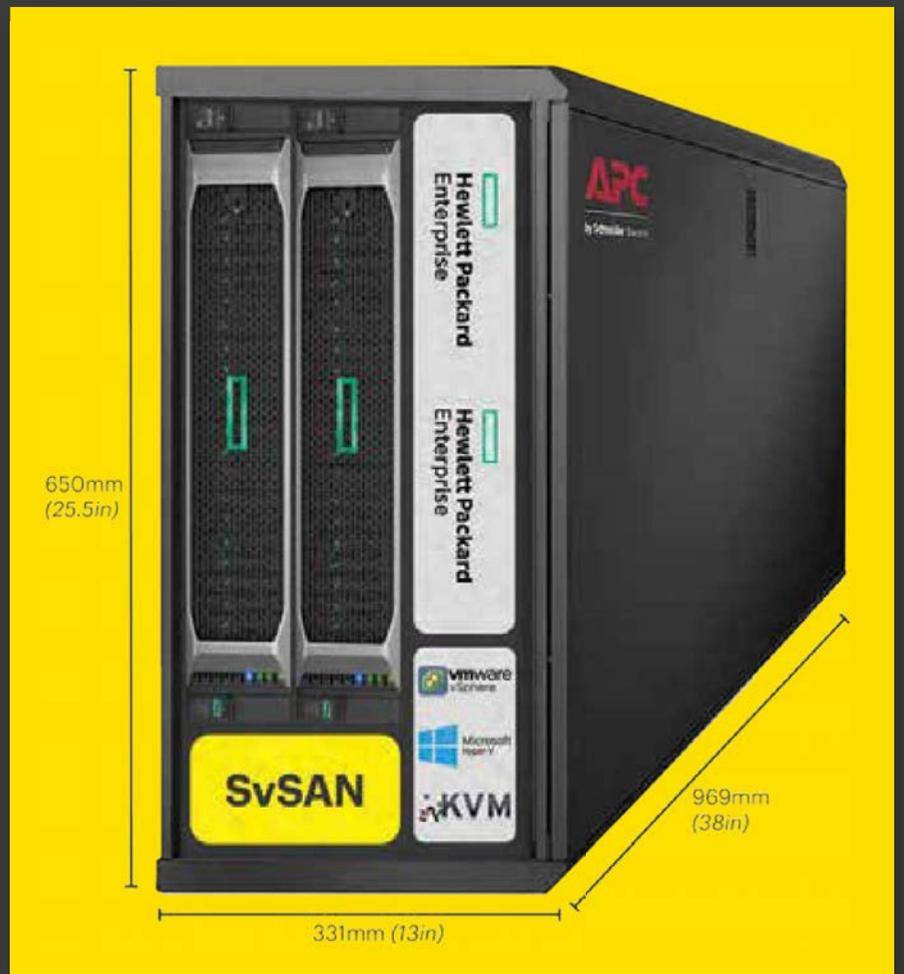


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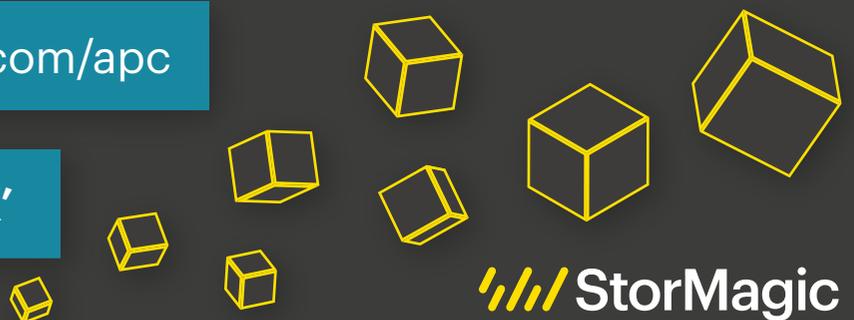
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**“MICRO FOCUS, TOGETHER WITH INDIA'S LEADING TECHNOLOGY AGGREGATOR, IVALUE INFOSOLUTIONS, COMMITS TO DELIVER MODERN CYBERSECURITY IN COLLABORATION WITH CHANNEL PARTNERS.”**

**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 their businesses.

iValue has been delivering over four times market growth for its OEMs consistently over the last 12+ years with its unique go-to-market approach and focused teams. Its strong enterprise customer base, across BFSI and ITeS verticals have helped us grow exponentially.

This collaborative approach has helped win recognition across APAC, owing to iValue’s robust and scalable delivery models for niche, complementing and compelling offering, through customer engagements. Going forward, Micro Focus aims at partnering more deeply for world level recognitions. We remain committed to providing an easier path for our partners to confidently generate predictable revenue, build pipeline and do business.

**What is iValue’s contribution towards Micro Focus’ business growth and customer needs?**

iValue has been a long standing and trusted business partner. They have made an incredible impact in creating a sustainable, high-performance partner ecosystem that has greatly contributed to the growth of Micro Focus business in APAC. Their proactive support and expertise in ensuring a successful partner enablement program has helped Micro Focus and our partners achieve continued success in large and Hybrid IT environments, especially in the Government, BFSI and Enterprise segments.

**Why identity is the foundation of security?**

Identity serves a key purpose in cybersecurity. Businesses, today, have become information banks handling massive quantities of personal and confidential data – their intellectual capital as well as information belonging to their customers and partner vendors. This data is stored, processed, and accessed in a multi-cloud, multi-device environment by different users. Identity provides a means to control how this data is accessed.

By using identity-based security measures, businesses can ensure that each user can access the information they need to accomplish their objectives without exposing the larger enterprise dataset to the risk of unauthorised access, leaks, or breaches. It can also be used to monitor the way different applications, platforms, networks, and users interact with the enterprise network and data – whether on-premise or on-cloud – and ascertain if this behaviour is aligned with their level of permission. This drastically minimises the risk of a security breach while ensuring more robust and seamless operations.

Today’s multi-cloud, multi-device environment is a bonanza for hackers - who have more entry points to choose from and are armed with sophisticated software tools to sniff out vulnerabilities across the internet. On this note, how is Zero Trust Model enabling secured work environment

Today’s world is unimaginably interconnected. The boundaries between personal and professional, digital and physical, have blurred completely. We are using the same devices to access our workspace and manage our private information – and the evolution of the enterprise IT landscape reflects that.



**PRAVEEN PATIL KULKARNI**

**COUNTRY MANAGER – SECURITY RISK & GOVERNANCE AT MICRO FOCUS**

On-premise and cloud-based networks, systems, and processes have merged to give rise to complex hybrid IT architectures. The traditional security perimeter has been completely demolished. A host of new and previously unimaginable vulnerabilities are threatening the integrity and security of enterprise data and systems. Imagine this: hackers can now gain access to large enterprise networks by compromising a single IP-connected device.

The ‘Zero Trust’ model addresses these challenges with a simple premise: no security measure is completely foolproof and no device or application can be taken to be definitively secure. It focuses on ensuring stronger real-time security through a healthy mix of different security measures; these include, amongst others, pattern recognition, context-based behavioural analysis, user/application access control, ad-hoc audits, and multifactor authentication.

As a result, IT managers and security teams have complete visibility of the risk profiles and security health of all the components comprising their enterprise network, whether on-premise or on-cloud. This helps them to identify and address emerging threats and attacks on a proactive basis, as well as to map and plug any potential security vulnerability.

**How can enterprises future proof themselves with Zero trust security?**

The most future-ready aspect of the ‘Zero Trust’ model of cybersecurity is its constant focus on verification. It works with the inherent assumption that vulnerabilities can never be completely eliminated from enterprise IT networks. Whether it is a user, a device, an application, or a line of code, it maps and tracks their behaviour and flags any deviation from its ‘normal’ or expected behaviour. This helps security teams prioritise real threats over false flags and respond more effectively to threats by automating authorisation and access control processes.



# The industry's only fourth-gen cloud management platform is here.

## ExtremeCloud™ IQ

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ExtremeCloud™ IQ is an industry-leading and visionary approach to cloud driven networking, built from the ground up to take full advantage of Extreme's end-to-end networking solutions. ExtremeCloud™ IQ delivers unified, full-stack management of wireless access points, switches, and routers and enables onboarding, configuration, monitoring, troubleshooting, reporting, and more. Using innovative ML and AI technologies, ExtremeCloud™ IQ analyzes and interprets millions of network and user data points, from the network edge to the data center, to power actionable business and IT insights, and deliver new levels of network automation and intelligence

### Why organisations are deploying Extreme's Cloud-Driven Networking Solutions



#### SIMPLICITY

From provisioning to support, ExtremeCloud™ IQ powered by cloud networking data intelligence makes all of your network operations effortless



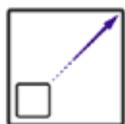
#### SPEED

Continuous innovation and delivery ensures that your network is equipped with the latest technology and solution enhancements



#### SERVICE

With API-accessible data insights and actions, integrate your network with business, partner, and technology provider ecosystems



#### SCALE

Unlimited growth scaling from a single device to millions supported by multiple-tier, multi-tenant network management



#### SECURITY

Protected from the client to the cloud, our platform ensures the highest levels of regulation, compliance, and data privacy



#### SAVINGS

Flexible public and private cloud offerings reduce capital and operational expenditure

Extreme's cloud platform is ISO/IEC 27001 certified by the International Standards Organization (ISO)



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## TeamViewer remote connectivity platform enabling millions of users for secure working in India

**KRUNAL PATEL**

Head of business, India and South Asia - TeamViewer

### BRAND PROJECTIONS 2020

TeamViewer is continually innovating with one mission of connecting anything, anytime, anywhere and anyone. Its solutions are simple, secure and scalable. In the current scenario when companies are exploring solutions for remote working and remote support of employees working from home, TeamViewer with its secure remote connectivity platform enabled various customers in India to support their work from home and remote support requirements.

### TRANSFORMING CUSTOMER JOURNEY

With new packaging and solutions suitable for customers to adapt in the current scenario, TeamViewer is moving forward to support its customers more than ever now. It has been a chosen solution in remote support, remote working, and collaboration requirements.

For instance, a large conglomerate selected TeamViewer after a details evaluation for remote working and the latter enabled around 900 users on work from anywhere in less than one week time with high processor intensive applications like design and engineering

### ACTION PLAN – VIDEO CONFERENCING AND IOT

While Remote support and remote working are primary use cases for TeamViewer application, TeamViewer Blizz and TeamViewer IoT are also new innovative solutions now available in India.

**Blizz (from TeamViewer):** Blizz is a video conferencing software and collaboration solution developed by TeamViewer. With the aim of boosting productivity and simplifying remote teamwork, Blizz is the perfect tool for any-size team collaboration.

**TeamViewer IoT:** TeamViewer Internet of Things enables the user to instantly connect, monitor, and operate machines and devices securely — from anywhere. By getting full visibility into all IoT devices with real-time status alerts and early insights, one can react quickly to mitigate risks and proactively solve issues, before they impact the business.

### SECURITY ROADMAP

Security is one of the most important focus areas for TeamViewer. All TeamViewer versions use full encryption. Encryption is based on 2048bit RSA private/public key exchange and 256 Bit AES session encoding. This uses the same security level as https/SSL and is considered completely safe by today's standards.

As the private key never leaves the client computer, this procedure ensures that interconnected computers—including the TeamViewer routing servers—cannot decipher the data stream. Not even TeamViewer, as the operators of the routing servers, can read the encrypted data traffic.

All TeamViewer servers are housed in state-of-the-art data centers that are compliant with ISO 27001 and leverage multi-redundant carrier connections and redundant power supplies. As an additional security feature, all of its software is signed by VeriSign Code Signing. In this manner, the publisher of the software is always readily identifiable.

TeamViewer is a global organization and it believes that it is important for them that the personal information of its customers and its own people is handled in accordance with GDPR.

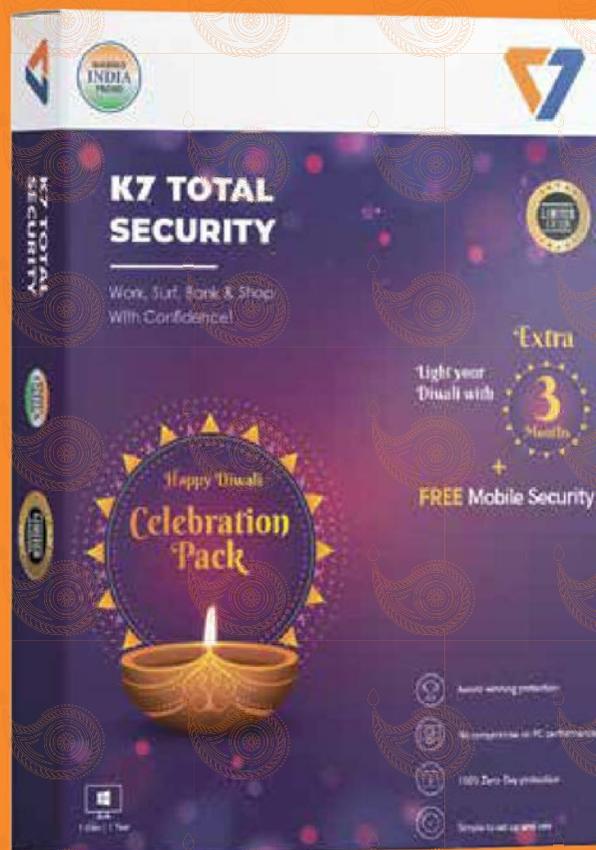
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## Wipro announces to acquire Eximius Design for nearly 586.3 crore

Wipro has announced that it will acquire engineering services company Eximius Design for \$80 million (about ₹ 586.3 crore). In a regulatory filing, Wipro said the purchase consideration is \$80 million.



This acquisition will help Wipro to expand into newer market segments and elevate the customer's journey in next-generation technologies such as connected products, embedded AI and security, it said. Eximius Design has around 1,100 employees and had registered consolidated revenues of \$35.2 million in 2019.

It provides end-to-end solutions and services for building smarter, smaller and faster-connected products for various use cases of IoT, Industry 4.0, Edge Computing, Cloud, 5G and Artificial Intelligence. Their clientele include companies across semiconductors, cloud and hyper-scale infrastructure, consumer electronics and automotive segments.

## Dell Technologies expands partnership with NVIDIA to unleash innovation

Dell Technologies and NVIDIA have built on to their relationship to bring smarter GPU acceleration platforms, as a part of Dell EMC PowerEdge server family. The broad selection of NVIDIA GPUs in the Dell EMC PowerEdge server portfolio will deliver unmatched acceleration to data-driven applications, resulting in generation of better insights and greater innovation.



The power to do more

New NVIDIA BlueField-2 DPUs help in offloading tasks from the CPU:

With emerging workloads presenting new challenges on the computational and processing capabilities, IT leaders have developed new approaches to intelligently off-load key tasks

to auxiliary computing resources. The new NVIDIA BlueField-2 Data Processing Unit (DPU), combines the advanced capabilities of the ConnectX-6 Dx ASIC network adapter with an array of Arm processors and a high-speed memory controller, which enables enhanced and flexible software programmability. It offloads some network and storage tasks from the server CPU, addressing performance, networking efficiency, with cyber-security.

## NEC Technologies India is Renamed as NEC Corporation India

NEC Technologies has rebranded to NEC Corporation India, effective 21 September 2020, and said in a statement, has the plans and strong commitment to expand its portfolio of solutions and services offered in the India as well as the global market.

It further said it plans to establish a new Centre of Excellence (COE) for the transportation business in India and will use its expertise in supporting various Bus Rapid Transit (BRT) projects in the country.

Aalok Kumar, President & CEO, NEC Corporation India said, the year 2020 marks an important year in the execution of our future business strategy to drive global growth trajectory for the NEC Group. We are promoting an 'India Go Big' initiative by leveraging our solution

development and delivery capability from India to aid global business growth. He further said, we are promoting an 'India Go Big' initiative by leveraging our solution development and delivery capability from India to aid global business growth. The name change is a result of a rebranding effort designed to mirror the focused approach and our commitment to the Indian market."



## NTT to invest \$2 bn in India data centre business

NTT's Global Data Center division announced the launch of a new data centre in Mumbai, expanding its capacity in the country by 30%. The Mumbai 7 Data Center has 375,000 square feet of co-location space and will offer 5,000 racks and over 30 MW of load capacity. It would invest about 2 billion dollars over the next four years to expand its data centre business in India.

With the data consumption has gone up in the country and more datacenter companies are adopting the cloud-based approach as well. Additionally, local regulations which insist on data localisation require such facilities. Competition in the space has increased manifold with huge investment commitments being done by names such as Adani Group and Hiranandani Group.

"We will invest USD 2 billion in India for building data centres over the next four years," the company's chief executive for India Sharad Sanghi told PTI. Sanghi further said a part of the commitment will be invested in building solar and wind power generating facilities because the company is committed to have its own captive power generation capabilities from renewable power at the same level as the consumption requirement in five years.

## Lucid Technologies Advances Future of Work with Citrix

Lucid Technologies has begun working with Citrix Systems, to enable a remote-first strategy that would allow it to respond to business disruptions and empower its global teams to work from anywhere without missing a beat. So, when COVID-19 struck, it was prepared.

Jeff Vincent, Chief Executive Officer, Lucid Technologies, says. "We never envisioned that a pandemic would cripple business the way it did in early 2020. We were fortunate to have a remote-first workplace solution that had business continuity baked right in."

### The Space to Succeed

When Lucid Technologies set on the path to remote work, its goals were clear: minimize the impact of potential disruptions to its business by enabling its staff to work outside the office and give them the space they need to succeed by empowering them to work from any device, at any time, over any network, anywhere.

## Oracle announces availability of Cloud Observability and Management Platform

Oracle announced the Cloud Observability and Management Platform, bringing together a comprehensive set of management, diagnostic, and analytics services that help customers eliminate the complexity, risk, and cost associated with today's fragmented approach for managing multicloud and on-premises environments. The Oracle Cloud Observability and



Management Platform is available in Oracle Cloud Infrastructure (OCI) and is the industry's most complete solution, consisting of a suite of services that provide a unified view across the entire software stack. It enables easy diagnostics of cloud-native and traditional technologies deployed in the cloud or on-premises. With built-in machine learning, it automatically detects anomalies and enables quick remediation in near-real time. The platform has adopted an open, standards-based approach that is vendor-agnostic, supporting ecosystem interoperability out-of-the-box with Slack, Grafana, Twilio, PagerDuty and others. Early customers include Integra LifeSciences, Lone Star College, Kingold, and Green, along with implementation partners such as Wipro, Capgemini, and Mythics.

## Canalys report shows PC market shipments grew a stellar 13% in Q3 2020 to break 10-year record

The recently released Canalys data shows that the global PC market climbed 12.7% from a year ago to reach 79.2 million units in Q3 2020 as it continued to benefit hugely from the COVID-19 crisis. This is the highest growth the market has seen in the past 10 years. After a weak Q1, the recovery in Q2 continued into Q3 this year, and it even grew on top of a strong market the previous year. Global notebook shipments touched 64 million units (almost as much as the record high of Q4 2011 when notebook shipments were 64.6 million) as demand continued to surge due to second waves of COVID-19 in many countries and companies continued to invest in longer-term transitions to remote working. Shipments of notebooks and mobile workstations grew 28.3% year-on-year. This contrasted with desktop and desktop workstations, which saw shipments shrink by 26.0%.

Lenovo regained top spot in the PC market in Q3 with growth of 11.4% and shipments surpassed the 19 million mark. HP posted a similarly impressive growth of 11.9% to secure second place with 18.7 million units shipped. Dell, in third, suffered a small decline of 0.5% in shipments from a year ago. Apple and Acer rounded out the top five rankings, posting stellar growth of 13.2% and 15.0% respectively.

## Veeam takes over Kasten

Veeam Software announced it has acquired Kasten, the market leader for Kubernetes Backup and Disaster Recovery, in a cash and stock transaction valued at \$150M. With this new acquisition, Veeam will integrate Kasten into its market-leading Cloud Data Management platform for modern data protection and radically simplify data management for enterprises.

As applications using microservice-based architectures have quickly gained traction in the enterprise, this shift has established a new segment of application development methodology known as DevOps. Containers are a critical component of this DevOps-led infrastructure and application modernization, and Kubernetes has emerged as the dominant container orchestration platform – creating a significant opportunity for a single data protection platform that includes virtual, physical, cloud and Kubernetes environments. Veeam recognizes the strategic importance of this environment, the increasing importance of providing modern data management that is deeply integrated into Kubernetes, and the growth of DevOps to improve quality, increase scalability, and accelerate application delivery while reducing daily management. With the Kasten K10 Data Management Platform, Veeam will now be able to offer enterprise operations teams an easy-to-use, scalable, and secure system for Kubernetes Backup and application mobility with unparalleled operational simplicity.

## IceWarp draws up strategies for businesses to be future ready

Post COVID-19, businesses are taking a drastic shift now. While every industry is expected to change while adapting to the New Normal, in this transformation the IT sector is going to play a very significant role. There is a striking difference in the way things used to happen before the pandemic and post-pandemic. The same has further changed the way we are working; partially from home and partially by teams sitting in offices. This has made working challenging in terms of technology, hardware, and skills of people to make the best use of those technologies. Therefore, instead of waiting and watching what others are doing, it is always better to take a stance and formulate a new roadmap for the future.

IceWarp hosted a webinar discussing Post Covid Scenario of Business World. Team collaboration is one of the core focus areas for productivity to be in place, however, the operations designed with efficient team-working tools and technologies that enable the same may or may not be up to the mark. The webinar witnessed the presence of an eminent panel of experts from across the industry; they provided their insights, interpretations and innovations on the New Normal.

## Tech Mahindra extends strategic alliance with BMC Software

Tech Mahindra has expanded its strategic alliance with BMC Software to enable digital transformation for global enterprises. The multi-tiered partnership will focus on increasing agility and reducing time to market by leveraging AIOps (Artificial Intelligence for IT Operations) and analytics.

Tech Mahindra is a part of BMC Software's Global Outsourcers and Systems Integrators (GOSI) Program that focuses on mutual business growth, vertical solution offerings, joint marketing, skill enhancement and a dedicated BMC Software Center of Excellence (COE). As part of the partnership, Tech Mahindra and BMC Software will jointly work towards driving global opportunities in areas including sales, marketing, presales, technical support, trainings, and certifications amongst others. The collaboration will enable clients leverage cutting-edge services with BMC Software toolsets, powered by Tech Mahindra Infrastructure services. Tech Mahindra and BMC Software aims to reinvent business operations through best-in-class solution offerings for next-generation service and operations management, multi-cloud management, and automation to streamline business applications, enhance business delivery, and reduce risk.

## Microsoft joins forces with Red Hat to enable hybrid cloud computing in India

Underlining a mutual commitment to enable true hybrid cloud computing in India, Microsoft and Red Hat announced the general availability of Azure Red Hat OpenShift in the country. Jointly managed with Red Hat, Azure Red Hat OpenShift brings an enterprise-grade Kubernetes solution built on Red Hat Enterprise Linux - the enterprise Linux platform - to Microsoft's public cloud, Microsoft Azure.

Neeraj Bhatia, Senior Director, Sales, Red Hat India and SAARC said, "Red Hat and Microsoft have been working together extensively in bringing forth services and co-developed products to customers across the world. Azure Red Hat OpenShift will lean on the strengths of both the parties, enabling customers to expand container innovation, deploy mission-critical apps with greater confidence and more easily manage and orchestrate cloud-native workloads across a hybrid cloud environment.

## Inflow Technology enhances its Cyber Security Portfolio with Tenable

Inflow Technologies announced that it has entered into an agreement with Tenable, the Cyber Exposure company, to be a distributor of the company's Cyber Exposure solutions.

The Tenable Cyber Exposure platform is the industry's first solution to holistically assess, manage and measure cyber risk across the modern attack surface. The platform enables organizations to have the breadth of visibility into cyber risk across IT, Cloud, IoT and OT environments and the depth of analytics to measure and communicate cyber risk in business terms to make better strategic decisions.

As the leader in vulnerability management, Tenable offers customers market-defining solutions that are transforming how cybersecurity is managed and measured based on visibility and insight.

"We're honored to add the Tenable suite of solutions to our security portfolio. This is a fundamental step in helping our clients improve their cyber hygiene and reduce cyber risk. Together with our dedicated in-house specialists, we are able to provide the resources and technical support to our channel partners to help their end customers in the market," said Rajesh Kumar, Vice President Business Unit, Inflow Technologies.



## IBM enhances Cloud Pak for Security to manage threats Across tools, teams & clouds

IBM Security announced new and upcoming capabilities for Cloud Pak for Security, including a first of its kind data security solution that allows companies to detect, respond to and protect against threats to their most sensitive data across hybrid cloud environments. Designed to unify previously disconnected security technologies, IBM has expanded Cloud Pak for Security to include new data sources, integrations, and services that



allow security operations teams to manage the full threat lifecycle from a single console.

With these upcoming capabilities, Cloud Pak for Security will include access to six threat intelligence feeds, 25 pre-built connections to IBM and

third-party data sources, and 165 case management integrations – which are connected through advanced AI to prioritize threats, and automation playbooks to streamline response actions for security teams.

Sudeep Das, Technical Leader, IBM Security Systems, IBM India/South Asia said – "As cloud and remote work have dispersed the traditional IT perimeter, security response teams need deeper insights across hybrid cloud environments – including user, identity, and data-level security."

## F5 brings AI-powered Solution to block fraud missed by Technologies

F5 has introduced Shape AI Fraud Engine (SAFE), a new SaaS solution that eliminates fraudulent online transactions that get past existing fraud tools. Leveraging Shape's industry leading expertise, SAFE utilizes a battle-tested AI engine to evaluate each online transaction across a variety of telemetry, environmental, and behavioural signals to accurately understand user intent and block human fraudsters—before the fraud occurs.



Legacy fraud tools rely on weak data signals and static rules to try to catch increasingly clever fraudsters. Often, these tools can't clearly determine if the user's intent is good or bad, and resort to putting additional burden on good users to prove their legitimacy through hurdles like

multi-factor authentication (MFA) challenges. The result: bad experiences for good users, as well as financial losses and frustration when fraudsters get by ineffective defences.

## Axis Communications rolls out back-to-work surveillance solutions to bolster operations

The pandemic has brought about significant organizational changes which are boosting up security measures as part of the return-to-work policy. To address this gap, Axis Communications launched a slew of innovative and intelligent solutions for the India market. As enterprises are gradually resuming offices and employees are getting back to work, they are leveraging unique solutions to ensure that social distancing norms are maintained in the office premises and manufacturing sites.



This has created a huge demand for surveillance tools in the PPOG (petroleum, oil & gas) sector, manufacturing unit, educational institutes, airports and railways, retail, care homes, healthcare, hotels and city surveillance sectors. The network camera market in India is already expected to grow from 225 million to 605 million USD by 2023 at CAGR of 26.6% according to IHS 2019 India Report. The report furthermore states that the total video surveillance market is expected to grow from 588 million to 1159 million USD 2019-2023 at CAGR 18.3%.

## ECS debuts Ultra Slim Mini PC with Solid Power - LIVA One H410

Elitegroup Computer Systems (ECS) is pleased to announce a desktop performance mini PC – LIVA One H410. It is designed perfectly for business applications, again its small size and excellent power efficiency benefit edge AI computing, smart signage, retail intelligence, healthcare, terminals, and gateways.

Users can outfit LIVA One H410 with anything from the latest Intel Gen 10th Core i9 ten-core CPUs processor with M.2 SSD interface up to 64GB memory and 7 USB ports for all user's needs to transform data. It supports dual displays through HDMI and DisplayPort to experience the stunning 4K visions. In addition, with the combination of 4K, the latest generation of wireless 802.11ax and Bluetooth 5.1, LIVA One H410 is also ideal for home entertainment.



## Automation Anywhere brings in smart assistant for enterprises to ease internal tasks

To ease the internal task of enterprises, Automation Anywhere has built a smart digital assistant as part of its robotic process automation (RPA) offering.

Names as Automation Anywhere Robotic Interface or AARI, it provides an easy-to-use, bot-to-human interface that oversees various business processes. It empowers all users to simplify everyday tasks, improve collaboration between teams, and provide best-in-class customer service – either on-premises or in the cloud.

"This technology democratizes robotic process automation so that anyone in an organization can participate in the automation process, moving humanity closer to the full promise of a digital workforce where enabled by bots, we can achieve more than it was ever possible before," said Mihir Shukla, CEO and co-founder, Automation Anywhere.

## Microsoft India brings public preview of Power Automate Desktop solution based on RPA

Microsoft India has announced the public preview of its Power Automate Desktop, a new desktop-based Robotic Process Automate (RPA) solution that expands low-code automation capabilities for organizations. Part of Microsoft Power Automate service, this solution enables coders and non-coders alike to automate processes and tasks across desktop and web applications with minimal effort from a single intelligent platform. From simple data transfers to complex business workflows, the solution helps businesses automate repetitive, manual tasks and focus on higher-value work to achieve more.

Power Automate Desktop's intuitive design environment allows non-coders to automate processes quickly without writing a single line of code. It also provides complete control and flexibility for advanced users, programmers and developers in a scalable and secure environment. It further democratizes the RPA capabilities within Power Automate by providing a desktop automation option for citizen developers and business users.

## ESET rolls out remote workforce solutions for SMBs

ESET launched its Remote Workforce Offer bundle to address the cybersecurity challenges small and medium-sized businesses (SMBs) face with remote working. Designed for companies with between five to 250 staff, the new bundle combines various security solutions that aim to help SMBs protect their on-premise and off-premise devices as well as file server from ransomware, zero-day attacks and other complex threats.



“With remote working becoming the new normal for employees, it is now more crucial than ever for businesses to maintain visibility and manage the security of devices that are outside of the physical office environment, so their data and IT infrastructure can stay protected from cyberthreats,” said Parvinder Walia, President of Asia Pacific & Japan (APJ), ESET. “We have put together this bundle

to provide businesses with improved endpoint and file server protection that is remotely manageable from a cloud-based console, as well as to offer savings up to 50 percent compared to purchasing individual products, in order to help businesses build cybersecurity resilience during these challenging times.”

## Zoom brings in External Authentication feature for a secure classrooms

Zoom Video Communications has released an external authentication feature that can benefit schools using Zoom for remote and hybrid classrooms.

Single Sign-On (SSO) allows users to log in one time, under one set of credentials, to get access to all the applications, data, and services they need. Zoom already has an SSO option to make it easy for faculty and staff to securely access their Zoom account. That experience is now extended to the classroom for students, who don't need a Zoom account but benefit from a more unified access experience.

With Zoom's external authentication, school IT administrators can now set up their Zoom account so students are required to authenticate against their school identity system or SSO provider before joining a meeting. Students are properly identified within the meeting using the name from your identity provider (IDP), and only authenticated students are allowed into the session, which provides a host of advantages.

## HCL Technologies rolls out 1PLMCloud for enterprises to accelerate Digital Transformation

HCL Technologies (HCL) launched the 1PLMCloud solution that helps manufacturing companies transform their computer-aided design (CAD) and product lifecycle management (PLM) infrastructure into an on-demand, scalable and agile environment to drive the business innovation needed for the new normal.

Traditionally, manufacturing organizations have been cautious with cloud migration of CAD and PLM applications due to concerns over performance, data security, reliability and compliance. However, this has changed with product engineering teams getting severely disrupted during the global pandemic and remote working becoming an accepted practice.

To assist companies around the world, HCL has combined its decades of engineering system experience and strong partnerships with software, graphics technology and cloud infrastructure providers to create 1PLMCloud, which helps manufacturing enterprises navigate their CAD and PLM cloud journey.



## Commvault brings in Metallic Cloud Storage Service

Commvault has announced the availability of Metallic Cloud Storage Service, a fully integrated cloud storage target for Commvault Backup and Recovery software and HyperScale X appliance. Metallic Cloud Storage Service brings together technology from Commvault and Microsoft Azure for security and scale, with a single pane of glass management through the Commvault Command Center.

Manoj Nair, General Manager Commvault, says, “The need to leverage the cloud is only accelerating, and having simple, direct access to cloud storage as a primary or secondary backup target allows us to facilitate our customers' journeys to the cloud while also providing a critical step in ransomware readiness with an air-gapped cloud copy. The introduction of Metallic Cloud Storage Service built on Microsoft Azure, within Commvault Complete software and HyperScale X can transform the way companies adopt cloud storage with significant ease, while reducing risks, controlling costs, and providing data management and protection in-and-out of the cloud, all through one interface.”

## 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 WGA 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. The on-board USB reader port allows users to play multimedia content from an external dongle. Measuring only 4X4 inches, the projector is ultra-portable and can be easily placed in a purse, backpack or back pocket, making it perfect for entertainment on the go.

## Nutanix brings in Era 2.0 Data Management Platform for hybrid and multi-cloud environments

Nutanix announced the release of the first cloud agnostic multi-database management solution. Era 2.0 extends the Nutanix database management solution across clouds and clusters to simplify operations, with increased scale and reduced costs for IT and database teams. Additionally, Nutanix announced expanded support for Postgres and SAP HANA as well as a joint solution, powered by Era 2.0, with HCL, a leading global technology company.

“As India's enterprises increasingly adopt hybrid and multicloud environments, they need effective database management with the right degree of automation, to achieve great application performance from a business perspective. Our customers have seen multiple benefits with our database management solution Nutanix Era. For example, a customer in the banking sector saw time-to-market for new services drop from 2-4 days to 4-6 hours. Now, with the launch of Nutanix Era 2.0, the industry's first cloud-agnostic database management solution, we aim to help companies further streamline and simplify their cloud operations, effectively unlocking the true promise of hybrid and multicloud” said Balakrishnan Anantharaman, VP and MD-Sales, India and SAARC, Nutanix.

## Vodafone Idea partners with IBM to enhance customer experience

IBM and Vodafone Idea (VIL) announced that IBM Services has been selected to help the leading telecom operator embrace open source at scale across the enterprise by implementing the Big Data Platform on open source Hadoop framework. As VIL's strategic technology partner, IBM is leading the end-to-end implementation and management of the Big Data Platform.



Sharing his views Sandip Patel, Managing Director, IBM India/South Asia said, "VIL is at the forefront of adopting open technologies helping shape the telecom landscape in India. The modernized and future-ready data platform is helping VIL get daily actionable insights to make strategic and operational level decisions effectively. IBM and VIL team worked together in challenging times

of COVID-19 lockdown to seamlessly execute a complex and enterprise-wide deployment remotely. We are excited to be part of VIL's Digital Transformation powered by Data. The engagement will help VIL further lay the foundations for accelerating its hybrid cloud journey."

## Nokia unveils self-optimizing mesh Wi-Fi 6 solution for CSPs

Nokia has launched a new portfolio of Wi-Fi 6 solutions with higher throughput, lower latency and better performance for flawless Wi-Fi connectivity. Nokia Wi-Fi 6 solutions offer a unique combination of local intelligence in the home network and cloud-based intelligence across Wi-Fi access points to ensure optimal performance for every customer.

Nokia's new Wi-Fi 6 devices include fiber gateways, 5G Fixed Wireless Access (FWA) gateways and mesh Wi-Fi beacons, all enabled with self-optimizing Wi-Fi. Nokia WiFi Mesh Middleware is embedded in the device operating system, which automatically and autonomously solves any issues with Wi-Fi performance, including interference and congestion. This real-time Wi-Fi optimization ensures the best channels and bands are selected to provide the fastest and most reliable connection for every user and every device. All devices are EasyMesh-certified and include value-add features, such as intelligent channel selection and wireless link metrics.

Wi-Fi 6 delivers 40% higher throughput, lower latency and simply connects more users and more devices. In addition, Wi-Fi 6 uses many of the same technologies as 5G, making it ideal for 5G mobile data offload.

## Mobile data to drive mobile services revenue in Asia-Pacific at 4.9% CAGR through 2025, forecasts GlobalData

The total mobile services revenue in the Asia-Pacific (APAC) region will increase from US\$307.4bn in 2020 to US\$390.9bn in 2025 at a compounded annual growth rate (CAGR) of 4.9%, supported by steady growth in mobile subscriptions and increase in aggregate mobile services average revenue per user (ARPU), according to GlobalData, a leading data and analytics company.

GlobalData's telecom insider report Mobile Broadband Trends in Asia-Pacific predicts that India will witness the fastest growth (CAGR of 9.1%) in terms of mobile service revenue over 2020-2025, primarily supported by an increase in adoption of 4G mobile. India will be followed by Australia with a revenue CAGR of 8.2% over the forecast period, where operators are aggressively investing in 5G.

Aasif Iqbal, Telecom Analyst at GlobalData, says: "Mobile data services segment represents the largest revenue contributor to the overall mobile services market in Asia-Pacific. Mobile data ARPU will grow from US\$3.49 in 2020 to US\$4.44 by 2025, supported by an increase in the adoption of higher ARPU 4G and 5G mobile service plans offered by operators."

## BSNL and TCIL selects Hughes India to link 5,000 Gram Panchayats to internet under BharatNet

Hughes Communications India announced its selection by Bharat Broadband Nigam Limited (BBNL) and Telecommunications Consultants India (TCIL) to provide high-speed satellite connectivity to 5,000 remote gram panchayats. Hughes India will enable Internet service for each gram panchayat using capacity from ISRO's GSAT-19 and GSAT-11 satellites with the Hughes JUPITER System, the de facto standard for satellite broadband implementations, in use on more than 40 satellites worldwide. The awards are part of the government's flagship BharatNet Programme to provide broadband connectivity to all 250,000 gram panchayats throughout India.

Commenting on the development, Sarvesh Singh, CMD, BBNL, said, "BharatNet is the backbone of Digital India, being created to achieve the objectives of Hon' Prime Minister's Digital India Mission. The BharatNet network being created by BBNL, is to provide affordable high-speed broadband access to rural citizens and institutions of all the Gram Panchayats of the country We are very happy to be partnering with TCIL and Hughes to leverage satellite broadband to connect gram panchayats that are remote or located in difficult terrain."



## Ericsson to aid Airtel in its 4G network expansion

Bharti Airtel has extended its contract for 4G network expansion with Ericsson for the eight telecom circles in the country. This move will help the company to get ready for the deployment of 5G technology in the next few years.

Under this multi-year contract, Ericsson will supply and deploy 5G-ready radio and transport solutions to the telco. The latest extension follows the recent announcement of a renewed pan-India managed services contract between the two sides in July.

Both the companies did not reveal the financial details of the contract. Airtel has recently signed a similar contract with Nokia for nine circles which was valued at around \$1 billion. Nokia will deploy around 300,000 radio units for Bharti Airtel by 2022 to significantly expand its 4G network.

## DIGISOL rolls out DG-WM500-I1 Wave2 Enterprise Wireless Access Point

DIGISOL Systems unveils DG-WM500-I1, a high performance and cost effective Nex-Gen Enterprise Wi-Fi Access Point. The newly introduced Access Point supports both 802.11ac Wave2 and 802.11n standard with Gigabit Ethernet upstream connectivity which offers upto 1.167Gbps throughput. Its versatile functionality makes it an ideal solution for enterprises, campus Wi-Fi network access, hospitality industry, digital class room, and commercial Wi-Fi.

The newly launched DG-WM500-I1 is based on 802.11ac wave2 standard and operates in a 2.4 GHz or 5 GHz band by providing an access bandwidth up to 1167 Mbps. The device comes with MU-MIMO technology which improves system performance and simultaneously transmits data to multiple Wi-Fi clients unlike the legacy technology. With improved system capacity, 802.11 wave2 AP is expected to have better client connectivity therefore deliver better Wi-Fi user experience. DG-WM500-I1 is designed to use internal antenna, provide 1 Gigabit Ethernet port with PoE (Power over Ethernet); or can be power by DC 48v power adaptor. This device supports both FIT/FAT Mode, and can be managed and monitored using a DIGISOL Enterprise Wireless Access Controllers-DG-WU6028C and DG-WU2028E.



## Cloudera Introduces Analytic Experiences for Cloudera Data Platform

Cloudera, the enterprise data cloud company, today announced new and upcoming enterprise data cloud services on Cloudera Data Platform (CDP): CDP Data Engineering; CDP Operational Database; and CDP Data Visualization. The new services are analytic experiences designed specifically for data specialists and, unlike general purpose services that require add-ons for critical capabilities like workflow automation, job prioritization, and performance tuning, include these key capabilities to help data engineers, data analysts, and data scientists work smarter and faster. CDP enterprise data cloud services are purpose-built to enable data specialists to confidently navigate the storm of exponential data growth and siloed data analytics operating across multiple public and private clouds.

Every business is facing a perfect storm of radical change, supercharged by the impact of a global pandemic. Everything from face-to-face meetings to buying groceries has gone digital almost overnight. As a result, organizations are generating more data than ever, at every point of business. There are more digital transactions to track and monitor. Every engagement with coworkers, customers, and partners is virtual. With this deluge of data flooding every enterprise, Cloudera believes this onslaught offers an opportunity to make better business decisions, faster. The Cloudera Data Platform can leverage virtually unlimited quantities and varieties of data, from any point in the data lifecycle, to power better decision making.

Data lifecycle integration is what enables data engineers, data analysts and data scientists to work on the same data securely and efficiently, no matter where that data may reside or where the analytics run. CDP not only helps to improve individual data specialist productivity, it also helps data teams work better.

## RP tech India partners with Cambium Networks

RP tech India is pleased to announce a distribution agreement with Cambium Networks. Headquartered in Rolling Meadows, Illinois, United States, Cambium Networks is a global provider of wireless networking solutions. RP tech India will ensure seamless availability of the broad portfolio of networking solutions of Cambium Networks through its robust distribution network spread across pan India.

With the addition of Cambium Networks, RP tech India has further strengthened its networking portfolio. RP tech India will offer Cambium Networks' multi-gigabit wireless fabric of solutions to system integrators and solution providers catering to the SMB and Enterprise verticals. The company will focus on the brand visibility in metros and upcountry markets through its extensive network of 50 branches, 50 service centers, direct reach in 750+ cities/towns and an ecosystem of 9000+ retail customers.



Announcing the partnership, Rajesh Goenka, Director, Sales & Marketing, RP tech India, said, "We are pleased to join hands with leading global networking and connectivity company Cambium Networks. With our wide reach, technical and sales expertise and deep insights into the networking market, we are confident to help them grow their business in India."

Highlighting the company's go-to-market strategy for Cambium Networks product portfolio, Goenka said that RP tech India would provide value-added

support to Cambium's marketing activities through its dedicated network spread across pan India.

## Dassault Systemes to organize 'Drone-a-thon: Propelling Sustainability'

Dassault Systèmes is hosting a virtual hackathon, Drone-a-thon: Propelling Sustainability, aimed at inspiring students, startups, budding entrepreneurs and industrial companies to drive UAV and drone innovations powered by the 3DEXPERIENCE platform. The hackathon comprises a 10 days Design-Simulate-Experience challenge, in collaboration with 3DEXPERIENCE Lab. It is a technical camp for innovators, under guidance from designers, simulation, visualization



and subject matter experts of Dassault Systemes. This challenge is to create UAV prototypes that are suitable for sectors like Agriculture, Infrastructure, Healthcare, Defense & Logistics sectors.

Interested teams can apply for this challenge by submitting their ideas between 19th October to 31st October, 2020 at <https://discover.3ds.com/drone-a-thon-propelling-sustainability>.

The Top 10 selected teams will be eligible for the 'Drone-a-thon : Propelling Sustainability' Challenge, from 9th November to 20th November, 2020 and Dassault Systemes experts will work with them on their designs using the 3DEXPERIENCE platform.. This will be followed by selection of the Top 3 teams who will get an opportunity to present their design in Dassault Systemes' 3DEXPERIENCE Conference 2020 India on 25th November, 2020.

## Citrix Summit Series: A Three-Part Series to Unlock Innovation

Citrix introduces a three-part digital summit series where the company will be announcing the latest Citrix and partner innovations that will help customers create the flexible work model they need to unlock the full potential of their workforce. One of the key learnings from the pandemic has been that the businesses that are the most agile are the ones that succeed. Keeping this in mind, the global summit series will cover experts from around the globe, engaging panel discussions, demos, and customer showcases.

The attendees will also be able to access important resources about how to not only keep business moving but to be ready for anything. Some of the key speakers at the summit include David Henshall - President and CEO at Citrix, Kirsten Kliphouse - President, North America at Google Cloud, Satya Nadella - CEO at Microsoft, and Prakash Kota - CIO at Autodesk, among others.



### CITRIX CLOUD SUMMIT

Moving to the cloud is as much about the journey as it is about the destination. The Citrix Cloud Summit – first of the three-part summit, will showcase innovations to simplify and accelerate the hybrid, multi-cloud migration so that one can be better prepared for the next unplanned event. The sessions will help in understanding how you can become more agile by rapidly and reliably migrating to the cloud of your choice, automating your hybrid, multi-cloud workloads, and optimizing performance. The attendees would also be able to get an exclusive peek into the migration tools that can accelerate the move to cloud. The Citrix Cloud Summit will take place digitally on 08th October 2020.

# COMPETITION IS ON WHO WILL BE THE LEADER IN WFH IMPLEMENTATION

The information technology industry and the development of the information services sectors have fundamentally changed the world economy, creating a new, more demanding consumer markets. To survive in this competitive market, the enterprises must be linked globally with a clear emphasis on digital transformation. Work from home is a growing trend in today's work environment, in which employees can easily plug-in from just anywhere they are. A work from home policy is nothing but an agreement between the employer and the employees who prefer to have the work from home privileges. The new age IT leaders are shifting their focus from a conventional viewpoint to contemporary organizational frameworks and systems that have a positive impact on the new technological era.

While some companies have a regular option of remote working, others take it up during emergencies. Coronavirus has sparked a revolution in the work from home scenario. As the terror of Covid-19 continues to spread, many employers have already considered the work from home set up quite seriously, to avoid reduced productivity. Top companies like Google and Microsoft have arranged for enhanced teleconferencing tools to make work from home more comfortable than ever, since their software has penetrated well during these days and they have all the contents stored in their platforms. It would be difficult for certain Institutions to switch over instantly, with a fear of losing the data. Modern collaboration tools make it easier than ever for teams to work together, allowing them to meet and collaborate in ways that best suit them.

Although remote and flexible working is unquestionably on the rise, these new working practices certainly don't reduce the need for collaboration in the workplace. Indeed, the rise of mobile technology has perhaps made it much easier for teams to work together from remote locations instead.

Lets understand from the Technology experts in the industry on their best practices to make their infrastructure strong.

## BSE: A FRONTRUNNER IN TECHNOLOGY ADOPTION

### KEY PRIORITIES OF 2020

BSE has already implemented some of the most talked about newer technologies, such as Artificial Intelligence, Machine Learning, Automation etc. Our focus for the year 2020-21, is to extend these technologies into more service oriented domains that will help in meeting the compliance requirements, enhancing the end user experience, improve the business processes and turnaround time for our customers through automation.

We also plan to make our services more flexible by on boarding these services in form of mobile applications, mainly in the area of compliance, customer engagement, and enhanced trading interfaces. Together, we have also started introducing micro services in our important business applications. As regards the security, we are pro-actively and continuously upgrading our cyber security infrastructure to meet the never ending challenges of cyber threats. To name one such major activity that we recently performed during the ongoing lockdown period was replacement of our core enterprise firewall, with all teams working remotely from home.

### CYBER SECURITY

BSE has been identified as the most critical infrastructure by the National Critical Information Infrastructure Protection Centre. Today, BSE is the custodian of information of more than 5500 listed companies and an equally enormous amount of trading and related data it is holding since inception. At no point of time this can be compromised. For this, three years back, BSE procured a total of 27 niche information security technologies, including all advanced technologies like deception technology, NTAPT, forensics, user behaviour analysis, predictive analysis, cognitive tools, Machine Learning tools, SIEM, etc.

### ACHIEVING DIGITALIZATION

On the technology front, BSE has implemented many innovative solutions as a leader in the industry and companies are inspired to follow our model. BSE's StarMf platform is just one such example, which has revolutionised the mutual fund distribution business in India. We have shared our implementation in the BigData domain and how effectively the use of different technologies has been extended in our business and compliance requirements. We are also creating our own solutions developed by our in-house IT team, which will be offered as a service. Another example of our engagement in this area is offering Cyber Security expertise to our Trading members as a service viz. Member SOC. In this model, BSE will invest in the infrastructure and technology and this will be available as a service on subscription basis to trading members to analyse their security posture and guide them.



**KERSI TAVADIA**  
CIO  
BSE

"We at BSE, have almost digitalised all our processes by providing a web-based interface for our customers such as submitting documents in form of eKYC, engaged with third parties for digital payments, submission of compliance documents, companies can submit their announcements, financial results, etc. online and same is immediately disseminated on our website."

## WHY THE BFSI SEGMENT NEEDS TO BEEF UP ITS CYBER SECURITY INFRASTRUCTURE

The Indian BFSI segment has been one of the fastest growing segments in the country, fuelled by fast paced technology adoptions and supportive government policies. The Industrial 4.0 revolution, that integrates smart technology tools with day to day business operations, leveraging AI, ML, and cloud computing etc., making essential functions accessible at the touch of a smart screen, have evolved rapidly. These innovations, integrated with a massive rise in fintech, are helping create a cashless economy for India. As per a report by RedSeer Consulting, India's Digital Payments Market was valued at INR 2,162 trillion in 2019-20 and is expected to grow three fold, to reach INR 7,092 Trillion by 2025. Further, the current 160 million unique mobile payment users are set to multiply 5 times, to reach 800 million, by 2025.

However, with the increased digitisation, the rise in cases of cyber security breaches, have exposed several vulnerabilities. The security breach at the State Bank of India in 2019, for example, exposed the bank account numbers and bank balance information for its 422 million customers. Similar attacks of varying scales have also taken place across various public and private banks in the country, in the past few years. Globally, the BFSI Sector has been witnessing a rise in cyber-attacks where skilled hackers are able to carry out well planned breaches, heists, invasions, data thefts, malware and phishing attacks, etc., resulting in major financial loss and distress. As per a report by the Reserve Bank of India (RBI), around 60,000 cyber frauds took place in the banking sector alone, including the Scheduled Commercial Banks (SCB), during the fiscal year of 2018-19, and resulted in a loss of INR 67, 432 Cr. for the last fiscal. According to a report by CISO, in 2018, the Indian BFSI segment clocked an average B+ OSINT Security score, and was ranked 50 in Security maturity and 42 in breach readiness. Some vital platforms which are most vulnerable and need a cyber-security assessment and action, include:

**Solutions by Fintech Start-ups:** Over the past few years, a number of technology start-ups

specialising in financial segment have emerged, disrupting the way we make purchases. From app based wallets and Aadhaar/ UPI linked instant transactions to single window e-commerce apps, fintech start-ups need to be mindful of the threats and invest in creating a robust data security framework for the apps. This is generally ignored as these may be bootstrapped start-ups and generally avoid hefty investment needed for a more than basic digitally secure ecosystem. This needs to be addressed by collaboration with cyber security firms that provide customised and value driven services, as against the big budget packages.

**ATM Security:** These have been very common and involve a combination of physical breach – where fingerprints and card details are stolen by imprinting the contact point of the machine, and software breaches. As per a report by Positive Technologies, up to 69% of all ATM's are vulnerable to cyber-attacks. Interestingly, ATM attacks have been getting complex and more sophisticated since the first ATM Malware attack of 2018, and it is expected to continue being a looming threat. ATM security assessment, an important exercise, is a recommended mode of addressing these vulnerabilities.

**Mobile Apps and Integration:** As per a report by Avaya India, 26% of Indian customers regularly avail digital banking services through the bank website and mobile app. With the increased use age of smartphones and the consumer friendly mobile app version for one tap transactions, mobile and digital banking is set to further enhance the vulnerability of the platform. Banks need to pay special attention to these platforms when it comes to cybersecurity.

**Social Engineering:** Data has become the new currency now and financial data is even more valuable. While innovative and complicated cybercrimes are on a rise, especially for newer platforms, the age old methods of phishing, network scanning, viral code, website defacements and intrusion and the conventional



**SANDEEP KAMBLE**  
Founder and CTO  
SecureLayer7

malware also continue to grow, mostly unchecked. These require a consistent effort to monitor using advanced detection technology processes to ensure there are no major or minor compromises.

While all of the above are important steps to be taken by BFSI players, including banks, service providers, fintech players and their technical support staff, a significant aspect of secure transactions is also consumer awareness. With automated messaging alerting consumers to not share their OTP or CVV numbers over a call or to use secure servers when making financial transactions, most banks, and financial institutes are taking basic steps towards educating their customers. However, a strategic, technology expert led awareness campaign can play a significant role in educating masses about effective and secure use of digital platforms for financial transactions, which is the need of the hour as an increasing number of people are now operating from home, through barely secure servers.

### “AT THIS TIME, LIKE LOCKDOWN SECURITY OF DATA AT ANY COST IS A MUST”

#### KEY PRIORITIES OF 2020

We will plan after the pandemic, how to restart the plant and complete mergers.

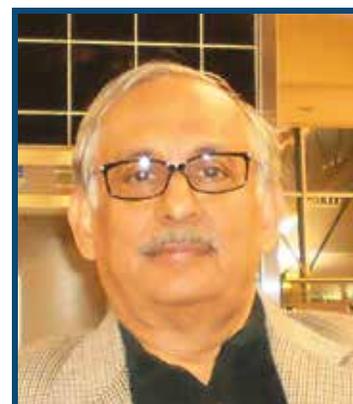
#### COMBINING BREAKTHROUGH & FUSION APPROACH

It is an ongoing concern. At present the problem is getting back customers.

#### CYBER SECURITY

How can you ensure security when everything is so open? Security will become a big issue due to rogue nations. We are thinking of going back to manual for outward communication. There will be delays but that has to be built in the system. At this time, like lockdown security of data at any cost is a must.

“2020 will be known for survival. Many customers will close down.”



**ALOKE CHAKRAVARTY**  
Vice Chancellor  
Techno Global University

## CYBER CRISIS MANAGEMENT PLAN: A NECESSITY

Cyber security incident is a crisis scenario that every organization is vulnerable to. It is almost impossible to protect the business 100% from cyberattacks, but we can create an effective incident response plan that instructs our IT team on how to respond to an attack. Effective crisis management is not the same as cyber incident response. A computer incident could refer to such as malware infection, Application/network disruption involved limited information disclosure and can be handled by incident response plan. Just an information may be provided to CIO/CISO for such incident. Cyber crisis refers to more serious incident that has potential to cause significant financial loss or brand reputation damage and company's top management CEO, COO, CFO, CIO, CISO must be involved.

IT (Information Technology) systems are vulnerable to a different type of threats from a variety of sources such as natural disasters, human error, and hacker attacks. The disruptions due to these threats can be from short-time power outage, hard disk drive failure to severe like equipment destruction, fire, online database hacked. Crisis management planning include those steps to recover IT services from an emergency or system disruption.

Crisis Management Plan and BCP/DR are interrelated but distinct. DR details of procedures and steps to recover from a disaster.

**Business Continuity Plan = Crisis Management Plan + DR Plan**  
**Cyber Crisis lifecycle: Pre-Crisis, Crisis phase and Post Crisis.**

### Pre-Crisis Phase:

**Crisis Detection:** Detection information may come from external sources, such as – customer complaint, regulator complaint, and any other third party; and also from internal sources like helpdesk team and the team engaged for “Security Incident Management Procedure”.

Pre-Crisis Phase includes--- 24\*7 monitoring, identifying and creating a crisis team – a group of people working across the business who will be responsible for the strategy and for seeing it through. Appointing expert media trained spokesperson to be interviewed. Identifying employees, shareholders, stakeholders, the public, partners and the media.

Communication templates for breach notifications should be ready, for example for GDPR.

Templates of statements for customers, business partners, media and external agencies should be prepared;

For Banking sector, RBI Guidelines should be followed.

Crisis phase: Management must be prepared to communicate, as needed, across all media, including social media, in ways that assure stakeholders that the organization's response is equal to the situation, through the right channels and via the crisis team – before rumor, incorrect information or negative reactions start to propagate. Being silent is not a good step and people/stakeholder may think as something wrong/hidden thing and organization brand reputation can be damaged.

Need to know whether there was any failure on the part of the organization, either due to a lack of control in its systems, processes, policies or technology. As per situation demand, apology/ accepting some responsibility is not a wrong step. Recovery strategy with brief details can be explained. Govt or Law & order maintaining department should be informed as per the severity of crisis and as per company's guidelines.

Need to determine the affected stakeholders and if any data is exposed than need to determine, what data has been exposed, and impact of this. If personally identifiable information (PII) was involved, steps have to follow as per data privacy legal rule. Communication templates for breach notifications should be used as required by applicable privacy laws, for example GDPR

### Post-Crisis:

During this phase, companies will take the opportunity to look back and reflect. They do the deep analysis and investigation, RCA (Root cause Analysis) to know the root cause, which helps them to change their policy/procedure, Preventive action for the next crisis. It's a lesson learning also for the company. Lesson learnt database must be created.

Post-crisis, organization should be in touch with the media and different stakeholders to rebuild the relationship and trust. If you've handled the crisis well, there should be latent trust and credibility that you can build on.



**ANIL RANJAN**  
 Sr. Practice Lead & Sr. Solution Architect, Inspirisys Solutions

### CHALLENGES FOR CYBER CRISIS MANAGEMENT PLAN:

1. Company's top management lacks understanding of their role & responsibility in case of Cyber Crisis.
2. Communication plan, trained media Spokesperson is not defined.
3. No guidelines when to communicate to Law & Order govt department,
4. Cyber Crisis Management plan never exercised/tested.
5. Templates of statements for customers, business partners, media and external agencies not prepared.
6. Either there is no insurance coverage for cyber crisis or it's T&C not clearly defined.

### MOST VULNERABLE INDUSTRY FOR CYBER ATTACK IN INDIA:

- Banking & Financial
- Power industry
- Manufacturing Industry
- Healthcare

## PINE LABS MAKING DIGITAL PAYMENTS EASIER AND SAFER

### SECURITY & POS TERMINALS

Traditionally the POS terminals have been there, but our POS terminals are very special in the sense that they are highly secure and undergo a lot of security. There are a lot of security standards which they have to follow like PCI compliance and PCA PTS etc.

The POS terminals are literally not open. So what we tried to do was that we created a wrapper on top of the secure OS so that the changes on those terminals will become easier. So if there are a lot of security aspects, then changes are also required to be done and at a lesser frequency because they have to undergo multiple rounds of testing and that is beyond the functional testing, security testing is also required. So we have developed this wrapper platform, what it does is that be it any other terminal you create a wrapper on top of it and you can push the application. For the proprietary payment terminals we have our own application store. Typically you download some applications from Android Play Store and Apple App Store. Similarly, on these terminals we try to write an application store from where you can put the payment application from our central application store for these terminals.

Now there is a culture of open API. So all the payment API's are exposed and you can build any interesting third party app, with Android based POS applications coming up at one side maintaining security, creating our own ecosystem of payment apps, open the platform for everybody to be able to create the app and at the time of payment they just invoke a simple API call to us and they can write a lot of use cases.

Our application store has more than 50 apps cutting across segments, merchant category codes and we have a developer community.

### ENCOURAGING DIGITAL INDIA INITIATIVE

Digital India is like, if you talk about movement from cash to card, cash to UPI or wallets. The cash transaction is moving to either online or terminals. We are launching our contactless card acceptance on our Soft POS wherein you can have any Android device which is NFC (Near Field Communication) enabled, our application can be downloaded from the Play Store with the KYC done which is also digitized. So first is digital KYC, then on boarding the merchant instantly, then merchants can start transacting instantly. So whatever was happening on cash or the merchants who did not have the card acceptance machine suddenly all of them can join this. So any phone having NFC can download the ePOS app, it is going to be launched soon. Suddenly our coverage increased and these things definitely add to the Digital India initiative. Now there are transactions like offline which do not require connectivity, we are also supporting the networks. So let's say you go out and buy something, you just tap your card on a terminal or phone, the other transaction time which is usually is expected around five to 10 seconds, in other cases up to 30 seconds, it comes down to a second or so.

### GROWTH FACTORS

Our POS device, commercial over the shelf device use our online system rail and then we have for all ecommerce players and they have an element of home delivery wherein our app gets used.



**SANJEEV KUMAR**  
CTO  
Pine Labs

So if you have the home delivery part, then how to get our app gets used for the purpose of the delivery. All the manufacturers sell or update their product through stores, their online stores are driven by our e-commerce payment gateway offering.

### GTM STRATEGY

Our machines are not simply machines, they are the enablers. We have apps into it and our back end system integrates with multiple acquiring banks, issuing banks, wallet players, UPI players, manufacturers for our signature product called Plutus Smart.

Our simple focus is to keep building new products, get the products that our merchant needs and we should be a partner to all merchant commerce. We are focused on solving problems for our merchants, customers, keep strengthening this app ecosystem and applications on the machines, bringing new things.

## CYBERSECURITY POST COVID-19: ENSURING SAFE RETURN TO WORK

The COVID-19 pandemic has created many challenges for businesses across the globe. At first, it was employees working from home and the cyber risks arising from the same. But now as we adapt to the 'new normal', many people are looking to make the transition back to office and there are new set of challenges to ensure safe return to work. The relaxation of stay-at-home orders and work restrictions are going to result in additional cybersecurity concerns which arise from the rapid reintegration of remote workers.

As there was a sudden switch to remote working style, there is an increased reliance on personal devices (such as personal computers, USB drives and other peripheral devices) for office related work. If any of these personal devices are compromised due to lack of security measures, then they can pose a serious threat to an organization's infrastructure as soon as they are connected to the internal network.

The new work-from-home world has poked countless holes in security perimeters. In the new normal, organizations and especially CISOs need to remain vigilant to various forms of risks and vulnerabilities that may appear once employees start returning to workplace. Some office-bound reflexes may have relaxed while working from home which can provide an opportunity to hackers to breach into the organization's network.

Thus, while the health of your employees must be the top priority while planning the return to work, you must also give due importance to the cybersecurity aspect to safeguard the organization's systems and data.



**NEELESH KRIPALANI**  
Sr. VP & Head - Center of  
Excellence, Clover Infotech

## ANAND AND ANAND PLANS TO IMPLEMENT AND ENHANCE CAPABILITY ON SECURITY APPROACH

### KEY PRIORITIES OF 2020

In our organizations, the digital workplace toolkit is broadly defined in eight categories to sustain the ways in which you communicate, collaborate, connect, and deliver day-to-day services. Too often, organizations implement these tools in silos without the benefit of a holistic digital workplace strategy.

Over the time we have developed our own capabilities for the design and deployment of future-ready IT systems that can flex as needed for innovation. Learn to use them to quickly reorient our operations while retaining the quality of user experience that our clients and members expect.

For example, our lawyers and members can reconfigure our client's engagement systems as the market changes. Your CRM system can lead teams to think more creatively about identifying and approaching customers.

Analysis shows emerging technology poses major new security challenges. But most C-suite executives are underestimating the risk—an oversight that could have profound effects on both innovation and growth potential.

We have organized the IT operating model in this way which offers many benefits. They include enhanced business-IT alignment, the ability to deliver faster innovation and greater value, more effective investments, and a simplified vendor landscape.

We plan to implement and enhance our capability on security approach for future-ready with our detailed technology analysis on:

**ARTIFICIAL INTELLIGENCE** — AI presents a completely new attack surface, including expanded approaches for machine learning models.

**5G** — 5G features such as virtualization, hyper-accurate location tracking and increased volume and speed of the network are escalating security challenges.

**QUANTUM** — This new computing paradigm presents numerous threats to organizations and data. Discover ways to safeguard against novel attack vectors, secure “trans pilers” and prepare now for post-Quantum cryptography.

**EXTENDED REALITY** — A variety of XR modalities present related vulnerabilities, especially when XR content is transferred over the cloud and AI recognition capabilities are on the cloud-as-a-service.

### COMBINING BREAKTHROUGH & FUSION APPROACH

In a world where the old maxim “one technology-one industry” no longer applies, a singular breakthrough strategy is inadequate; Legal firms/companies need to include both the breakthrough and fusion approaches in their technology strategies.

First, the market drives the R&D agenda, not the other way around. If the customer wants a cheaper, smaller, and more reliable numerical controller for a machine tool, then that is the starting point for setting up R&D projects—not what the technologist has produced in the lab. Developing such a market-driven approach begins with demand articulation.

Second, companies need intelligence-gathering capabilities to keep tabs on technology developments both inside and outside the industry. Good surveillance goes beyond formal efforts, such as monitoring patent applications around the world. All employees, from senior managers to frontline workers, should be part of the collection and dissemination process as active receivers.

Third, technology fusion grows out of long-term R&D ties with a variety of companies across many different industries. Investment in research consortia, joint ventures, and partnerships goes beyond tokenism. Even though the risk of participation in many of these R&D ventures is high, the risk of nonparticipation is often much higher. Therefore, management must accept that it cannot evaluate each research investment on a short-term financial basis.

As enterprise becomes more and more data-driven, the need for quality data for law firm becomes essential. To this end, the race is on to enrich, remediate, and deduplicate enterprise data. Existing approaches rely either on human judgments about individual data points or on hard-and-fast rules that apply to entire data sets; in developing a new Data Labeling Workbench, we look forward to create a lightweight tool to significantly enhance and accelerate these data augmentation efforts. The Labeling Workbench uses AI techniques to provide a means for human experts to convey their knowledge in an efficient way and iteratively refine the resulting augmentations.

Fusion will play an increasingly important role in product development efforts in the future as more and more companies integrate it into their overall technology strategies.

### CYBER SECURITY

One of the most immediate changes caused by COVID-19 for attorneys is the unprecedented number of attorneys working remotely. Outside law firms have, almost overnight, mobilized a remote work force throughout the country (and globally as well) of attorneys and support staff. Collaboration tools, like web-based videoconferencing platforms, have become key elements of many attorneys' work processes. The integration of these tools is unlikely to go away, even as attorneys return to the physical workspace.

Further, many courts have embraced technology in unprecedented ways. Judicial hearings via videoconference or teleconference are now commonplace, and judges are becoming increasingly comfortable with using technology to conduct court business and ensure that cases are moving



**SUBROTO PANDA**  
Chief Information Officer,  
Information Technology Group,  
Anand and Anand

forward. In the alternative dispute resolution arena, many mediators, arbitrators, and neutrals have wholeheartedly embraced technology and conducted mediations and hearings through videoconferencing tech.

Moreover, the practical effect of the economic downturn has meant that legal consumers are interested in identifying ways to lower legal cost. As a means to deliver value and drive efficiencies, lawyers and law firms should strongly consider remaining nimble and open to tools already available (and rapidly developing) that automate certain legal services, such as responding to complaints and discovery as well as automation of document review and other services traditionally performed by attorneys. When scaled, these tools can drastically reduce the cost of services provided by outside counsel and drive significant cost savings to clients.

The changes caused to the legal profession by the coronavirus pandemic are unlikely to be short term.

The sudden embrace of new technology has led to cybersecurity risks for law firms and employees working remotely. As organizations we should embrace cybersecurity and data privacy best practices to avoid data breaches and any compromise of internal or client data. For example, law firms must ensure that data is encrypted and that access to encrypted data is tightly controlled. Contracts with tech vendors should be closely reviewed to confirm that they contain terms with sufficient data protection protocols. With respect to videoconferencing, simple steps can minimize the risk of intrusion (or conference bombing), like separately sending conference meeting identification numbers and passwords or turning on participant identification features. Further, virtual private network (VPN) use is advisable if possible; a VPN provides a direct connection to an organization's normal computer applications as if an employee were directly connected to the organization's computer network. Moreover, reminders to personnel of phishing risks and firm policies regarding malware are important and should be refreshed regularly during a remote work environment.

# “DIGITAL TRANSFORMATION HAS A HOLISTIC IMPACT ON THE BUSINESS”

## KEY PRIORITIES OF 2020

While the cloud, cyber security and analytics will always be important, in 2020 we are looking into the bigger picture at ways to better integrate technology and enable greater success -

- 1: Understanding the business as a whole
- 2: Technology enabling communication and collaboration
- 3: Better and more consistent training
- 4: Implementing AI

## COMBINING BREAKTHROUGH & FUSION APPROACH

Digital transformation has a holistic impact on the business. It impacts almost every aspect of the operations, including people, their skills, work capacities and culture. Additionally, it also involves the processes that include tasks, methods, approaches and workflows. The one thing it doesn't change is the core values. Rather, it is about creating a well-connected workplace culture and attaining digital transformation tools that support the strategy and goals. The outcome of having digital transformation is to define strategic route, risk craving and budget, rate of change, agility, and technology enablement.

## CYBER SECURITY

Cyber security is important because it encompasses everything that pertains to protecting our sensitive data, personally identifiable information (PII), protected health information (PHI), personal information, intellectual property, data, and governmental and industry information systems from theft and damage attempted by criminals and adversaries.

Cyber threats can come from any level of organization. Staff should be educated about simple social engineering scams like phishing and more sophisticated cyber security attacks like ransomware (think WannaCry) or other malware designed to steal intellectual property or personal data.

Cybersecurity's importance is on the rise. Fundamentally, our society is more technologically reliant than ever before and there is no sign that this trend will slow. Personal data that could result in identity theft is now posted to the public on our social media accounts. Sensitive information like social security



**SUNIL GUBRANI**  
Head - IT,  
RAL Group

numbers, credit card information and bank account details are now stored in cloud storage services like Dropbox or Google Drive.

The fact of the matter is whether an individual, small business or large multinational, one relies on computer systems every day. Pair this with the rise in cloud services, poor cloud service security, smartphones and the Internet of Things (IoT) and we have a myriad of cyber security threats that did not exist a few decades ago. We need to understand the difference between cyber security and information security, even though the skillsets are becoming more similar.

**"Over the last few years, most discussions about the next year's Digital Transformation trends had begun to feel a bit repetitive: Cloud, Edge Compute, the IoT, AR. It always seemed like the same chairs being rearranged around the same old room. 2020 will be a departure from that. While the same core technologies that dominated these discussions will continue to be foundational to our collective digital transformation journey, 2020 will be defined by a fresh new class of technologies ready to graduate to the sidelines to center stage."**

## “COMPANIES SHOULD TAKE A POSITIVE APPROACH ON TECHNOLOGY TRENDS AND ALSO MAKE THINGS ACCORDINGLY KEEPING COMPLIANCE IN MIND”

## KEY PRIORITIES OF 2020

We are already in the process of implementing new security tools and also started VAPT on our apps on a regular basis.

## COMBINING BREAKTHROUGH & FUSION APPROACH

Companies should take a positive approach on technology trends and also make things accordingly keeping compliance in mind.



**DEEPAK KALAMBKAR**  
AVP Infrastructure  
SAFEXPAY

**"We will be launching our app in the market and for this we are in a process of doing the compliance checking for the same."**

## RELAXO FOOTWEARS PLANNING TO TAKE THE SECURITY POSTURE TO THE NEXT LEVEL

## KEY PRIORITIES OF 2020

We have plans to improve the security posture of the organization from current level to next level.

## CYBER SECURITY

We have plans to spread awareness of cyber security in the organisation.



**AJAY TYAGI**  
DY. GM-IT,  
Relaxo Footwears

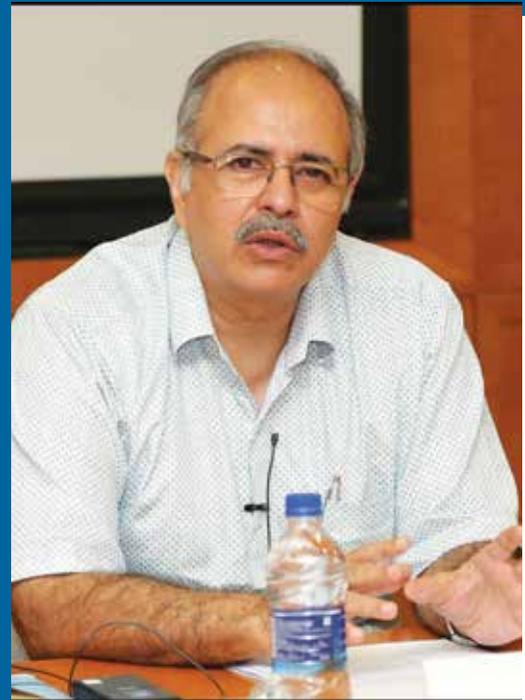
**"We have plans to focus on digital transformation in the current year."**

## “ACCELERATING BUSINESS TRANSFORMATION MEANS ACCELERATING CHANGE MANAGEMENT STRATEGY”

These days we are observing that businesses are undergoing a transformation at a rapid pace. The definition of accelerating business transformation varies among organizations. Dr. Sanjay Bahl, CISM, CIPP/IT, CERT-In has vividly elaborated the meaning of accelerating business transformation. Dr. Bahl is also an adjunct faculty with IIT Delhi. He has been providing consultancy in the area of governance, risk, compliance, security, privacy, forensics, investigation and fraud management to some national level projects in India. Prior to CERT-In, he was the Chief Security Officer (CSO) for Microsoft Corporation (India). Prior to joining Microsoft, he has also worked with Tata Consultancy Services (TCS) as the Global CSO.

In his words, “Accelerating business transformation means accelerating change management strategy, which you can define as accelerating any shift or realignment or fundamental change in business operations. Why is this acceleration required now, so that the business can survive and thrive in an environment which is throwing up new innovation driven opportunities as it responds to shifting market demands, while navigating the evolving regulatory complexities. This survival of the business is now dependent on maintaining trust in these services that it provides.”

**DR. SANJAY BAHL**  
Director General, CERT-In



### THE AAJA ENVIRONMENT

At present we are living in a volatile environment which Dr. Bahl mentioned as AAJA. Further elaborating on this he said, “We are living in an AAJA environment. It is Asthira or volatile. It is Anishchita or uncertain - lack of clarity about the present and the future. It is Jatilta or complexity - the multiple factors which are impacting key decisions. It is Ashpashitta or ambiguity - lack of clarity about the meaning of events. So, why is it now that we require this acceleration of business transformation because now we are living in this AAJA world and this is an extraordinarily challenging time, where this pandemic has given rise to a contact free economy which is accelerating digital business transformation and it is changing our society, government and industry. So, businesses are now taking informed data driven decisions and making choices which have the potential to shape our economy, politics, Digital India, culture and society. We need to decide what kind of society, government and industry we wish to create rather than trying to foresee the kind of society, government or industry that will be created. So what would be the building blocks for digital transformation? It requires connectivity without it obviously there is no digital transformation. Once you have connectivity, the tools etc. then you should know how to effectively use them. For that you require skills. Once you have these, you need some policies to address the security and privacy issues in the digital transformation and also you need governance and strategy coordination.”

### UNDERSTANDING THE THREAT LANDSCAPE

Understanding the threat landscape is very important without which it is difficult for organizations to provide necessary security capabilities. Discussing it Dr. Bahl said, “As a business leader, you need to understand the threats which your organization will be facing including your people when they are working from home during these times. You have to provide clear guidance and encourage communication from them, so that they ensure that the policies are clear and easy to use when they are working from home and they know whom to contact if there is any issue or suspicious activities they notice. You have to provide the right security capabilities in the sense that whatever machines or digital devices that you have given to

the employees, they are managed from a corporate perspective and you have the necessary tools on these digital devices, so that the people are not impacted when there is something malicious happening.

As I said that, you have to understand the threats and what is the threat landscape at present? What we see is that there are nation state actors who are involved in espionage operations and also financially motivated crime and frauds. There is targeted ransomware which is available as a service, destructive malware, remote login, credential stealing memory executable ports - attacks which are increasing, also on the increase is the distributed denial of service attacks frequency. With the entry of IoT or Internet of Things, the attacks have also increased. Also, there is an observation on traffic, the internet traffic being hijacked. On the crime side, the ecosystem is demonstrating extreme flexibility in terms of the tactics, techniques, procedures they use and are able to change their course mid campaign to achieve their objectives.”

### SECURITY GOVERNANCE

Talking about security governance he highlighted, “There is obviously a challenge in terms of trust in the digital devices and connectivity. To address it in a holistic manner, you need to look at the governance. When you look at governance, I am specifically talking about security governance because security is a quality aspect. So security governance has a direct impact on the security service quality and also on the organization's performance. The services that you have to provide should be resilient, you are seeing what happens if the services are down or for a few days, if you are not able to get connected and not able to do your business activities, you have to face huge losses. Your policies should be in place for security and privacy. Whatever software you are developing will have to follow a secure software development lifecycle. You also have to look at the operational aspects in terms of the security and safety operations center that you have depending on the size of the organization. You should be able to integrate all your different devices from a security perspective, including all the supply chains so that you have complete visibility as to what is happening and what is the threat that is emerging and from where. Once you get all these then you will be able to provide value added services which will improve organizational performance and also provide a better user experience.”

## ZERO TRUST ARCHITECTURE & CYBER-PANDEMIC

The Zero Trust Architecture is a new approach to security, discussing on this he said, "There is a trust deficit in technology based systems which has increased during the COVID time. So there is a new approach known as a zero trust architecture. This architecture is a security concept fixed on the principle that organizations need to proactively control all interactions between people, data and information systems to reduce security risks to acceptable levels by creating discrete granular access rules for specific applications and services within a network.

Basically, cyber-attacks erode customer trust. The cost of the cyber-attacks has increased 52% and the primary goal of it is service disruption and infrastructure destruction. It is mentioned in various reports that Ransomware attacks will occur in every 14 seconds and create a loss of \$11 and a half billion. These cyber-attacks are becoming more frequent and impactful because they are impacting the digital infrastructure and that is why they need to be robust and resilient, otherwise this foundation itself will be shaken. It is impacting digital confidence because confidence is comprised of transparency, trust and security. Finally, it is impacting the digital economy because with fractured technology or infrastructure, the economic growth will not be sustainable. So what will happen if there is a cyber-pandemic? If it has a similar characteristics of the Coronavirus, then during the cyber pandemic it will spread faster and much further than any biological virus. This has been mentioned by the World Economic Forum. The reproductive rate of COVID-19 is somewhere between two to three when there is no social distancing and this number reflects how fast the virus can spread. If we contrast this with a cyber-pandemic then it is estimated that the reproductive rate of the cyber-attack is 27 and above. You have seen what damage two or three has created by this biological virus and what will happen when there is a cyber-pandemic which impacts 27 and above. The economic impact of this widespread digital shutdown will be of the same magnitude or maybe greater. In a single day, without the internet the cost to the world will be \$50 billion. So if you have a 21 day cyber lockdown that will cost over \$1 trillion. The recovery from this widespread destruction of digital systems will be extremely challenging. So, just imagine replacing five percent of the world's connected devices which may have been impacted by a malicious software etc., will require about 71 million new devices. And how do you get these new devices? Suppose the manufacturing and logistics systems are also impacted, is there a mechanism to manufacture and produce so many new devices on an urgent basis and then whatever has survived can you at breakneck speed patch and reinstall whatever has been impacted? These are nightmares that we are sitting on."

## BUILDING TRUSTED BUSINESS INFRASTRUCTURE

Building a trusted business infrastructure is important and Dr Bahl explained how to build it, he said, "So how do you finally look at building a trusted business infrastructure? I will say there are six basic things - five pillars and a foundation. One is having a trusted supply chain. You need to make sure that you implemented a trusted value chain framework where you are in a position to do security testing of the framework, equipment and software which is coming in through certification labs, to carry out risk analysis to understand how much is the risk, whether you are willing to accept that risk, are you willing to outsource that risk or mitigate it. That will define who will be the trusted supply chain partners and how you are going to interact with them. You have to look at a trusted architecture where you identify and adopt standards. The zero trust architecture which you will have to probably look at, also the managed service providers as part of your trusted supply chain and a trusted architecture because now they are going to be sitting inside the business architecture. So, how secure are their infrastructure, processes and the people, you have to start addressing those issues.

Next will be robust and resilient infrastructure in terms of network monitoring, detection of attacks and outbreaks etc., information exchange or any attacks and security issues or anomalies because no one is in a position to do everything on their own, you will have to start looking at partners."

## CERT-IN INITIATIVES

Dr. Bahl talked about various initiatives of CERT-In. He said, "From the Indian Computer Emergency Response Team or CERT-In we have put in place various projects which are helping a variety of organizations and sectors such as the Cyber Swachhta Kendra, which is providing service on a daily basis like which are the devices that have malware, which are the vulnerable services that are to be looked at by your organization.

We have the National Cyber Coordination Center which is in a position to look at situational awareness and give advanced notices as what is happening, what you may want to do and what steps you may want to take. We are providing Cyber Threat Intelligence using the S TIX and TAXII format so that there is no manual intervention. As soon as we understand what is the threat, we are providing the indicators of compromised, the details that can be ingested by our SIEM's etc. directly, so that there is no manual intervention and there is no scope of error and the devices are then appropriately secured and this is almost in real time.

Security by design is the next pillar, where you are looking at compliance and adequacy of security controls. We have empaneled auditors in place - more than 90 of them today. We have put in place the Cyber Crisis Management Plan. So when there is a crisis, what needs to be done, who needs to be informed and how you need to carry out what activities, there is an

incident response so that you let us know that this is the sort of incident that has happened and we will provide you guidance. This is a 24/7 operation. You will have to participate in various drills that we perform and or exercises which helps you understand what your security posture is, where you need improvements, how good your people are, how good your processes are, how good your tools are.

The fifth pillar is capacity building because there is a huge gap in terms of what skill set available with people and what is the skill set that is required. One way is obviously the skill set which is required for securing all this infrastructure and devices. So, that is the technical skill, but you also have to make sure that you build capacity across the organization by letting them know what they have to do in terms of security and how they need to make sure that they are not falling victims to simple things like phishing etc.

So, there are mechanisms of carrying out these awareness sessions. One is you can do it yourself, there are various other entities doing awareness sessions, then also for the technical people, there are formal courses, which are available and certifications and the foundation for all this is the ecosystem which needs to be in place where we need to look at the academia which can come up with certain research and development aspects which can help and feed into this whole system. We need to look at the privacy impacts, we need to create more auditors."

## GRIEVANCE AND REDRESSAL SYSTEM

Talking about the necessity of grievance and redressal system, he concluded saying, "Obviously, when you are providing services, there might be grievances. So, you need to have a grievance and redressal system because now you have gone digital. So, you have to start addressing the grievance redressal systems for privacy. You should have someone to contact in case there is a privacy impact for the users.

Since you are looking at multiple partners in the supply chain, you may have to carry out background checks not only within your organization but also across the supply chain and ensure that there is no issue and challenges from that perspective. Also look at how you can, as the honourable Prime Minister has been saying, look at products and services which will make our go towards Aatmanirbhar Bharat, Make in India which will help you in doing some of these things.

So, I think if you have these things in place and look at security, you will have a much better organizational performance. A proper security governance and the results will be obviously available to all and you will be able to look at the requirements of innovation which have come up during these times. So these new opportunities which have been opened up and you will be able to address the market demands and be compliant to the needs of regulations which are evolving and coming up in place."

# COVID-19 BROUGHT THE BIGGEST TRANSFORMATION THAT MANKIND HAS EVER SEEN

As remote working has become the new normal with the outbreak of Covid-19, cybercrime has reached to a new height. In a chat with VARINDIA, Cyber Security Guru, **SANJAY SAHAY, IPS - TECHNOLOGY EVANGELIST** has shared his views on the current scenario of cyber security, while remote working is the new normal. Though chosen voluntary retirement this year, Sanjay is serving the nation with his expert commentary on cyber security trends and cyber policies. Post graduated from St. Stephen's College, Sanjay through the course of time became a technology evangelist.

According to him, "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."

## VULNERABILITIES OF 'IT' ECOSYSTEM

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. Sanjay says, "To take care of this old vulnerability end to end can be precisely called a cyber-security. It might be caused due to data, servers, port, and lack of patch management, organizational culture or the lack of direct training imparted to that particular individual. It might be because of any other physical factor too. There are instances wherein physical factors have played a key role."

From Sanjay's point of view, at first an organization's CIO, COO or CEO should know the nature of cyber security it requires. If they do not understand the requirement of their organization then there is a chance of cyber breach. "Until and unless we understand the old data lifecycle from the company's creation, last usage interface, it will be extremely difficult to understand what will be the nature of cyber security. There are standard systems which are operating all over the globe. It is also happening that cyber security is getting weaker by the day." Sanjay says.

He further added, "We are living in an age where cyber security is a very dynamic field. It changes with the nature of connectivity, nature of human resources to employ, train, recruit and develop. If you are not ready to understand and learn, all the standards will become next to impossible to keep yourself set. A decimation of most of the enterprises happens because of the lack of cyber security. MS Office is the largest targeted software, nearly 70% of the attacks happen on it. Nonetheless, all of us use this because we do not have a choice."

## ALWAYS BE READY FOR AN ATTACK

Warning against the cyber-attacks, Sanjay says, "Everyone connected to an enterprise is not able to understand the cyber security ecosystem. The persons who are providing the resources are also unaware as to what they are providing. This is the crux of the problem, the subset where security experts stuck up and go for a management approval. They are not able to explain that in case of a cyber-breach. The earliest or the average time needed for that particular detection is around 200 days. We have to be always be ready for an attack. And the more you prepare in better place you are. So that is the strategy to an undeclared war, which is going on. Hackers have to look for only one gaping hole by which they can attack and we have been hearing of these attacks over and over again."

## RESILIENCE IS THE KEY

As attack is obvious, Sanjay suggests having resilience. The CIA Triad (confidentiality, integrity, and availability) is the key on which the whole functioning of the enterprise runs. He says, "It is your capability to bounce back into business in the shortest possible time, at least with the skeletal services, this is the capability which all the customers are looking for. Nobody will believe that they are absolutely safe and nothing is going to happen. Even if it does happen, you have the capability to safeguard at least the most vital of all information. Cyber Security has to be factored in the company valuation. You have to understand what are the goals, the processes and the impact. As all of these are combined, you will get a situational awareness with COO and CEO. If you get into a medium sized company or a big company, you realize that basically only 28 to 200 software solutions on cybersecurity are functioning. The software solutions are running in different parameters for different sectors or servers or network for software applications. Literally, nothing can give you the whole cyber security stance of your enterprise on one single network."

## RANSOMWARE & DATA BREACHES

Sanjay finds out that 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." comments, Sanjay.

## PANDEMIC & HACKING

Talking about the current hacking process, Sanjay says, "As we talk about data breaches, this particular year 80% of the breaches is due to COVID-19 websites. The COVID-19 websites may relate to helping COVID-19 patients to

"A very integrated support system is needed now, due to the work scenario, not only data center is needed but Disaster Recovery Center is also needed. Work from home brings in a totally different environment; the office environment was secured from the digital point than the extension to home."

support, help and lots of other areas. Most of them have some element of cybersecurity compromise. Once you click on that particular payment or any way it goes through the wrong direction and reaches to the hackers and most of these downloads or links are connected to something which is nefarious. As all of us are scared in this current scenario, we tend to get into that particular maze and once you click onto that attachment, then the situation is totally different. I have received a lot of complaints from people who have been frauded and cheated in this manner. Health sector is primarily under severe attack.”

A very integrated support system is needed due to the work scenario, not only data center is needed but Disaster Recovery Center is also needed. Work from home brings in a totally different environment; the office environment was secured from the digital point than the extension to home. People started to roll over to the private network everywhere, using their gadgets. But big companies have provided infrastructure to their employees. Though they are safe in that infrastructure but remote working has given rise to cybercrimes.

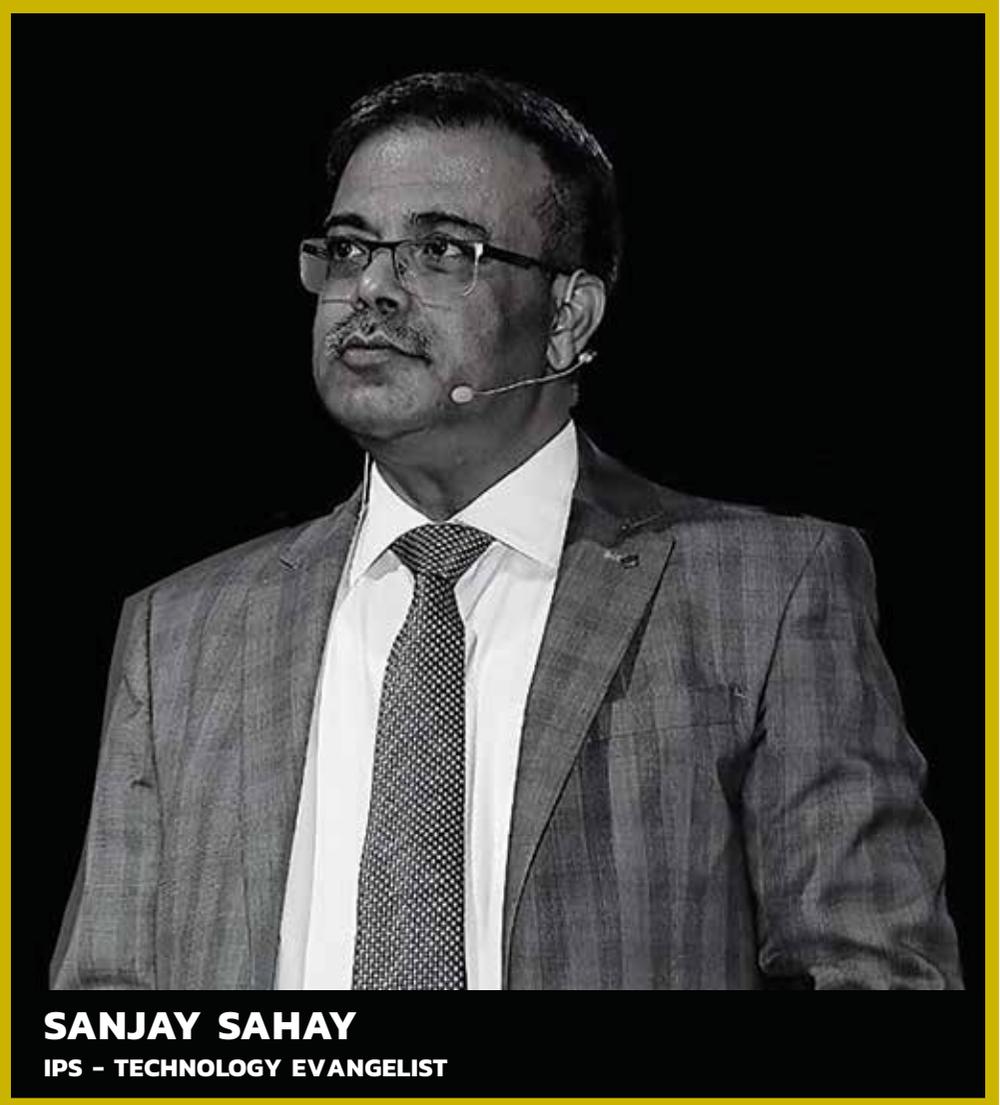
Sanjay perceives, “We are basically sitting on a virtual digital landmine or worker landmines. There are lots of things where the stuffs do not get the right sort of the connectivity because of the public WiFi. Most public Wi-Fis can be compromised earliest in the process, the employee and the company both can be hacked.”

### **RISK ASSESSMENT, THE RIGHT WAY**

Stressing on the risk assessment first, Sanjay says, “You have to treat all these factors as a part of your risk. Risk assessment in the post pandemic time, or in the penalty phase should be documented. If you do not know the risk itself, there is absolutely no strategy by which you can mitigate the risk. We have lots of work force which is being referenced; these people who are moving out of companies, they are certainly carrying a grudge. They are nursing a grudge that injustice has been done to them. If they fall into the wrong hands, they might leak secrets, or might become cyber criminals themselves. So we have a whole load of floating, unemployed, cyber enabled people who are there in this world. The Business Continuity what has to happen in the pandemic is very different to what you had imagined as a part of the business. There was hardly any business continuity plan, where pandemic was a part. We are left with no choice but to create a business continuity plan with pandemic incorporated. So the whole digital scenario from the utilities, tools, hacking groups, the ledgers to equity, to ransomware, quality of the encryption use, the capability of these people and the capability of lack of attribution, all of these things have messed up the whole scenario. Another year not left with much choice, but to work in a much dispersed digital environment in which we never find our way.”

### **AT LAST**

The way to handle cyber security is important; it has greatly increased the



functioning of the security experts. Their very existence is based on cyber capability and robustness of cyber security. Enterprises help that business capability to deliver everything actually hinges on the capability of cyber security. Any hack brings those capabilities down the trust and loyalty to that particular brand. Giving an example of a city of Belgium, Sanjay describes the process of ransomware and how it is affecting not only common people but also the government. “It was a mega ransomware attack, and the whole government out of their senses on that particular point in time. The attack affected nearly 1 billion computers in the U.S. in a while. The attack is an outcome of lack of management for monitoring. In the history of cyber security it has been seen that ransomware attacks happened only in cases of a large number of public utilities is woven in the company. The money had to be paid due to the cyber incident. But there is no way to solve the problem. Government agencies, municipalities or private companies which are mostly public limited companies hit by this kind of attack. I do not think to pay them is the right kind of approach. Resilience is something which we are not working upon. After two years, when I presume that the whole patch management will happen not only in India but also in a place like U.S.”

In this way, Sanjay has correctly estimated cyber security, where the security leaders are placed, what is their capability, how they move forward.

“We are living in an age where cyber security is a very dynamic field. It changes with the nature of connectivity, nature of human resources to employ, train, recruit and develop. If you're not ready to understand and learn, all the standards will become next to impossible to keep yourself set.”

# A WALK INTO THE CLOUDS OF "IT" EVOLUTION: A WAY BEYOND BIG DATA & CLOUD

Cloud architecture has evolved to emerge the most topical IT paradigm in the recent times. Cloud is rapidly transforming the IT landscape. The cloud has several unique architectures and many more are still evolving. The primary ones are the SaaS, PaaS and the IaaS that can be deployed on private, public, community and hybrid clouds. In a chat with VAR India, Vipin Tyagi shared his views on Cloud Architecture.

Vipin Tyagi, a name associated with innovation is also an industry veteran from Information Technology and Telecommunication Industry, Executive Director at C-DOT, Tyagi has over rich three decades of versatile hands-on experience in R&D, convergent networks; and development of HR and quality systems. He has a deep understanding of Telecom/Datacom and Convergent Networking and wireless technologies. In other words, Tyagi can be described as Entrepreneur with new business ideas.

While speaking on IT Evolution Vipin said, "As we all know that traditional business model were rigid, siloed management, labour intensive, the computer and storage were in focus and then we moved to Cloud because of virtualization where the service is anytime and anywhere, no problems with the network etc. and then load sharing and sharing of resources were possible, large scale hardware and software can be put wherever you want, consequently Big Data came in. We still have siloed management but what happened is that we had difficulty in admission control which causes security issues. Consequently, we came to a situation where we had a multi-cloud architecture and then now what I am proposing is that we should go for cognitive self-aware application. Multi-cloud management is an integral part of the basic functions of building block – the security, privacy and transparency. We are doing it because of cost, availability, scalability, manageability, energy consumption and load fluctuation, complexity of managing the whole thing, latency and quality of service."

## 5G- its pros & cons

Even though everyone is speaking about 5G, that is coming up next, but then, no one really speaks about the situation IT architecture will face on 5G arrival.

"5G is Denser with 10 M bits per sec/m<sup>3</sup> and 10 M devices/square KM. It is quicker in response, as quick as 1ms including delay of transmission. Also the data consumption is bigger as much as 20 Gbits and user experience could be around 100 Mbits, moving at the speed of 500 kms /minute. More diversity- As slicing of networks for more different applications and Greener as 100 times less power consumptions," are the five Goals set out, according to Vipin.

Speaking further on the goals met on Cloud Architecture he says, "5G is dense, as it comes from various aggregated devices; it is not possible to handle 5G. IT might be able to handle bigger data consumption as applications like YouTube are running, so it is possible that it may handle bigger data consumption, by upgradation. The work on proper architecture is on at the moment.

More diversity is a possibility. Also, with the current kind of web practices, 100 times less power consumptions (Greener) is not possible too".



**VIPIN TYAGI**  
Executive Director, C-DOT



According to Vipin, today's Cloud Architecture is based on Distributed Databases.

He believes, "Three things are very important: Constituency, Availability and Partition Tolerance, in other words it is called CAP. The theorem is also known as Brewer's Theorem. A distributed database can guarantee only two out of three characteristics.

Most of the CIOs believe that it is difficult to overcome the microservices environment. Data storage is becoming tough for them and so finding database has become difficult. For modern applications, one needs to choose a database that can overcome the challenges of microservices in order to fully unleash the benefit of today's agile development technologies.

"Strategies need to be adopted. Engineers need to overcome the theoretical limit by engineering solutions," said Vipin.

Moving further on Cloud Architecture, he pointed out a few points that what constitutes today's Cloud Architecture.

## Evolution of Cloud computing to multi-cloud

The layers of rigid infrastructure, conventional computing, Cloud computing and multi-cloud are available.

"Complexity cliff is scaling the number of compute elements which needs more servers, which is not resulting into same efficiency.

The evolution has actually created complexity:

Practise of adding more hardware actually reduce efficiency.

Returns start diminishing due to overheads and complexity. Response to real time events like sudden increase in demands create problems, spike in demand is not matched by reconfiguration speed to automated fashion."

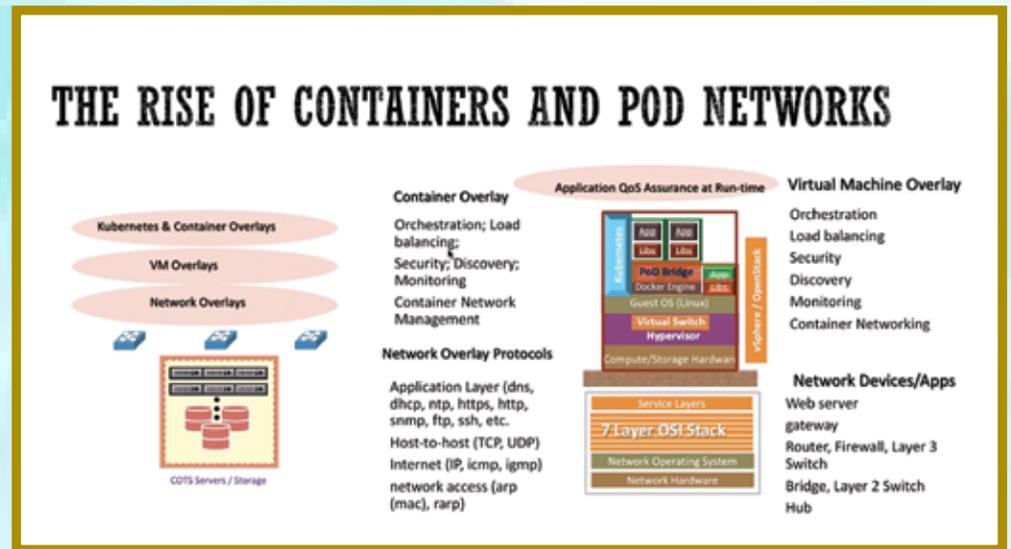
## The Rise of Containers & POD Architecture

Talking about POD architecture Vipin said, "There are different kinds of devices that come along. One manages micro services through Kubernetes and Container overlays.

Within POD architecture one has distributed database layer which is more consistent."

Explaining the concept he said, "Computing is a form of ubiquitous computing that perceives the environment using sensors.

A common use is to construct word model which allows location aware or context aware applications that have their own ways of understanding and that are how the context



is created. The key considerations are how to demand and define fluctuations.

Another important consideration is admission control strategy to optimise efficiency performance and availability during spike of demand.

Everything has its limitations. One cannot allow everyone to come all the time, but must have admission control. Explaining further he said, It does not mean block all people all the time, but it must have some degree of admission control. Everyone at the same time wants to access one particular place, and then there is going to be an issue. The application should be able to say by itself".

## Four Es of Cognition

Elaborating on the four Es he said, "Embodied (cognition is inside the body), Embedded (it is very much inside the body), Extended, for example as everyone do not remember the all contact numbers in the phone, hence phone too becomes a part of one's extended cognition. At last, Enacted cognition: One learns when one interacts. Action is the fundamental for learning".

## On Evolution path towards life after Google

"If applied, we had to move on from concurrent synchronous distributed workloads to asynchronous distributed workloads. That means workload has to be in a synchronizing nature.

Next is Global constituency and local autonomy with hierarchical intelligence and four Es cognition. It means whatever one does has to be globally consistent, that means one cannot have different way of handling different notes and entities.

In order to model intelligence in the digital world, the first thing is to go beyond

limitations of symbolic computing by infusing cognition and sentient behaviour to address fluctuations, and the availability of resources without disrupting the computations at hand. No shared storage required across multiple clouds".

The theory of oracles and structural machines offer a way to implement hierarchical cognitive overlay that allows to distributed computations to manage themselves and their interactions with other systems, the environment with global knowledge and local control. Behaviour in one component can be changed through message communication.

Structural machines provide a framework to address computational functions (algorithm or tasks that can be described), structure and fluctuations by infusing cognition through cognizing agents to create sentient behaviour.

A new Information Processing Architecture is required for the machines that are created for modelling that are for cognitive systems. Next cognizing agents are put into structural machines. Then the outcome is deep learning or deep knowledge", he believes.

Finally, Vipin concluded his speech on -

## New IT Architecture Consideration

"Cognition, Sentient Computing, POD architecture- POD is well known as it is commercially available as of now. Brain Modelling is the influencer.

He also spoke on Markov Blanket i.e. Separation of local states with external state of model. It defines the boundaries of a system (e.g. a cell or a multi-cellular organism) in a statistical sense.

"Deep learning to sustain during fault configuration, accounting protection, security and hierarchy of functions and communications modelling" he said on his concluding speech.

# Channel Chief In Indian Tech Industry - Think Big

continued from the last issue...

Channel Partner programs is designed to enable, support, and encourage partners is a multi-billion Dollar business opportunity and designing the partner programme is not an easy task and it harder to execute the programme. Channel partners are responsible for so much of a technology company's revenue, and the substantial sum that technology companies invest to manage their channel relationships, having a high-performing channel is a business necessity.

For most technology companies, the indirect channel has been and remains a vital part of their business. Some companies even generate upwards of 90 percent or more of their revenue through

channel partners. Creating a successful partner programs isn't a piece of cake, it takes a huge efforts ,time and after it requires team work with strategic planning and implementation. The channel chief is responsible for establishing the Partner Program , with a clear strategy to motivate and engage channel partners to create more value for customers.

In continuous of the article, Lets see on how the Channel chiefs has formularised the better partner programme in their respective organisations to influence the Influential.



**RAGHAVENDRA JEEVANAVAR**  
POLY



**SUBODH ANCHAN**  
iValue InfoSolutions



**JYOTIL MANKAD**  
Ingram Micro India



**DEBASISH MUKHERJEE**  
SonicWall



**SANJOY BHATTACHARYA**  
ViewSonic India



**SUCHIT KARNIK**  
RAH INFOTECH PVT. LTD



**JITENDRA GHUGHAL**  
Fortinet



**PARVINDER WALIA**  
ESET



**FAIZ REHMAN**  
Barco



**MANISH ALSHI**  
VMware



**SHIBU PAUL**  
Array Networks



**VENKATARAMAN DHANAPATHY**  
CRAYON SOFTWARE EXPERTS INDIA



**EDGAR DIAS**  
F5



**BRIAN GRAINGER**  
StorMagic



**VIVEK AGARWAL**  
TechMahindra



**AMER WARSI**  
Hewlett Packard Enterprise



**RANJIT METRANI**  
NXTGEN



**AMARISH KARNIK**  
VEEAM SOFTWARE



**SANJAY ZADOO**  
Vertiv India



**RAMESH NATARAJAN**  
REDINGTON DISTRIBUTION



**SACHIN RELWANI**  
KASPERSKY (SOUTH ASIA)



**GAUTAM A SHAH**  
CADYCE



**HARPREET BHATIA**  
PALO ALTO NETWORKS



**RAMYA CHATTERJEE**  
CYBERNETYX



## TO HELP ALL PARTNERS SUCCESSFULLY STAND OUT IN THE MARKET IS POLY'S GOAL



### NEED OF A PARTNER PROGRAMME

Having a good partner program is extremely crucial as it provides continuous enablement and engagement with partners which motivates them to deliver to the best of their abilities and helps us mutually drive our business. At Poly, we believe that partners are our extended arms and our biggest strengths and only together, we can win this market.

### IMPORTANCE OF A PARTNER PROGRAMME

We have recently launched a new Poly partner program - we've reimagined our program to encourage participation from a broad range of partners and made it more beneficial to partner with Poly. Our partners consistently tell us that their success depends on their ability to differentiate based on reputation, service delivery capability, and complementary skills. Our goal is to help all partners successfully stand out in the market.

### MAIN CONCERNS TO ADDRESS:

The Poly partner program shifts the evaluation of partner levels from a focus on revenue to an emphasis on involvement with Poly to support innovation and mutual growth. The model is built around three Cs:-

- Capabilities, ensuring a deep knowledge base through training and enablement;
- Commitment, a demonstrated focus and investment in Poly; and
- Contribution, which expands beyond just revenue and provides opportunities for bonuses for our partners. Additional benefits include a single instance of deal registration, performance dashboards, and a real-time scorecard to make it easier to track partner standing

## RAGHAVENDRA JEEVANAVAR

Head of Channel Business- India and SAARC,  
Poly

## CHANNEL PARTNERS ARE THE TRUE CHANGE AGENTS FOR END CUSTOMERS

### NEED OF A PARTNER PROGRAMME

We have always believed that our channel partners are the true change agents for end customers and have constantly engaged with them to ensure they help address the dynamic needs of their customers by constantly upskilling them to stay relevant. Our partner programs are specifically designed to help them leverage our vast product base to help end-users get more value out of their technology investments. Using these programs, partners are able to span the breadth and width of multiple business model types with the best of technology offerings. This helps create a completely customisable end-to-end solution repository for our customers and indirectly builds up channel partner competency.

### IMPORTANCE OF A PARTNER PROGRAMME:

Every year iValue invests to bring forth innovative programs, designed by our dedicated team of security professionals in consultation with leading industry experts, by adopting necessary changes in line with global technology trends, demands, best practises guidelines and benchmarks. Due to the pandemic, our current programs are focussed more on delivering comprehensive training relevant to each business and delivery model, through virtual webinars, SPIFFs and social media presence. Our programs are designed to help partners shorten their sales cycle with better margins helping them reach their business goals faster. All this is possible only due to the year-on-year investments made to make innovative and value driven partner programs.

### MAIN CONCERNS TO ADDRESS:

iValue's approach to partners is unique. Right from joint marketing efforts with partners to develop business to understanding customer needs to ensuring our partners are geared up to handle these needs, our measure is not on quantity of partners we work with but on how many customers we were able to help with our unique bouquet of solutions. Presently we work with a healthy partner ecosystem of 700+ global, national and regional partners that have found resonance with our philosophy of excelling with our technology partnerships along with our unwavering commitment to them. We believe in working together to grow together.



## SUBODH ANCHAN

Co-founder and VP – Alliance,  
iValue InfoSolutions



## WE ENGAGE WITH OUR PARTNERS FREQUENTLY TO FOSTER A SENSE OF COMMUNITY



**JYOTIL MANKAD**  
Director & Head of Cloud  
business, Ingram Micro India

### NEED OF A PARTNER PROGRAMME

Partnership Programmes are a powerful way to amplify an organization's sales and marketing efforts and expand distribution channels. B2B organizations partner with other companies to enhance their brand, extend their sales footprint and grow their customer base.

At Ingram Micro Cloud, technology partners & service partners play an integral role by augmenting the efforts of sales teams, broadening reach and providing customers with pre-sales support, implementation and consulting services. Our partner programmes drive multiple objectives and are designed to help partners boost sales and profitability. We also conduct product training sessions and offer certifications to help partners enhance their technical proficiency.

### IMPORTANCE OF A PARTNER PROGRAMME

In a competitive marketplace, organizations that launch innovative partner programmes are able to keep channel sales teams engaged and incentivized to sell their products over other brands. While this requires investment in terms of resources, funds, processes and thought capital, it can be an effective way for a brand to grow their sales channels and stay top-of-mind.

### MAIN CONCERNS TO ADDRESS:

We develop partner programmes keeping in mind the evolving market needs. For instance, to cater to the increased demand for work from home solutions during the pandemic, we launched a remote working kit that included solutions from our Cloud portfolio featuring collaboration, MDM, virtual desktops, digital signatures, remote support and cyber security tools. This helped partners enhance their product mix and implement these solutions for their customers swiftly.

We engage with our partners frequently to foster a sense of community. Our programmes include comprehensive go-to-market support including press releases, partner roundtables, sales collaterals, SPIFs (sales performance incentive fund) and co-marketing plans.

## LAUNCHING A NEW CHANNEL PROGRAM EVERY YEAR HELPS TO MODIFY ACCORDING TO BUSINESS NEEDS

### NEED OF A PARTNER PROGRAMME

SonicWall, is a hundred percent channel organization that considers channel partners to be an integral part of our business. Being a very lean team, it is important for us to maintain a broader channel outreach in order to connect with multiple customers spread across different regions. So it is important that we have a channel program, align our messaging, that is communicated with the customer. Our relationship with the channel is important for furthering our business interests and the partners.

SonicWall University is a sophisticated online partner enablement platform created to keep SecureFirst Partner Sales Representatives, Pre-Sales and Support Engineers at the forefront of selling today's cyber security solutions. The platform offers free training with pathways for partners to earn their SecureFirst Sales, Technical and Support Accreditations.

### IMPORTANCE OF A PARTNER PROGRAMME

At SonicWall, we believe in fine-tuning and developing our SecureFirst Partner program by analysing the feedback that we receive from our partners. We interact with our top partners across regions on a regular basis. Our program rests on three pillars: frontend performance, backend development and investment. We recently modified our acceleration program into a very straightforward calculation for businesses to run efficiently without any added confusion due to complex calculations. Instead of launching a new channel program every year, it makes more sense to mold the existing program according to the needs of a business and keep modifying it as we go along.

### MAIN CONCERNS TO ADDRESS

Our SonicWall Partner Program is rests on three pillars, with a frontend reward, a backend reward, and investment. Another key feature would entail our communication with the partner in terms of product training, product update, and what our priorities are and USP. The third aspect is development of partners which is one of the most critical components in our business as there is a huge gap in the skillsets. We believe in working on developing the skills of our partners and ensuring that they are up to the mark in offering consultation to their customers.



**DEBASISH MUKHERJEE**  
VP – Regional Sales,  
APAC, SonicWall



## THE PRINCIPLE OF MUTUAL SUCCESS PLAYED A KEY ROLE IN OUR GROWTH AS A GLOBAL BRAND



**PARVINDER WALIA**  
President of Asia Pacific  
and Japan (APJ), ESET

### NEED OF A PARTNER PROGRAMME

At ESET, we believe collaboration creates synergy. With over 10,000 channel partners across the APAC region, we are a channel-focused business where our partners are an extension of our team. This has allowed us to better understand the market opportunities in the region, customise our offerings accordingly as well as make available our cybersecurity solutions to a large customer base. India is an important market for ESET, with massive potential in the technology sector, including cybersecurity. Over the past two years, we have partnered with local distributors with extensive networks of resellers, namely Technobind Solutions and Amity Infosoft, to strengthen our go-to-market strategy.

### IMPORTANCE OF A PARTNER PROGRAMME:

We continually invest in our channel ecosystem and are always looking for ways to improve and optimise, so our partners can grow their business with us.

This year, we are focusing our attention on partner training, education and certification. This has enabled our partners to unlock a new revenue stream by offering our new cloud-based SMB solutions for remote workforce and EDR solutions catering for enterprises using the MSP platform.

### MAIN CONCERNS TO ADDRESS:

ESET's principle of building mutual success with our partners has played a significant role in our growth into a global brand with over 110 million users in 202 countries and territories. We listen to our partners and incorporate their feedback into the products that we offer and how we position them. This is why we have designed our partner programme to be easy, flexible and profitable for our partners. We provide great incentives and healthy margins, so our partners enjoy a win-win relationship. Our licensing model is flexible and fit to suit companies of all sizes and needs. Also, our partner programme is backed by award-winning products that have been consistently rated highly by independent test laboratories and analysts, making them extremely easy for our partners to sell. We also support our partners through generous co-marketing funds, cybersecurity training and strong pre-sales and aftersales support.

## OUR PARTNERS ARE THE DRIVING FORCE BEHIND OUR SUCCESS AND CUSTOMER ENGAGEMENT

### NEED OF A PARTNER PROGRAMME

Channel partners drive business growth for organizations and ensure that their specialized products and solutions are delivered to the end consumer in the most effective and efficient manner possible. This is especially true when it comes to B2B organizations such as Barco. Our partners are the driving force behind our success and customer engagement. Businesses receive a marked edge from the unique and value-focused approach followed by partners.

### IMPORTANCE OF A PARTNER PROGRAMME:

Barco India is focused on enabling bright outcomes across the segments we cater to – entertainment, enterprise, and healthcare. In keeping with this aim, we invest in, and consistently strive towards creating value through innovative partner programs. We are a partner-centric organization and, we have been exploring partnership pathways beyond traditional methods by adding more associates, across verticals. Each of these verticals has turned to innovative and digital solutions, considering the disruption caused by Covid-19, and we have worked towards being a part of this digital transformation journey. We have invested strongly in innovative partner programs as well as doubling our channel partners in tier-2 and -3 cities, to drive better uptake for Barco's solutions.

### MAIN CONCERNS TO ADDRESS:

Since partners are the ones who take our technology to the end customer, it is crucial that they understand the real pain of the customer and position the right set of product/solution to address the customer's pain. To ensure that our partners are well-equipped to support us, Barco has designed a program to promote our products and services, augment their expertise and resources, and enhance the satisfaction of our end-users. We invest heavily in training, certification, and marketing support programmes for our partners.

Another key feature of our partner programme is that we train and empower partners by bringing them on a common platform and enabling them to learn about technology trends, high growth areas and other necessary details through online training and webinars.



**FAIZ REHMAN**  
National Business Head – India  
& SAARC, Collaboration, Barco



## PARTNERS ARE OUR EXTENDED ARMS TO HELP US DRIVE "CUSTOMER FOR LIFE" PHILOSOPHY



**MANISH ALSHI**  
Director – Channels & Alliances, VMware India

### NEED OF A PARTNER PROGRAMME

At VMware, we deeply appreciate and recognize the importance of working together with our esteemed partners, to serve our customers better. The Partner ecosystem has been an integral part of our growth story & continues to give us much required strategic leverage, to pursue our vision and deliver new solutions to our customers. Our partners are our extended arms that help us drive our "customer for life" philosophy. A robust partner program is an absolute necessity, not just to encourage and incentivise partners, but to provide them a framework to plan their investments & go to market strategy in this long standing relationship.

### IMPORTANCE OF A PARTNER PROGRAMME

The Partner Connect program delivers simplified engagement with VMware. It is built on three key elements:

- How we enable, engage & incentivize our partners to identify their customer's strategic IT priorities & map it back to our solution platforms
- Extend the success of our Master Services Competencies, which validates and rewards partners who have high levels of service delivery capability
- Eliminate silos across our partners' most common business models: resell, professional services, cloud hosting and managed services

### MAIN CONCERNS TO ADDRESS

VMware Partner Connect reimagines the way we do business with our partners. It is designed to deliver simplicity, choice and innovation to our partners, in their overall engagement with VMware.

One of the key considerations is that the program should support the business economics for our partners, so that they are not only able to sustain their VMware business practice, but also make it consistently profitable. In addition, the program rewards partners for growing their VMware business, achieving competencies and progressing to higher partnership tiers, thereby acknowledging incremental investments in their VMware business portfolio.

## ARRAY WORKS WITH HANDPICKED PARTNERS, HELPS THEM TO CREATE A PROFITABLE BUSINESS MODEL

### NEED OF A PARTNER PROGRAMME

Array A-Team is a comprehensive partner program from Array which enables select partners to generate new business opportunities and increased profits within the high-growth network function virtualization and application delivery markets. The channel partner ecosystem is what helps Array Networks or any organization thrive in matters of business. The organization and its partners are codependent to achieve success and to gain this success we need a strong partner program. To help the partner ecosystem they need to familiarize themselves with the products and solutions offered by the organization because, only with this can the partners benefit and in turn help the organization in taking its business one step ahead.

### IMPORTANCE OF A PARTNER PROGRAMME:

Innovative partner programs are what help our channel partners to be relevant in the market that often sees substantial changes, example the current Covid-19 situation. Every year we invest in bringing forth many of such innovative partner programs through seminars, conferences, trade shows, awards and recognition, and also with our online presence on various social media platforms. In the current pandemic situation we have resorted to virtual programs like webinars that help our channel partner ecosystem.

### MAIN CONCERNS TO ADDRESS:

Array's mantra is to work with handpicked channel partners, train them and help them to create sustainable and profitable business models. We have designed our channel program in such a way that partners get protected margins as well as a wide degree of space in pricing to their customers. With the help of our dedicated channel ecosystem, we are focused on developing a skilled pool of resources. Moreover we invest in training and certifying our partners as well as joining customer engagement programs. In order to ensure that channel partners are rewarded for all their efforts, we assure maximum margins in all Array deals.



**SHIBU PAUL**  
Vice President-International Sales, Array Networks



## EASE OF DOING BUSINESS IS OUR MOTO AND WE FOLLOW IT WHILE WORKING WITH OUR PARTNERS



**SANJOY BHATTACHARYA**

IT Head, ViewSonic India

### NEED OF A PARTNER PROGRAMME

Partner Programme is not only a business strategy but also an ecosystem of businesses that offer sales, marketing, implementation of services etc. I believe that partner has bigger spectrum than the so called sales partners. Starting from logistic Partners who are the backbone, creative partners who are in demand generation and Distribution partners who are giving after sales service to Partners - ViewSonic India is committed to all its partners for their development. We have been constantly working on carefully designed and well-run incentive programsto rouse sales force, motivate marketing staff, or reinvigorate our channel network. Partner programs allow us to expand distribution channels, improve industry knowledge, support marketing efforts, increase lead generation, and deliver a 360-degree solution.

### IMPORTANCE OF A PARTNER PROGRAMME

In the ever-changing business environment, it's essential that we keep focusing on innovation to deliver customers a better experience and product. "Knowledge is the Key"& "Customer is the God". Keeping this mantra in the neo-normal age, we at ViewSonic have long term Sustainable investment to grow our brand where we invest to marketing partners. We do have tactical investment for geo specific region through certain set of retailers, e-commerce, and omni channel partners. Hence, we make strategic investments across different verticals including sales, distribution, and R&D so that we can better understand the customer needs and provide our partners with the right kind of skills and knowledge to bridge the gap. Growth in skillset of our partners directly helps us in exponential ways.

### MAIN CONCERNS TO ADDRESS

We at ViewSonic India, always try to ensure simplified and transparent process to build trust and credibility amongst our vendors and partners. "Ease of doing business" is our motto and we follow the same while working with our partners. The epicentre of the problems is the issues that start from overestimating the market and no dump stock. So, while we make any program, we ensure the right proportion for everyone & balance of interest by quick conflict management. ViewSonic is committed to Indian partners for sustainable, long term & transparent working.

## OUR PARTNER PROGRAM IS DESIGNED TO PROVIDE AN EXPANDED SET OF BENEFITS TO PARTNERS

### NEED OF A PARTNER PROGRAMME

In today's rapidly expanding and evolving networks, security plays a more critical role than ever. Naturally, this means that how partners position security to their customers also needs to evolve. New network ecosystems, such as multi-cloud environments and next-gen branch offices, require specialized sales and technology skills that can overwhelm sales teams trained in traditional security strategies. Partners who want to support DevOps require knowledge of cloud networks, application development, and container environments – concepts that may be new to many security sales teams. Our partner program plays the role of a business enabler as partners are able to pick Fortinet solutions that fit into their domain of expertise to extend more value to customers.

### IMPORTANCE OF A PARTNER PROGRAMME:

Fortinet has launched a new partner program called Fortinet Engage this year designed to better prepare partners to effectively engage and succeed in today's new security environment, this program is based on three basic concepts:

**ENGAGEMENT**-Partners have the flexibility of determining their level of engagement with Fortinet. By selecting the kinds of expertise they want to develop, the benefits they want to enjoy, and the revenue stream they want to develop, partners have more control than ever over their success with Fortinet. **BUSINESS MODEL**- Partners will also find that their Fortinet support can be customized to their unique business model.**SPECIALIZATION**- In addition to the level of engagement and business model, partners are able to select an area of specialization to receive additional support and benefits. These specialization areas include Dynamic Cloud, Secure Access and Branch, Secure SD-WAN, and Data Center. Customized training, certifications, and programs are available for each of these specializations, with new specializations, such as OT, Zero Trust Network Access, and Security Operations slated for release over the coming quarters.

### MAIN CONCERNS TO ADDRESS:

Our partner program is designed to provide an expanded set of benefits to partners. This not only enables them to better meet the dynamic and expanding needs of their customers – it also enhances partner's ability to "land and expand."



**JITENDRA GHUGHAL**  
Director Channels, India & SAARC, Fortinet



## WITH PARTNER PROGRAMS IT BECOMES MORE FEASIBLE TO VENTURE INTO NEW HORIZONS



**SANJAY ZADOO**  
Country Manager  
Channel, Vertiv India

### NEED OF A PARTNER PROGRAMME

For a Business to Business (B2B) company like Vertiv, channel partners play a crucial role in connecting us to our customers. Our channel partners are the first point of contact for the customer- be it about product or solution enquiries, maintenance or any troubleshoot requirements. Since they are key drivers of business growth for us, we believe it's important to continuously keep them informed about our entire gamut of products and solutions. Our Vertiv Partner Portal offers our partners dedicated sales support, sales selectors and configurators, marketing resources, demo programs, online partner training, content syndication, and deal registration and incentive programs.

### IMPORTANCE OF A PARTNER PROGRAMME

At Vertiv, we constantly innovate our partner programs to engage effectively with partners and reach out to customers. We keep analyzing the white spaces and emerging technology needs of the market, to evolve partner programs enabling partners to focus on these opportunities and unleash business potential. Our partner programs are designed to have a collaborative effort of approaching markets and explore opportunities that haven't been addressed. As a result, engaging with new customers with different applications becomes one of the main focus areas in expanding our market reach. With these programs, it becomes much more feasible to venture into new horizons thereby reaching out to a larger customer base with completely new applications.

### MAIN CONCERNS TO ADDRESS:

We believe that for partnerships to be successful, there should be a mutual understanding, keeping in mind the needs, objectives, and goals of both the parties. We explore numerous opportunities in different markets with our partners which enable us to grow our businesses together. This keeps both of us motivated to understand and keep a track of market perceptions and accordingly deliver suitable solutions. Another important aspect to keep in mind is that of transparency between us and our partners. Right from engagement with the customer to execution, the entire process is aligned to build mutual trust.

## OUR PARTNERS ARE THE CORE OF EVERYTHING WE DO AND EXTREMELY CRITICAL PART OF F5'S OVERALL GROWTH STRATEGY

### NEED OF A PARTNER PROGRAMME

Enterprises are rapidly intensifying and expanding their networks to keep up with the digital economy. As organizations transform their networks, security plays an integral role and needs to develop to keep up with new business demands. Today, Partner programs are popular business strategies that vendors use to grow their sales footprint and diversify their network of users. Not only can they bring in revenue, but they can also be important links between vendors and customers.

### IMPORTANCE OF A PARTNER PROGRAMME

For F5, our partners are the core of everything we do and an extremely critical part of F5's overall growth strategy. To drive a comprehensive engagement program, F5 has named its partner program Unity+. Unity+ is an innovative channel program designed to create long-term profitable partner growth, thereby enhancing partner opportunities and incentives, captures new revenue streams, and drives tighter collaboration to help customers through technology transformation. Recognizing the importance of partners to F5's growth strategy, the program focuses on the long-term success of our partners by offering them new routes to accelerated profitability with greater flexibility through joint go-to-market activities. The program aims to drive increased partner profitability, expanding beyond traditional booked revenue incentives and rewarding partners for investing in new strategic focus areas.

### MAIN CONCERNS TO ADDRESS

Investing in new partner program every year is not a necessity as long as the company has a strong partner program that can help partners succeed and become part of customer's success stories. At F5, we are focused on facilitating customers and partners maintain business continuity, financial health and expand solutions to meet immediate challenges and unanticipated request. With a large installed base, that is typically refreshed every 3-4 years due to the ever-increasing number of applications deployed in the enterprise that need availability and security.



**EDGAR DIAS**  
Regional Vice President  
of Channel and  
Partnerships Asia Pacific- F5



## WE DESIGN OUR PROGRAMS KEEPING IN MIND OUR ETHOS OF ENABLING EVERYONE TO RISE



**VIVEK AGARWAL**  
Global Head, Enterprise  
Verticals Solutions & Portfolio  
Companies- TechMahindra

### NEED OF A PARTNER PROGRAMME

Partner programs are an effective business strategy to help expand client base and diversify offering and user network. Partners are an important part of the company ecosystem and can have huge impact on the sales, market share, innovation, brand recognition thus driving the overall success of the business. With a powerful alliance ecosystem of leading technology firms and disruptive start-ups, Tech Mahindra empower business capabilities to deliver a comprehensive and customized solution package to the market. We, at Tech Mahindra strive to create opportunities for our partners to enable them to 'Rise' above limiting circumstances and thrive in a constantly changing world. Tech Mahindra partner ecosystem consists of leading technology providers, system integrator, IT and management consultants, and cloud providers. Our global ecosystem of partners enables us to deliver industry-leading value to our clients; while also promoting a culture of digital responsibility.

### IMPORTANCE OF A PARTNER PROGRAMME:

At Tech Mahindra, our holistic solutions simplify digital transformation and ensure agile service delivery. TechMNxt is Tech Mahindra's response to the future. A program rolled out globally and designed by pre-empting and anticipating of our customer's evolving and dynamic needs. It is all about enabling our long-term growth in collaboration with start-ups, co-innovation with academia and partners. As a step in this direction, we have collaborated with some of the finest start-ups, we are working with academia, drawing from the millennial workforce, and jointly creating cutting-edge technology solutions with our partners.

### MAIN CONCERNS TO ADDRESS:

We design our programs keeping in mind our ethos of enabling everyone to RISE. The Tech Mahindra culture draws heritage from the core purpose and values that drive the Mahindra Group as a whole. It remains rooted in the business and social ethos that the three Mahindra Rise tenets – accepting no limits, alternative thinking, and driving positive change – instil in every member of the Mahindra family. At Tech Mahindra, our partnership programmes are designed keeping in mind the culture of driving positive change, celebrating each moment, and empowering all to Rise drives us to dream, do, and become more.

## OUR CHANNEL PROGRAM HAS BEEN DESIGNED TO ENCOURAGE VARS TO EXPAND INTO THE EDGE COMPUTING SECTOR

### NEED OF A PARTNER PROGRAMME

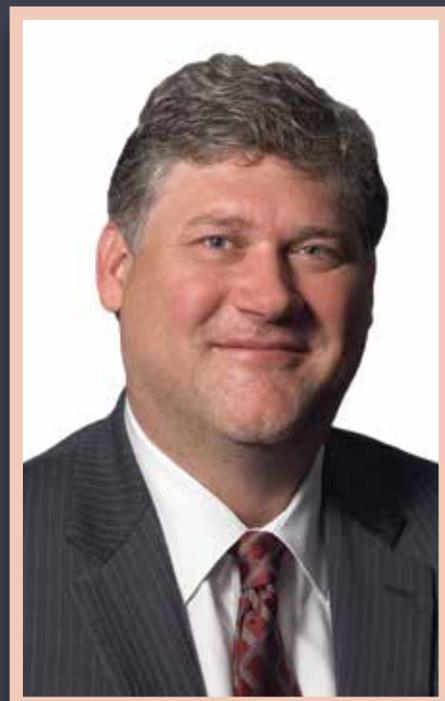
Introduced in 2019, the StorMagic Channel Program (SCP) is designed for partners who sell products into small datacenters and edge computing environments. SvSAN enables hyperconverged, highly available, high performance compute and storage infrastructure on industry standard servers. SvKMS is an enterprise key management solution that can help secure digital assets from the edge to the core or cloud. StorMagic Channel Partners benefit from working with a company whose revenue model is 100 percent from the channel, making its Channel Partner Program essential to StorMagic's business.

### IMPORTANCE OF A PARTNER PROGRAMME

The StorMagic Channel Program has been designed to encourage VARs to expand into the edge computing sector by promoting lightweight, cost-effective software that delivers enterprise-grade features for the fraction of the cost of datacenter-class solutions. StorMagic has found that most of our competitors offer products that are not suited for the constraints faced by edge organizations and small-to-medium enterprises. This is supported by generous margins and a simple and flexible method of working that gives the VAR easy access to key decision makers within StorMagic.

### MAIN CONCERNS TO ADDRESS

StorMagic resellers can meet customer demands for high availability at a very low price point because the product is a proven alternative to expensive appliance-based hyperconverged products. Our VARs can build a hyperconverged solution using any server, any disk drive combination and any of the three leading hypervisors (vSphere, Hyper-V and KVM). With SvKMS, VARs can offer a single key manager that can centralize all of their clients' encryption use cases. Our VARs can drive significant incremental revenue through generous margins with a solution perfect for unlocking the edge and SME market. StorMagic's Channel Partner Program is simple to join and SvSAN and SvKMS are simple products to learn and install, all from an organization that is simple to work with.



**BRIAN GRAINGER**  
Chief Revenue  
Officer- StorMagic



## AT NXTGEN, THE KEY TO SUCCESS OF A PARTNER PROGRAMME IS ENABLEMENT



### RANJIT METRANI

Head – Sales & Solutions - NXTGEN

#### NEED OF A PARTNER PROGRAMME

India is a very vast market for all businesses. There are 718 districts and 19100 pin codes in India that can be serviced. This makes it complex to reach every part of the country. For business to expand, reach is very important and that is where the partner ecosystem becomes critical. With ICT spending expected to reach 144B\$ in 2023, No single company can address this spend without a strategy to include partners in their business which also enables coverage with the right opex optimization.

#### IMPORTANCE OF A PARTNER PROGRAMME

At NxtGen, the key to a success of a partner programme is enablement. Every company has to invest in first enablement of partners as many partners are still moving up the value chain of technologies. Second, every partner is keen on keeping the cost of sale low and hence companies have to bring innovation in enabling a partner with the right portfolio that addresses his market. Lastly, cash flow is critical to a partner business, companies need to work on opex model offerings to make partners excited to invest in business. Cloud has seen the highest adoption in ICT due to the benefits it brings to customers and hence we are seeing partners investing resources in adopting this business to sell. At NxtGen, our business model enables partners to position our offerings because of our ability to address the growth needs of our partners.

#### MAIN CONCERNS TO ADDRESS

At NxtGen, our partner programme has 3 critical features. One is enablement and training of the partner to address the relevant technologies that is in sync with his business. Second, an incentive program to help them achieve their business objectives. Lastly a joint business plan and vision that builds the loyalty of the partner to continue with the company. With the current pandemic, we have implemented program that enables partners to position our unique offering Multiverse which addresses the specific concerns of organizations related to covid.

## HPE'S EDGE-TO-CLOUD PLATFORM AS-A-SERVICE VISION TO ENSURE OUR PARTNERS TO GET PREPARED TO INCORPORATE AN AS-A-SERVICE MODEL BY 2022

#### NEED OF A PARTNER PROGRAMME

We strongly believe in leading through collaboration and inclusion by building positive relationships and inviting ideas and perspectives to achieve goals and objectives. Our Partner Ready Program is one of the strongest in the industry, more than 30 years old with 8,000+ partners globally. Over 70% of HPE sales go through the channel, therefore our channel partners are at the forefront of HPE's innovations. We are constantly evolving the partner program to align with HPE's edge-to-cloud platform as-a-service vision to ensure our partners can be successful today and are prepared to incorporate an as-a-Service model by 2022.

#### IMPORTANCE OF A PARTNER PROGRAMME

Our partners are an important extension of our own sales and technical teams, and they are a powerful force in driving growth. As we advance along our journey to becoming an edge-to-cloud platform-as-a-service company, we see an opportunity to bring our partners on that journey and ensure they have the resources and tools to deliver the outcome-based solutions our customers need to innovate and take their business to the next level. We continuously invest in evolving our Partner Ready Program and we listen and consistently develop new initiatives in the HPE Pro Series. This helps our partners create differentiation in increasingly competitive markets and enhance their skills. Additionally, we are consistently adding new initiatives to maximize profitability for our partners and to respond to partner feedback.

#### MAIN CONCERNS TO ADDRESS

HPE asserts its Partner Ready Program leadership by continually listening to partners, delivering on our commitments and responding to their requests. In designing the HPE Partner Ready Program, HPE considers a number of things – how to align the program with the HPE vision, how we can work together to meet the needs of our customers, and how to ensure our partners remain profitable. Moreover, we have personalized the partner journey to as-a-Service, and have enhanced the Partner Ready Program to ensure profitability, industry recognition and differentiation for partners as well as the support they need to evolve their business at their own pace.



### AMER WARSI

India Channels and Ecosystem Sales Leader, Hewlett Packard Enterprise



## CADYCE'S PARTNERS PLAY AN IMPORTANT ROLE TO DEVELOP THE BRAND PRESENCE



**GAUTAM A SHAH**  
Founder and President,  
CADYCE

### NEED OF A PARTNER PROGRAMME

Cadyce believes that partners across the globe play an important role to place the products in various verticals and also help us to develop the brand presence. We conduct training programs for the partners; make awareness of the current technology as well new technology and highlight the roadmap for the current year with the launch of new innovative products with the latest technology. This helps partners to think in a different way for CADYCE so that they can focus in new verticals and can make good money in our business. Various sales schemes, demo policy for the new products, service policy and user friendly RMA policy help us to increase our presence in the market.

### IMPORTANCE OF A PARTNER PROGRAMME

We invest a lot of money in latest technology , innovations , work closely with all big IC companies , understand the latest trend in the new technology , which help us to make innovative products with new styles of design , plug and play , compact and light weight models. Due to which , we have to invest money to share all the information to our partners , customers through various channels like media , ad campaigns , PR programs , social media campaigns , eblast , virtual training sessions , awareness of the brand/products/technology etc. SEO on the google platform, google adwords , retargeting to our website , videos.

### MAIN CONCERNS TO ADDRESS

When we design any program for our partner –the key factor that we always consider is-- it must be user friendly , easy to understand , easy to access all the details , information about the brand , specs , easy navigation to our website , excellent communication , support via toll free , chat module , online support etc. We have made user friendly videos for every Cadyce product with the application to understand our partner and customers very easily. This helps us to build the confidence in our partner as well as customers for CADYCE BRAND.

## PALO ALTO NETWORKS INVESTS LOT OF TIME LISTENING TO ITS PARTNER'S FEEDBACK AND UNDERSTANDS THEIR NEEDS

### NEED OF A PARTNER PROGRAMME

A robust partner program will focus on providing ample learning and earning opportunities to partners so that they can expand market coverage and in the process, enhance their own capability and capacity to fuel further growth. As an organization comes out with innovative solutions to meet customers' business needs, they depend more and more on partners to take these innovations to their customers, with speed and agility. The organization also needs to take into account that the solutions built by them are deployed, implemented and integrated in the customer's infrastructure in exactly the same way as the use case they were envisaged to solve.

### IMPORTANCE OF A PARTNER PROGRAMME

Palo Alto Networks invests a lot of time listening to our partner's feedback and understanding their needs. Partner voice is captured by participation in internal as well as external industry surveys, multiple partner leadership platforms and Partner Advisory Councils across the territories we operate in.

While our industry leading partner program called the Nextwave partner program remains the same, we try and bring innovation and enhancements to the program every year, depending on the changing technology trends, consumption patterns and addition of new routes to market. Our Nextwave partner program acknowledges and rewards partners for their investment with us and gives a greater ROI as you enhance the partner tier levels.

### MAIN CONCERNS TO ADDRESS:

There are 3 pillars that we focus on in our Partner Program Design:

**INCREASING Profitability Initiatives:** some examples of what we have introduced are New Partner Value Incentives, Referral and Rebate Programs.

**ENABLING New Services Opportunities:** we have introduced QuickStart Service SKUs, Transformational Services Practice and a Dedicated Managed Services Program.

**OPTIMIZING Processes & Systems:** we have introduced Deal Approval Automation, Deal Quoting Automation and Order Placement Automation.



**HARPREET BHATIA**  
Director, Channels & Strategic  
Alliances – India & SAARC  
at Palo Alto Networks



## WHILE DESIGNING PARTNER PROGRAMMES, RELEVANCE OF PROGRAMMES TO PARTNERS' NEEDS IS IMPORTANT



**RAMESH NATARAJAN**

CEO -  
Redington Distribution

### NEED OF A PARTNER PROGRAMME

The cornerstone of Redington's business has been our strong relationship with the Partner community. This has given us a keen sense of the diverse needs of the Partner community. Our approach is to work in alignment with Vendors to design programmes that support partners in :

- (a) identifying and tapping opportunities in new technologies for their customers
- (b) improving their earnings potential
- (c) gaining skill sets and certifications to equip them in new technologies

The imperative is to build on the strong foundation that an established partner community provides, in terms of skills, customer engagement and execution ability among others. This makes Partner Programmes an indispensable element of our engagement.

### IMPORTANCE OF A PARTNER PROGRAMME

At Redington we constantly learn and evolve our Partner programmes based on the inputs we get from the Partner community. We invest in programmes with a focus on delivery of program benefits to Partners. We work with Vendors to offer partner programs for multiple verticals, depending on seasonality e.g. BTS, SMB programs, Affordability etc.

The idea is to provide customized support, specific to the context in which the Partner needs it (Technologies, Product categories, geographies, periods etc.).

This year we are seeking to scale up our drive on Partner programmes as we support them in the post-pandemic economy.

### MAIN CONCERNS TO ADDRESS

Relevance of programmes to Partners' needs, building Partners' ability to offer customized technology solutions for their customers' needs, effective execution and delivery of programme benefits to Partners, speed of execution and clarity of communication are some of the features that we consider very important in designing Partner Programmes..

## AS A PARTNER-CENTRIC COMPANY WE CONSTANTLY LOOK AT WAYS TO KEEP OUR PARTNERS MOTIVATED & ENGAGED

### NEED OF A PARTNER PROGRAMME

As a 100% partner centric company, our partners are a very important part of our growth globally. It is with the help of our partners that we at Kaspersky are able to reach out to our target audiences and expand in various markets.

Kaspersky United program is one of our most popular partner programs that not only assure great marginal benefits to our partners but also help them to specialize in their fields of interest, acquire the required skill sets and learn from experts at Kaspersky on subjects that they feel most confident about. Partners constantly help companies like us to reach out to customers present in the remotest areas and understand their pain points that help us further in providing solutions for them accordingly.

### IMPORTANCE OF A PARTNER PROGRAMME

As a partner centric company we constantly look at ways to keep our partners motivated and engaged through our various partner programs and incentives that we plan for our partners every quarter. A significant part of our investments are allocated every year for our innovative partner programs on both global and regional levels.

We believe that these investments in executing partner programs are essential for strengthening our partner network as well as achieving the desired goals set by our company. Every quarter we try to have at least one ongoing partner rewards scheme as we understand that it is an important tool to gain their trust as well as keep the partners motivated.

### MAIN CONCERNS TO ADDRESS

The partner programs designed by us are very specific and extremely thought through while taking into consideration the expectations a partner may have from us. We try to accomplish these expectations through our partner programs and other incentive programs. Some of our programs are incentive based that help us keep the partners motivated, making sure our partners are profitable at the end of the day.m.



**SACHIN RELWANI**  
Channel Head, Kaspersky  
(South Asia)

## VEEAM'S PARTNER PROGRAMS ARE DESIGNED TO PROVIDE PROTECTION, DRIVE PROFITABILITY AND ENABLE PARTNER'S BUSINESS TO GROW



**AMARISH KARNIK**  
Director – Channel Sales,  
Alliance (India & SAARC),  
Veeam Software

### NEED OF A PARTNER PROGRAMME

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. To drive revenue growth, companies must wisely choose their partners based on desired business results and target audience. 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. We have seen a change in the market dynamics & hence our partner programs are always innovative & relevant.

### IMPORTANCE OF A PARTNER PROGRAMME

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. 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. 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.

### MAIN CONCERNS TO ADDRESS

While designing a partner program we follow a customer & partner centric approach. Veeam's partner programs are simple, flexible & 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. As a leader in Cloud Data Management, we understand the challenges faced by customers and as a 100% channel-driven company, we're 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.

## A STABLE LONG-TERM PARTNER RELATIONSHIP HELPS IN LONG-TERM BUSINESS

### NEED OF A PARTNER PROGRAMME

A powerful partnership is a proven way to broaden the horizon of an organization, extend its sales footprint, and grow the customer base. To mark a presence in the unreached market or boost the brand image, partnering with the right set of partners with deep domain expertise helps in quickly expanding the business into target markets and customer segments, which is not-so-easy to reach for a company on their own. Channel partners are our extended arm. Hence, it is crucial for our partner community to stay at par with the latest industry trends, to be able to tap and address new opportunities effectively. We are proud to say that through our partnership program, we have successfully marked our presence in different parts of the globe since 2009 majorly into three industry verticals: Education, Business (Corporate & SME), and Government.

### IMPORTANCE OF A PARTNER PROGRAMME

It's important to invest in partner engagement & loyalty. A stable long-term partner relationship & engagement are very important from the perspective of long-term business. For reaching every set milestone, Cybernetyx encourages partners with rewards and recognition programs. Cybernetyx aims to bring all its partners under one roof via three-level of partnerships based on their performance – Platinum, Gold, and Silver. Partners can scale up their categories based on their half-yearly performance review. To upskill, we invest through our different offerings - Channel Training Program, Partner Certification Program, Demo Investments, POC assistance, EDM / Product Graphics Support, Business Leads, Enquiry Assistance, Digital Marketing Assistance, and many more.

### MAIN CONCERNS TO ADDRESS

Cybernetyx partner programs are realistic, scalable, and process-driven to ensure smooth program implementation. Partners are critical towards the growth of the company and we have designed the Partner Connect Programme to drive mutual success. Our specialists provide the partners winning marketing strategies, qualified leads, and technical expertise to guide customers towards business success while in turn look for business expansion. For each partner.



**RAMYA CHATTERJEE**  
CEO  
Cybernetyx

## CADYCE LAUNCHES CA-KBDS: AN EXCELLENT MIX OF KEYBOARD AND DOCKING STATION

CADYCE, a leading brand in the computing and digital lifestyle marketplace, has recently announced the launch of USB-C Keyboard & Docking Station, CA-KBDS. The CA-KBDS is a plug and play USB Type-C keyboard cum docking station that is compatible with Thunderbolt 3 port. The keyboard dock can be connected to the computer or tablets like iPad Pro and Android and iOS smartphones as well with the help of a detachable USB-C cable. The device has an SD 3.0 (UHS-I) Card Reader that supports SDXC cards of up to 2 TB and data transfer rates up to 104Mb/s. The users can plug in multiple peripherals to their computer without worrying about their platforms or hardware requirements.

“We are pleased to launch our latest USB-C Keyboard & Docking Station (CA-KBDS) in the Indian market. CA-KBDS is a multi-productivity solution. The extra Thunderbolt 3 compatible USB-C ports give users the high-performing connectivity solutions one needs to speed up their workflow.” said, Mr. Gautam Shah, Managing Director at CADYCE. The sleek and subtle gadget functions as a USB Type-C Keyboard for the computer and acts as a multi-function docking station for other devices. Given CA-KBDS’s wide range of compatibility, users can plug in multiple peripherals to their computer without worrying about their platforms or hardware requirements.



### CA-KBDS

#### USB-C™ Keyboard Docking Station

CA-KBDS allows you to add a USB-C™ keyboard to your computer and also serves as a multi-function USB-C™ Docking Station.

The all-in-one CA-KBDS is widely compatible with Mac OS X 10.X and Windows 8/10 (32/64 bit). The premium CA-KBDS is an elegant mix of sturdiness, compactness and good-looks. It is a stylish companion for devices that will serve satisfactorily for a long time. Slight angle at the bottom of the keyboard improves ergonomics, the grippy feet on the bottom of the dock provides the firm grip to the docking station. The LAN port in CA-KBDS supports transfer speeds of 1GB, unlike 10/100M ports, which supports a maximum transfer speed of 100Mbps. USB 3.0 ports allow to transfer movies, music and more in just seconds with 5 Gbps transfer speeds, 10 times faster than USB 2.0. Users can listen to music with their favorite headphones as the best travel companion CA-KBDS comes with a 3.5mm audio jack that supports stereo audio output and the audio jack also supports microphone input. Additionally, Measuring just 288 mm X 150mm, the compact and lightweight design fits easily into the bag for effortless portability.

## Microsoft to allow employees to stay remote permanently

Microsoft has assured its workforce not to worry about coming back to the office. The software company has reportedly told its employees to feel free to work from home forever, even when its offices open back up.

Under its new “hybrid workplace” guidance, employees will be allowed to spend less than half their working hours out of the office, and can receive approval from their managers to stay remote permanently.

In a memo Microsoft said, “The COVID-19 pandemic has challenged all of us to think, live, and work in new ways. We will offer as much flexibility as possible to support individual workstyles, while balancing business needs, and ensuring we live our culture.”

Those workers who opt to stay home even when things open back up will give up their assigned desks, and will work in common spaces if they decide to pay the office a visit.

Microsoft’s memo comes almost five months to the day after Twitter CEO Jack Dorsey told employees that those whose jobs permit it will be allowed to work remotely forever - even after the coronavirus pandemic is over.

Facebook boss Mark Zuckerberg also told workers earlier this year that certain employees will be able to work from home on a full-time basis, and said that as much as half of the workforce could be remote within the next five to 10 years.



# VAR SECURITY

## LOGISTICS PARKS CAN IMPROVE EFFICIENCY AND SITE SECURITY WITH SMART VIDEO

The leading smart video solutions for logistics parks add several layers of intelligence compared to traditional security cameras, helping operators to enhance personnel management, vehicle management, site management, and goods management.

Global supply chains, the booming online retail market, and rising demand for manufactured goods have driven growth in the logistics industry. An array of materials and goods are constantly on the move by truck – arriving at logistics parks before the last miles of their journey to stores or customers' addresses.

With goods moving 24/7/365, logistics parks need to work extremely efficiently to stay ahead of demand, and to ensure that goods are delivered on time. Additionally, security is a top concern for operators – from the moment shipments arrive, to the moment they are delivered to their final destinations.

When it comes to achieving these goals, security cameras are critical – helping operators to monitor vehicles and people entering facilities, and to track goods leaving the premises. However, next-generation smart video solutions provide a number of additional benefits that help operators to operate more efficiently and securely than ever before.



### THESE INCLUDE:

#### 1. ENHANCED PERSONNEL MANAGEMENT

With the latest smart video solutions, such as Prama Hikvision's Smart Logistics Park Solution, site operators can protect staff more effectively against accident and injury. This is achieved with automatic detection of personal protective equipment (PPE), including eye wear, gloves, ear protectors and more.

One example of this is Prama Hikvision's embedded hard hat detection technology, which triggers automated alerts when team members enter restricted areas without their hard hats on. This enables logistics park operators to significantly improve health and safety, without deploying additional team members to supervise hard hat compliance.

As an additional benefit, operators can improve security with facial recognition technology, which ensures that only authorized personnel enter restricted areas. Facial recognition can also make it faster and easier for employees to move around the logistics park, helping them work more productively and reducing waiting times at park entrances and exits.

#### 2. IMPROVED SITE MANAGEMENT AND SAFETY

Apart from the access control facilities with face recognition technology to prevent unauthorized visitors entering in the premise, logistics parks need more intelligent perimeter protection to improve security. This is now possible with Prama Hikvision's thermal

cameras, which provide crystal-clear video footage, even in zero-light environments. Radar and dome cameras can also be combined to detect any unauthorized people or vehicles entering the site, to trigger automated alerts for any suspicious movements, and to record clear video evidence of any incidents that occur.

With high-definition and low-light smart cameras, logistics parks can also replace manual security patrols with 'remote' patrols. In this scenario, security teams check images from strategically placed, high-definition cameras based on a patrol 'schedule' and raise alerts if any suspicious movements are observed.

To further increase efficiency, remote patrols can be enhanced with AI technology, which enables regular security checks with no need to review video footage manually. In this case, only video images that identify a potential security threat are sent to site security teams, dramatically reducing staffing requirements and costs.

#### 3. OPTIMIZED VEHICLE AND DOCK MANAGEMENT

With smart video, site operators can create an optimized vehicle and load management workflow – from truck entry to docking and cargo pickup. The Prama Hikvision Smart Logistics Park Solution achieves this with a dashboard that displays the status of each loading dock, allowing vehicles to be directed efficiently as soon as they register at the park's security checkpoint. Based on simple red, yellow and green indicators, vehicles can be processed more efficiently and queuing can be reduced.

As well as improving the vehicle processing workflow, park operators can improve access security based on vehicle license plate recognition technology. Smart cameras can also be used to monitor the speed of vehicles entering the logistics park, to detect illegal parking, and to send automated alerts to security teams when rules are breached.

#### 4. SECURE AND EFFICIENT GOODS MANAGEMENT

With smart video, logistics parks can create an automated, secure, and fully trackable goods management process. This supports the secure flow of goods at one site or across multiple sites and includes solutions for accurate, secure goods scanning, tracking and delivery.

One example of this the Prama Hikvision Smart Logistics Park Solution, which incorporates all the infrastructure needed for effective goods management, from monitoring cameras to smart code readers and scanners. Using embedded software tools, site operators can allocate an ID to every pallet or parcel and track it through to final delivery, easily search and view video footage relating to specific pallets or parcels, and generate daily inventory reports quickly and easily.

Finally, logistics park operators can dramatically reduce fire risks in the warehouse with Prama Hikvision. This is achieved by combining thermal cameras and smoke detectors, which alert security teams of potential fires before any damage is done.



# FIREEYE INTRODUCES MANDIANT ADVANTAGE: THREAT INTELLIGENCE

FireEye announced Mandiant Advantage: Threat Intelligence - the first SaaS-based offering by Mandiant Solutions to combine its Threat Intelligence with data from the frontlines of its industry-leading cyber incident response engagements, delivered through an easy-to-use management platform.

“For years, Mandiant Threat Intelligence has led the industry with the highest quality reporting that comprehensively details the threat environment, enabling organizations to prioritize threats and manage cyber security risk,” said Sandra Joyce, Executive Vice President of Mandiant Threat Intelligence at FireEye. “We are now making emerging intelligence accessible to all defenders as it is discovered, regardless of the technology they have deployed. Now customers of all sizes have unprecedented access to the depth and breadth of threat intelligence Mandiant offers, appropriate to their budget and unique needs.”

## ACCESS TO MANDIANT BREACH DATA, AS ACTIVE THREATS EMERGE

Mandiant Threat Intelligence provides organizations with information on active threats as they emerge and is the first generally available SaaS offering on the new Mandiant Advantage platform. Mandiant Solutions plans to introduce a family of Mandiant Advantage SaaS offerings to augment and automate global security teams with controls-agnostic, actionable breach, adversary, operational and machine intelligence data from the company’s global deployment of product telemetry and the Mandiant front lines.

With more than 300 intelligence analysts and researchers, and more than 200,000 hours in 2019 responding to breaches, Mandiant knows more about attackers and the latest threats than any other company in the security industry. Now with Mandiant Advantage: Threat Intelligence, security defenders can access these insights faster and in ways never shared before. By extending this timely look into what’s happening across multiple Mandiant frontlines, organizations can more easily prioritize the threats that matter to them most right now.

“Lots of vendors say that they have the leading threat intelligence, however, the focus is typically on inputs,” said Chris Kissel, Research Director, Worldwide Security & Trust Products at IDC. “Mandiant Advantage is a divergence from the traditional path. By consolidating expertise backed products and services under Mandiant, customers get a vendor agnostic view into the effectiveness of outcomes. This pairing makes Mandiant truly differentiated.”

Mandiant Solutions plans to integrate additional capabilities within the Mandiant Advantage platform over time to help augment and automate security teams with Mandiant experience and intelligence. Planned upcoming offerings include Validation On Demand and Malware Analysis as a Service.

## ACCESSIBLE INTEL – WHEN AND HOW ORGANIZATIONS NEED IT

As part of its mission to provide organizations of all sizes with timely, relevant and easy to consume threat insights, Mandiant Solutions is also announcing today the roll out of new subscription pricing and simplified packaging for Mandiant Threat Intelligence aligned to address the most pressing security concerns of organizations of all sizes. In addition to Mandiant Advantage: Threat Intelligence, additional Mandiant Threat Intelligence delivery methods include robust API integrations and a newly released browser plug-in.

Whether using threat intelligence for prioritizing vulnerabilities, detection and response, monitoring the dark web, or informing security programs and investments, Mandiant Threat Intelligence has the options to support any organization on their journey to intel-led security.



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

### Service Portfolio

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

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Information Technologies  
Turning Ideas Into Reality

## Facebook India ropes in Sunil Abraham as Public Policy Director for Data and Emerging Tech



Facebook India has assigned Sunil Abraham as the Public Policy Director for Data and Emerging Tech to head and shape the company's stance on tech policy issues in India. He will report to India Public Policy Director Ankhi Das.

He will be responsible for building partnerships and engagements with key stakeholders in the public policy area of data privacy, consumer protection, and AI-led innovation for new products and services.

He will spearhead important policy development initiatives and proceedings in India and the South Asia region on data protection, privacy, new and emerging tech and represent Facebook's position in these multi-stakeholder processes.

In 1998, Abraham co-founded Mahiti Infotech, an open technology service provider for non-profit sector. Again in 2008, he co-founded the Centre for Internet and Society, a policy and academic research organisation.

## PwC names Sanjeev Krishan as the new Chairman in India

Sanjeev Krishan has been appointed as the new Chairman of PwC in India for a four-year term commencing on 1 January 2021. Sanjeev succeeds Shyamal Mukherjee, the current Chairman, who will step down on 31 December 2020 at the completion of his term.



According to Sanjeev Krishan, "It is an honour to take on the Chairman's role of this great organisation. As a purpose driven firm, we are constantly striving for opportunities to reinvent the future and help our clients create value for their stakeholders. People, technology and innovation would be at the core of all that I intend to do in the next few years, for responsible and sustainable growth for us as a firm, our clients and society. It will be my endeavour to build on the legacy Shyamal leaves behind, and I will draw inspiration from the exemplary leadership he has demonstrated during these exceptional times, making us a firm of choice for our clients, our people as well as the larger society. He is an extraordinary leader and we are grateful for his contribution to PwC in India, not only as the Chairman but during his almost four-decade long journey with the firm."

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## NSDL e-Governance appoints Suresh Sethi as MD and CEO



NSDL e-Governance Infrastructure announces that Suresh Sethi has taken charge as the company's Managing Director and CEO – Designate. He was earlier the Founder, CEO and MD of India Post Payments Bank.

NSDL e-Governance's current Managing Director and CEO, Gagan Rai, who has been at the helm of affairs at the company for the last 25 years, is set to retire in February, 2021.

Sethi will succeed Gagan Rai.

Suresh Sethi takes command of NSDL e-Governance at an exciting phase as the company aims to expand its geographical presence across the globe with its innovative and world class solutions such as the National Unique Identity, tax related services, recordkeeping of Pension accounts, e-sign, eKYC, etc. It also envisages to elevate education financing in India with its state-of-the-art education finance portals – Vidya Lakshmi, Vidyasaarathi, and Vidya Kaushal. Sethi will spearhead the company's growth efforts across India and also in international markets.

## Aditya Birla Group ropes in Manish Gupta as Group CIO



Aditya Birla Group has appointed Manish Gupta to the position of Group Chief Information Officer.

With business spread across various sectors which includes metals, pulp and fibre, chemicals, textiles, carbon black, telecom and cement, Aditya Birla Group has an employee strength of 120,000 people and 150 manufacturing facilities across the globe.

Earlier he was associated with auto components manufacturer Motherson as Group CIO. He has vast work experience of almost 24 years and has also served Schneider Electric and Tata Motors in senior positions.

At Aditya Birla Group, he will be responsible for thought and action leadership for value creation by leveraging the group synergies and technology.

He has done his MBA from IIFT and engineering graduation from Thapar Institute.

## HPE designates Amer Warsi as Channel Leader for India replacing Joybrata Mukherjee

Hewlett Packard Enterprise (HPE) has announced the appointment of Amer Warsi as the India Channels and Ecosystem Sales Leader, effective November 1, 2020. Amer replaces Joybrata Mukherjee, who has decided to move on from HPE.



Som Satsangi, MD – India, HPE, comments, "I want to thank Joybrata for the significant contributions he has made to the HPE India sales team over the years. We are delighted to have Amer take over the leadership of our channel business in India."

According to Amer Warsi, India Channels and Ecosystem Sales Leader, HPE, "The channel business represents our strongest route-to-market and our partners are a powerful force in driving growth. I am excited with this opportunity to work closely with our partners as they continue to play a key role in our strategy to become an edge-to-cloud platform-as-a-service company."

## ITI chairs Rajeev Srivastava as new Director-Finance

The telecom and defense equipment manufacturing PSU, ITI Limited has assigned Rajeev Srivastava as Director-Finance with immediate effect.

In December 2018, Srivastava joined ITI as General Manager. He holds the membership of the Institute of Cost & Management Accounts of India. He has an experience of over 29 years.

Prior serving ITI, he worked with the Government of India as Director (Accounts)/Senior Accounts Officer from December 1990 to December 2018.

Srivastava has a Bachelor's degree in Commerce and Masters in Commerce from Delhi University, LLB from DAV Law College, CWA from Institute of Cost Accountants of India (ICMAI), and CS from Institute of Company Secretaries of India (ICSI).



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