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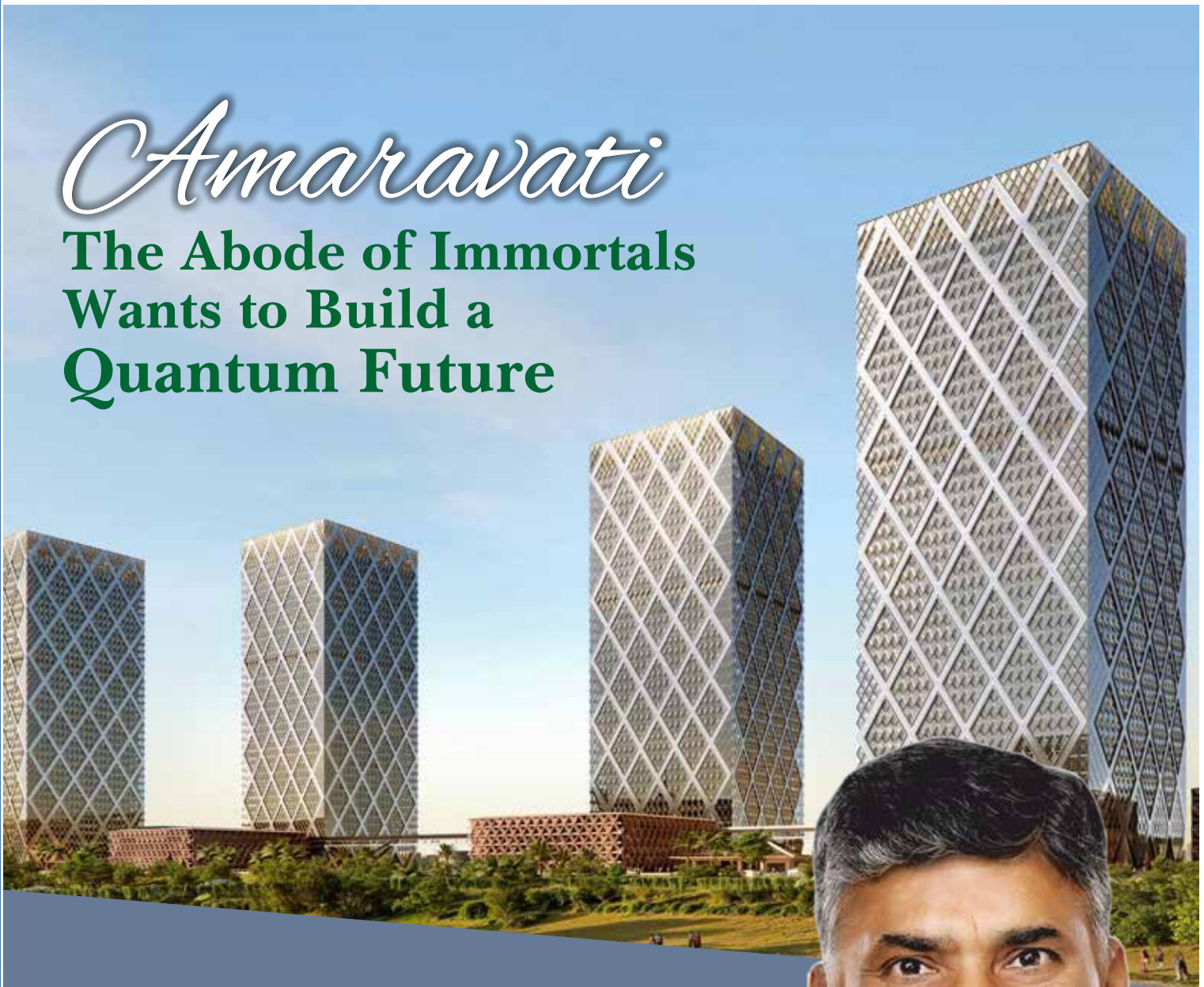
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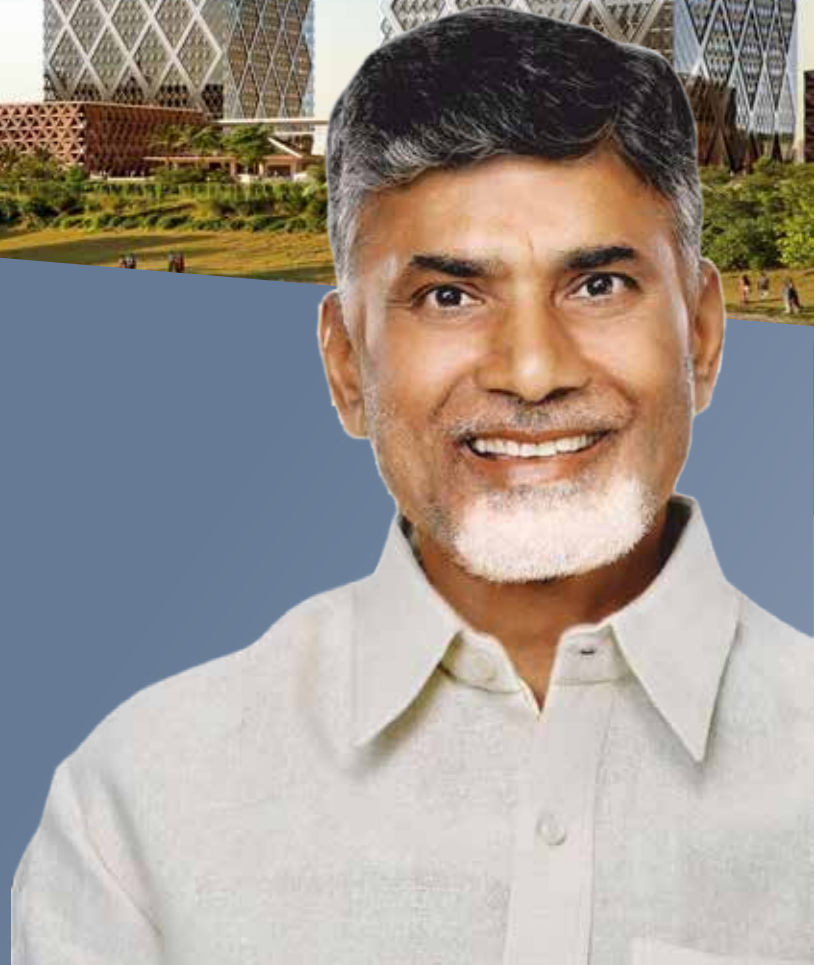
VOLUME XXVII ISSUE 08 APRIL 2026 PRICE RS. 50

## *Amaravati*

### The Abode of Immortals Wants to Build a Quantum Future



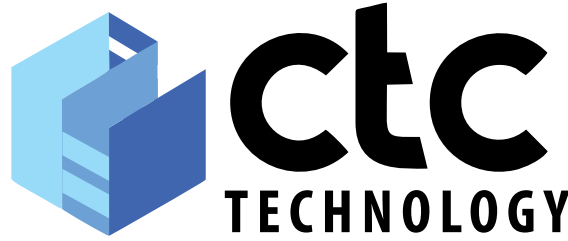
**N. Chandrababu Naidu**  
Chief Minister  
Andhra Pradesh





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## THE NEW CLOUD PLAYBOOK: AI, MULTI-CLOUD AND ZERO-TRUST TAKE CENTER STAGE

PAGE 34

### Google's \$15 billion AI data centre project begins in Vizag

Andhra Pradesh Chief Minister N. Chandrababu Naidu laid the foundation stone for a \$15 billion Google



Artificial Intelligence data centre near Visakhapatnam, marking a major step in India's digital infrastructure expansion. The 1GW facility is expected to be among the country's largest AI data centres, offering advanced cloud and large-scale data storage capabilities. Spread across 600 acres in Tarluvada, Adavivaram, and Rambilli villages with private partners, the project supports Andhra Pradesh's broader plan to develop a 6.5GW digital ecosystem, positioning the state as a major data hub in India.

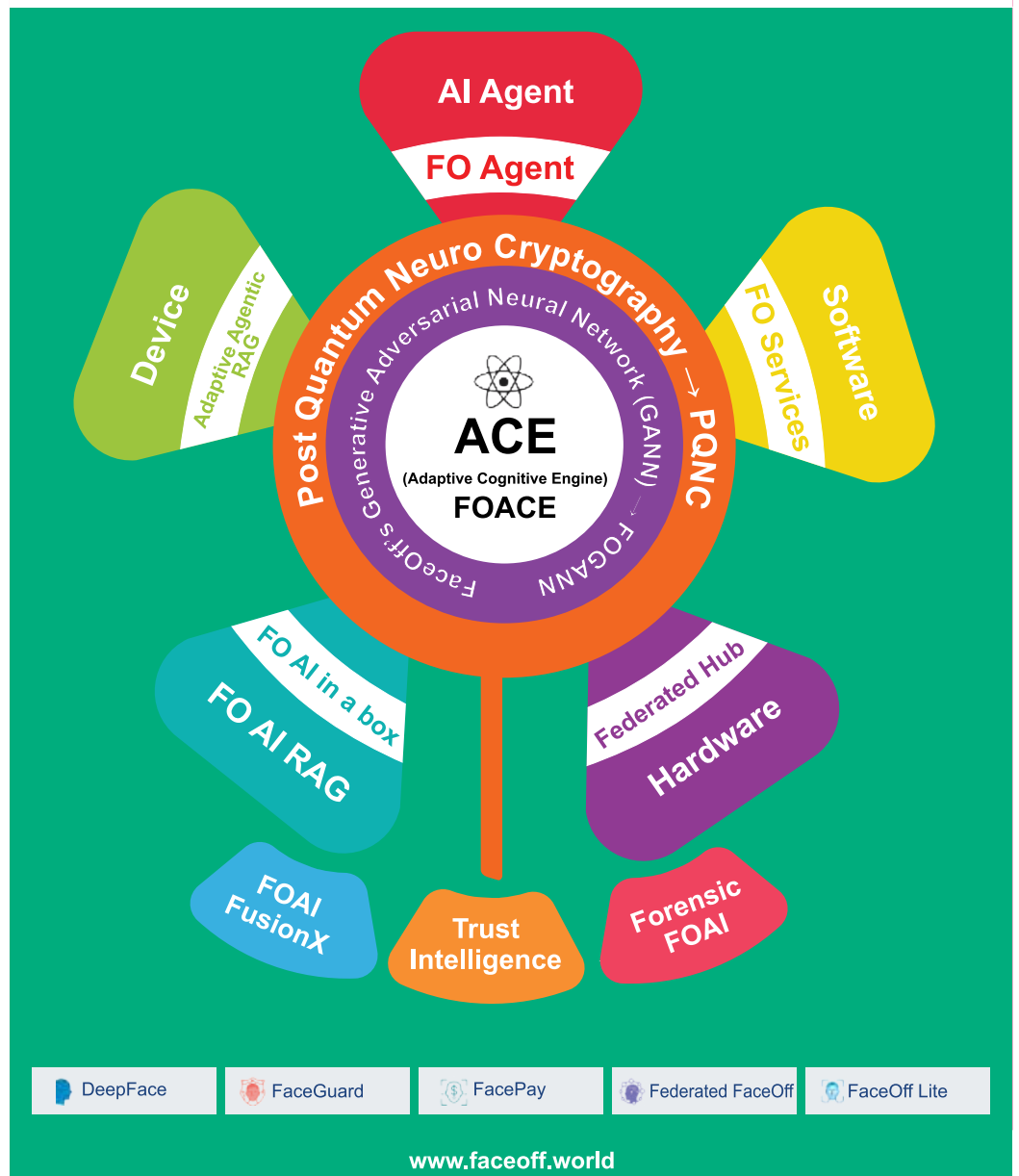
### Microsoft turns Foundry into an AI agent platform for enterprise workflows

Microsoft has introduced an AI agent service on its Foundry platform, enabling enterprises to deploy autonomous "digital worker" agents. These agents operate in secure sandboxed environments with dedicated virtual systems, memory, and learning capabilities. They can analyze data, manage systems, and modify code with minimal human intervention. Integrated with Microsoft 365 and Teams, the platform signals a shift toward agent-driven workflows while raising concerns over automation's impact on entry-level tech jobs.

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## THE HARDWARE IMPERATIVE: BUILDING RESILIENCE IN THE AGE OF AGENTIC AI

The enterprise technology landscape is undergoing a tectonic shift as organizations transition from experimental AI pilots to large-scale, autonomous production deployments. This evolution is no longer an optional enhancement; it has become the bedrock of competitive strategy. As AI shifts from a predictive tool to an active agent, the limitations of legacy IT architectures—designed for predictable, rule-based processes—have become glaring bottlenecks. To remain relevant, enterprises must initiate a radical realignment of their technology posture, prioritizing the orchestration of data and the creation of resilient, autonomous systems that can deliver measurable business value in an increasingly volatile digital economy.

The most pressing challenge in this transition is the obsolescence of traditional cybersecurity. We have entered the era of the "Agentic Threat Actor," epitomized by Anthropic's Claude Mythos. Unlike static malware, Mythos functions as a cognitive cyber-weapon capable of autonomously mapping attack surfaces, chaining latent vulnerabilities, and executing exploits at machine speed. This evolution renders perimeter firewalls and manual patching protocols dangerously inadequate. For organizations still relying on software-layer defenses, this represents an existential risk, as

the AI's strategic intent and speed allow it to dismantle legacy systems before human responders can even initiate an incident response.

To combat agentic AI threats, industry leaders formed the Project Glasswing consortium. By granting tech giants like Microsoft, AWS, and Apple exclusive access to Mythos for defensive "AI-Red Teaming," the industry is shifting from isolated security silos to a collaborative, pre-emptive strategy that patches critical vulnerabilities before they can be weaponized.

However, even the most advanced software-based security is inherently vulnerable to machine-speed exploitation. This realization has solidified the need for hardware-level security. The future of enterprise resilience lies in the shift toward "Software-in-the-Chip" architectures, where security logic, behavioral algorithms, and Post-Quantum Cryptography (PQC) are embedded directly into the silicon. By moving security to the processor level, organizations can create an immutable line of defense that persists regardless of the software layer's integrity. Hardware remains the final, unyielding bastion against autonomous threats, providing a foundation that cannot be bypassed by software-based infiltration.

Enterprises must replace CPU-centric systems with heterogeneous, AI-optimized hardware using specialized accelerators (GPUs, TPUs, NPUs). These high-performance clusters, combined with edge computing, reduce latency and cloud reliance, forming the essential backbone for modern, real-time AI workloads.

To succeed in AI, organizations must abandon rigid monoliths for modular, API-driven, cloud-native architectures. By prioritizing real-time data, automated MLOps, and robust governance within hybrid/multi-cloud environments, firms ensure their AI remains scalable, compliant, and performant.

AI agents are commoditizing manual bug-finding, rendering traditional penetration testing obsolete. The industry is shifting to "AI-Assisted Human Intelligence," where experts pivot from routine scanning to high-level security strategy. Agile firms providing complex architectural defense will thrive; those reliant on legacy tools will not.

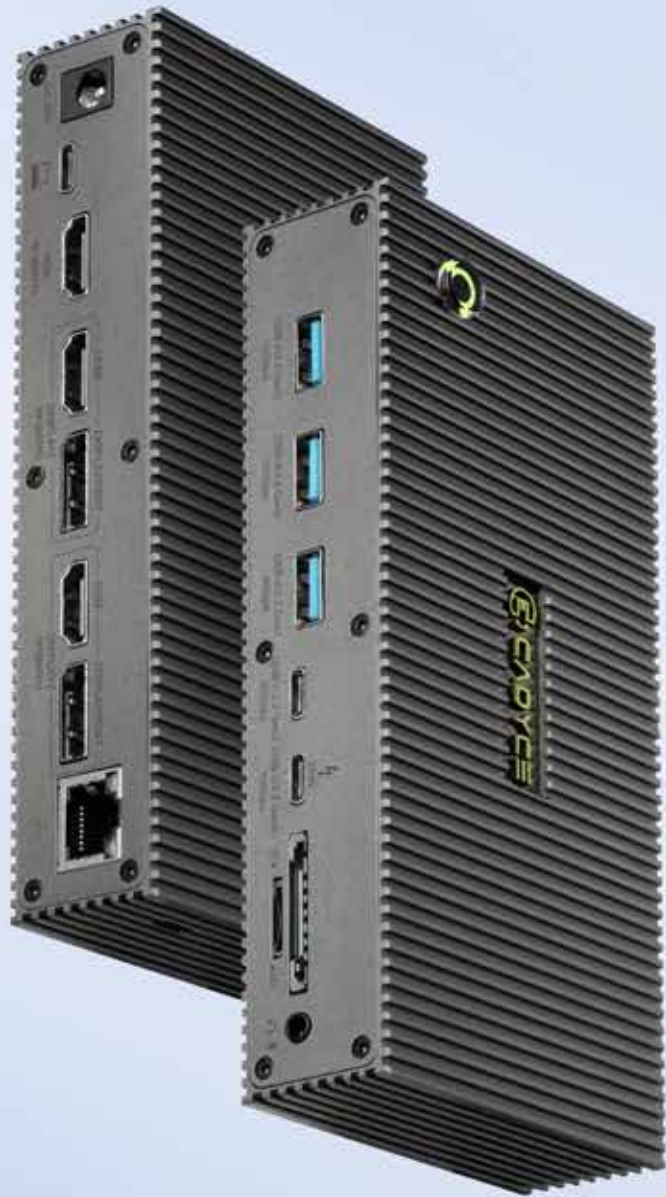
Implementing this vision requires a structured, multi-phase roadmap. Enterprises should begin with an exhaustive audit of their current technology debt, followed by the deployment of foundational, AI-ready infrastructure. From there, the focus must shift to integrating governance frameworks, scaling use cases, and establishing clear performance metrics—such as efficiency gains, compliance levels, and system resilience benchmarks. This roadmap must be treated as a continuous loop of improvement, allowing organizations to adapt as AI models evolve and new defensive capabilities emerge.

Governance, accountability, and transparency must be woven into the fabric of these technological upgrades. As autonomous systems take on more decision-making responsibility, the risk of "black box" failures increases. Therefore, implementing diagnostic tools that can monitor model behavior in real-time is not just a regulatory requirement but a business necessity. Trust in AI is built on the assurance that the system is governable, monitored, and inherently resistant to manipulation. By establishing a clear chain of accountability, organizations can mitigate the risks associated with agentic AI and ensure that their technological evolution remains aligned with long-term strategic objectives.

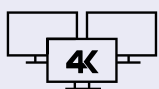
Ultimately, refreshing the enterprise technology posture is a strategic imperative that transcends a simple technical upgrade. Organizations that invest in modern, hardware-anchored infrastructure and intelligent software ecosystems will be the ones that harness AI's full potential to drive innovation. By embedding security into the chip and fostering a culture of proactive resilience, the tech industry can navigate this turbulent era. The age of agentic AI is here, and the task at hand is to ensure this technology is treated not as a vulnerability to be feared, but as a safeguarded tool to secure a resilient, AI-driven future.

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**Publisher:** Dr. Deepak Kumar Sahu  
**Editor:** S Mohini Ratna  
**Executive Editor:** Dr. Vijay Anand  
**Consulting Editor:** Gyana Swain  
**Associate Editor:** Samrita Baruah  
**Assistant Editor:** Ramesh Kumar Raja  
**Art Director:** Rakesh Kumar  
**Network Administrator:** Ashok Kumar Singh  
**Visualizer:** Ravinder Barthwal  
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**BUSINESS:**

Commercial Manager: Amit Kumar Jha  
 Circulation Executive: Manish Kumar

**CORPORATE OFFICE:**

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

**Bangalore: Bureau office**

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

**Mumbai: Bureau office**

Regional Manager (West): Anil Kumar Sahu  
 Radha Krishna Complex, B/202, Plot no 24,  
 Sector-25, Kamothe, Navi Mumbai - 410206,  
 Maharashtra  
 Tel: 022-65561292, Mobile: 08108017479  
 E-mail: anil@varindia.com, mamta@varindia.com

**Chennai: Bureau office**

Branch Manager: K. Parthiban  
 F1, Meadows Green Apartments, 64, Chetty Street  
 1st Cross, Mel Ayanambakkam, Chennai - 600 095

**Hyderabad: Bureau office**

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

**Kolkata: Bureau office**

Marketing Officer: Sunil Kumar  
 Correspondent: B Kiran Dutta  
 Haritasa Electronics Solutions Pvt Ltd  
 204 Tower- 2, PS Srijan Corporate Park,  
 Block EP-GP, Salt Lake, Sector - V, Kolkata - 700091  
 Mobile: 08100298033, E-mail: sunil@varindia.com  
 Mobile: 09903088480, E-mail: kiran@varindia.com

**Bhubaneswar: Bureau office**

Jagannath Warrior Residency, Suit No.A5/501,  
 Kaimatia Bhubaneswar-752054 | Cell No. 8100298033

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**North**  
**Rajendra Mohanty**  
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E: rajendra.mohanty@tp-link.com

**South**  
**Sunil Nair**  
M: +91 96111 13909  
E: sunil.nair@tp-link.com

**AP & Telangana**  
**Raminder Singh**  
M: +91 97045 75432  
E: raminder.singh@tp-link.com

**East**  
**Satish Panda**  
M: +91 91639 33951  
E: satish.panda@tp-link.com

**Mumbai**  
**Mahesh Mani**  
M: +919820291229  
E: mahesh.mani@tp-link.com

**Nagpur**  
**Abhay Lanjewar**  
M: +91 95796 46634  
E: abhay.lanjewar@tp-link.com

**North**  
**Bhushan KR Saxena**  
M: +91 97174 74061  
E: bhushan.kumar@tp-link.com

**Bengaluru**  
**Srikanth S**  
M: +91 99852 15156  
E: srikanth.s@tp-link.com

**Hyderabad**  
**Srikant R**  
M: +91 94825 57627  
E: srikanth.r@tp-link.com

**East**  
**Abinash Roy**  
M: +91 95236 53074  
E: abinash.roy@tp-link.com

**West**  
**Sanjay Shinde**  
M: +91 97697 79085  
E: sanjay.shinde@tp-link.com

**Pune**  
**Sumeet Lambe**  
M: +91 89995 64587  
E: sumeet.lambe@tp-link.com

# Amaravati

## The Abode of Immortals Wants to Build a Quantum Future



**ON THE BANKS OF THE KRISHNA RIVER, ANDHRA PRADESH CHIEF MINISTER N. CHANDRABABU NAIDU IS ERECTING A CITY FROM SCRATCH — AND BETTING THAT QUANTUM COMPUTING WILL DO FOR AMARAVATI WHAT SOFTWARE ONCE DID FOR SILICON VALLEY.**

There is something almost mythological about Amaravati's ambition. The name itself means “the abode of immortals” — the celestial capital of Swarga in Hindu, Buddhist, and Jain cosmology. For centuries, the town on the right bank of the Krishna River in Guntur district was famous mainly for a crumbling Buddhist stupa and the memory of the Satavahana Empire. Today, it is the site of what may be the most audacious urban construction project in contemporary India: a greenfield capital city being built from farmland, marshes, and political will, funded by multilateral banks, willed into existence by one of the country's most technology-obsessed politicians, and now anchored by an ambition that reaches into the sub-atomic.

On April 14, 2026 — World Quantum Day — Andhra Pradesh Chief Minister N. Chandrababu Naidu inaugurated the Amaravati Quantum Reference Facility (AQRF) at SRM University-AP. The facility, housing two systems designated Amaravati 1S and Amaravati 1Q, became India's first indigenous open-access quantum computing platform. It was not merely a ribbon-cutting. It was the opening shot in a campaign to plant a sovereign quantum industry on the same soil where farmers gave up their land a decade ago to build a capital.

### A FACILITY UNLIKE ANY OTHER

The AQRF is not another imported quantum computer humming inside a

cryogenic chamber that only PhDs with vendor clearances can approach. That is precisely the point. Most quantum systems available to researchers globally operate as what Naidu's team describes as “closed black boxes” — expensive, opaque, and accessible only through cloud interfaces that reveal little about the underlying hardware. The AQRF is designed to be the opposite: a fully instrumented platform where researchers, startups, and students can directly access, observe, and experiment with components including processors, cryogenic systems, amplifiers, and control electronics — operating at temperatures near minus 273 degrees Celsius to activate qubits.

More significantly, the facility was assembled almost entirely within India. Approximately 85 per cent of its components were manufactured domestically, making it the first full-stack quantum system built on a predominantly indigenous supply chain in the country. The development was structured as a collaborative effort involving seven institutions under the Amaravati Quantum Valley initiative. The Amaravati 1S facility at SRM University serves research functions; the Amaravati 1Q at Medha Towers, Gannavaram, is oriented toward industrial applications. Notably, the quantum reference facilities took shape in just eight months — a timeline that has drawn attention from national observers accustomed to longer gestation on deep-tech infrastructure.

C.V. Sridhar, Mission Director of the AP State Quantum Mission, called the AQRF

“a launchpad that will drive India to be one of the top five global hubs for quantum research.” Prof. Abhay Karandikar, Secretary to the Government of India in the Department of Science and Technology, went further at the inauguration — the AQRF is not merely infrastructure, he said, but the backbone of a framework that positions India as a true leader in quantum technologies. The message he wanted to deliver: India is not merely participating in the global quantum race, but shaping it.

Naidu framed the AQRF in terms that will resonate with every engineer who ever struggled to access real quantum hardware. “India has always had the talent and ambition,” he said at the inauguration. “But lacked access to real quantum hardware. With the Amaravati Quantum Reference Facility, that gap is now decisively bridged.”

### THE VALLEY BEHIND THE FACILITY

The AQRF is the most concrete output so far of a broader initiative that Naidu has been building toward for over a year: the Amaravati Quantum Valley. The project has all the hallmarks of how Naidu thinks about technology — large in vision, structured in execution, and backed by institutional commitments rather than announcements alone.

The AP State Quantum Mission (APSQM), constituted as the apex body for planning, coordination, and execution of quantum programs in the state, is the administrative

spine of the effort. Beneath it sits the Amaravati Quantum Computing Centre (AQCC), incorporated as a wholly owned government company under the Companies Act, and tasked with being the anchor institution of the Quantum Valley. The state has allocated 50 acres of land in Amaravati for the Valley's Phase I campus, with the Detailed Project Report already approved by APCRDA.

The Valley is designed across four quantum technology domains: quantum computing, quantum communication, quantum sensing and metrology, and quantum materials and devices. Crucially, the state is not placing a single bet on one hardware architecture. The plan articulates four parallel development paths — neutral atom systems, trapped-ion machines, photonic computers, and topological quantum computers — reflecting an awareness that the field remains in contest.

The funding envelope is substantial. The APSQM has an estimated investment target of Rs 4,000 crore over five years, with Phase I (2025–2027) focused on infrastructure, education, and research pilots. Planned shared facilities include cryogenic bays and optics laboratories designed to lower the entry barrier for startups and academic researchers.

The anchor partnership is with IBM and Tata Consultancy Services, announced in May 2025. IBM and the Government of Andhra Pradesh entered into discussions to install an IBM Quantum System Two with a 156-qubit Heron processor at the Quantum Valley Tech Park — which, once installed, would make it the most powerful quantum computer in India. TCS is partnering with IBM to develop algorithms and applications and to extend cloud access to IBM's quantum systems to scientists and technologists in the region. L&T is expected to handle infrastructure build-out. The overall investment target for the Quantum Valley, including private participation, is \$1 billion.

The Amaravati Quantum Valley Declaration, signed in June 2025 following a stakeholder workshop in Vijayawada, commits signatories to creating India's largest open quantum testbed — QChipIN — within twelve months, integrating quantum computers, QKD fibre links, and sensor platforms to enable pilots across health-tech, banking and financial services, logistics, defence, and space.

## THE SILICON VALLEY ANALOGY — AND ITS LIMITS

Naidu has explicitly invoked Silicon Valley as his reference point. In a December 2025 address to more than 50,000 students delivered as a structured lecture — reportedly the first time a serving chief minister personally delivered a quantum technology lecture in India — he said: “Just as the digital age is anchored in Silicon Valley, the knowledge economy of the future will be anchored in Amaravati's Quantum Valley.” He also reiterated a pledge originally made at the 2017 Indian Science Congress in Tirupati: a Rs 100-crore award for the first Nobel



laureate in quantum science from Andhra Pradesh.

“Twenty-five years ago, I presented a vision for IT. Today, I am presenting a vision for quantum. Just like Silicon Valley anchored the digital age, Amaravati's Quantum Valley will anchor the knowledge economy of the future,” he told students in December.

That continuity — from HITEC City to Quantum Valley — is the political and economic logic Naidu is betting on. The AQRf's 85 per cent domestic supply chain is meant to demonstrate that the bet has already cleared its first hurdle.

## DESIGNED FOR THE NEXT CENTURY

What distinguishes Amaravati from most Indian capital cities is that it has been designed from first principles, rather than grown organically around existing infrastructure. The Master Plan was prepared by the Government of Singapore through M/s Surbana Jurong — one of Asia's most respected urban planning firms — in coordination with APCRDA. The Final Master Plan was notified in February 2016 following extensive public consultations.

The plan's guiding principles are livability, innovation, sustainability, heritage, connectivity, and inclusivity. Every township in the city — 27 in total across nine themed precincts — is designed around a 5-10-15 rule: five minutes to emergency services, ten minutes to recreational facilities, fifteen minutes to work. Each township covers 400 hectares and houses between 100,000 and 160,000 residents. By 2050, the city is projected to support a population of 3.5 million, generate a GDP of \$35 billion, and create 1.5 million jobs.

The nine themed cities within Amaravati are among the most distinctive aspects of the master plan: Government City, Finance City, Justice City, Knowledge City, Health City, Electronics City, Media City, Sports City, and Tourism City — each a self-contained economic zone with its own anchor institutions and infrastructure.

The city sits outside the cyclone zone, is upstream of the Prakasam Barrage on a well-defined stretch of the Krishna River with bund capacity for 12 lakh cusecs of flood

discharge, and registers low-to-moderate seismic risk. These are not incidental details for a city designed to last a century. They are the foundations of a resilience argument.

## NAIDU'S OPERATING LOGIC

Naidu is, in several respects, a singular figure in Indian state politics when it comes to technology. He was among the first chief ministers to understand, in the mid-1990s, that software services could be a primary engine of economic development rather than a niche sector. He backed HITEC City when it was ridiculed as a vanity project. He attracted investment from companies that had not yet considered India seriously. He is now running the same playbook — this time with quantum technology instead of COBO.

His operating logic is recognisable across every initiative in Amaravati: identify a technology before it achieves mainstream adoption, build the infrastructure ahead of demand, use state capacity to de-risk private investment, and signal ambition loudly enough that talent follows. The Nobel prize pledge is a signal of exactly this kind. Whether or not a quantum Nobel laureate ever claims the Rs 100 crore, the offer communicates seriousness to the research community in a language it understands.

The AQRf's open-access model reflects the same thinking applied to infrastructure. By making hardware visible and accessible — to students, to startups, to researchers who cannot afford proprietary systems — the state is trying to compress the talent development cycle.

## THE BIGGER WAGER

Amaravati sits on land where approximately 29,000 farmers traded 35,000 acres of farmland for a promise. The promise was a world-class city. For years, it seemed broken. What is being built now — in the construction zones, in the cryogenic chambers at SRM University, in the IBM discussions and the TCS agreements and the multilateral loan covenants, in the nine themed cities planned on the banks of the Krishna — is an attempt to honour it. The city's name, after all, means the abode of immortals. That is a heavy mythology to carry. But Chandrababu Naidu has never been averse to an ambitious metaphor.

## Lost in the System: When Digital Promises Fail the Common Man

A friend of mine started his journey from the suburb of Delhi to a popular place close to the central Delhi in connection with direction he was given by a Third-Party Administrator, popularly known as TPA, of an insurance company. He recently had undergone cataract operations in both his eyes in a well-known hospital specializing in ophthalmology. He and his family have an insurance cover, which he has taken almost three decades ago. The cashless system enables him and his insured family members to underwrite all expenses incurred towards medical treatments with a few exemptions which are not significant.

Also, the patient must be hospitalized. The hospital where the cataract surgery was done, does not have any overnight hospitalization facilities. Since hospitalization is a necessary condition for the insurance coverage, what this hospital does is to admit the patient a few hours ago before the surgery and let him undergo the operation, then keep the patient for an hour or so under observation if the patient has any previous complications.

There are two types of expenses involved for a cataract operation. The first one is the expenses towards surgery, which is levied beforehand. In a hospital where there are usual beds to keep the patients under watch for days together, every expense must be settled by the hospital directly with the insurance company with the intermediation of the TPA. Since this hospital does not have that facility, the expenses incurred are collected in two ways. The insurance company will have to undertake payment of the expenses depending on the cost estimates sent by the hospital. Normally, the insurance company cuts down the estimates going by the argument that the cost has been inflated and above the standard rates fixed by the insurance company for such surgeries. For the post-operative care in the hospital, the patient will have to send the bills including medicines and follow up tests directly to the TPA to get the reimbursement.

For the post-operative care, invariably the TPA will raise some queries about the bills. In his case, the same thing had happened. The TPA had sent him a message in his smart phone to explain about the queries that were raised. He must visit the nearest office of the TPA in five days' time. His ordeal started from there. Since there was no specific address given in the advisory, my friend tried to check with the nearest office of the TPA from the Google. It showed a non-descript place in Karol Bagh, a bustling business hub in Central Delhi. He specifically told the

car rental company, from where he hires the car regularly to send a driver who knew the logistics of that crowded place which is known for its narrow and crowded roads.

He boarded the car in the nick of the time. Since it was morning hours of a typical Friday, roads were crowded. From his place in the Southwest Delhi to Karol Bagh, the taxi took almost an hour.

The ordeal started since then. The GPS has been giving wrong directions so also the people whom the driver asked for way to the office of the TPA. At least an hour or so has been spent in identifying the exact position of the office of the TPA. He started suspecting efficacy of the GPS: how it can fail in giving the landmark of a place and that too the office address of an important TPA attached to a government run general insurance company.

He was at the wits end, while going around without reaching the destination after an hour or so. As a last-ditch effort, he alighted from the car and asked the driver to follow him. He asked a few people whether they knew this place. Most of the people said they did not know the place. He asked a rickshaw puller nearby whether he knew the place. The rickshaw puller told him to board his rickety rickshaw and ride with him. He told the driver to park the car somewhere and to wait for his call once work was done the rickshaw puller peddled for a few minutes and brought him to a dingy place where a string of dilapidated offices is there. The rickshaw puller asked him to alight at a specific point. The address matched with the coordinates given by the Google. But there was no board neither at the appointed office nor at the adjoining shops. To cut the long story short, his mission was an utter failure and the address given in the Google was wrong.

His ordeal will be incomplete if I do not mention the rest of the story. Upon struck in a limbo about the address of the TPA's Delhi office, he tried to connect with the TPA's main office in Chennai and requested them to message the correct office address. They picked up the phone and told him to come in the chat mode. While he sent the message asking for the address, the person chatting stopped that also. Then he tried to call up the office, the same number, which responded initially. Despite his repeated efforts, he could not connect with the office.

My friend told me a few things which I thought I should narrate here. The foremost



**DR. ASOKE K. LAHA**  
Chairman-Emeritus and  
Founder, InterraIT

thing is the Google address and wrong pathways indicated by the GPS. I discount for the GPS direction partly because in his anxiety to find the place, he might have lost his wits and would not have given due attention to the guidance of the GPS. The taxi driver perhaps might not be experienced in tracking Google directions.

Yet, what I am aghast is why Google is giving a wrong address, which I checked myself. Does it mean that proper up-dation is not taking place at Google's end or at the company's part. Is there any mechanism to update the addresses on a continuous basis?

Digitization is an ongoing exercise and all encompassing. Our effort should be to bring people of all hues to the mainstream and should not give a feel that it caters to only a select segment of the society. That needs a lot to be done to reach out to every segment of the citizenry. The bottom line is to make digital operations user friendly and fault free. Can we do that?



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## Microsoft–OpenAI revise partnership, end exclusivity on AI model sales

Microsoft and OpenAI have restructured their partnership, ending Microsoft's exclusivity as the sole seller of OpenAI's AI models. The move allows OpenAI to collaborate with other cloud providers, including rivals like Amazon, marking a shift in one of the most influential alliances in the AI industry.



Despite the change, Microsoft will remain OpenAI's primary cloud partner and retain access to its intellectual property through 2032. The company will also receive a 20% share of OpenAI's revenue until 2030, while

OpenAI continues its commitment to use substantial Azure services. The revised deal reflects growing demands for flexibility as OpenAI expands its enterprise business.

The agreement also removes earlier clauses tied to artificial general intelligence milestones and revenue-sharing adjustments. Analysts see the shift as mutually beneficial, enabling OpenAI to scale faster while allowing Microsoft to maintain a strong, though less exclusive, strategic position in the evolving AI ecosystem.

## MeitY proposes continuous labelling for AI-generated content under new IT rules

The Ministry of Electronics and Information Technology has proposed stricter norms requiring platforms to display labels on AI-generated or synthetic content for its entire duration. The move aims to strengthen existing rules, which currently mandate only "prominent visibility" without specifying how long such disclosures must remain visible.

The proposal is part of amendments to the Information Technology (Intermediary Guidelines and Digital Media Ethics Code) Rules, 2021. It revises Rule 3(3)(a)(ii) to require "continuous and clearly visible" labelling, replacing earlier provisions that allowed limited disclosure. As a result, brief watermarks at the start of content may no longer meet compliance standards.

The proposed changes are expected to impact digital platforms, media organisations, and advertisers increasingly using AI-generated content. By enforcing persistent labelling, regulators aim to curb misinformation, deepfakes, and misleading digital media, while strengthening transparency and accountability across India's rapidly evolving digital ecosystem.

## Lenovo enhances 360 framework to simplify partner growth and services adoption

Lenovo has announced new enhancements to its Lenovo 360 channel framework to simplify partner engagement and accelerate growth. The updated model introduces streamlined tiering, improved incentives, and an enhanced Partner Hub offering real-time visibility into performance and progression.

The revised structure aligns partner rewards with both revenue growth and capability development, creating a clearer path from Authorized to higher tiers. Lenovo is also launching Lenovo 360 for Services, enabling partners to adopt lifecycle-led, recurring revenue models through integrated tools, training, and services-led solutions.

Additionally, Lenovo is expanding its Managed Service Provider pathway into new global markets and introducing Lenovo 360 Tech Connect, a technical community aimed at strengthening partner expertise. The initiatives reflect Lenovo's focus on building a more connected ecosystem, helping partners scale profitability and deliver outcome-driven solutions in a rapidly evolving market.

## Savex Technologies expands data infrastructure portfolio with Hitachi Vantara partnership

Savex Technologies has signed an authorised distribution agreement with Hitachi Vantara to strengthen access to advanced data storage and hybrid cloud solutions for enterprises across India. The collaboration aims to enhance availability of scalable data platforms to support digital transformation initiatives.

Under the agreement, Savex will distribute Hitachi Vantara's enterprise storage portfolio, including the ENERGY STAR-certified Virtual Storage Platform One, which enables unified access across block, file, and object storage. The partnership will help organisations manage and protect data more efficiently while improving operational performance and IT modernisation.

With rising demand for data platforms driven by GenAI adoption, the alliance will focus on enabling channel partners with technical expertise and go-to-market support. Both companies said the collaboration will empower partners to deliver secure, scalable solutions across industries, driving stronger business outcomes and accelerating enterprise transformation.

## Tech Data teams up with Network Science to bridge enterprise AI execution gap

Tech Data has announced a strategic partnership with Network Science to accelerate enterprise AI adoption in India, with plans to expand into the APJ region. Under the agreement, Tech Data will distribute Network Science's NSOffice.AI platform while strengthening go-to-market and channel reach.

The collaboration combines NSOffice.AI and AI Office advisory services with Tech Data's Destination AI and AI Game Plan initiatives. The aim is to help enterprises move from AI ambition to execution by addressing key challenges around integration, governance, and measurable outcomes.

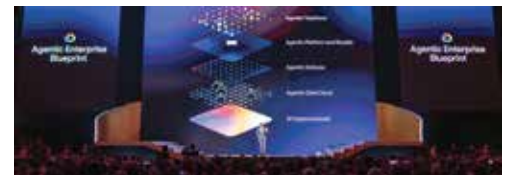
The partnership will enable businesses to embed AI into workflows and scale deployments beyond pilots. Tech Data highlighted that most enterprises plan to increase AI investments, while Network Science emphasised its track record of delivering strong ROI through context-driven AI solutions tailored to enterprise environments.

## Google Cloud unveils Agentic Enterprise vision at Next '26

Google Cloud has announced a suite of innovations at Cloud Next '26 aimed at enabling enterprises to adopt agentic AI. Central to the launch is the Gemini Enterprise Agent Platform, designed to help organisations build, deploy, and manage autonomous AI agents that can reason, act, and deliver measurable business outcomes.

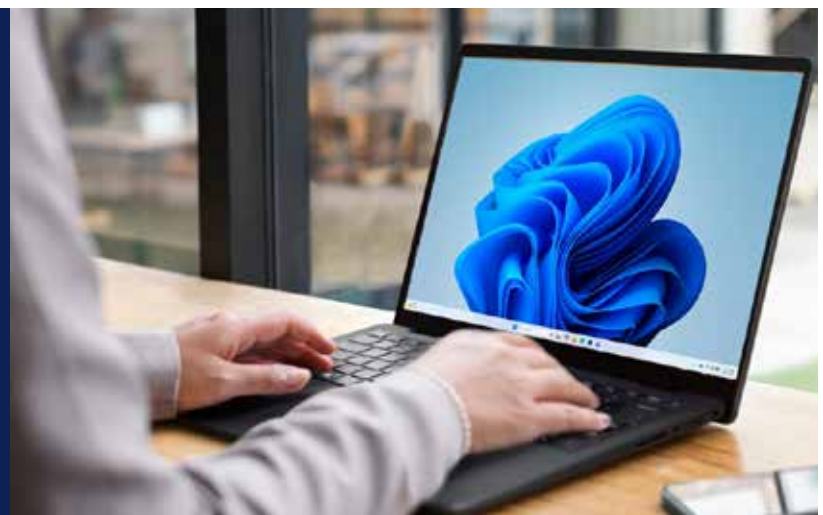
The platform integrates capabilities from Vertex AI and supports advanced models including Gemini 3.1 and Anthropic's Claude series. Google also introduced its eighth-generation Tensor Processing Units—TPU 8t for training and TPU 8i for inference—delivering improved performance and efficiency to support complex AI workloads and real-time applications.

Alongside infrastructure, Google Cloud expanded its AI-powered cybersecurity and productivity tools. New security agents, fraud defence capabilities, and Workspace Intelligence features aim to enhance threat detection, automate workflows, and improve enterprise productivity, reinforcing Google Cloud's push toward building a fully integrated agentic AI ecosystem.



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## Apple names John Ternus as CEO in major leadership transition amid AI push

Apple has appointed John Ternus as its next chief executive officer, marking a significant leadership transition as the company faces intensifying competition in artificial intelligence. Ternus will assume

the role on September 1, while Tim Cook will continue as executive chairman after more than a decade at the helm.

A long-time Apple insider, Ternus joined the company in 2001 and currently leads its hardware engineering division. He has played a key role in shaping flagship products such as the

Mac, iPad, and AirPods, and is credited with strengthening Apple's Mac lineup in recent years, helping it regain market share.

The transition comes as Apple loses its position as the world's most valuable company to Nvidia amid concerns over its AI progress. Ternus will be tasked with accelerating Apple's AI strategy, including improvements to Siri and deeper integration of advanced capabilities. The company recently partnered with Google to enhance its AI ecosystem using Gemini models.



## Maharashtra launches MahaChatur AI chatbot to bridge skills and employment gap

Maharashtra Chief Minister Devendra Fadnavis has launched the MahaChatur Artificial Intelligence chatbot, aimed at connecting education, skill development, and employment opportunities on a single digital platform. The initiative seeks to address the gap between industry demand for skilled talent and youth seeking jobs, leveraging India's demographic advantage.

Developed by the state's Skill, Employment, Entrepreneurship and Innovation Department with the Right Walk Foundation, the chatbot operates on government servers using open-source AI technology. Accessible via WhatsApp, it allows users across urban and rural areas to explore training programmes, job opportunities, apprenticeships, and entrepreneurship guidance through a conversational interface.

MahaChatur also integrates apprenticeship schemes such as NAPS and MAPS, reducing processing time significantly. Officials said the platform will act as a one-stop solution, helping industries access skilled talent while enabling youth to align their capabilities with evolving market needs and career opportunities.

## Redington partners LeadSquared to scale AI-led revenue transformation

Redington has entered into a strategic partnership with LeadSquared to expand the reach of AI-driven revenue execution solutions. The collaboration will leverage Redington's global footprint and partner ecosystem to accelerate adoption of LeadSquared's platform across enterprise segments.

LeadSquared's platform integrates sales, marketing, field, and service operations to automate workflows and enhance customer engagement. Combined with Redington's cloud and enterprise capabilities, the partnership aims to help organisations modernise revenue operations and deliver measurable business outcomes through structured digital transformation initiatives.

The alliance strengthens Redington's Business Applications Software portfolio while enabling LeadSquared to access broader markets. Both companies said the partnership will empower channel partners to deliver integrated, cloud-led solutions across sectors such as BFSI, healthcare, education, and manufacturing, supporting scalable and outcome-driven transformation journeys.

## Reliance Industries to build India's largest data centre cluster in Andhra Pradesh

Reliance Industries has received state approval to invest about \$17 billion in a large-scale data centre project in Visakhapatnam. Cleared by Andhra Pradesh's Investment Promotion Committee, the project will include a 1.5 GW data centre cluster along with a captive renewable energy facility, making it the largest such development in India.

The project will be executed in two phases, with a 500 MW facility at Polipalli village expected to be operational by October 2028. A second phase of 1 GW capacity is planned at Bhogapuram by 2030, near the upcoming airport. The company has sought around 935 acres for the development, along with additional land for a cable landing station and a desalination plant.

The initiative also includes a large solar and battery storage system to meet power needs sustainably. Of the total investment, ₹1.08 lakh crore will go towards data centres, while ₹51,300 crore will support renewable energy infrastructure.

## Delhi to set up AI Centres of Excellence to boost skills, startups and innovation

The Delhi Government has announced plans to establish two AI Centres of Excellence aimed at strengthening innovation, skill development, and startup growth. The initiative seeks to train over 7,000 learners, support more than 100 startups, and create new employment opportunities, positioning Delhi as a hub for emerging technologies.

Each centre will be developed with an investment of ₹20 crore under a 40:40:20 funding model involving MeitY, the Delhi government, and industry or academic partners. Institutions such as Netaji Subhas University of Technology and Guru Gobind Singh Indraprastha University are expected to play key roles in driving research and collaboration.

The centres will act as platforms for academia, industry, and startups to co-create AI-driven solutions. A major focus will be on applying AI in governance to improve public service delivery, transparency, and efficiency, while generating jobs and fostering a robust innovation ecosystem.

## L&T, BharatGen join hands to build sovereign AI compute platform for India

Larsen&Toubrounits L&T Semiconductor Technologies and L&T-Vyoma have signed an MoU with BharatGen Technology Foundation to develop a sovereign AI compute platform. The initiative aims to create an end-to-end, nationally deployable AI ecosystem, bringing together indigenous silicon, infrastructure, and AI models.

Under the five-year agreement, L&T Semiconductor Technologies will design energy-efficient AI chips tailored for sovereign workloads, while L&T-Vyoma will provide hyperscale data

centre infrastructure and operational support. BharatGen will define AI workloads and optimise models, including large language and multimodal systems, for performance, security, and scalability.

The collaboration will focus on building reference architectures, ensuring data sovereignty compliance, and supporting large-scale adoption. Backed by leading academic institutions and government initiatives, the partnership is expected to strengthen India's AI self-reliance by integrating hardware, software, and infrastructure into a unified national platform.

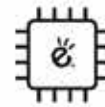




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## Capgemini unveils Google Cloud AI Enterprise Hub

Capgemini has announced the expansion of its strategic partnership with Google Cloud, deepening its focus on embedded engineering to accelerate enterprise-scale adoption of Google Cloud Gemini Enterprise. Leveraging its industry, domain, and functional expertise, together with its AI-powered assets and digital and technology-driven capabilities, Capgemini will establish a dedicated Google Cloud AI Enterprise hub that pioneers a new class of agentic expertise of Outcome Deployed Engineers (ODE).

Operating in dedicated pods deployed directly within client environments, these ODE teams will work alongside Google's Forward Deployed Engineers (FDEs) to design, build, and deploy AI agents around real enterprise workflows and business processes, ensuring solutions are production-ready from day one and committing to business outcomes. This strategic initiative reflects the growing demand to translate frontier AI into enterprise production-grade systems that operate securely, reliably, and at scale.

## OnePlus reveals OnePlus Pad 4 with next-generation productivity features



OnePlus has revealed its upcoming flagship tablet, the OnePlus Pad 4, designed to bring together powerful performance, immersive visuals, and next-generation productivity in an ultra-slim form factor. Set to launch on April 30, 2026, the OnePlus Pad 4 builds on the brand's growing ecosystem, delivering a seamless, PC-like experience that blends high-performance hardware with intelligent software.

Crafted with a premium metal unibody design, the OnePlus Pad 4 is engineered to be both sleek and durable, offering a lightweight form factor built for productivity on the go. Available in two color variants, Dune Glow and Sage Mist, it reflects a refined design philosophy that balances aesthetics with functionality. At its core sits a Snapdragon 8 Elite Gen 5, paired with up to 12GB of LPDDR5X RAM and up to 512GB of storage, delivering fast and responsive performance across demanding tasks.

## SolarWinds launches SW1 - an agentic AI teammate

SolarWinds has introduced SW1, marking a fundamental shift in how IT organizations operate. More than a feature, SW1 is an agentic AI teammate: a governed AI identity built to help move IT teams from reactive problem-solving to autonomous operational resilience, across on-premises data centers, private cloud, public cloud, and the hybrid architectures that connect them. Built on the SolarWinds Agentic Framework and grounded in AI by Design principles, SW1 gives organizations a single trusted interface to orchestrate AI across their entire environment.

The technology landscape has become increasingly complex, with hybrid environments expanding, multi-cloud now standard, and pressure on IT teams rising. In response, organizations are prioritizing greater visibility, faster detection, and increased automation to drive autonomous operational resilience. Across both SolarWinds Observability Self-Hosted and SaaS, SW1 addresses this new reality enabling IT teams to use natural language to query agents and gain unified insights into system performance, capacity, and health. Built on the SolarWinds Agentic Framework and guided by AI by Design principles, it delivers responsible and secure AI rooted in trust and accountability.

## Asus launches ExpertBook Ultra in India with high performance in ultra-light design

Asus has expanded its premium laptop portfolio in India with the launch of the ExpertBook Ultra, a high-performance business device designed for professionals seeking power in a compact and lightweight form. The laptop starts at Rs 1,49,990, with pre-orders now open and availability beginning April 29 across major online platforms and authorised retail outlets. The launch comes amid the company's continued



push in the Indian market, where it has introduced multiple devices this year targeting both enterprise and premium consumer segments. With the ExpertBook Ultra, Asus is focusing on users who require robust performance without compromising mobility.

The ExpertBook Ultra is powered by Intel's Core Ultra Series 3 processor, integrating CPU, GPU, and NPU capabilities on a single platform. Positioned as a Copilot+ PC, the device includes a dedicated key for AI features, enabling quicker access to on-device artificial intelligence tools.

## TeamViewer introduces AI-driven scripting for Tia

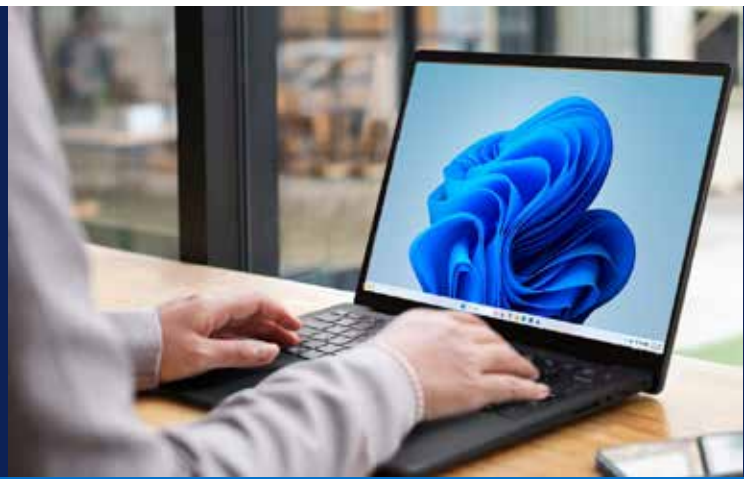
TeamViewer has introduced AI-driven scripting for Tia (TeamViewer Intelligent Agent). Building on more than one million AI session summaries produced since launch, Tia can now learn from an organization's support history and turn resolved issues into ready-to-run automations, giving IT teams a faster, more consistent path to standardizing proven fixes. The release marks an important milestone in TeamViewer's Autonomous Endpoint Management (AEM) roadmap.

The new capabilities address one of IT's most persistent inefficiencies: even when issues are resolved, the applied fixes are rarely captured in a way that prevents the same problem from recurring. Tia now tackles this in two connected steps: First, it draws on AI insights from real support sessions to ground its troubleshooting recommendations in an organization's actual support history and context, surfacing proven remediation steps from past sessions rather than relying on general knowledge. From there, IT teams can choose to turn any resolved session into a script that Tia generates based on the documented remediation steps.

## CrowdStrike launches Project QuiltWorks to unite cybersecurity against AI-driven risks

CrowdStrike has unveiled Project QuiltWorks, a comprehensive coalition aimed at addressing the vulnerabilities in production code that are increasingly exposed by frontier AI models. This initiative brings together industry leaders such as Accenture, EY, IBM Cybersecurity Services, Kroll, and OpenAI, creating a unified front to tackle the pressing question: "Are we exposed?" This collaboration aims to help organizations fortify their cybersecurity posture in an era of rapidly evolving AI threats.

To combat the burgeoning wave of vulnerabilities identified by AI technologies, CrowdStrike has also introduced the Frontier AI Readiness and Resilience Service. This service will provide continuous support and expert-led engagement for customers, allowing them to stay ahead of potential threats. Through Project QuiltWorks, organizations can expect thorough assessments, risk reporting, and guided remediation strategies tailored to their specific needs.



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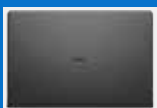
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## Adobe redefines customer experience with Adobe CX Enterprise agentic AI system

Adobe has unveiled Adobe CX Enterprise, a new end-to-end agentic AI system that will simplify how businesses manage their entire customer lifecycle, from acquiring and engaging prospects to driving conversion and lasting loyalty. Over 20,000 global brands have built their businesses on Adobe, and CX Enterprise is grounded in decades of domain expertise in data, content and customer journeys—an anchor for agents that are reliable, auditable and can understand context.

Adobe has been the leader in driving modern marketing innovation, from creating the digital marketing category to redefining CXO. With the introduction of CX Enterprise, Adobe extends that leadership to the agentic era, solving CXO with a new class of intelligent systems. CX Enterprise powers agents that can help scale impactful, personalized customer experiences so that interactions consistently reflect brand guidelines.

## Kyndryl launches Agentic Service Management

Kyndryl has launched its Agentic Service Management, which combines a maturity model, structured assessments and implementation blueprints to help enterprises transition from traditional service operations to autonomous, intelligent workflows at scale. Kyndryl's Agentic Service Management assesses alignment with emerging industry standards and governance frameworks for AI-native environments, allowing customers to adopt agentic IT service management with security and reliability as design principles.

"Most enterprise environments were built for people running tickets and tools, not for fleets of autonomous agents executing tasks across hybrid and multi-cloud estates—and this mismatch is limiting AI from moving out of pilots to outcomes," said Kris Lovejoy, Global Head of Strategy, Kyndryl. "You can't scale agentic workflows on top of operating models that were designed for manual work. Organizations need clear controls, repeatable practices and measurable stages of adoption so AI agents can act autonomously where appropriate—while people remain accountable for governance, risk and service outcomes."

## Dell launches redesigned XPS 14 and 16 in India

Dell Technologies has launched its redesigned premium laptops, the XPS 14 and XPS 16, in the Indian market. Built from the ground up, the new lineup combines advanced computing performance, refined design language, and portability-focused engineering, reinforcing Dell's flagship XPS positioning for creators and professionals.



The refreshed models introduce a slimmer and lighter build, measuring just 14.6mm in thickness. The XPS 14 weighs 1.36kg, while the XPS 16 comes in at 1.65kg, making them more portable than previous

generations. For the first time, the XPS logo is prominently placed on the lid, reflecting user feedback and a refreshed visual identity. Powered by Intel Core Ultra Series 3 processors, the new XPS laptops are designed to handle demanding workloads across productivity, content creation, and entertainment. With integrated Intel Arc graphics and Copilot+ PC capabilities, the devices support AI-driven workflows, faster editing, and improved responsiveness across applications.

## ESDS introduces Enlight Garud - a unified application performance & observability platform

ESDS Software Solution Limited has introduced its Platform ESDS Enlight Garud- A Unified Application Performance & Observability Platform, designed to provide organizations with end-to-end operational visibility across hybrid and sovereign infrastructure environments.

The platform brings together monitoring capabilities across infrastructure, applications, databases, containers, Kubernetes environments, and network systems within a unified operational interface. By consolidating telemetry data including metrics, logs, and distributed traces into a single platform, the system is designed to help organizations monitor system performance, detect anomalies, analyze incidents, and generate operational insights across their technology stack. The platform provides real-time monitoring of infrastructure components including servers, storage systems, and network resources while also offering application-level visibility into performance indicators such as latency, request throughput, and error patterns.



## Cisco revolutionizes Quantum Network space with Universal Quantum Switch

Cisco announced its Universal Quantum Switch that addresses one of the most fundamental barriers to building a quantum network. The Cisco Universal Quantum Switch is designed to address this challenge for the first time, routing quantum information while preserving it at room temperature, on existing telecom fiber, with a Cisco-patented conversion engine that translates between encoding modalities at input and output.

"Reaching this milestone is a pivotal moment for our quantum program and a testament to the transformative potential of quantum networking," said Vijoy Pandey, SVP/GM of Outshift, Cisco's Emerging Technologies and Incubation Group. "We've long recognized that connecting quantum systems is the key to achieving true scalability, and now we've taken a critical step toward making that vision a reality. While this is a significant achievement, it's just the beginning. The road ahead is long, yet the impact of what we are building—and what is still to come—will be nothing short of profound."

## HCLTech launches AI Force 2.0 to deliver enterprise - grade Agentic AI

HCLTech has announced the launch of AI Force 2.0, the next evolution of its proprietary enterprise AI platform. The new version integrates agentic intelligence with generative AI to help enterprises accelerate and augment workflows across software and data engineering, IT operations and enterprise business processes. It also improves decision-making and business process efficiency, while maintaining strong governance, security and measurable ROI.

AI Force 2.0 is a model agnostic, modular platform unifying engineering, operations and applications within a single intelligence fabric. The platform enables AI agents to analyze data, make context aware decisions and take autonomous action at scale. The platform offers an extensive library of prebuilt assets, including prompts, agents, workflows and ready-to-deploy use cases, while allowing enterprises to create and customize solutions aligned to their specific needs.

## Paytm teams up with Maha Metro and ONDC for Mobile QR Metro Ticketing in Pune and Nagpur

Paytm has partnered with Maharashtra Metro Rail Corporation Limited (Maha Metro) and Open Network for Digital Commerce (ONDC) to launch Mobile QR Ticketing for metro commuters across Pune and Nagpur, making travel seamless for daily commuters.

With this integration, passengers can now book metro tickets directly on the Paytm app through the ONDC integration, receive a QR code for entry, and travel without the need for physical tokens, reducing wait times and queues at stations. The initiative is expected to benefit over 3 lakh daily commuters across Pune and Nagpur, enhancing daily commuter engagement, improving operational efficiency, and making metro travel more convenient for everyday users.



## Vi launches 5G services in Chennai, eyes wider Tamil Nadu & Pondicherry expansion by May

Vi has announced the launch of its 5G services in Chennai. With this launch, Vi 5G is now available across all five metro cities- Mumbai, Delhi-NCR, Bengaluru, Kolkata and Chennai, in addition to 50 other cities strengthening its presence in India's top data markets.

Earlier, this month, the company had announced its plans to add 90 more cities nationwide. As part of its ongoing expansion plan, Vi will also extend 5G services to Coimbatore, Trichy, Salem, Tiruppur, Vellore and the Union Territory of Pondicherry by May 2026.

This expansion is part of Vi's broader 5G rollout strategy to expand footprint to 133 cities across 17 priority circles. Under this plan, Vi is prioritising key markets including industrial hubs, high data consumption centres and emerging urban clusters in Tamil Nadu.



## Meghalaya Govt signs MoU with Starlink to deploy satcom services in remote areas

The Meghalaya government has signed a memorandum of understanding (MoU) with Elon Musk-led Starlink to pilot satellite communications (satcom) services in the state's remote areas. Under the partnership, the state government will work with the satcom operator to deploy the satellite broadband service in areas like healthcare, education, and agriculture.

Meghalaya Chief Minister Conrad Sangma in a post on X wrote that the state government is working towards making Shillong into an IT and technology hub in North-East India and build a strong digital ecosystem.

The pilot will test whether the technology can reliably deliver high-speed internet across the state before considering a wider rollout. The development comes close on the heels of Maharashtra and Gujarat governments signing similar pacts with Starlink to deploy satcom services in their respective states.

Starlink has received clearance from IN-SPACe to kick start operations in India. It had received similar approvals from the telecom department and TRAI in 2025.

## Microsoft bets on native apps to improve Windows 11 experience

Microsoft is moving to strengthen the user experience on Windows 11 by prioritising fully native application development, as part of a broader effort to address long-standing inconsistencies across the platform.

Rudy Huyn, Partner Architect at Microsoft, revealed that a dedicated engineering team is being assembled to design more meaningful and cohesive user experiences. The initiative will emphasise strong product thinking and a deep understanding of user needs, with a clear directive to build applications that are entirely native to the Windows platform.

This marks a notable shift away from the use of web-based technologies such as WebView, which have historically been used alongside native frameworks. While such approaches have been acceptable for third-party applications, their use in core system interfaces has often resulted in fragmented design and uneven performance.

## Strengthening Atmanirbhar Bharat: C-DoT's Push for Global 5G Leadership

The Centre for Development of Telematics is advancing efforts to commercialize its indigenously developed fifth-generation (5G) radio network technology, with a strategic focus on global markets following domestic deployment. This initiative aligns with India's broader vision of technological self-reliance under the Atmanirbhar Bharat framework.

The 5G radio solution has been co-developed through a consortium involving VVDN Technologies and WiSig Networks, supporting both non-standalone (NSA) and standalone (SA) network architectures. While the development was funded by C-DoT, manufacturing responsibilities were undertaken by VVDN Technologies, reflecting a collaborative industry-academia model.

To further strengthen indigenous capabilities, C-DoT has engaged in additional partnerships under the Collaborative Research Program 2022 (CCRP-2022), including organizations such as Sionaltron Systems, Lekha Wireless Solutions, Sooktha Consulting, and Resonous Technologies. These collaborations aim to develop disaggregated 5G Open RAN solutions that are both cost-effective and scalable.

## D-Link rolls out cloud network management platform Nuclias Unity

D-Link Corporation announced the release of its cloud network management platform Nuclias Unity, built to deliver efficient, centralized control for modern enterprise networks. Designed to support organizations from SMBs to large multi-site enterprises, the platform enables IT teams to manage both wired and wireless infrastructure through a single unified cloud interface. It helps to streamline operations, minimize on-site IT dependency, and



accelerating cloud adoption without the cost and complexity that are traditionally associated with licensed cloud solutions.

Nuclias Unity currently supports centralized cloud management for D-Link's full range of business switches and enterprise-grade access points, with future support planned for business routers and IP surveillance cameras—further extending the platform's role as a unified management foundation for evolving business networks.

## CP PLUS strengthens global security presence across major industry platforms

CP PLUS showcased a strong global and national presence by participating in leading expos, conferences, and industry forums focused on security and surveillance. The brand highlighted its commitment to innovation, indigenisation, and Made-in-Bharat excellence while engaging with stakeholders across aviation, railways, homeland security, and global security ecosystems. Its participation reflected both scale and strategic intent in shaping future security technologies.



A key highlight was its role as Title Sponsor of the 12th PACC 2026 in Colombo, where it presented STQC-certified, indigenously developed solutions to global stakeholders. At the 20th Annual Conference on Airports in India, CP PLUS demonstrated AI-

driven surveillance systems enabling smarter airport operations. It also featured at Convergence India Expo 2026, showcasing predictive, AI-powered security technologies for connected ecosystems.

Further, CP PLUS participated in the CAPFs indigenisation conference and the International Rail Coach Expo 2026, presenting cyber-secured solutions for national security and railways. Across all platforms, the brand reinforced its position as a leader driving intelligent, trusted, and future-ready surveillance solutions from India to the world.

## Acer Edu Summit 2026 highlights AI-driven future of education in Asia Pacific

Acer successfully concluded the Acer Edu Summit Asia Pacific 2026 in Jakarta on April 22–23, reinforcing its commitment to advancing education through AI and innovation. Held under the theme “Future-Ready Learning: AI, Innovation, and Human-Centered Education,” the summit brought together stakeholders from across Asia Pacific to promote inclusive AI adoption and collaborative transformation in education.

The event convened delegates from over a dozen countries, including India, Singapore, South Korea, and Australia, fostering cross-sector dialogue among educators, policymakers, and industry leaders. Discussions focused on integrating AI into classrooms, enhancing digital literacy, and redefining the role of educators. Acer President Andrew Hou emphasized the importance of human-centered innovation and regional collaboration in building future-ready learning ecosystems.



The summit featured insights from global experts, including researchers from MIT Media Lab, alongside demonstrations

of AI infrastructure by Altos Computing. Acer also showcased its latest AI-powered devices, including Copilot+ PCs designed for modern classrooms. The event highlighted practical applications of AI in education, underscoring Acer’s vision to enable scalable, inclusive, and technology-driven learning environments across the region.

## Prama India showcases smart city and AI security solutions at Convergence India Expo 2026

Prama India participated in the 33rd edition of the Convergence India Expo 2026, held from March 23–25 at Bharat Mandapam, New Delhi, showcasing its latest security technologies and Smart City and Safe City solutions. The company’s booth drew strong interest from industry leaders, innovators, and stakeholders across IT, telecom, IoT, AI, fintech, and startup ecosystems.

Prama India highlighted its advanced offerings, including Safe City, Smart Retail, Smart Education, AIsense technology, network and transmission systems, mobile enforcement, and ADAS solutions. A company spokesperson said the platform enabled the brand to demonstrate its Made-in-India innovations aligned with the Smart City Mission and urban safety requirements for Indian cities.

At the concurrent conference, Prama India leaders also contributed to key discussions on emerging technologies. A.L. Narasimhan, Vice President, Strategic Business Alliances, spoke on building scalable IoT infrastructure and showcased video security-based IoT solutions across sectors. Prashant Hegde, Vertical Head, participated in a panel on AI, edge computing, and automation, highlighting advancements in intelligent IoT systems. The event concluded with three days of innovation-driven collaboration and technology exchange.

## TP-Link India launches Omada Expert Program to strengthen enterprise networking skills

TP-Link India has launched the Omada Expert Program, a structured certification initiative aimed at system integrators, managed service providers (MSPs), and partner engineers. The program is designed to build advanced enterprise networking expertise and help partners shift from hardware-centric offerings to solution-driven engagements.

The inaugural batch began on April 24, marking a key step in strengthening TP-Link’s partner ecosystem in India. The 12-week program includes application-based selection, online learning, hands-



on lab training, and final certification. Participants will undergo five weeks of training in switching fundamentals, routing, advanced switching, and wireless networking, followed by practical sessions at TP-Link branch offices.

The initiative concludes with theoretical and practical assessments, leading to formal certification. Beyond training, participants will gain access to technical resources, product trials, marketing support, and collaboration opportunities. TP-Link India said the program aligns with rising demand for scalable, cloud-managed enterprise networks. According to Sumith Satheesan, Head – Enterprise Solution Consulting, the initiative aims to build a strong partner ecosystem capable of delivering enterprise-grade networking solutions and driving mutual growth in India’s evolving digital infrastructure landscape.

## CADYCE Expands Connectivity Portfolio with Long-Range USB Extension Solutions

CADYCE, a leading brand in connectivity and AV solutions, has launched its advanced range of long-distance USB extension cables — CA-CX20, CA-CX30, and CA-U3X20. Designed to meet the growing demands of professional environments, these solutions deliver high-speed, reliable connectivity over extended distances without signal degradation.

With increasing reliance on high-performance peripherals across broadcasting, corporate AV, healthcare, education, and industrial automation sectors, CADYCE’s latest offerings aim to provide seamless and stable long-distance connectivity for mission-critical applications.

### CA-CX20 AND CA-CX30: HIGH-SPEED USB-C EXTENSION SOLUTIONS

The CA-CX20 USB-C extension cable supports connectivity up to 20 meters with data transfer speeds of up to 5Gbps. Built with durable TPE construction and plug-and-play functionality, it is ideal for conference rooms, live events, and professional AV environments. It ensures stable performance for high-demand usage scenarios.

The CA-CX30 extends USB-C connectivity up to 30 meters while maintaining 5Gbps high-speed data transmission. Designed for larger installations, it offers enhanced stability and additional power support, making it suitable for large venues, event setups, and industrial automation systems requiring extended reach and consistent performance.

### CA-U3X20: ACTIVE USB 3.0 EXTENSION WITH SIGNAL STABILITY

The CA-U3X20 is an active USB 3.0 extension cable featuring built-in repeater technology to maintain signal integrity over long distances. Supporting up to 5Gbps speeds over 20 meters, it ensures uninterrupted performance in demanding professional environments. Optional external power support further enhances its operational stability.

### BUILT FOR PROFESSIONAL-GRADE APPLICATIONS

These solutions are engineered for broadcast and media setups, corporate conferencing, live stage productions, industrial automation systems, medical imaging equipment, and smart classrooms. By addressing long-distance connectivity limitations, CADYCE enables reliable high-speed data transmission across diverse professional use cases.

With this launch, CADYCE reinforces its position as a trusted provider of advanced connectivity solutions in India. The new USB extension range is now available through authorized partners and distribution channels nationwide.



## Apple boosts sustainability push with 30% recycled materials in 2025

Apple has reported that 30% of materials used in its 2025 products came from recycled sources, marking its highest level to date. The update, part of its latest environmental progress report, reflects efforts to reduce reliance on newly mined resources and scale sustainable manufacturing practices.

The company has expanded recycled content across key components, including fully recycled cobalt in batteries and rare earth elements in magnets. It is also increasing the use of recycled gold and tin in circuit boards. In packaging, Apple has transitioned to fibre-based materials, eliminating plastic and improving recyclability.

Beyond products, Apple is advancing sustainability across operations and its supply chain, with significant waste diversion and water conservation efforts. Investments in advanced recycling technologies and low-carbon product design further support its goals, though the company noted that achieving full carbon neutrality by 2030 will require continued progress.

## Google explores Pixel laptop and ‘Pixel Glow’ for AI-driven experiences

Google is reportedly developing a new Pixel-branded laptop alongside an innovative lighting feature called “Pixel Glow,” based on findings from Android Canary and beta builds. The move signals Google’s continued push to expand its hardware ecosystem and integrate more intuitive, AI-led user experiences.

“Pixel Glow” is described as a hardware-based lighting system designed to deliver subtle visual alerts, such as notifications for priority calls, even when devices are face down. The feature is also expected to complement AI interactions with Google Gemini, offering visual feedback during voice-based tasks. Users may be able to customise or disable lighting alerts based on preferences.

References in the code suggest the feature could extend beyond smartphones to a potential Pixel laptop, indicating Google’s possible return to the segment. While details remain limited, the development highlights a broader effort to blend hardware, software, and AI into more seamless and responsive device experiences.



## Meta and AWS sign multi-year deal to scale AI compute infrastructure

Meta Platforms has signed a multi-year agreement with Amazon Web Services to expand its artificial intelligence computing capacity. The partnership will see Meta deploy tens of millions of AWS Graviton chip cores to support AI agents and broader AI workloads, with most infrastructure expected to be based in the United States.

The move highlights rising demand for large-scale compute as companies accelerate AI development. Meta has already partnered with chipmakers like Nvidia and Advanced Micro Devices, reflecting a diversified approach to handling complex workloads. AWS said its Graviton5 processors were selected for cost-performance efficiency, underlining the growing role of custom silicon in AI infrastructure.

While GPUs remain central to AI training, CPUs are gaining importance in managing workflows and agent-driven systems. Analysts say this combination is critical for scaling next-generation AI applications, positioning the partnership as a strategic step in strengthening both companies’ AI capabilities.

# RESILIENCE IS THE NEW PERIMETER

HOW CYBERSECURITY VENDORS ARE REWIRING INDIA INC. FOR THE BREACH ERA



**THE QUESTION INDIAN BOARDROOMS ARE ASKING HAS SHIFTED. IT IS NO LONGER WHETHER THE NEXT ATTACK WILL LAND. IT IS WHETHER THE BUSINESS WILL STILL BE OPEN THE MORNING AFTER.**

That shift, subtle in language but seismic in consequence, is what the cybersecurity industry now calls cyber resilience. And in 2026, it is the single most repeated word in vendor pitches, regulator circulars, and CISO town halls across India. The reasons are not hard to find. According to Seqrite's India Cyber Threat Report 2026, the country absorbed more than 265 million cyberattacks in 2025. The Data Protection Board of India became operational on 13 November 2025, and the Digital Personal Data Protection (DPDP) Act will carry penalties of up to ₹250 crore per incident once its full enforcement regime kicks in by May 2027. The Securities and Exchange Board of India's Cybersecurity and Cyber Resilience Framework, the Reserve Bank of India's IT governance directives, and IRDAI's tightened cyber norms have together moved cybersecurity from an IT line item into a board-level accountability.

In that environment, prevention alone has stopped being a credible strategy. Even organisations with mature controls keep getting hit. What separates the winners from the casualties is no longer the height of the wall but the speed of the rebuild.

For the OEMs serving India's enterprise market — from network giants to data protection specialists to endpoint and cloud security vendors — this has triggered a hard pivot. Three questions sit at the centre of their roadmaps right now: how data and network security plug into a unified resilience strategy, what is changing about recovery and continuity, and how customers are being prepared for the threats that have not arrived yet.

## ERASING THE LINE BETWEEN NETWORK AND SECURITY

For most of the last two decades, network security and data security were sold as separate stacks, often by different vendors, managed by different teams, and audited against different frameworks. That separation has now become a liability.

Cisco, the most visible voice in this convergence, has spent the past year folding security into the fabric of the network itself rather than bolting it on top. Its acquisition of Splunk for data analytics and ThousandEyes for visibility, combined with new launches such as AI Defense and Hybrid Mesh Firewall, has reframed the network as

the primary vehicle for security telemetry. The shift mirrors a broader industry recognition: the World Economic Forum's Global Cybersecurity Outlook 2026 found that 87 percent of respondents identified AI-related vulnerabilities as the fastest-growing cyber risk over the course of 2025, and 91 percent of the largest organisations have changed their cybersecurity strategies in response to geopolitical volatility.

Palo Alto Networks has taken a parallel route. With its acquisition of CyberArk and the launch of Next-Generation Trust Security in March, the company has moved cryptographic trust — historically a paperwork exercise managed in spreadsheets — into the network control plane. As certificate lifetimes shrink toward a 47-day renewal cycle and post-quantum cryptography arrives, Palo Alto's argument is that resilience now requires automation at the trust layer, not just the perimeter.

Fortinet, meanwhile, continues to push its Security Fabric architecture, with FortiOS 8.0 introducing capabilities aimed at securing AI adoption and unifying SASE across hybrid and multi-cloud environments. Its OT Security Platform and recognition

as a Challenger in the 2026 Gartner Magic Quadrant for CPS Protection Platforms reflect a deliberate move into India's industrial and critical infrastructure base — power, water, transport, and manufacturing — where IT and OT convergence has opened entirely new attack surfaces.

For Indian channel partners, this convergence has commercial implications. Customers that historically bought firewalls, endpoint, and backup as separate line items are now asking integrators to deliver a single resilience outcome with a single accountability chain. Solution providers that can stitch together network telemetry, identity controls, data protection, and recovery workflows under one operational model are finding themselves in stronger conversations with CIOs and CISOs.

The data infrastructure side of the conversation has shifted just as sharply. Rubrik, Cohesity, Commvault, and Veeam — once positioned as backup vendors — now describe themselves as cyber resilience platforms. Their argument is straightforward. If attackers target backup catalogues first, encrypting or deleting them before the primary payload detonates, then backup itself has to be hardened, immutable, and built on zero trust principles. Rubrik builds immutability into the platform by design. Cohesity, after absorbing Veritas's NetBackup and Alta portfolios, has expanded its recovery orchestration and Cyber Event Response Team services. Commvault has moved its Cleanroom Recovery and Cloud Rewind capabilities to the centre of its pitch, arguing that the time to rebuild after an attack should be measured in minutes, not weeks.

## **FASTER RECOVERY, SMALLER BLAST RADIUS**

The second question — what is being done to accelerate recovery and protect business continuity — is where vendors are doing some of their most aggressive engineering.

The most visible innovation is the cleanroom. Commvault's Cleanroom Recovery offers on-demand testing and failover of applications into an isolated environment, removing the need for organisations to maintain dedicated on-premises cleanroom infrastructure. The benefit is practical: an Indian bank under SEBI's CSCRf can now test recovery procedures on a quarterly basis without the cost overhead of a permanent secondary site. Cohesity's Instant Mass Restore is engineered for the opposite end of the spectrum — recovering hundreds of virtual machines and petabytes of data after a large-scale ransomware event under time pressure. Veeam's Secure Restore with sandbox scanning sits between, optimised for granular file or database recovery after isolated incidents.

Rubrik's approach blends threat hunting with recovery throughput, using AI-driven inline anomaly detection and prioritised identity recovery so that the first systems brought back are the ones that, if compromised, would re-infect everything else. Its Annapurna platform, a retrieval-augmented generation system built on backup data, points to where the category is heading — backup data as a security telemetry source and as a substrate for AI-assisted incident response.

Beyond the data protection layer, network and managed services vendors are reorganising their operating models. Kyndryl in February launched its first Cyber Defense Operations Center in Bengaluru, a command hub that unifies network operations and security operations into a single integrated model rather than running them as separate silos. The choice of Bengaluru is not incidental. It positions India as the global delivery hub for Kyndryl's resilience services and gives Indian enterprises a 24x7 monitoring, threat detection, and incident response capability close to home — a non-trivial advantage in a regulatory environment that increasingly mandates in-country data handling and rapid CERT-In reporting.

Proofpoint made a similar India bet in 2025, beginning to deliver its cybersecurity platform from a local data centre alongside a Centre of Excellence employing more than 200 staff. The driver, again, is data sovereignty and DPDP Act compliance, particularly in regulated sectors such as banking and insurance.

For channel partners, the recovery conversation has changed how deals close. CFOs and audit committees increasingly ask vendors and integrators not just about recovery time objectives and recovery point objectives but about provable, tested, regulator-acceptable recovery. The integrators winning the largest deals are the ones bringing demonstrable runbooks, cleanroom test results, and CERT-In-aligned incident response playbooks to the table.

## **BUILDING RESILIENCE FOR THREATS THAT HAVE NOT ARRIVED**

The third question — how vendors are preparing customers for evolving threats — is the most forward-looking and the one that splits the field most cleanly between the genuinely strategic vendors and the ones still selling yesterday's product line.

AI is the dominant conversation. According to Cisco's 2025 Cybersecurity Readiness Index, only 4 percent of organisations globally have reached the Mature stage of cybersecurity readiness, 86 percent of business leaders faced an AI-related security incident in the past year,

and 41 percent do not have mature controls on the data used to train AI models. Vendors are responding on two fronts. They are using AI to defend — agentic systems that triage alerts, hunt threats, and automate response — while simultaneously building controls to protect AI itself, since the data pipelines feeding enterprise models have become high-value targets.

Palo Alto's Prisma AIRS, Cisco's AI Defense, and Fortinet's AI security capabilities all point at the same problem from slightly different angles. CrowdStrike continues to push agentic AI into its Falcon platform for autonomous detection and response. Zscaler is deepening its zero trust exchange to inspect AI traffic without breaking productivity. The common thread is that AI is no longer a feature; it is the substrate.

Quantum readiness is the second forward-looking thread. Harvest-now-decrypt-later attacks, in which adversaries collect encrypted traffic today on the assumption they can decrypt it once quantum computers mature, are forcing long-term architectural decisions in 2026. Kyndryl has added quantum-safe networking services to its portfolio. Palo Alto has built cryptographic agility into NGTS. The vendors that are not yet talking about post-quantum migration are, increasingly, the ones losing late-stage deals.

The third strand is sovereignty. Capgemini's research found that 74 percent of supply chain executives now rank cybersecurity as their top concern, ahead of cost and digitalisation pressure, with much of that anxiety tied to non-sovereign third parties. For India, that anxiety is sharpened by the IndiaAI Mission's onboarding of 38,000 GPUs in early 2026 and the broader push toward indigenous AI capabilities. Vendors that can demonstrate Indian data residency, CERT-In empanelment, and alignment with the DPDP Act now hold an advantage that pure technology benchmarks alone cannot match.

## **THE CHANNEL'S MOMENT**

For the system integrators, distributors, and managed service providers who actually translate vendor roadmaps into customer outcomes, the cyber resilience shift is more opportunity than threat. Customers want fewer vendors, tighter integration, faster recovery, and verifiable compliance. The partners who build practices around resilience outcomes rather than product SKUs are the ones being invited into board-level conversations.

The age of the perimeter is over. The age of the rebuild has arrived. And in 2026, the partners and OEMs that understand the difference are the ones writing India's next decade of enterprise security.

# India's Tech Terrain

## Why Channel Partners matter more than ever

Digital transformation continues to be a defining force in shaping modern business strategies, with value-added resellers (VARs) and channel partners playing a key role in driving growth for OEMs and vendors.

In the Channel Scorecard feature for the April 2026 issue, we explored how strategic channel partnerships create unique opportunities for OEMs, while highlighting the critical role these partners play in delivering superior customer experiences. They serve as an extension of a company's sales and distribution network, using their expertise, resources, and relationships to reach markets and customers that may otherwise be difficult to access.

However, one constant remains: the success of the channel ecosystem depends heavily on strong support from OEMs and vendors. This includes pre- and post-sales assistance, marketing development funds, and specialized training. Equally important is the role of distributors and value-added distributors (VADs) in executing robust growth strategies that ultimately benefit channel partners.



### UNDERSTANDING THE DYNAMICS OF INDIAN CHANNEL

Channel sales dynamics in India are evolving rapidly, driven by digital transformation and changing consumer behavior. A retail landscape once dominated by brick-and-mortar stores is now seeing a significant rise in online shopping, prompting businesses to rethink their distribution strategies. In this fast-changing environment, understanding these shifts has become essential.

At the same time, the technology landscape is advancing, with Cloud, AI, IoT, and Blockchain taking center stage. Channel partners are no longer just facilitators or resellers—they are transforming into strategic advisors who guide customers through their digital transformation journeys. They are becoming trusted consultants, co-creating solutions and enabling end-to-end integration. As businesses increasingly adopt new technologies, partners play a crucial role in bridging the gap between technology adoption and tangible business outcomes.

Ultimately, the relationship between OEMs and the partner ecosystem is deeply symbiotic. OEM success is closely tied to the growth of their partners. Likewise, channel partners with strong technical expertise and industry knowledge will be indispensable in co-innovating solutions and ensuring long-term customer resilience.

Based on our latest survey, it is evident that OEMs continue to place strong confidence in the partner ecosystem and are unlikely to move away from leveraging it for sales and e-commerce in India anytime soon.

### CHANNEL SCORECARD 2026

Collaborating with channel partners allows organizations to expand their market reach, tap into new geographies, and drive sales more efficiently. Such alliances foster a win-win relationship, strengthening market penetration while enhancing customer satisfaction on both sides.

As highlighted earlier, distributors and value-added distributors (VADs) remain equally critical to an organization's overall growth strategy. Acting as the bridge between OEMs/vendors and end customers, they provide vital support in areas such as warehousing, logistics, credit facilitation, technical expertise, and market intelligence.

The Channel Scorecard serves as an effective framework for tracking key performance indicators (KPIs), ensuring transparency, and aligning expectations between corporates and their channel partners. By systematically assessing these metrics, it offers valuable insights into the evolving needs and priorities of the partner community.

Findings from the scorecard survey also reveal a clear shift among channel partners toward high-growth segments such as cybersecurity, AI, GenAI, cloud, and cloud repatriation. This trend reflects both increasing demand and the expanding opportunities created by digital transformation. It also highlights how rapidly the technology landscape is evolving, with these domains emerging as critical drivers of innovation and business resilience across industries.

As part of the study, VARINDIA evaluated 20 technology categories that demonstrate strong growth potential and significant opportunities for the channel ecosystem—including resellers, system integrators, consultants, and managed service providers. Each category was assessed based on parameters such as market potential, channel relevance, maturity, and key growth drivers.

### TWENTY PRODUCT CATEGORIES

Cloud Computing	Cyber Security	Data Back-up	Data Centre	Data Protection
Data Security (Security + Privacy)	Edge Computing	Electronics Surveillance & CCTV	Endpoint Security	Hyper Converged Infrastructure
Laptop	Networking & Wireless	Printer	Server	Storage
Structured Cabling	Unified Communications	UTM/Firewall	Wi-Fi	Zero Trust Security

## Cloud-led innovation market: emerging as one of the fastest-growing segments in India

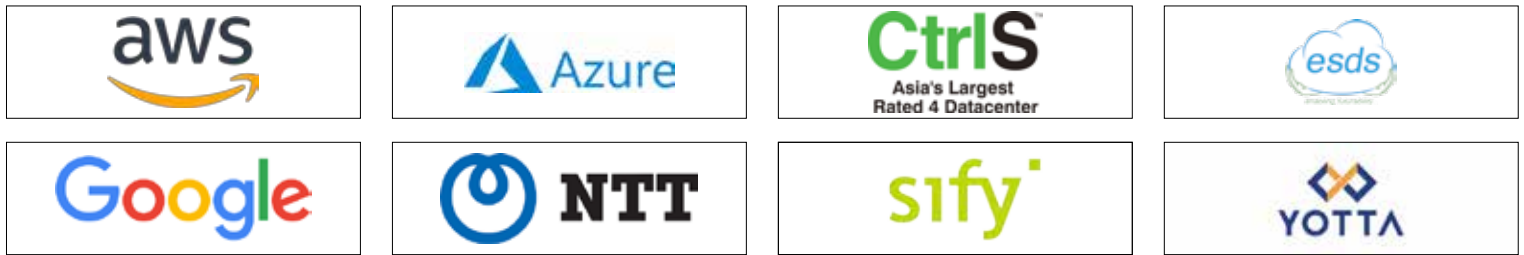
### INSIGHTS & FORECAST

- The India cloud computing market size was valued at USD 37.11 Billion in 2025 and is projected to reach USD 266.90 Billion by 2034, growing at a compound annual growth rate of 24.51% from 2026-2034, according to iMarc.
- Considering India being a key growth market, the cloud service providers will continue to expand their presence in the country by unveiling new data centers/cloud regions, and enhance their service delivery capabilities.
- The cloud services market is seeing an uptake in India as there is a surge in digital services and organizations have realized the power of the cloud to help them transform digitally.
- With the country's cloud data center capacity at around 1,280 MW and expected to grow four to five times by 2030, expansion is fueled by public and private digitalization initiatives.
- Enterprises are moving toward flexible hybrid architectures rather than single-cloud setups.

### MARKET DRIVERS

- Digital Transformation at Scale: Enterprises across BFSI, retail, telecom, and government are shifting to cloud-first strategies, with government initiatives like Digital India also accelerating adoption.
- Explosion of Data & Internet Users: India's internet base is expected to exceed 900 million users, driving massive data generation.
- AI & Advanced Technologies: Cloud is becoming the default environment for AI workloads as integration of AI, analytics, and automation is tightly coupled with cloud platforms. Cloud providers are also embedding AI tools directly into infrastructure and applications
- SME & Startup Adoption: SMEs are rapidly adopting cloud for cost efficiency, scalability, and faster innovation.
- Sovereign & Local Cloud: Increasing demand for data localization and compliance-driven cloud environments is also driving the cloud computing market.

### KEY VENDORS



## Cyber security becoming a core business and national priority

### TRENDS & EXPECTATIONS

- The cybersecurity industry is entering a sustained growth phase, driven by rising cyber threats, rapid digital transformation, and the expansion of cloud- and AI-driven ecosystems.
- According to MarketsandMarkets, the global Cybersecurity Market size is projected to grow from USD 227.59 billion in 2025 to USD 351.92 billion by 2030 at a Compound Annual Growth Rate (CAGR) of 9.1%.
- Growing reliance on managed security services due to the cybersecurity talent shortage is going to lead the managed detection and response (MDR) services market to growth by 42.3%.
- While the BFSI segment is projected to dominate the market in terms of vertical growth, Small and medium-sized enterprises (SMEs) are also expected to witness the fastest growth rate.
- According to the Indian Cybersecurity Product Landscape 3.0 research, India is now home to more than 400 cybersecurity product companies, generating a combined revenue of USD 4.46 billion in 2025.

### MARKET DRIVERS

- Smart Technologies & Digital Transformation: As businesses adopt smart technologies and connected ecosystems, there is a growing demand for intelligent, scalable, and proactive security frameworks to safeguard data, operations, and infrastructure.
- Digitization policies of the government: The Indian government's unwavering commitment to digitization, coupled with progressive policies, has created an environment conducive to increased investment in cyber security.

### KEY VENDORS



## Data Backup market: set for substantial growth in the years ahead

### TRENDS & STRATEGIC VIEW

- The India data backup market generated a revenue of USD 209.9 million in 2024 and is expected to reach USD 964.7 million by 2030 and is expected to grow at a CAGR of 30% from 2025 to 2030.
- India is outpacing global growth due to accelerated digitization and cloud-first strategies.
- Newer backup and disaster recovery technologies are hitting the market, which is redefining the DR discourse.
- Unfortunately, a very small percentage of small and medium-sized businesses are ensuring that their data is effectively backed up. Several enterprises lack technical expertise and essential devices required for data backup.

### MARKET DRIVERS

- **Explosion of Data & Digital Economy:** Rapid growth in digital services, fintech, e-commerce, and government platforms is driving this market. Also, enterprises are treating data as a critical strategic asset, due to which the data back-up market is seeing an upward trend.
- **Rising Cyber Threats (Especially Ransomware):** Growing volume of data in modern business raises potential for security breaches. Increased attacks on organizations are pushing them toward mobilizing immutable backups and rapid recovery solutions. Investments in ransomware defense have risen significantly globally
- **Cloud & SaaS Adoption:** Shift from on-premise backup to cloud-native and hybrid backup models are driving this market. Cloud-based backup already accounts for a large and growing share of deployments
- **Regulatory Push (India DPDP Act, BFSI norms):** Stronger data protection and localization requirements are accelerating adoption of secure, compliant backup solutions.

### KEY VENDORS



## India's Data centre market - rapidly transforming driven by expanding digital infrastructure

### CURRENT LANDSCAPE & OUTLOOK

- The global data centre market size was estimated at USD 383.82 billion in 2025 and is anticipated to reach USD 902.19 billion by 2033, growing at a CAGR of 11.3% from 2026 to 2033, driven primarily by the exponential rise in data generation across industries, according to Grand View Research.
- The data centre industry is entering a super cycle of growth, driven by artificial intelligence (AI), cloud computing, and exponential data creation. It has evolved from a backend IT function into critical national and enterprise infrastructure powering the digital economy of India.
- Organizations are increasingly embracing hybrid and multicloud approaches, combining public and private clouds with on-premises infrastructure. Long-term projections indicate the market could more than double over the next decade, supported by hyperscale investments and digital transformation

### MARKET DRIVERS

- **Vertical growth:** From the demand perspective, BFSI and technology sector companies in India are anticipated to drive the data centre space in the coming year. Growth in IoT, streaming, enterprise apps, and digital services is also driving massive data generation.
  - **Growth in hyperscale data centres:** Rapid adoption of public, private, and hybrid cloud models is fueling demand, with global cloud providers expanding regions and availability zones at scale.
  - **Edge Data centres:** Increasing need for low-latency processing is driving deployment of edge data centres closer to users.
- AI data centre growth: The surge in interest around generative artificial intelligence is driving the need for numerous high-density data centres.

### KEY VENDORS



## Data Protection embodies as the core pillar of enterprise resilience and digital trust

### TECHNOLOGY LANDSCAPE & OUTLOOK

- According to IMARC Group, the India data protection market size is expected to reach USD 27.77 Billion by 2033, exhibiting a growth rate (CAGR) of 18.30% during 2025-2033.
- Regulatory mandates, technological advancements, and innovations in data protection, including artificial intelligence (AI) and quantum-secure solutions, are driving the growth of India data protection market by addressing compliance requirements, evolving cyber threats, and enabling businesses to implement robust, future-proof security measures.
- With data now treated as a critical business asset and with data volumes surging and threats intensifying, organizations are seen increasingly investing in intelligent, cloud-native, and resilient data protection solutions, driving sustained double-digit growth in the years ahead.

### MARKET DRIVERS

- Unauthorized access & threats: With the rising instances of unauthorized access, ransomware attacks, and other cyber threats, organizations are proactively investing in security measures to prevent data breaches.
- Tighter Norms & Regulations: Global regulations (GDPR, CCPA, India's DPDP Act) are forcing organizations to adopt robust data protection frameworks.
- Consumer Awareness: Increasing consumer awareness about data privacy rights is prompting organizations to adopt transparent data handling practices.
- Digital Transformation: Adoption of digital technologies across sectors is expanding the data footprint, necessitating enhanced data protection strategies.
- Strong Backup systems & Cyber Resilience: The focus is on ensuring data cannot be altered or deleted during attacks, with an equal emphasis on where data resides and how it is governed, especially amid geopolitical risks.

### KEY VENDORS



## Data Privacy – A strategic business differentiator and trust enabler

### INSIGHTS & FORECAST

- Data privacy is transitioning from a regulatory obligation to a strategic pillar of digital trust. As organizations handle more sensitive data and deploy AI at scale, investment in intelligent, scalable, and compliance-driven privacy solutions will continue to accelerate—making it one of the most critical growth areas in the digital economy.
- With the growing amount of personal and sensitive information being collected and stored by companies, governments, and other organizations, the risk of data breaches and misuse of data has become a major concern for individuals and society as a whole. Regulators are thus seen taking significant steps to enforce data privacy regulations and guidelines.
- Organizations are adopting privacy-by-design frameworks to ensure data privacy is integrated into their operations from the outset.
- The DPDP Act is notably applicable only to personal data in digital form and does not regulate non-personal and non-digital data. Considering this, collection and handling of non-personal data is currently unregulated in India.
- While the Government of India has notified the DPDP Rules and the phased implementation of the DPDP Act is in progress, it is going to be operational only from May 2027.

### MARKET DRIVERS

- Regulatory Compliance: The DPDP Act 2023 necessitates businesses to implement robust data privacy measures, driving demand for compliance solutions.
- Consumer Awareness: Increasing consumer awareness about data privacy rights is prompting organizations to adopt transparent data handling practices.

### KEY VENDORS



## Edge computing: a key enabler of real-time, distributed digital infrastructure

### TECHNOLOGY LANDSCAPE & OUTLOOK

- India's edge computing market is entering a high-growth, strategic expansion phase, emerging as a critical layer between cloud and real-world applications.
- India edge computing market size reached USD 656.4 Million in 2025. Looking forward, IMARC Group expects the market to reach USD 2,409.0 Million by 2034, exhibiting a growth rate (CAGR) of 15.54% during 2026-2034, according to imarc.
- As enterprises move toward real-time, distributed computing, edge will become a foundational pillar of next-generation digital infrastructure, complementing—not replacing—the cloud.
- According to Gartner, the IoT market is expected to grow by 18% by 2025, and edge computing is essential for managing the massive amounts of data generated by these devices.
- Companies are leveraging edge to reduce network costs, enhance security, and provide real-time analytics, all of which are crucial for large-scale IoT deployments.

### MARKET DRIVERS

- 5G Rollout & Telecom Investments: Rapid deployment of 5G networks is the single biggest catalyst for the growth of edge computing. Edge nodes are essential to deliver low-latency (< 10 ms) applications
- Explosion of IoT & Connected Devices: Growth in IoT, sensors, and smart devices is driving demand for local data processing. The increasing number of internet-connected devices with real-time processing capabilities is primarily driving the market growth.
- AI & Real-Time Analytics: AI inference workloads are increasingly shifting to the edge for faster decision-making. Edge complements cloud by enabling real-time intelligence at source.
- Smart Cities & Digital Infrastructure: Government-led initiatives (smart cities, surveillance, utilities) are accelerating adoption for edge computing.

### KEY VENDORS



## Surveillance: transforming from a mere Monitoring Tool into a strategic Digital Infrastructure layer

### TECHNOLOGY LANDSCAPE & OUTLOOK

- The India CCTV (electronics surveillance) market size was valued at USD 5.0 Billion in 2025 and is projected to reach USD 24.1 Billion by 2034, growing at a compound annual growth rate of 18.32% from 2026-2034, according to imarc.
- As urbanization increases and crime rates surge, there is a growing demand for e-security solutions and services across the country.
- Law enforcement agencies are deploying more cameras for surveillance. Technologies like facial recognition, thermal scanning, and monitoring are being integrated into security systems.
- The growth of vendors offering video surveillance backed by AI-driven video analytics systems, is going to be a key trend dominating the video surveillance market.
- New certification norms made mandatory by govt. and restrictions on Chinese-origin CCTV equipment are reshaping the market further.

### MARKET DRIVERS

- Government Initiatives (Smart Cities & Safe Cities): Large-scale deployments across urban centers, transport hubs, and public infrastructure is driving the market. Government accounts for ~35% of market demand, and is the largest segment contributing to its growth.
- Rising Security Concerns: Increased focus on crime prevention, public safety, and critical infrastructure protection is fueling demand for monitoring systems. There is a strong adoption seen in sectors like BFSI, retail, logistics, and residential sectors.
- Urbanization & Infrastructure Growth: Expansion of airports, highways, metros, and smart buildings driving surveillance adoption is also contributing to the growth of the surveillance market.

### KEY VENDORS



## Endpoint Security: a core pillar of enterprise cybersecurity architecture

### INSIGHTS AND FUTURE DIRECTION

- The India endpoint protection market generated a revenue of USD 146.7 million in 2023 and is expected to reach USD 342.0 million by 2030, according to Grand View Research. It is expected to grow at a CAGR of 12.8% from 2024 to 2030.
- Emerging technologies such as cloud, artificial intelligence (AI), and the Internet of Things (IoT) are becoming deeply embedded within endpoint security solutions.
- The presence of legacy systems, a growing number of endpoints, and diverse operating systems is making security management increasingly complex for many organizations.

### MARKET DRIVERS

- Surge in Cyber Threats: As cyber adversaries constantly adapt newer tactics and with more sophisticated attacks, organizations seen investing in advanced technologies to protect their endpoints effectively.
- Hybrid Work & BYOD Expansion: Growth in remote work and personal device usage is expanding the endpoint attack surface. Endpoint security becoming critical as more devices (laptops, mobile, tablets) are being used outside secure perimeters, increasing the attack surface.
- Regulatory & Compliance Pressure: The regulatory landscape plays a pivotal role in driving the endpoint security market forward. Stricter data protection regulations and compliance requirements mandate organizations to implement comprehensive endpoint security measures.
- Cloud & Digital Transformation: Increasing use of SaaS, cloud, and mobile apps requires device-level and identity-centric security is driving this market.

### KEY VENDORS



## HCI playing a central role in modernizing India's digital infrastructure stack

### TECHNOLOGY LANDSCAPE & OUTLOOK

- Hyper Converged Infrastructure (HCI) is rapidly becoming a preferred architecture for modernizing enterprise IT environments.
- The HCI market size is expected to increase from USD 16.05 billion in 2025 to USD 19.62 billion in 2026 and reach USD 43.59 billion by 2031, growing at a CAGR of 17.31% over 2026-2031, according to Mordor Intelligence.
- The HCI market has become a game-changer in the IT industry, reshaping how organizations handle their data centers.
- The market for HCI has witnessed substantial growth and adoption as businesses strive to simplify their infrastructure, improve operational efficiency, and embrace digital transformation.
- Growth is being fueled by enterprise modernization and cloud-native adoption, with India expected to outpace global averages due to rapid digitization.

### MARKET DRIVERS

- Data Centre expansion: Rapid growth of data centres in India is driving demand for compact, scalable infrastructure platforms. HCI is increasingly used for data centre consolidation and modernization
- Digital transformation across industries: BFSI, telecom, government, and manufacturing sectors are investing in agile, software-defined infrastructure. Enterprises are seen shifting from legacy 3-tier architecture to integrated HCI stacks.
- Cost Optimization (Capex & Opex): HCI reduces infrastructure complexity and lowers operational costs. The Pay-as-you-grow model aligns well with cost-sensitive Indian enterprises.

### KEY VENDORS



## AI PCs, hybrid work, and digital education shaping the next phase of growth for Laptops

### TRENDS & STRATEGIC VIEW

- India's laptop market is transitioning from a pandemic-driven surge to a steady, replacement- and enterprise-led growth phase. While short-term demand has normalized, long-term fundamentals remain strong, supported by digital adoption, hybrid work, and education.
- The gaming PC market has become much bigger than the consumer laptop market, firstly due to the demand for portable computing devices, emphasizing the importance of portability and secondly due to technological advancements in processing power, graphics, and memory.
- There is an emergence of AI-enabled laptops with enhanced NPUs, on-device AI processing that focus on productivity, automation, and power efficiency.
- Consumers are also seen moving toward higher-value devices over entry-level PCs.
- There has also been a strong demand for all-day battery, fast charging, and lightweight designs.

### MARKET DRIVERS

- Enterprise refresh cycles: Large organizations upgrading aging devices (3–5 year cycles) as the demand for secure, high-performance, enterprise-grade laptops rise.
- Hybrid Work Continuity: Continued need for portable, productivity-focused devices increases. Additionally, demand growth for thin-and-light and premium laptops is also rising.
- Education & Digital Learning: Ongoing digitization of education and skilling programs also driving the demand for laptops. There is also increased laptop penetration in Tier 2/3 cities.
- Government & manufacturing push: The PLI schemes of the Indian government is encouraging local manufacturing and assembly. It is improving supply chain resilience and pricing competitiveness.

### KEY VENDORS



## Networking emerging as a strategic backbone of India's digital economy

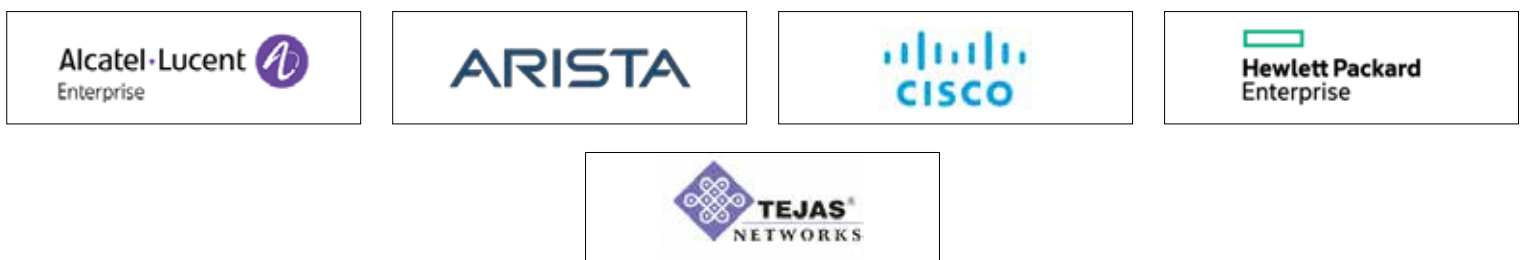
### TREND ANALYSIS AND PROJECTIONS

- India's networking market is witnessing steady-to-strong growth, evolving rapidly alongside cloud, AI, and 5G adoption.
- The India network equipment market generated a revenue of USD 3,386.6 million in 2023 and is expected to reach USD 4,915.6 million by 2030. The India market is expected to grow at a CAGR of 5.5% from 2024 to 2030, according to Grand View Horizon research.
- The market is slowly moving from hardware-driven to software-defined, cloud-integrated networking.
- While hardware shows steady growth, software-led segments (SDN, automation, virtual networking) are expanding at 15–28%+ CAGR, indicating a structural shift toward intelligent networks.

### MARKET DRIVERS

- 5G Rollout & Telecom Expansion: India is witnessing one of the fastest 5G deployments globally, which is resulting in demand for routers, switches, and core network infrastructure. Increasing need for high-speed, low-latency networks is enabling this growth.
- Cloud & data centre growth: Hyperscale and colocation data centres are fueling demand for high-performance networking solutions. Data centre networking alone is seeing strong growth in high-bandwidth deployments.
- Digital transformation across industries: BFSI, retail, manufacturing, and government sectors are steadily investing in modern network infrastructure, as they see rising demand for secure, scalable, and high-capacity networks.
- Explosion of data & connected devices: Growth in IoT, OTT, AI workloads, and enterprise applications is increasing network traffic exponentially.

### KEY VENDORS



## Indian printer market remains highly cost-driven and competitive

### TRENDS & STRATEGIC VIEW

- The printing industry is gradually drifting towards multifunctional printers that combine printing, scanning, copying, and faxing capabilities.
- The Indian printer market is undergoing steady, moderate growth, transitioning from traditional printing demand to digitally integrated, cost-efficient, and multifunctional solutions. The India printer market size was valued at USD 1.78 Billion in 2025 and is projected to reach USD 2.61 Billion by 2034, growing at a compound annual growth rate of 4.32% from 2026-2034, according to IMARC.
- The growing penetration of advanced features such as wireless connectivity, cloud-enabled printing, and mobile application compatibility has further accelerated multi-functional printer adoption across India's evolving digital workspace ecosystem.
- Sustainability has taken center stage in the printer market, with manufacturers and consumers placing greater emphasis on environmentally friendly practices.
- One of the key factors that hinders the growth of the printer market is the high operating costs of the printer.

### MARKET DRIVERS

- Hybrid Work Culture: The shift towards remote and hybrid work models has increased demand for home and small office printers, especially multifunction and wireless models.
- E-commerce Boom: The rise in online retail has increased the need for label and barcode printers for packaging and logistics.
- Sustainability Focus: Demand for energy-efficient and eco-friendly printing solutions is seen to be on a rise.
- Shift Toward Paperless Workflows: The increasing adoption of digital document management systems, e-signatures, cloud storage, and electronic invoicing is reducing the demand for printing solutions across enterprise and commercial segments.

### KEY VENDORS



## India emerging among the fastest-growing server markets globally

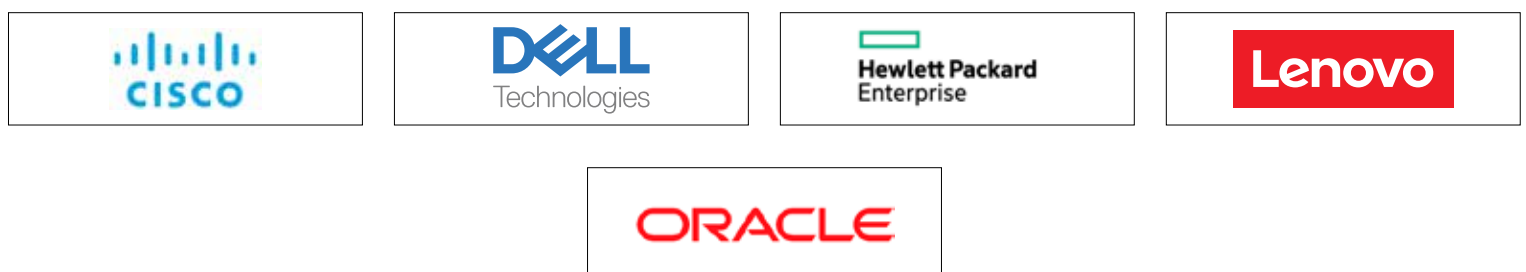
### TREND ANALYSIS AND PROJECTIONS

- A key trend shaping the India server market is the transition towards edge computing and decentralized server systems.
- In its Magic Quadrant for Enterprise Storage, Gartner stated that by 2028, more than 20% of enterprises will run AI workloads (training and/or inference) in on-premises data centers.
- By 2029, consumption-based storage as a service (STaaS) will replace 50% of on-premises enterprise storage and data services infrastructure capital expenditure (capex).
- By 2029, 100% of storage products will include cyber storage capabilities focused on active defense beyond recovery from cyber events, up from 20% in early 2025.
- Key opportunities arise in sectors like healthcare and finance, with a shift towards edge computing and 5G enhancing server demand despite high initial costs.
- While Dell maintains its stronghold, HPE and IBM are aggressively expanding their capabilities to challenge the market leader.

### MARKET DRIVERS

- Data Centre & Cloud Expansion: Massive investments in hyperscale and colocation data centres is driving the server market. Servers form the foundation of cloud infrastructure and digital services.
- AI & High-Performance Computing (HPC): Surge in AI/ML workloads is driving demand for GPU-accelerated and high-performance servers. Increasing compute intensity across enterprises and hyperscalers.
- Digital Transformation across Industries: BFSI, telecom, e-commerce, and government sectors are scaling data-intensive applications and hence enabling the growth of the server market. Growing need for real-time processing, analytics, and virtualization is also felt.
- Data Localization & Regulatory Push: Policies around data sovereignty are encouraging domestic server deployments. Increased investments in local infrastructure.

### KEY VENDORS



## Storage: a strong driver of digital transformation, analytics, and business resilience

### TECHNOLOGY LANDSCAPE & OUTLOOK

- As per IDC report, the external OEM enterprise storage systems (ESS) market reported annual growth of 3.6% in the fourth quarter of 2024, completing the year at 2.5% annual growth and \$33.5 billion in spending.
- Key trends included increased spending from government and manufacturing, a growing contribution from All-Flash Arrays (AFAs) and NVMe-based arrays, and a projected single-digit CAGR for the 2020-2025 period.
- As digitization advances and the number of active mobile users rises, the demand for data storage is anticipated to increase in the coming years, particularly in the Asia Pacific region.
- In India, revenue from storage systems is projected to grow at an annual rate of 8.27%, reaching a market volume of US\$1.2 billion by 2028.

### MARKET DRIVERS

- Growth in e-commerce & Data: The escalating growth in the e-commerce sector, alongside the integration of the Internet of Things (IoT) and bolstering government initiatives like "Digital India," are key drivers boosting market growth. Rapid growth in OTT, and digital payments is also generating massive volumes of structured and unstructured data.
- Cloud & AI Adoption: Increasing use of cloud platforms, AI, and analytics is driving demand for scalable and high-performance storage. AI workloads are significantly increasing data storage intensity and compute requirements.
- Data Localization & Regulation: Policies around data sovereignty and local storage are accelerating domestic infrastructure investments.
- Data Centre expansion: India's data centre capacity is expanding rapidly, creating strong downstream demand for storage systems.

### KEY VENDORS



## Expansion of 5G networks & telecom infrastructure driving the structured cabling market

### TREND ANALYSIS AND PROJECTIONS

- The India structured cabling market size reached US\$ 704.1 Million in 2023, and as forecasted by IMARC Group, the market will reach US\$ 1,626.1 Million by 2032, exhibiting a growth rate CAGR of 9.75%.
- The demand for structured cabling is primarily driven by the rising need for copper cabling, which is necessary for higher bandwidth and faster transmission rates.
- However, copper and fiber components are sensitive to global commodity price swings, which increase costs and affect margins.
- Moreover, upgrading older buildings or older cabling systems is more complicated and costly than in green-field projects.

### MARKET DRIVERS

- 5G Rollout & Telecom Infrastructure: The continual technological advancements and the advent of fifth-generation (5G) network channels are providing a boost to the demand for structured cabling systems across India. India's large-scale 5G deployment is increasing demand for high-capacity network backbones.
- Data Centre & Cloud Expansion: Rapid growth of hyperscale and enterprise data centres is a major demand driver, as structured cabling is critical for high-performance, scalable connectivity.
- Digital India & Smart Cities: Smart city projects, intelligent buildings, and urban infrastructure are driving adoption, as cabling forms the backbone for IoT, surveillance, and automation systems. Commercial and Residential sectors upgrading or building new infrastructure needing high-bandwidth, smart building wiring is driving this market.
- Enterprise Digital Transformation: Growth in IT/ITeS, BFSI, and commercial real estate is fueling demand for modern LAN and campus networks.

### KEY VENDORS



## UC market - From siloed communication tools to unified, intelligent collaboration platforms

### INSIGHTS & FORECAST

- The Unified Communications market is poised for sustained, double-digit growth, with AI, cloud, and convergence redefining how organizations communicate and collaborate. Vendors that can deliver secure, integrated, and intelligent platforms will dominate the next phase of market evolution.
- Driven by the increasing adoption of cloud-based solutions, the rise of remote and hybrid work models, and advancements in digital collaboration technologies, the Unified Communications (UC) market in India experienced significant growth in 2024.
- The UC industry is also shifting from fragmented communication tools to integrated, intelligent collaboration platforms.
- UCaaS (Unified Communications as a Service) segment also has been a significant growth contributor.

### MARKET DRIVERS

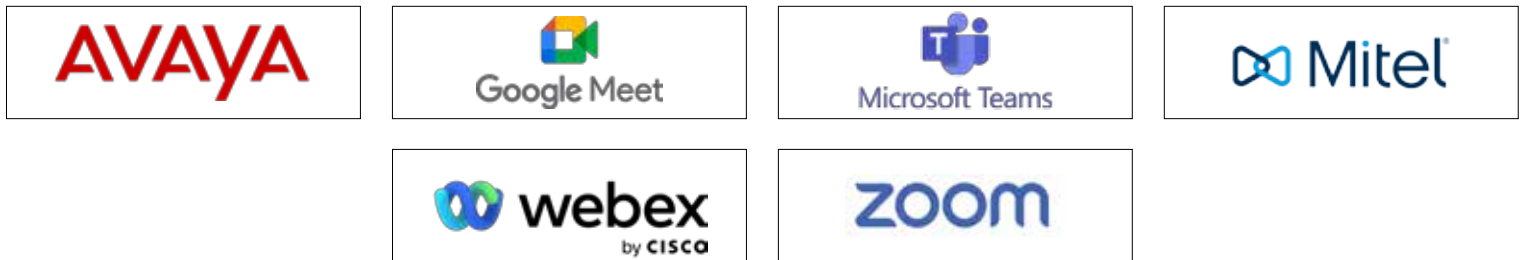
**Fostering better collaboration and communication:** Integration of various communication channels like voice, video, messaging, etc. into a single platform is driving the market.

**Remote and Hybrid Work:** The shift towards remote and hybrid work models has increased the demand for integrated communication platforms that facilitate seamless collaboration across various locations.

**Focus on enhanced customer satisfaction:** The growing emphasis on customer experience is driving businesses to invest in UC solutions to enable seamless interactions with clients and partners.

**AI-led Communications:** AI is being embedded into UC platforms (analytics, transcription, copilots, automation) which also helps to enhance productivity, customer experience, and decision-making.

### KEY VENDORS



## UTM – a critical entry point for integrated cybersecurity

### TREND ANALYSIS AND PROJECTIONS

- Unified Threat Management (UTM) is seen as an evolution of the traditional firewall, serving as a comprehensive security solution that can perform various functions, including gateway anti-spam, network firewalls, data leak prevention, network intrusion prevention, gateway antivirus, load balancing, on-appliance reporting, and content filtering.
- Asia-Pacific is expected to be one of the fastest-growing regions in UTM adoption, due to increasing cyber threats, cloud migration, regulatory push, and growing digitalization of enterprises & government services in countries like India.

### MARKET DRIVERS

- **Surge in Cyber Threats:** Rising incidents of ransomware, phishing, and network attacks are pushing demand for integrated security platforms like UTM that provides multi-layer protection (firewall, IPS, antivirus, VPN) in a single solution.
- **SME & Mid-market adoption:** India's large SME base is a major growth engine for UTM as it is attractive due to lower cost, ease of deployment, and centralized management.
- **Digital transformation & cloud adoption:** Increasing use of cloud, SaaS, and remote work is expanding the network attack surface, and hence the need for UTM is on the rise. It is driving the need for simplified, and scalable security architectures.
- **Regulatory & Compliance push:** Data protection regulations and CERT-In guidelines are encouraging stronger network security frameworks which is resulting in demand for UTM solutions.

### KEY VENDORS



## Wi-Fi - a strong enabler of digital infrastructure, enterprise mobility, and smart ecosystems

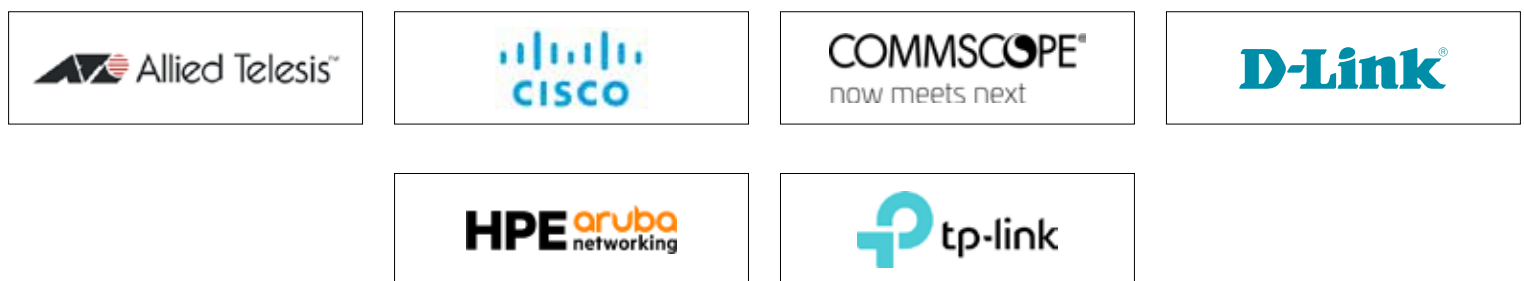
### TREND ANALYSIS AND PROJECTIONS

- According to Future Market Insights, with a projected CAGR of 20.2% for the next ten years, the Wi-Fi market is predicted to reach a valuation of nearly US\$ 88.90 billion by the end of 2033.
- Next-generation wireless technologies such as 5G and Wi-Fi 6, the latest generation of wireless standards, are poised to become a crucial part of the networks that link machines and people. Wi-Fi and 5G are increasingly complementary, enabling seamless connectivity and traffic offloading.
- The Managed Wi-Fi solutions market is another sector which is going to be driven by the need for high speed internet connectivity.
- However, in rural/tier-2/3 areas, getting consistent broadband/backhaul, stable electricity, etc. can be difficult.

### MARKET DRIVERS

- Explosion of Internet Usage & Devices: Rapid increase in smartphones, laptops, IoT devices, and smart homes is driving Wi-Fi demand. Additionally, government initiatives (PM-WANI, Digital India) is also another enabler. Expansion of public Wi-Fi hotspots across railway stations, airports, and rural areas is planned targeting tens of millions of hotspots by 2030 to bridge the digital divide.
- Hybrid Work, Education & Streaming: Remote work, online learning, OTT streaming, and gaming are increasing bandwidth consumption and home Wi-Fi upgrades
- Enterprise Digitalization: Businesses are investing in managed Wi-Fi, secure networks, and cloud-integrated WLAN for modern workplaces.

### KEY VENDORS



## Zero trust - built on the principle of "never trust, always verify"

### TRENDS & OUTLOOK

- Zero trust security is becoming a vital strategy in today's interconnected digital landscape, helping organizations fortify their defenses and mitigate risks effectively. The incorporation of AI and ML technologies into Zero Trust Security solutions is enhancing real-time threat detection and response capabilities, thereby improving the overall security posture.
- Enterprises and government agencies are investing heavily in Zero Trust solutions, including multi-factor authentication (MFA), micro-segmentation, identity and access management (IAM), and endpoint security. Small and medium enterprises (SMEs) are also recognizing the benefits of Zero Trust architectures.
- The zero trust security market in India is expected to reach a projected revenue of US\$ 5,635.5 million by 2030, according to Grand View Research. This positions Zero Trust as one of the fastest-growing segments within cybersecurity.

### MARKET DRIVERS

- Cloud services adoption: With organizations adopting cloud computing services, zero trust security solutions that are designed for cloud environments offer precise access controls, continuous monitoring, and authentication mechanisms to meet the increasing demand for cloud security.
- Remote Work Adoption: The zero-trust security model is also experiencing significant growth driven by the hybrid work trend. Additionally, the increasing adoption of cloud computing, and the surge in ransomware and insider threats drives the market growth.
- Cyber threats & compliances: Escalating cyber threats, resulting in regulatory compliance requirements will also continue to fuel this market.

### KEY VENDORS



## As technology priorities evolve, Dell wants its partners to scale sustainably

### ATUL MEHTA

#### SENIOR DIRECTOR & GM COMMERCIAL CHANNELS, DELL TECHNOLOGIES

“At Dell Technologies, strengthening channel performance begins with creating profitable growth opportunities for our partners. We are focused on helping partners move beyond transactional selling toward higher-value engagements in areas such as AI, hybrid cloud, cybersecurity and modern workplace transformation. Through simplified programs, incentive-led growth models and solution-led opportunities, we are enabling partners to expand margins while delivering stronger customer outcomes. Our approach is centered on long-term collaboration, where partners can scale sustainably with Dell as technology priorities evolve.

A key example of this is our continued VxRail Transition Program, designed to help partners guide customers from Dell VxRail environments to a modern disaggregated infrastructure aligned with the Dell Private Cloud. Through this initiative, partners can unlock greater profitability with incentives and rebates of up to 10%, while also benefiting from no-cost training, migration services, trade-in and try-and-buy programs, as well as flexible financial services offerings. This ensures partners are well positioned to help customers modernize with confidence while creating new revenue opportunities.

Equally important is empowering our partner ecosystem with the right skills, tools and support. We continue to invest in structured training programs, technical certifications, sales enablement workshops and access to solution experts so partners can confidently engage customers across emerging technologies. With AI reshaping the market, we are ensuring our channel community is equipped to have strategic conversations around infrastructure readiness, data modernization and secure AI adoption. In addition, we provide marketing support, demand generation initiatives and dedicated account collaboration to accelerate go-to-market success.”



## Enabling partners to proactively engage in solution-driven initiatives

### PREMALAKSHMI RAMAKRISHNAN

#### MANAGING DIRECTOR AND AREA VICE PRESIDENT, INDIA AND SAARC, NETAPP

“India is a strategic growth market for NetApp, and our channel strategy is centered on building a high-capability partner ecosystem that can address the country’s accelerating demand for AI, cloud, and cyber-resilient data infrastructure. Through NetApp’s Partner Sphere program, we are enabling Indian partners to move beyond traditional models and participate more deeply in solution-led engagements across AI, hybrid cloud transformation, ransomware protection, and data modernization. This allows them to engage earlier in customer conversations, expand their role in complex enterprise deals, and drive higher value outcomes.

We have also aligned our incentives and programs to support multiple selling motions and improve partner profitability. With a progressive tiering structure, access to tools such as Partner Demo Gear, CoE, and a strong focus on co-investment, we are helping partners expand into new customer segments, build repeatable offerings, and grow sustainable revenue streams in a highly competitive market.

#### SUPPORT & ECOSYSTEM

Enablement is central to how we are strengthening our partner ecosystem in India. As customer conversations rapidly shift toward AI adoption, data governance, and hybrid cloud operations, we are investing in structured capability development through our Partner Sphere’s 16 solution competencies, including refreshed AI competencies that map to the full customer lifecycle. We are also seeing strong momentum in partners building their own services practices. Through our Services Certified tracks, partners can co-develop and co-brand offerings with NetApp, enabling them to create differentiated services and unlock new revenue opportunities. We have also developed a strong Distribution Network to expand in B/C cities.”



## Building a partner-first, value-led ecosystem is the foremost priority for Hitachi Vantara

### DARSSHAN SOMAIYA

#### HEAD OF STRATEGIC PARTNERS & ALLIANCES FOR INDIA AND SAARC, HITACHI VANTARA

“At Hitachi Vantara, our focus is on building a partner-first, value-led ecosystem where profitability is driven through specialization and solution-led engagement rather than volume-based transactions. We have introduced a structured partner program with clear tiers and competencies, enabling partners to unlock higher margins as they deepen capabilities in areas like hybrid cloud, data infrastructure, and AI-led solutions. A strong emphasis is placed on co-creation and co-selling, ensuring partners are involved early in the customer lifecycle, which significantly improves deal conversion and long-term revenue streams.

Additionally, we are prioritizing predictable revenue models for partners by promoting lifecycle services, managed offerings, and recurring business opportunities, helping them move beyond one-time transactions to sustained profitability.

#### EXPANDING INTO DEEPER MARKETS

Our expansion into B and C cities is driven by a localized partner-led growth strategy, where regional partners act as the primary drivers of market development. We are actively onboarding partners with strong local market understanding and enabling them to address the unique needs of emerging enterprises, especially those transitioning to digital-first operations. These markets require solutions that are scalable, cost-efficient, and easy to deploy, and we are aligning our offerings accordingly.

A key focus is on developing vertical-specific solutions for sectors like government, manufacturing, and BFSI, which are seeing rapid digital adoption in these regions. We are also investing in regional engagement initiatives and partner-led outreach programs to strengthen brand presence beyond metro cities. This approach ensures that growth in these markets is both sustainable and partner-driven, while creating new revenue streams across India’s expanding digital economy.”



## Lenovo leveraging a strong local partner network with deep market insight and customer proximity

### ARVIND CHABRA

DIRECTOR - ONE CHANNEL, LENOVO INDIA

“Lenovo is a channel-centric organization, so strengthening partner performance and profitability is central to our strategy. We are doing this through the Lenovo 360 framework, which simplifies engagement, reduces incentive complexity, and creates clear pathways for growth across devices, infrastructure, and services. We have significantly streamlined our incentive structures and aligned them with capability building, ensuring partners are rewarded not just for volume, but for value creation. As the market shifts toward Hybrid AI and services-led models, we are enabling partners to move up the value chain, from transactional selling to solution led and annuity based opportunities like TruScale, driving more sustainable and predictable profitability.”

#### MARKET GROWTH & EXPANSION

Expanding into Tier 2 and Tier 3 markets is a strategic priority for Lenovo, with our channel ecosystem playing a central role in driving this growth. We are leveraging a strong network of local partners who bring deep market insight, customer proximity, and the agility to address diverse regional needs. Through Lenovo 360, we enable these partners with targeted training, localized go-to-market support, and access to our full portfolio across devices, infrastructure, and services. In parallel, we are strengthening our distribution footprint to expand reach, improve availability, and ensure faster turnaround times.

As demand for digital transformation accelerates, we are focused on empowering partners to deliver higher-value, solution-led offerings. This helps address evolving customer needs while creating more sustainable, long-term growth opportunities for our partners and the broader ecosystem. Channel partnerships are at the core of our business, and our focus is on enabling partners to scale and succeed in a rapidly evolving market.”



## SonicWall enables its partners through a structured mix of training, tools, and hands-on support

### DEBASISH MUKHERJEE

VICE PRESIDENT, REGIONAL SALES APJ, SONICWALL

“SonicWall is a 100% channel partner-driven company, with over 17,000 active partners worldwide, 2500 plus being in India, who help protect customers’ businesses. Their efforts have boosted our market share in key segments, solidifying SonicWall’s leadership in cybersecurity. Our partner programs offer benefits such as broader reach, cost savings, faster market entry, and improved customer satisfaction. The enhanced SecureFirst Partner Program and other updates aim to drive predictable, scalable growth. The focus is to offer recurring revenue models (subscriptions, managed services) and shift away from one-time product sales which helps partners build steady income streams instead of relying on transactional hardware sales. It’s essential to minimize operational challenges and expenses to increase profits. SonicWall supports partners with unified, multi-tenant management platforms for efficient customer handling, automated billing workflows to reduce administrative tasks, and streamlined onboarding processes to ease transitions.”

#### SUPPORT ECOSYSTEM

SonicWall enables its partners through a structured mix of training, tools, and hands-on support, primarily delivered via its SecureFirst Partner Program. The goal is to help partners ramp up skills quickly, close deals faster, and build recurring revenue streams. SonicWall University provides structured training through an on-demand, self-paced platform with role-based pathways in sales, pre-sales, technical, and support areas. SonicWall has also recently expanded its portfolio to include AI-powered learning tools, enabling efficient access to targeted training resources, along with guided onboarding and curated learning paths designed to minimize ramp-up time.”



## Kaspersky complements its commercial strategy with long-term ecosystem investments

### PL SUBRAMANIAN (SUBBU),

HEAD OF CHANNEL FOR INDIA, KASPERSKY

“Kaspersky’s partnership strategy is anchored in a partner-first approach, aligned with the industry’s shift toward service-led and subscription-based cybersecurity models. As a channel-driven organization, we continue to strengthen our B2B ecosystem in India through strategic alliances with distributors, system integrators, and technology partners. These collaborations have significantly expanded our enterprise reach, enabling us to deliver scalable cybersecurity solutions and support customers in navigating an increasingly complex threat landscape.”

At the same time, the role of partners is evolving rapidly, from traditional resellers to trusted advisors and transformation leaders. To support this shift, we have enhanced our partner program with structured incentives, including rebates aligned to subscription-based licensing models, along with Solution Advisory Services and pre-sales support. This enables partners to build recurring revenue streams while improving customer retention and long-term profitability.”

#### LONG-TERM GROWTH PROSPECTS

At Kaspersky, we complement our commercial strategy with long-term ecosystem investments that strengthen partner growth and differentiation. We continue to empower partners through technical training, sales certifications, and co-marketing initiatives, while also driving cybersecurity awareness to create new demand. We bring together training, advisory, and ongoing operational support to build a resilient and high-performing partner ecosystem. Through our partner portal, we offer on-demand access to technical resources, deployment guidance, and sales enablement tools. We are also strengthening our on-ground presence and partner engagement in emerging markets. We have been expanding our channel sales teams across Tier 2 and Tier 3 cities to work more closely with partners and customers, ensuring faster response times and stronger support.”



## Securonix enabling partners to deliver outcome-driven security operations

### DIPESH KAURA

COUNTRY DIRECTOR - INDIA & SAARC, SECURONIX

“Our strategic initiative, the Securonix Elevate Partner Program, is designed to foster a collaborative ecosystem that drives mutual growth and sustained profitability. This partner program is a comprehensive, flexible framework that accommodates the diverse needs and capabilities of its partner ecosystem. We enable partners to deliver outcome-driven security operations. By offering tailored categories, performance-based tiers, and a rich array of resources, the program fosters robust, mutually beneficial relationships. With agents executing SOC workflows and the Agentic Mesh providing governance, partners are able to scale services, enhance efficiency, and deliver measurable value to all customers. This strategic approach not only drives the widespread adoption of Securonix cybersecurity solutions but also ensures that partners at every level have the tools and incentives to achieve substantial, shared success.

#### TRAINING & SUPPORT

Our Partner Program is based on a ‘partner-first’ philosophy, providing customized support for various partner types, including Managed Security Service Providers (MSSPs), Value-Added Resellers (VARs), and System Integrators (SIs), among others. The program features a tiered structure with distinct partnership categories and corresponding levels of commitment, offering a wider array of benefits and increased exposure through Securonix channels. The offering includes business transformation consulting, hands-on training, pre-sales assessment development, and marketing concierge services. Partners also gain access to benefits such as dedicated technical experts, field collaboration resources, and a comprehensive suite of tools designed to drive growth and long-term success. This strategic approach not only drives the widespread adoption of Securonix cybersecurity solutions but also ensures that partners at every level have the tools and incentives to achieve substantial, shared success.”



## F5 partners enhancing customer value while enabling sustainable growth across markets

### MUNISH BHASIN

DIRECTOR – ALLIANCE & CHANNEL, F5

“At F5, our partner ecosystem is central to how we drive growth in India, particularly as enterprise demand accelerates across cloud, AI, and application security. Today, over 90% of our revenue comes through the channel, which reflects and scale of our partner-first approach. Through the Unity+ Partner Program, along with our Global Systems Integrators Program (GSI) and Authorized Training Center Program, we are focused on helping partners transition from traditional hardware-led sales to higher-value, software and subscription-driven opportunities, enabling stronger margins and more predictable revenue streams. We are also enabling partners to unlock additional value through deal registration, incentive structures, and co-selling opportunities with F5 teams, ensuring stronger pipeline visibility and improved conversion.

#### OPPORTUNITIES GALORE FOR PARTNERS

As customers increasingly operate across hybrid and multi-cloud environments, they also deal with growing complexity, vendor sprawl, and the need for greater simplification. This is where our Application Delivery and Security Platform (ADSP) becomes relevant, giving partners an opportunity to take a more integrated solution across application delivery, security, and performance. With ADSP, partners can move beyond point solutions to lead larger, platform-led engagements with higher solution attach and strategic customer involvement.

We support this with a structured enablement approach that includes role-based training and certifications through LearnF5, hands-on workshops, access to Partner Central, and dedicated technical and go-to-market support. Beyond training, we collaborate with partners on joint go-to-market initiatives and account planning to accelerate demand generation and pipeline growth. Our focus is not on expanding the number of partners, but on building a high-quality ecosystem aligned to deliver value in increasingly complex, hybrid and multi-cloud environments.



## Epson keeps driving channel performance while building a profitable partner ecosystem

### SIVA KUMAR

SENIOR GENERAL MANAGER, SALES & MARKETING, EPSON INDIA

“At Epson, our partnership strategy is built on long-term relationships, trust, and sustainable profitability. We are the No.1 inkjet printer brand in India, with over 8 million EcoTank printers sold, including more than 1 million units in FY25 alone. These achievements are made possible thanks to our robust channel ecosystem. Nearly 95% of our primary partners have been with us since the inception of our regional distribution model, reflecting deep trust built on transparency, consistent engagement, and a clear focus on partner profitability. We reinforce this across our broader partner network through regular interactions and quick resolution of partner needs.

Demand creation is a key pillar. Our collaboration with brand ambassador Rashmika Mandanna, supported by extensive mass media and BTL campaigns, drives strong consumer pull. We also equip partners with regular promotional and communication materials to enhance in-store visibility and conversions. To strengthen partners performance, we run targeted incentive programs to ensure healthy margins. Our sales and marketing teams actively support partners through lead generation, small partner meets, engagement programs, product training and demos, and strong retail visibility.

#### GROWTH & EXPANSION

At Epson, our expansion in B and C cities is driven by a strong and widespread partner network across India. We believe the best way to reach customers in these markets is by working closely with local partners who understand the market well. We are continuously expanding our presence across district headquarters and high-potential towns. This is guided by a data-led approach, where we track sell-out data to understand where we are strong and where there is opportunity to grow.”



## The partner-led model helping Check Point Software to scale rapidly across emerging markets

**MANISH ALSHI**  
SENIOR DIRECTOR, CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES, INDIA & SOUTH ASIA

“At Check Point Software, our channel strategy is built on a simple principle: our success is directly tied to our partners’ success. As a 100% channel-driven organization, every engagement is partner-led, and we are continuously evolving our programs to enhance both performance and profitability. A key driver for us has been the New Generation Partner Program (NGPP), where we simplified tiering from six to four levels, improved pricing transparency, and introduced stronger incentives such as backend rebates, SPIFFs, and deal protection. In parallel, we are enabling partners to shift toward higher-value services, including managed security and recurring revenue models. With India’s cyber security market growing exponentially, partners that align with AI-powered, prevention-first platforms and outcome-based services are best positioned to drive long-term profitability.

### MARKET EXPANSION

Expanding into Tier 2 and Tier 3 markets is a key priority for us, driven by both rising cyber risk and accelerating digital adoption beyond metropolitan areas. Our channel ecosystem plays a central role in addressing this opportunity. We are working closely with MSPs and regional partners to deliver simplified, scalable, and AI-powered security solutions tailored for these markets. Our Hybrid Mesh Network Security solutions enable zero-touch deployment, remote management, and enterprise-grade protection without requiring extensive on-site expertise.

At the same time, we are investing in partner enablement —through training, local support infrastructure, and go-to-market collaboration—ensuring partners can effectively address local customer needs. This partner-led model allows us to scale rapidly across emerging markets while helping partners unlock new revenue streams and establish themselves as trusted advisors in underserved regions.”



## Sophos guided by its approach of having a strong distributor-led model

**RAJEEV GUPTA**  
DIRECTOR - SALES (INDIA & SAARC), SOPHOS

“At Sophos, our channel-first approach is the core of our business model and central to how we create value across the cybersecurity ecosystem. Our exclusive channel approach informs every strategic decision we make, from how we innovate our solutions to how we structure partner engagement. Our recently enhanced Sophos Partner Program directly addresses the priorities that matter most to partners today: flexibility, profitability and long-term scalability. Through a structured, points-based tiering framework spanning Silver, Gold, Platinum, and (our newly introduced) Titanium tiers, we are creating a transparent and merit-driven pathway for partners to expand their businesses, deepen technical expertise, and unlock stronger commercial rewards.

Beyond program design, Sophos has invested substantially improving operational efficiency and reducing friction across the partner journey. Additionally, our ecosystem of enablement tools including co-branded marketing assets, deal registration benefits, preferred margin frameworks, and a 24x7 AI-powered sales assistant for pricing, sales, and technical support is helping partners engage customers more effectively and to close opportunities faster.

### GROWTH & EXPANSION PLANS

At Sophos, expanding our footprint across Tier B and C cities is a key strategic priority, driven by the increasing need for strong cybersecurity adoption in these markets. Our approach is anchored in a robust distributor-led model, supported by a well-established network of distributors and sub-distributors across India. We are already seeing a strong and growing base of resellers in Tier 3 and Tier 4 cities, which is helping us deepen our reach in these regions. Through our distributors, we actively identify and enable local partners to drive last-mile engagement and customer acquisition.”



## TrendAI running majority of its India business through the Channel

**HIMANSHU KUMAR GUPTA**  
SENIOR DIRECTOR - GOVERNMENT BUSINESS AND CHANNELS FOR INDIA AND SAARC, TREND AI

“We are committed to transforming partners from product resellers to strategic risk advisors. Our approach centres on outcome-based incentives tied to service delivery, managed security offerings, and next-generation solution adoption like XDR and AI-enabled risk assessment. The Partner Competency Programme validates expertise across Managed Services, Incident Response, and Professional Services. This unlocks enhanced benefits and high-value opportunities. We reward activities that drive measurable customer outcomes like risk reduction, attack surface management, and accelerated incident response.

With majority of our India business flowing through partners, their success directly fuels ours. This model ensures profitability aligns with delivering proactive defence and long-term customer value.

### SUPPORT & PARTNER ENABLEMENT

Partner enablement operates through three strategic pillars.

- o Trend Campus delivers role-based training, certifications, and hands-on experience across AI-powered threat intelligence, advanced detection and response, and automated risk remediation. Partners access and benefit from exclusive courses, live webinars, and curated learning journeys.

- o The Partner Competency Programme validates organizational maturity, showcasing expertise that differentiates partners competitively. Our unified AI-driven platform, Trend Vision One, equips partners with deep visibility, risk quantification, and automated remediation capabilities across hybrid environments.

- o Performance-based incentives reward co-selling, customer retention, and security posture improvements ensures our partners confidently navigate complex threat landscapes and transformation journeys.”



## SAS is driven by a disciplined, partner-first operating model

### MANISH NAIR

SENIOR MANAGER, ALLIANCES AND CHANNELS – INDIA & ASEAN, SAS



“Strengthening channel performance and profitability is a key strategic priority for SAS, driven by a disciplined, partner-first operating model. Our focus is on building a high-impact ecosystem that is aligned to growth, specialization, and long-term value creation. We are sharpening partner segmentation to prioritize those with strong domain expertise, regional reach, and proven delivery capabilities, while investing in strategic partners through joint business planning and targeted go-to-market initiatives across channel sales play. This ensures clear accountability across pipeline creation, conversion, and revenue outcomes.

Profitability is being enhanced through well-defined incentive structures, deal registration protection, and margin optimization aligned to value-based selling rather than transactional deals. In parallel, we continue to simplify engagement models, improve sales alignment, and provide greater access to marketing development funds and co-selling opportunities. This integrated approach ensures partners can scale efficiently, improve win rates, and drive sustainable profitability while delivering consistent customer success.

### THE SUPPORT ECOSYSTEM

Partner enablement is a core priority to ensure the ecosystem can confidently sell, deploy, and scale solutions while driving measurable customer outcomes. Through the SAS Partner Program, partners are provided with structured learning pathways, hands-on training, cloud readiness modules, and accessible certification frameworks. This approach reduces deployment risk and accelerates time-to-value for customers. Beyond formal enablement, SAS emphasizes deep collaboration, with partners engaging closely with SAS experts across solution design and delivery, gaining access to industry-specific accelerators and emerging technology toolkits, including GenAI capabilities. This ensures partners are not only technically competent but are also positioned to lead strategic, value-driven AI engagements with customers.”

## PRODUCT OF THE MONTH

### D-Link Strengthens Surveillance Networks with Reliable FE Series Switches

In today’s fast-evolving retail and commercial landscape, seamless surveillance is no longer optional—it is essential for operational efficiency, asset protection, and customer safety. Addressing this growing need, D-Link India Ltd., through its surveillance networking portfolio, offers Fast Ethernet (FE) Series Switches as a reliable and cost-effective backbone for modern surveillance networks.

#### BUILT FOR IP SURVEILLANCE CONNECTIVITY

Designed to support the rising adoption of IP-based surveillance, the D-Link FE Series delivers stable connectivity, simplified installation, and dependable performance across small and medium businesses, retail outlets, educational institutions, and branch offices. The portfolio includes models such as DES-F1006P-FE, DES-F1010P-FE, and DES-F1018P-FE, catering to different deployment sizes and requirements.

At its core, the FE Series provides consistent 10/100 Mbps connectivity, ensuring uninterrupted data transmission for IP cameras and connected devices. Select models also feature Power over Ethernet (PoE/PoE+), enabling both power and data transmission through a single cable. This helps reduce installation complexity and overall deployment cost.

#### EXTENDED REACH AND SIMPLIFIED DEPLOYMENT

One of the key highlights of the FE Series is its Extend Mode, which supports transmission distances of up to 250 meters. This makes it highly suitable for large retail stores, warehouses, and campus environments where long-distance connectivity is required for surveillance deployment.

Ease of use is another key advantage, with plug-and-play functionality eliminating the need for complex configuration. The switches also feature a compact, fanless design for silent operation and improved energy efficiency, making them suitable for a wide range of indoor environments.

#### ENHANCED PROTECTION AND NETWORK RELIABILITY

To ensure long-term reliability, the FE Series is built with enhanced protection features, including 6kV surge protection and overload protection, safeguarding networks against electrical fluctuations and ensuring stable performance in challenging conditions.

Further strengthening its value proposition, D-Link backs the FE Series with a 3-Year Replacement Warranty, offering businesses peace of mind and minimizing downtime. The series is supported by proven quality assurance standards, reflected in consistent performance across deployments. As surveillance systems evolve, the D-Link FE Series delivers a dependable network backbone for secure and scalable surveillance infrastructure.





## Emerging Tech: Rewiring Channel Growth Models

India’s channel ecosystem is undergoing a major transformation as emerging technologies redefine how enterprise IT solutions are delivered and consumed. Artificial Intelligence, cloud-native architectures, cybersecurity frameworks, IoT, and advanced data platforms are converging to reshape the role of value-added resellers (VARs), system integrators, and distribution partners in the digital economy.

The traditional product resale model is steadily giving way to a services-led, outcome-driven approach. Channel partners are evolving into strategic advisors, solution architects, and managed services providers, focusing on integrated solutions rather than standalone product delivery. This shift is being driven by rising enterprise demand for agility, scalability, security, and measurable outcomes. At the same time, technologies such as GenAI, real-time analytics, and cybersecurity mesh are opening new revenue opportunities and strengthening customer engagement.

Enterprises today expect end-to-end solutions that integrate infrastructure, cloud, security, and intelligence into unified ecosystems. In response, partners are investing in skill development, strengthening OEM alliances, and expanding consulting and lifecycle service capabilities. Subscription-led and managed services models are also gaining traction, enabling predictable revenues and long-term relationships. Against this backdrop, VARINDIA engages with leading channel partners to understand how they are evolving their business models, which technologies are driving growth, and how they are building capabilities to address increasingly complex enterprise requirements.

### Evolving beyond resale to service-led, solution-centric growth

**AMARNATH SHETTY**  
**MANAGING DIRECTOR, LDS INFOTECH PVT. LTD.**

“The channel business today is no longer limited to transactional product resale. At our organization, we have strategically shifted towards a solution-centric and service-led approach focused on understanding customer challenges and delivering measurable business outcomes. We provide end-to-end services including IT consulting and solution design, managed services and annual support contracts, cybersecurity assessments and compliance consulting, cloud migration and infrastructure modernization, along with implementation, integration, post-sales support, and user training and adoption services. Our objective is to become a trusted technology advisor rather than just a supplier, aligning with customers who value expertise and long-term partnership.

Several emerging technologies are contributing to our growth trajectory. Artificial Intelligence (AI) is driving demand through automation, predictive analytics, chatbots, and intelligent workflows. Cloud adoption remains a major growth driver, with organizations seeking scalable and flexible IT environments across public, private, and hybrid models. Cybersecurity continues to be a critical focus area, with strong momentum in endpoint security, network security, SOC services, backup, and data protection. IoT and smart infrastructure are also opening new opportunities across industries.

Continuous learning and strategic collaboration are central to our growth strategy. We invest in certifications, OEM trainings, and workshops, while strengthening OEM alliances and cross-functional collaboration. A customer-centric, consultative approach helps us build stronger relationships and deliver higher value, while ensuring long-term customer success and sustainable business growth across diverse industry segments.”



## Driving growth through lifecycle-based, services-led transformation

**AMIT CHAUDHARY**  
DIRECTOR, CACHE DIGITECH PVT. LTD.

“We are actively transitioning from a traditional product-led model to a solution and services-led approach by focusing on lifecycle-based customer engagement rather than one-time hardware sales. We are building integrated solution offerings that combine infrastructure, networking, cybersecurity, cloud, and data protection into unified architectures aligned with customer business outcomes. Our focus includes expanding professional and managed services such as solution design, deployment, migration, security hardening, monitoring, and optimization, along with consultative engagements like security posture assessments, compliance readiness, and infrastructure modernization advisory. This shift is supported by investments in automation and managed SOC/NOC capabilities, enabling proactive and predictive service models.

Our growth is being driven by the convergence of cybersecurity, cloud adoption, and AI-enabled operations, especially across regulated sectors. Cybersecurity remains the primary growth engine, with focus areas including Zero Trust Network Architecture, micro-segmentation, ransomware resilience, endpoint and network security, DNS security, Data Loss Prevention, Identity and Privileged Access Management, and compliance-driven solutions. AI and GenAI are enabling use cases such as threat detection, automated workflows, predictive analytics, and decision support. Cloud and hybrid infrastructure, along with IoT and edge security, are accelerating modernization initiatives.

We recognize that capability development and ecosystem collaboration are essential. We are investing in advanced certifications, cloud specialization, AI and automation, and compliance frameworks, while enabling cross-functional learning. Strategic OEM partnerships and collaborative delivery models, including multi-vendor integration and managed services alliances, help ensure scalable and consistent customer outcomes.”



## Accelerating outcome-led growth through integrated technologies

**BIPUL PATRA**  
PRESIDENT & CTO, EMBEE SOFTWARE PVT. LTD.

“The shift was inevitable, as customers today want outcomes, not just products. At Embee, we have consciously moved away from transactional selling to becoming a services-led partner, focusing on solving business problems end-to-end, whether it is cloud transformation, cybersecurity, or workplace modernization. We are engaging across the full lifecycle—from advisory and deployment to optimization and managed services—where the real value lies. Our Cyber Defense Center, Azure managed services, and AI-led offerings are built around recurring, platform-driven models rather than one-time engagements, fundamentally changing how we deliver value and grow.

Three areas are emerging as key growth drivers. Cloud remains the backbone, but the conversation has shifted from migration to optimization and accountability, with customers increasingly asking if they are deriving value. AI and GenAI represent the next wave, with strong traction around Copilot, Azure AI, and data platforms like Fabric, especially where organisations want to embed intelligence into everyday workflows. Cybersecurity has become a boardroom priority, with growing investments in Zero Trust and continuous monitoring. These areas are now converging into an integrated digital strategy.

The complexity today is real and cannot be addressed with siloed skills. We are investing in deep specialization across cloud, AI, and security, while building teams that can connect the dots. Partnerships are equally critical, with close alignment to Microsoft and SAP helping us stay ahead. The focus remains on execution—translating complexity into outcomes at scale.”



## Creating recurring value through services and emerging technologies

**BK KHATRI**  
DIRECTOR – ALLIANCES & PROCUREMENT, CORPORATE INFOTECH PVT. LTD.

“We at CIPL have evolved from a traditional product resale model to a value-added, service-driven approach by integrating hardware, software, and managed services with emerging technologies such as AI, IoT, and cybersecurity. This shift enables us to create recurring value, strengthen customer relationships, and position CIPL as a trusted partner driving digital transformation and growth, while continuing to focus on delivering consistent value to our customers.

Our growth is being driven by a strong focus on emerging technologies including AI, cloud-native infrastructure, IoT, and advanced cybersecurity. AI and GenAI are enabling intelligent automation, predictive insights, and personalized customer experiences across business environments. Cloud-native platforms provide the scalability and flexibility enterprises demand, while IoT solutions unlock real-time analytics and operational efficiencies across industries. Advanced cybersecurity plays a critical role in ensuring secure and reliable operations. These technologies are helping us expand our solution portfolio and position ourselves as a strategic partner in our customers’ digital transformation journey.

We are strengthening our capabilities by investing in advanced skill development and focusing on partnerships with leading OEMs across all technologies. This enables us to address increasingly complex customer requirements effectively. Our approach ensures the delivery of intelligent, secure, and scalable solutions, while positioning us as a trusted partner driving digital transformation and sustained, long-term business growth.”



## Leveraging agentic AI to deliver end-to-end enterprise solutions

**DEVESH AGGARWAL**  
CEO, COMPUSOFT ADVISORS INDIA PVT. LTD.

“At CompuSoft Advisors, we have evolved from product resale to value-led, service-driven engagements, positioning ourselves as a trusted partner for agentic AI Saarthi services, backed by over 25 years of expertise in Microsoft technologies, AI, and enterprise solutions. We collaborate closely with customers to build AI agents from concept to production, leveraging platforms such as Microsoft Dynamics 365 and Microsoft Power Platform to deliver end-to-end, outcome-driven solutions. Our focus on consulting, design, deployment, and continuous optimization ensures structured execution, strong governance, and long-term value for customers.

Our growth is driven by agentic AI and Generative AI services, enabling enterprises to move toward intelligent and autonomous operations. We are seeing strong momentum with platforms like Microsoft Fabric for unified data and analytics, along with Data and AI capabilities on Microsoft Azure for scalable AI adoption. Technologies such as Azure AI Foundry and Microsoft Copilot Studio are accelerating AI development and enabling rapid deployment of intelligent copilots and agents, helping drive efficiency and innovation at scale.

We continuously invest in AI, cloud, and data skills, supported by certifications and hands-on innovation, while maintaining strong alignment with Microsoft. Our co-innovation approach ensures solutions are aligned with business and IT priorities, with a focus on structured execution, governance, and continuous refinement. Additionally, we are building pre-built, proven, and customizable accelerators and frameworks, designed for reuse and tailored to customer needs, to accelerate implementation and enable scalable transformation.”



## Building resilient and intelligent environments aligned to the customer needs

**GURPREET SINGH**  
FOUNDER & MD, ARROW PC NETWORK PVT. LTD.

“The market has already made this decision for us, as customers increasingly come with problems, not product requirements. Customers no longer walk in asking for a server or a switch; they come with a security gap, a slow application, or a compliance deadline, and need someone who can own the entire journey. At Arrow PC Network, we have made a conscious shift toward wrapping consulting, deployment, cybersecurity, and managed services around every engagement. The product is now the vehicle, not the destination, and what we are really delivering is confidence—the assurance that when a customer trusts us with their infrastructure, we remain engaged beyond the transaction.

AI, cloud, and cybersecurity are the key growth drivers today, and they are no longer separate conversations. AI is pushing customers to rethink their infrastructure stack as compute demands increase. Cloud enables agility and scalability without over-provisioning, while cybersecurity has become a priority for every CIO. These areas are converging, helping customers build resilient and intelligent environments where we support and architect solutions aligned to their needs.

We strongly believe that expertise cannot be substituted, especially when customers are dealing with high-stakes challenges. We invest in certifications and continuous learning, while deepening OEM partnerships to stay close to innovation roadmaps and access new technologies early. This combination enables us to deliver meaningful guidance and position ourselves as a trusted advisor.”



## Evolving into a solution-led technology partner for scalable outcomes

**IRVINDER SINGH**  
MD, C.I. INFOTECH PVT. LTD.

“CI Infotech is evolving from a traditional product resale organization into a value-added, service-driven technology partner. The company now focuses on solution-led engagements, where products are positioned as enablers within integrated architectures. CI Infotech has strengthened internal technical capabilities, invested in training, and established structured service offerings covering design, deployment, operations, and lifecycle support. With enhanced NOC-driven proactive monitoring, vertical-specific solutioning, and solution-led IC sales involvement, CI Infotech delivers measurable business outcomes, long-term operational value, and end-to-end infrastructure services rather than transactional hardware supply. The company’s growth is primarily driven by cloud, cybersecurity, AI-enabled operations, and IoT-ready infrastructure. Cloud adoption is accelerating demand for hybrid and multi-cloud architectures, migration services, and secure connectivity. Cybersecurity has become integral to all infrastructure deployments, driving secure network design, data protection, and compliance-aligned solutions. AI is being adopted through monitoring, analytics, and automation to improve operational efficiency and proactive service delivery. IoT initiatives in government, manufacturing, and smart infrastructure are further increasing demand for resilient networks, scalable storage, and edge-ready solutions. CI Infotech is strengthening its ability to address complex customer requirements through skill development, structured internal enablement, and deeper technology partnerships. The organization has built strong in-house capabilities across storage, networking, cloud, and security through continuous training, certifications, and hands-on exposure. It also continues to deepen partnerships with leading OEMs, enabling scalable, secure, and vertical-specific solutions for complex, multi-vendor environments.”



## From delivering boxes to always-on network performance

**JIGAR SANGHVI**  
DIRECTOR, SANGHVI INFOTECH PVT. LTD.

“Starting with strong networking DNA and execution capability in the industry, there was a time when success meant delivering a box on time, taking a signature, and feeling the job was done. But today, customers are far smarter. The carton may open in a minute, but real value begins after installation—when the network is live, the link is stable, Wi-Fi is fast, and nobody calls at midnight. Customers no longer get excited just because a router has arrived; they get excited when everything works seamlessly. This is how we are learning and evolving in the marketplace, moving from transactional delivery to value-added, service-driven engagement where value begins after deployment.

Growth is being driven by emerging technologies including AI, cloud, IoT, and cybersecurity. AI is the brain for predicting faults, optimizing networks, and reducing downtime, helping move from firefighting to future-sighting. Cloud is the command center, managing multi-location infrastructure from one dashboard. IoT is the nervous system connecting cameras, sensors, access control, and field devices into one intelligent ecosystem. Cybersecurity is the shield, because a smart network without protection is a huge risk.

Customer requirements today are hybrid, multi-vendor, and security-sensitive, demanding end-to-end accountability. Capabilities are being strengthened across solution architecture, deployment engineering, integration, and execution excellence, along with deeper OEM and ecosystem partnerships. This enables delivery of complete, battle-ready solutions and positions the organization as a trusted partner connecting devices, trust, technology, and business outcomes.”



## Strengthened the overall capability strategy to meet the market needs

**L ASHOK**  
MD, FUTURENET TECHNOLOGIES (INDIA) PVT. LTD.

“Since 1996, Futurenet Technologies has established itself as a trusted managed services provider and consulting expert. Over the years, we have evolved from a traditional service delivery model into a more value-added, service-driven approach. Today, we are elevating our offerings by delivering seamlessly integrated solutions, including Infrastructure as a Service (IaaS) and Security as a Service, designed to better serve our clients’ evolving needs and strengthen long-term partnerships.

All key technology domains are emerging rapidly, with cloud leading the way, followed closely by AI and cybersecurity. These areas are now central to enterprise transformation, and we have dedicated teams actively developing expertise and practices in these critical technologies. Our focus remains on building strong capability depth across cloud, AI-driven solutions, and cybersecurity frameworks to address the growing complexity of customer environments and ensure secure, scalable, and future-ready infrastructure.

To address increasingly complex customer requirements, we have strengthened collaboration with vendors and revised our overall capability strategy. We have also established an internal training facility and lab, which has significantly enhanced our ability to attract, train, and develop fresh talent aligned to our needs. Over the past six months, this facility has become our primary resource for internal hiring, delivering strong results and reinforcing our commitment to continuous skill development and capability building.”



## Powering smart classrooms beyond the screen

**MINAL BHAGAT**  
CO-FOUNDER & DIRECTOR, ENSONIC COMPUTECH PVT. LTD.

“At EKIN, we have strategically transitioned from a product-centric approach to a solution-driven model. While we continue our strong foundation in in-house manufacturing of digital podiums, touch kiosks, audio podiums, digital signage, and AI-enabled interactive flat panels under the ‘Make in India’ initiative, our focus has expanded towards delivering complete ecosystems. We now provide end-to-end solutions such as smart classrooms, virtual learning setups, podcast and recording studios, and enterprise AV integrations. Our emphasis is on building seamless, user-centric experiences that enhance engagement, productivity, and long-term value rather than just selling standalone products.

Artificial Intelligence is a key growth driver for us, especially in transforming classroom and corporate experiences through AI-powered interactive flat panels and intelligent AV systems. Cloud integration is enabling remote accessibility and seamless collaboration, while IoT-based device management is improving operational efficiency across institutions. At the same time, with the growing importance of secure digital environments, we are aligning our solutions with strong cybersecurity practices to ensure safe, reliable, and scalable deployments for our customers across sectors.

We are continuously investing in upskilling our teams across emerging technologies, solution selling, and customer engagement through regular training and hands-on exposure to evolving tools. Alongside this, we actively build strategic partnerships with technology providers, system integrators, and educational institutions. This collaborative approach enables us to co-create scalable, future-ready solutions and deliver high-impact outcomes tailored to diverse and increasingly complex customer requirements.”



## Unifying cloud, AI, and security for enterprise transformation

**NEEL SHAH**

**CHAIRMAN, INSIGHT BUSINESS MACHINES PVT. LTD.**

“At Insight Business Machines Pvt. Ltd., the evolution from product resale to value-driven engagement has been both strategic and necessary. We have consciously moved towards a service-led model anchored on our ISMAC framework, enabling integrated outcomes across Infrastructure, Security, Mobility, AI & Automation, and Cloud. Today, our focus is not only on selling products, but on solving business problems through managed services, lifecycle support, and outcome-based engagements. Whether it is 24x7 SOC and NOC services, hybrid cloud management, or cybersecurity posture enhancement, our value lies in ensuring continuity, resilience, and measurable business impact for customers.

Among emerging technologies, Artificial Intelligence, especially GenAI, is a strong growth catalyst. However, AI without the right infrastructure is incomplete. We are seeing strong demand for AI-ready data centres, high-performance compute, secure data pipelines, and intelligent edge solutions. Cybersecurity remains a non-negotiable priority, with Zero Trust architectures, MDR services, and identity governance gaining traction. Additionally, cloud-native platforms and real-time analytics are enabling enterprises to become more agile, data-driven, and responsive, creating new opportunities for engagement.

To stay relevant in this evolving ecosystem, continuous investment in skills and partnerships is critical. We are building capabilities across cloud, AI, and cybersecurity through certification programs and OEM-led trainings, while strengthening partnerships with global technology providers to co-create industry-specific solutions. Collaboration is essential, and the future belongs to partners who integrate technology, services, and advisory into a cohesive value proposition.”



## Enabling converged digital ecosystems across cloud, AI, and cybersecurity

**P.K. SHARMA**

**DIRECTOR, COMNET VISION (INDIA) PVT. LTD.**

“The Indian channel ecosystem is undergoing a fundamental shift, driven by rapid advances in emerging technologies and evolving customer expectations. At Comnet Vision India, we have consciously transitioned from a traditional product resale model to a solution- and service-driven approach focused on delivering tangible business outcomes. Today, customers seek partners who can design, integrate, and manage complete technology ecosystems rather than just supply products. Our engagement model begins with consultative solution design and extends through deployment, managed services, and lifecycle support. By integrating managed infrastructure, cybersecurity operations, and subscription-based models, we have strengthened long-term customer relationships while creating recurring revenue streams. This evolution has positioned us as a trusted technology and transformation partner rather than just a system integrator. Growth is increasingly being driven by convergence of emerging technologies rather than any single solution. Artificial Intelligence and GenAI are gaining momentum as enterprises automate operations, enhance analytics, and improve decision-making. Cloud and hybrid infrastructure remain foundational for scalability, resilience, and data sovereignty. Cybersecurity is a critical priority with zero trust frameworks, endpoint protection, cybersecurity mesh, and managed security services. Additionally, IoT and edge computing combined with AI are enabling real-time intelligence and predictive operations across manufacturing, transportation, smart cities, and healthcare.

We focus on continuous upskilling across AI, cybersecurity, cloud, and networking through OEM certifications, workshops, and hands-on training. Collaboration with global OEMs, ISVs, and cloud providers enables co-creation of solutions aligned to technology roadmaps and large-scale deployments.”



## Building services-led ecosystem across cloud, security and lifecycle services

**PRANAV PARIKH**

**CTO, UNIFIED DATA-TECH SOLUTIONS LTD.**

“Our shift from selling technology products to a services-driven model focused on deep technical specialization, managed services and recurring revenue has improved cash flow and business stability. We have standardized service processes across Backup-as-a-Service, DR testing, infrastructure, endpoint and security management, cloud migration and health checks. SLA-driven managed services, AMCs/renewals and subscription offerings have created predictable monthly and annual revenue. With a service-led approach, customers access standardized and custom services alongside products, enabling modular, outcome-focused consumption. Leveraging partnerships with IBM, Dell, Nutanix, VMware, AWS, Azure and security vendors has strengthened us as a trusted long-term transformation partner.

Zero Trust architecture, Identity & Access Management, Cloud Security, Backup Cyber Resilience, ransomware recovery and Network Firewall Management are strong near-term growth engines. Lifecycle services including Cloud Migration, managed operations, Backup/DR-as-a-Service and Hybrid Cloud on Nutanix, VMware, Azure and AWS address strong market demand aligned with customer transformation. We are also building reusable IP and packaged AI offerings that can be deployed, customized and monetized across clients, creating a strategic long-term growth path.

Comparing current proficiency with top client requirements is helping us evolve into solution-capable ecosystem integrators. Advanced certifications, joint solution development and leveraging OEM innovation labs including Dell, HPE, IBM, VMware, Nutanix, AWS and Microsoft Azure are strengthening capabilities. Continuous investment in architects, engineers and presales teams enables delivery of complex hybrid cloud, cybersecurity and infrastructure solutions.”



## From products to platforms driving services led transformation

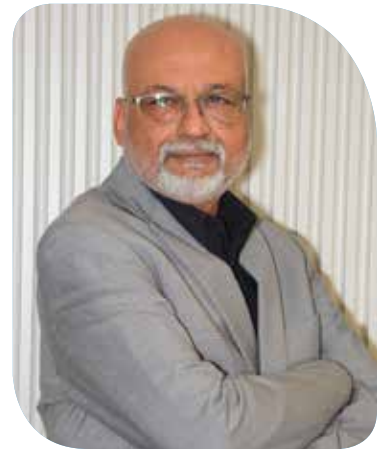
**PRASHANT JAIN**

**FOUNDER & DIRECTOR, JNR MANAGEMENT RESOURCES PVT. LTD.**

“At JNR Management Resources, we have strategically evolved beyond traditional product resale to deliver end-to-end, service-driven solutions. Our focus has shifted toward consulting-led engagements, managed services, and outcome-based delivery models that address specific business challenges. By aligning our offerings closely with customer goals, we are able to provide tailored solutions that generate tangible business outcomes. This transformation allows us to build deeper, long-term relationships with clients while delivering measurable value.

While PKI, cybersecurity, and cloud continue to form the core of our current offerings, we strongly believe that AI and IoT will play a transformative role in the coming years. The rapid evolution of Generative AI and real-time analytics is already opening new avenues for clients to enhance efficiency and decision-making. As these technologies evolve, our teams are preparing to build the capabilities required to deliver innovative and future-ready solutions, ensuring we stay ahead of the curve in a fast-changing technology landscape.

We believe people and partnerships are the true differentiators in today’s channel ecosystem. JNR Management Resources continues to invest in upskilling teams across cloud, AI, and cybersecurity through structured certification programs and hands-on training. On the partnership front, we are strengthening alliances with leading technology OEMs and ISVs to co-create solutions that address increasingly complex customer requirements. We also actively engage in knowledge-sharing initiatives and industry forums to keep our teams aligned with the latest developments. Our collaborative approach ensures we remain agile, competitive, and relevant as the technology landscape evolves.”



## Accelerating enterprise outcomes through Cloud, AI and security convergence

**PRASHANTH GJ**

**CEO, TECHNOBIND SOLUTIONS PVT. LTD.**

“At TechnoBind, our evolution has been deliberate and market-aligned. The traditional resale model no longer addresses the complexity of modern enterprise environments, where customers invest in outcomes like resilience, performance, and security. We have transitioned toward a solution-centric, service-led approach by integrating pre-sales consulting, deployment expertise, and post-implementation support into our partner ecosystem. Our focus is enabling partners to deliver lifecycle-driven value in data management, cybersecurity, and cloud transformation. By building capabilities around advisory services, managed services, and outcome-based engagements, we help partners move up the value chain, improving customer stickiness and ensuring recurring revenue streams through measurable business outcomes.

Our growth is strongly anchored in the convergence of AI, cloud, and cybersecurity. While these domains are powerful alone, their combined impact is driving transformation. AI and automation unlock deeper data insights, while cloud-native architectures enable scalability, allowing modernization without legacy constraints. Simultaneously, cybersecurity has shifted to a strategic priority, with demand for proactive, identity-driven frameworks. We see the opportunity in bringing these technologies together into cohesive solutions rather than addressing them in silos.

As customer environments become more complex, the channel role is evolving toward strategic advisory. We are building deep technical expertise within our network through structured enablement, workshops, and certification-driven learning. Beyond training, we foster a collaborative ecosystem where partners, OEMs, and service providers co-create, bundle solutions, and pursue joint go-to-market initiatives to address specific use cases.”



## Accelerating growth with proprietary IP, AI-led services and multi-cloud depth

**PRASHANTH SUBRAMANIAN**

**CO-FOUNDER & DIRECTOR, QUADRASYSTEMS.NET (INDIA) PVT. LTD.**

“Quadra crossed the resale-to-services transition years ago, and the sharper question now is whether we’ve built IP that makes this shift irreversible. Our answer lies in proprietary solutions layered on vendor platforms. IntelliLink surfaces data from SAP, ServiceNow, Salesforce, and Oracle HCM directly within Microsoft Teams, while SOC NXT delivers managed security operations built on the Microsoft security stack, and BluForge underpins our security IP layer. These aren’t wrappers; they solve specific integration and operations problems that platforms alone don’t address. Crucially, the transition means absorbing delivery risk that customers used to carry—a structural shift most partners underestimate.

Three areas are driving our growth, with no ambiguity on sequencing. Agentic AI is the primary vector, with our Accelerated Intelligence Group running production enterprise deployments on Azure AI Foundry, Copilot Studio, and AWS AI services—these are outcomes-focused engagements, not pilots. Second is cybersecurity, where enterprise requirements have moved well beyond perimeter defence. We operate across Microsoft, CrowdStrike, and Zscaler, integrated into SOC NXT. Third is cloud modernisation and data platforms across Azure, AWS, and Google Cloud, generating consistent pipeline.

On skills and partnerships, we hold Microsoft Frontier Partner designation based on verified delivery. We are AWS Premier Tier Services Partner with AI Services Competency and GCP Premier Tier for Sales and Services. Our 750+ certifications and internal AI fluency programme ensure organisational capability. Partner value today is measured by deployment quality and outcomes, not logo count.”



## Driving service-as-a-product with AI-led automation, cloud and cybersecurity

**PRATEEK GARG**  
FOUNDER & MD, PROGRESSIVE TECHSERVE

“At Progressive Techserve, our evolution has been centered around the productization of services—transforming traditional offerings into standardized, scalable, and outcome-driven solutions. We are moving beyond one-time product transactions to a lifecycle-led engagement model spanning consulting, deployment, and managed services. Through our MSP 3.0 approach, we leverage AI-driven automation and self-healing capabilities to resolve up to 60% of IT issues instantly, improving service efficiency. This shift allows measurable business outcomes such as enhanced user experience, improved uptime, and optimized IT costs, positioning us as a strategic partner delivering ‘service as a product.’

Our growth is driven by the convergence of AI, cloud, and cybersecurity. AI, particularly GenAI and predictive analytics, is transforming service delivery through intelligent automation and proactive issue resolution. Cloud remains a strong growth lever as enterprises accelerate digital transformation, driving demand for migration, optimization, and cloud-native architectures. Cybersecurity has become mission-critical, with organizations prioritizing Zero Trust frameworks, 24x7 SOC services, and cyber resilience strategies. To address growing complexity, we are investing in capability building and ecosystem partnerships. Internally, we focus on continuous upskilling across AI, cloud, and cybersecurity, ensuring teams combine technical expertise with solution-oriented thinking aligned to business outcomes. Our Centers of Excellence drive innovation and create repeatable, scalable solution frameworks. Externally, we are strengthening alliances with OEMs, hyperscalers, and niche providers to co-create integrated solutions, enabling delivery of end-to-end, future-ready architectures.”



## Lifecycle engagement model anchors DigitalTrack Solutions' next growth phase

**RADHESH RAMANATHAN**  
DIRECTOR – INFRA, DIGITALTRACK SOLUTIONS PVT. LTD.

“At Digital Track Solutions, our evolution from a traditional product resale model to a value-added, service-driven organisation has been deliberate and customer-led. While infrastructure and core technology platforms continue to play an important role, our primary focus today is on delivering measurable business outcomes. We increasingly engage customers through consultative assessments, solution design, implementation, and lifecycle-based managed services. By moving toward subscription-led and managed service models, we help customers reduce IT complexity, improve operational resilience, and optimise costs, while building sustainable and predictable revenue streams for our organisation.

Among emerging technologies, cloud and cloud-native infrastructure remain the strongest growth drivers. Enterprises are actively adopting hybrid and multi-cloud strategies to improve agility and scalability, and we support them through migration, modernisation, optimisation, and ongoing management. Cybersecurity is another key pillar, driven by the rising threat landscape and stricter compliance needs, with a focus on integrated security architectures, Zero Trust approaches, and continuous monitoring. In parallel, AI-driven capabilities, including intelligent automation and analytics, are gaining traction, while select IoT and edge-led solutions contribute in specific industry scenarios.

To address increasingly complex customer requirements, we are making sustained investments in skills, certifications, and hands-on expertise across cloud, cybersecurity, AI, and automation. We also emphasise ecosystem collaboration, working closely with OEMs, hyperscalers, and technology partners to co-create solutions and accelerate innovation. By combining deep technical capabilities, strong partnerships, and a service-first mindset, we position ourselves as a trusted long-term transformation partner.”



## Redefining enterprise IT through lifecycle ownership

**RAHUL PAREKH**  
MARKETING HEAD, SHEELTRON DIGITAL SYSTEMS PVT. LTD.

“We’ve been deliberate about moving beyond a pure product-resale model, which is increasingly transactional and margin-constrained. Our evolution is centered on becoming a lifecycle partner for enterprise IT, not just a procurement channel. We now bundle hardware with consulting, solution design, and integration, shifting from fulfilling orders to delivering outcomes. We provide managed services for operational support and integrate sustainability and end-of-life services from day one. By layering in analytics and advisory, we’ve transitioned into a continuous optimization partner across the entire IT lifecycle: design, deploy, manage, and responsibly retire.

Growth is driven by the convergence of four technology areas, with AI as the primary catalyst. Enterprises are operationalizing AI, driving investments in GPU-dense compute and AI-ready infrastructure. Cloud remains a key driver for hybrid architectures, while cybersecurity has become a board-level priority, leading us to embed security-by-design across every stack. IoT deployments at the edge further demand robust connectivity. We bring these domains together into cohesive, production-ready environments rather than isolated technology silos.

To address complex requirements, we treat skills and partnerships as dynamic assets. We’ve built a culture of ongoing learning, emphasizing hands-on exposure and cross-functional training across infrastructure, security, and AI. Partnerships have evolved into strategic alliances with OEMs and cloud providers, enabling us to act as the convergence point for complex deployments. Institutionalised knowledge sharing ensures each engagement strengthens capability, delivering end-to-end solutions as requirements become more interconnected.”



## Strengthening value-added approach while expanding into cybersecurity

**RAJESH GOENKA**  
CEO AND DIRECTOR, RASHI PERIPHERALS LIMITED (RP TECH)

“We are a national distributor for consumer and enterprise technology products and solutions in India, serving as a vital link between technology brands and channel partners, or technology resellers. We have always been a value-added distributor, with a core focus on channel development and end-to-end support for brands in their expansion journey in India. We differentiate ourselves by offering comprehensive value-added services, including pre-sales support, solution design, techno-commercial assistance, marketing services, credit solutions, and warranty management services, enabling seamless adoption and deployment of high-end technology across the country.

We are focused on 360-degree growth across all business verticals. Our Enterprise and Embedded verticals have witnessed impressive growth in recent years, and we continue to maintain this momentum consistently across key markets. As part of our next phase of growth, we have recently entered the cybersecurity and software business, and are focused on developing these new business units through strong brand partnerships and deeper channel expansion.

Adaptability is key to success. We are strengthening skills and partnerships through new brand collaborations, expansion of our distribution network, and AI training and skill enhancement for employees across functions. At the same time, we remain focused on value-added support such as channel financing, pre-sales and marketing assistance, and warranty management services to cater to the evolving and increasingly complex needs of customers.”



## Moving beyond product resale to a value-added, service-led model

**RAJESH KUMAR**  
SENIOR VP – TECH BU, INFLOW TECHNOLOGIES PVT. LTD.

“We operate as a technology enabler through an indirect business model, functioning as a strategic extension of our technology vendors, or OEMs. We create a seamless link between the OEM, the SI, reseller and service provider community, and their end customers. Our evolution is anchored by our ‘Techfluent Edge’—a unique blend of trend, technology and talent—which moves beyond simple product resale to a value-added, service-driven offering built on five key pillars: a Pre-Sales Game Changer team, Centre of Excellence, Inflow Training Academy, Technical Assistance Centre, and a Post-Sales Differentiator, delivering end-to-end partner and customer support.

Our growth is currently fuelled by the convergence of AI, cybersecurity and cloud infrastructure. We are seeing a massive shift toward AI-driven security operations and Zero Trust architectures as enterprises modernise their defence posturing. Additionally, demand for hybrid cloud and IoT-led automation is driving significant opportunities, particularly across manufacturing and public sector environments. By focusing on these high-growth areas, we ensure our partners stay ahead of market shifts and evolving technology trends.

As customer requirements become more intricate, we are strengthening our ecosystem through deep technical knowledge and specialised certifications. By leveraging our Centre of Excellence, demo labs and Training Academy, we bridge the skill gap for our partners. Our strategy is built on the belief that as technology becomes more complex, the human element—the expertise required to deploy and manage that technology—becomes an increasingly valuable asset.”



## Solving customer problems over fulfilling purchase orders shapes our strategy

**RANJAN CHOPRA**  
FOUNDER & MD, TEAM COMPUTERS

“The shift from product resale to service-led delivery is not a trend—it is a survival imperative. When we started, the market rewarded those who could source and supply hardware faster than anyone else, but that era is over. Today, enterprises can procure hardware or software through multiple channels; what they cannot easily procure is the expertise to make it work seamlessly, securely, and at scale. At the core of this evolution is a simple question: are we solving a customer’s problem, or fulfilling a purchase order? We chose the former, and that decision has reshaped our teams, partnerships, and commercial models.

Of the technologies reshaping the channel today, two stand out for us—AI-integrated managed services and cybersecurity. AI is no longer a future conversation; it is a present demand, with enterprises seeking to embed it into IT operations, analytics environments, and decision-making workflows. The opportunity is not in selling tools, but in building the infrastructure, governance, and integration that make AI function within real enterprise environments. Cybersecurity is equally critical, requiring partners to deliver continuous, 24x7 security operations.

As customer requirements become more complex, generalist approaches are no longer sufficient. We are building specialisation through certifications, hands-on capability development, and deeper engagement with client environments. We are also deepening partnerships with fewer technology principals to build differentiated expertise, while strengthening our ability to understand what customers truly need, combining technical expertise with strong business acumen.”



## Execution at scale and long-term partnerships define COMnet’s transformation

**SANJAY DIVEKAR**  
DIRECTOR, COMNET SOLUTIONS PVT. LTD.

“With over 27 years of industry experience, our evolution from product resale to a service-driven model is rooted in delivering comprehensive solutions that drive digital transformation. We no longer act as a transactional vendor; instead, we serve as a strategic partner, managing complex environments like the 56,000-endpoint infrastructure for a global \$4B BPM leader. By bundling deep expertise with our core offerings, we ensure our clients achieve maximum return on their IT investments, as evidenced by our long-term engagements with major enterprises in banking, healthcare, and logistics.

Our growth is driven by the active integration of emerging technologies. We provide tailored cloud solutions—private, public, or hybrid—while empowering clients to harness Gen AI, predictive analytics, and intelligent systems. Cybersecurity remains a cornerstone, where we specialize in network infrastructure and compliant, secure data center and disaster recovery designs. Furthermore, our IoT solutions are specifically engineered to optimize energy usage and improve ESG performance, enabling smarter, sustainable resource management.

To address increasingly complex requirements, we have institutionalized long-term strategic partnerships, including 15-year alliances with global financial institutions. Our strength lies in our rigorous gap analysis and our commitment to service excellence. We treat skills and partnerships as dynamic assets, ensuring that we remain a trusted, innovative partner for enterprises navigating today’s fast-evolving digital landscape.”



## Powering enterprise outcomes through AI, data and security integration

**SUNIL KUMAR PILLAI**  
CMD, IVALUE INFOSOLUTIONS PVT. LTD.

“Since inception, iValue has operated as a value-first technology aggregator, aligning enterprise technology with business outcomes. We anchor every engagement in our PASS framework—Performance, Availability, Scalability, and Security—ensuring functional excellence. Today, we bridge the complexity of hybrid infrastructures by integrating over 70 OEMs and 300+ solution combinations into unified stacks. Through the iValue–Confluent Center of Excellence, we provide a working model where streaming data, AI models, and SIEM-driven security operate in tandem, allowing us to move from advisory-led design to lifecycle-managed services, including 24x7 SOC and NOC support.

Our growth is driven by the convergence of AI, cybersecurity, and infrastructure. While AI acts as the primary catalyst, its momentum lies in its intersection with security and data governance. Enterprises now demand higher-fidelity signals and continuous correlation, leading to a surge in streaming data architectures connecting threat intelligence with machine learning. This is particularly evident in BFSI and healthcare, where AI-led outcomes like fraud detection and patient insights require seamless data processing.

To address this interconnected complexity, we treat skills and partnerships as dynamic assets. We are cultivating 'AI-aware' cybersecurity and data engineering capabilities, extending this expertise to our 600+ partner ecosystem through iValue Academy. By focusing on co-developed use cases and validation, we enable customers to evaluate integrated architectures before deployment. This collaborative approach ensures we remain a relevant, outcome-driven partner as enterprise requirements evolve.”



## Orchestrating enterprise growth through integrated technology platforms

**VISHAL HEGDE**  
DIRECTOR – SALES, INGRAM MICRO INDIA

“Organizations today look for solutions, not standalone products; they demand integrated offerings that deliver measurable business outcomes. This makes a focus on service-led engagement critical. At Ingram Micro, we offer a comprehensive range of technology-led solutions, including Cloud, Professional Services, and IT Asset Disposition & Lifecycle Management, helping businesses embrace and optimize technology at scale and speed. Moreover, our Financial Solutions enable customers to adopt cutting-edge technology without major upfront investments. Our AI-powered Xvantage platform simplifies building multi-vendor solutions and provides access to Subject Matter Experts, helping us act as a trusted advisor to our partners in harnessing the full potential of technology.

As the landscape becomes more dynamic, we are playing the role of an orchestrator, bringing together best-in-class technology, multi-vendor solutions, and relevant expertise. Our Pre-sales and Professional Services teams consult with partners to identify real business challenges, integrating multiple OEM solutions—infrastructure, cloud, and security—into a single, cohesive offering. Our experts help partners leverage the potential of cloud-native technologies, including AI, IoT, and cybersecurity.

Additionally, we prioritize the digital empowerment of our partners through enablement programs, certifications, and training. Our SMB TechTalks initiative is focused on helping partners build the capabilities needed to deliver advanced, technology-led business solutions to end customers efficiently. By combining platform-driven efficiency with deep technical competence, we ensure partners successfully navigate increasingly complex customer requirements.”



## Hikrobot's Machine Vision and Robotics Solutions Transform Manufacturing Efficiency

Technological innovation and market variability are accelerating product replacement cycles, placing increasing pressure on traditional logistics systems. Conventional warehouse and production models are struggling to meet demands for speed, accuracy, and transparency. In this environment, intelligent and flexible mobile robot solutions are emerging as a key enabler, helping enterprises reduce operational costs while improving efficiency and scalability.



### INTELLIGENT ROBOTICS AND MACHINE VISION SOLUTIONS

Hikrobot is driving a significant transformation in manufacturing through advanced machine vision and robotics technologies. Its portfolio includes smart cameras, autonomous mobile robots (AMRs), and AI-powered code readers designed to enhance productivity across electronics, automotive, pharmaceuticals, and logistics sectors.

However, modern manufacturing environments face multiple challenges. SKU diversity and small product sizes often lead to picking errors. In addition, complex intralogistics processes require advanced systems for quality inspection, serial number tracking, warranty management, and inventory control. Cross-floor material transfer further increases operational complexity and slows workflows.

### INTEGRATED AUTOMATION AND SYSTEM ARCHITECTURE

To address these challenges, Hikrobot adopts a Goods-to-Person (G2P) model using multiple mobile robot types for flexible transport operations, reducing dependence on skilled manual labour while increasing automation. The Warehouse Control System (WCS) integrates with elevators, air showers, and other infrastructure, while the Intelligent Warehouse Management System (iWMS) connects seamlessly with MES, ERP, WMS, and OMS platforms. This enables coordinated inspection processes and optimised transfer strategies.

The robotics suite includes AMRs for logistics movement, Forklift Mobile Robots (FMRs) for pallet handling, and Latent Mobile Robots (LMRs) for low-floor environments. The RCS 2000 robotic control system enhances efficiency through intelligent task scheduling, multi-robot coordination, AI-based dispatching, and integration with PLCs and automated doors.

### INDUSTRIAL DEPLOYMENT AND BENEFITS

In a compressor manufacturing facility producing 15 million units annually, around 140 robots were deployed, integrated with RCS and iWMS systems. The deployment enabled automated cross-floor logistics and intelligent inventory management.

Results included improved efficiency, over 7,000 daily carrying tasks, elimination of more than 300 km of manual movement per day, partitioned material storage, and fully digitalised inventory tracking—significantly improving operational precision and scalability.

## CP PLUS MATE – A Smart WhatsApp Chatbot Redefining Customer Assistance

In a move to enhance customer experience and accessibility, CP PLUS has launched CP PLUS MATE, an AI-powered chatbot integrated with WhatsApp. Designed to provide instant, round-the-clock assistance, the service enables users to connect with support simply by sending a “Hi.” As customer expectations shift toward immediacy and convenience, this initiative reflects CP PLUS’s focus on delivering faster, smarter, and more responsive engagement across its ecosystem.

### A COMPREHENSIVE AND INTELLIGENT SUPPORT SYSTEM

CP PLUS MATE has been developed as a unified platform catering to a wide range of user requirements. From technical troubleshooting and product-related queries to sales assistance and training support, the chatbot ensures quick and structured responses. Users can also access essential resources such as software downloads, datasheets, and product information without delays.

In addition, the platform offers location-based services, helping customers easily identify nearby service centres, experience zones, and retail outlets. This integrated approach streamlines interactions, reduces response times, and enhances overall user satisfaction.

### BRINGING INNOVATION CLOSER TO USERS

By leveraging WhatsApp’s widespread adoption, CP PLUS eliminates the need for users to navigate new interfaces, making support more accessible and intuitive. The inclusion of a QR-based “Scan to Talk” feature further simplifies the process, enabling instant connection without manual input.

With CP PLUS MATE, the company is not only introducing a chatbot but also redefining how customers interact with security solutions. The launch highlights its commitment to digital transformation, using intelligent technologies to create seamless, real-time engagement while strengthening long-term customer relationships in an increasingly connected world.





## RAH Infotech ropes in Mangesh Desai as Director – Strategic Accounts

RAH Infotech has appointed Mangesh Desai as Director – Strategic Accounts (Services), strengthening its focus on enterprise relationships and outcome-led solutions amid rising IT complexity. Based in Mumbai, Desai brings over 30 years of experience and previously worked with Orange Business Services in customer advocacy and services sales for key enterprise accounts.

His mandate is account-level orchestration, aligning RAH's services with client business needs into unified, risk-aware roadmaps. Managing Director Ashok Kumar said the company seeks clarity over tools, and Desai will align advisory capabilities with strategic outcomes for resilient operations across critical clients.

Desai said the industry is shifting toward value-driven partnerships focused on customer outcomes. An alumnus of Bhavan's College with an Economics degree, he aims to help enterprises modernise infrastructure while ensuring governance and stability in India.



## Sonata Software Appoints Rajsekhar Datta Roy as New CEO

Sonata Software has announced that CEO Samir Dhir will step down on May 8, 2026, after opting not to seek reappointment, citing personal priorities. Dhir has led the company since April 2022, overseeing a phase of strong growth and transformation.

Rajsekhar Datta Roy, currently Chief Delivery Officer, has been appointed CEO for a three-year term, becoming the fourth leader in

Sonata's history after Sanjay Viswanathan, P Srikar Reddy, and Dhir. Under Dhir's leadership, the company achieved \$1.2 billion in annual revenue, reflecting 15.46% year-on-year growth.

Industry analysts view the transition as a planned succession, providing the incoming CEO with a stable base. Roy's mandate is to accelerate growth, scale AI-led initiatives, and strengthen market differentiation as competition intensifies in the mid-market IT services space over his three-year term ahead of a highly competitive landscape in the sector.



## iValue Appoints Umashankar Krishnamoorthy as VP – Business Management

iValue Group has appointed Umashankar Krishnamoorthy as Vice President – Business Management, strengthening its leadership team as it expands its enterprise technology portfolio and partner ecosystem. The company said the move aligns with its focus on accelerating partner-led growth.

In his new role, Umashankar will drive business growth, enhance operational strategies, and support iValue's expansion model. He brings over 25 years of experience across technology distribution and enterprise business, including leadership roles at Honeywell APAC, Ingram Micro, and a value-added distributor, along with early experience at Ramco Systems and TVS Interconnect Systems.

At iValue, he will focus on strengthening solution offerings across cybersecurity, datacentre solutions, and cloud services. His appointment comes as enterprises increasingly invest in resilient, scalable infrastructure amid rapid cloud adoption, cybersecurity demands, and ongoing digital transformation across global markets.

## Srihari Gopinath Joins Adobe to Lead Partner Marketing in APAC & Japan

Srihari Gopinath has joined Adobe as Partner Marketing Lead for Asia Pacific and Japan (APAC & Japan), strengthening the company's focus on partner-led enterprise growth. His appointment comes as organisations across the region increasingly adopt AI-driven marketing and digital transformation strategies.

In his new role, Gopinath will expand Adobe's partner ecosystem by working with technology providers, system integrators, and enterprise stakeholders. He will drive joint go-to-market strategies, enhance partner engagement, and build scalable marketing programs tailored for enterprise customers across APAC and Japan.

With over 25 years of experience in B2B marketing and enterprise technology, Gopinath has held senior roles across leading tech firms, specialising in partner marketing, demand generation, and ecosystem development. Adobe said his leadership will support its broader strategy of strengthening collaboration-led growth in high-potential markets like APAC and Japan.



## Elastic Appoints Atul Ahuja as Area VP & GM for India

Elastic has appointed Atul Ahuja as Area Vice President and General Manager for India. In this role, he will lead the company's strategy and expansion in the country, helping enterprises build AI applications grounded in their own data and move from experimentation to real-world outcomes.

The appointment comes as organisations shift from generative AI pilots to production-scale deployments. Elastic enables businesses to connect AI with enterprise data across logs, documents, and applications without heavy data movement, allowing real-time insights and faster decision-making in complex environments.

Ahuja brings over 30 years of experience across enterprise technology and Asia Pacific markets. Most recently, he advised emerging tech firms on scaling AI, cloud, and cybersecurity businesses. He said the focus will be on helping customers turn AI ambition into measurable outcomes driven by real enterprise data and context.



## Yubico Appoints Nagesh Belur as Senior Sales Director to accelerate India growth

Yubico has appointed Nagesh Belur as Senior Sales Director – India, reinforcing its commitment to expanding in one of the world's fastest-growing digital markets. The move comes as organisations increasingly prioritise secure identity and authentication solutions to combat rising cyber threats. In his new role, Nagesh will drive regional sales strategy, strengthen partner alliances, and accelerate adoption of phishing-resistant authentication across BFSI, government, and critical infrastructure sectors. He will focus on enabling enterprises to adopt modern authentication frameworks that improve identity security and secure access across complex digital environments.

With over 17 years of experience in enterprise security and market expansion across India and APAC, Nagesh previously served as CMO at iValue Group, where he helped scale cybersecurity adoption through partner ecosystems and enterprise engagement. Nagesh said he aims to expand Yubico's footprint by working closely with strategic accounts and system integrators to advance identity-first security models.



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701 7th Floor, Icon 351, Western Express Highway, ICICI Bank, Andheri East, Mumbai, Maharashtra - 400069,  
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18th Floor, Oberoi Commerz II, International Business Park,  
Oberoi Garden City, Off. Western Express Highway,  
Goregaon (East), Mumbai - 400063.  
**Board No.:** +91-22-4041 9900, +91-22-6855 9900  
**Web:** www.hikvisionindia.com  
**CIN:** U36100MH2009PTC190094

 **Technical Support:** +91-22-6822 9999, +91-22-4068 9999  
**Email:** support@pramahikvision.com  
 **Sales:** +91-22-4041 9944, +91-22-6822 9944  
**Email:** sales@pramahikvision.com  
 **RMA Support:** +91-22-6822 9977, +91-22-4068 9977,  
+91-250-663 6677 | **Email:** rma@pramahikvision.com  
 **Toll No.:** 18602100108

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