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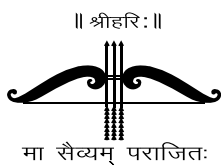2024-2025**

CHANNEL SCORE CARD 2024

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VOLUME XXV   ISSUE 08   APRIL 2024   PRICE RS. 50

DELL Technologies

Dell is committed to investing in partner's end-to-end experience

VIVEK MALHOTRA
SENIOR DIRECTOR – INDIA CHANNELS,
DELL TECHNOLOGIES

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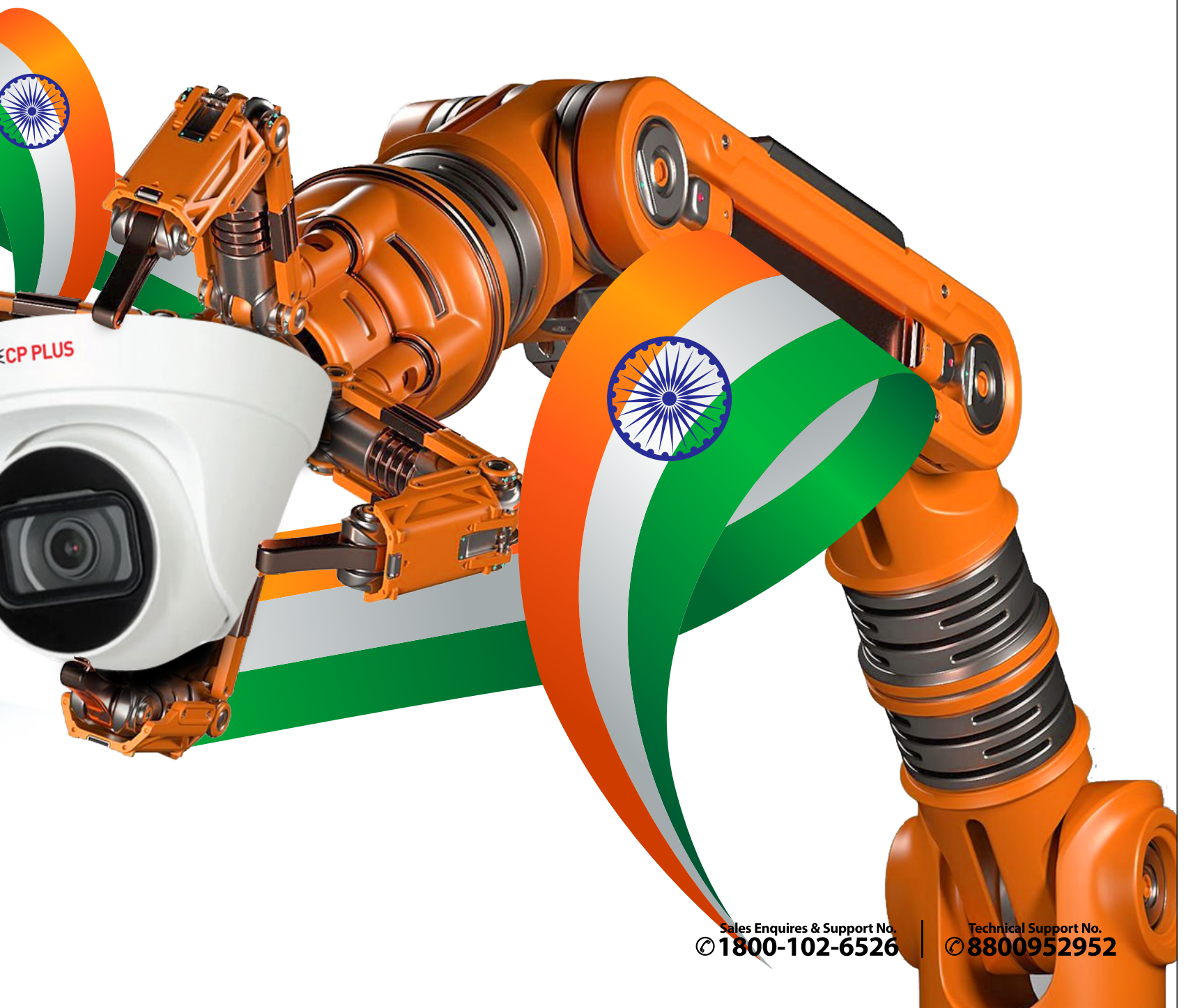
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Contact Us – Expert Talk

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Evolving Cybersecurity Threats require monitoring to strengthen Digital Defenses

India looking to ink a deal with Nvidia to source GPUs for AI Mission

India is reportedly in talks with US-based chip giant Nvidia for sourcing graphics processing units (GPUs) for its Artificial Intelligence (AI) Mission. The government plans to offer these GPUs to startups, academic institutions, researchers and other users at a subsidised rate under the mission worth Rs 10,000 crore. Though the plan is at an initial stage, the decision will likely be made after the elections.

If the plan goes through, it could boost the AI sector in India, providing local players with access to cutting-edge technology. With its dominant share in the GPU market, Nvidia is definitely considered to be the natural choice for the Indian government.

As GPUs have become expensive and scarce, India is exploring two options to provide AI computing infrastructure to its companies.

HPE deploys its 'Made in India' servers at large scale ahead of schedule

Hewlett Packard Enterprise has announced that its "Made in India" servers are now being deployed at large scale to serve the growing demands of Indian customers ahead of schedule. HPE unveiled its Make in India plan in July 2023, together with Indian manufacturer VVDN Technologies, and plans to manufacture approximately $1 billion worth of high-volume servers in the first five years of production. In partnership with HPE, VVDN established its state-of-the-art manufacturing facility in Manesar, Haryana, in record time and it is now operational at full scale. Automation, control, and quality of manufacturing operations have been the top priorities for both companies over the past eight months while setting up production and testing capabilities.

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DATA SECURITY AND PRIVACY ARE TWO SIDES OF A COIN

In today's digital landscape and growing digital economy businesses are increasingly reliant on the internet and cloud services. Cyberattacks pose an ever-growing threat to businesses across all sectors. From ransomware to malware, phishing, and denial of service attacks, the range and complexity of cyber threats continue to evolve at an alarming rate.

Cyber threats have been a major concern for businesses for decades. Data breaches and malware attacks can cause significant financial damage and reputational harm. So, cybersecurity companies developed solutions to prevent these attacks, often prioritizing creating strong barriers around data.

Data security and privacy work together to keep your information safe. Businesses and individuals should understand what data they have, why they collect it, and how long they retain it. This helps with data minimization and privacy compliance.

As people become more reliant on digital services and understand the value of their personal data, privacy concerns are rising. Public discourse and regulations like GDPR and CCPA are pushing companies to prioritize data privacy alongside security.

Many cybersecurity companies are evolving, offering tools like data anonymization, user consent management, and data access controls. This helps businesses comply with privacy regulations and give users more control over their information. With privacy becoming a top concern, some cybersecurity companies are even using it as a selling point, emphasizing how their solutions protect user data while maintaining security.

Secondly, when we see the dynamic banking landscape, where Security and privacy are paramount, implementation of Privacy practices stands out as a beacon of progress. Its seamless integration into banking operations not only bolsters security measures but also elevates the customer experience to new heights.

Following data privacy regulations like GDPR and CCPA gives users more control over their information and imposes stricter security requirements on businesses. Now, India's Digital Personal Data Protection Act (DPDP) represents a significant step in the evolution of data privacy legislation.

India's Digital Personal Data Protection Act (DPDPA) of 2023 is part of a global trend towards stricter data privacy laws. Regulations like GDPR and CCPA are influencing how companies handle user data worldwide, and India's framework needs to keep pace.

As the digital landscape continues to evolve, the role of Privacy Impact Assessment (PIA) will become increasingly important in navigating the complex interplay between technological advancement and privacy protection. The journey ahead will require ongoing commitment, collaboration, and innovation from all stakeholders involved. By embracing these challenges and opportunities, India can aspire to set a global standard for privacy and data protection in the digital age.

The concept of Privacy Impact Assessment (PIA) appears as a cornerstone in understanding and mitigating the risks associated with data processing activities. Within the proposed framework of the Data Protection Bill in India, PIA is envisaged to play a significant role in ensuring that data processing respects privacy rights and follows legal obligations.

The Bill mandates that certain categories of data fiduciaries undertake impact assessments for significant data processing activities. These activities include those that involve sensitive personal data, carry risks of significant harm to individuals, or involve large-scale profiling or use of biometric data.

Implementing PIA in the Indian context faces challenges, including lack of awareness and understanding of privacy risks among data processors, varying levels of maturity in privacy and data protection practices across sectors, and potential resource constraints in conducting comprehensive assessments.

Moreover, the evolving nature of India's data protection legislation, awaiting finalization and enactment of the Data Protection Bill, adds to the uncertainty and complexity in compliance requirements for organizations.

It is true that, the Indian Government's mission of "Data Privacy" and "Data Protection" compliance is to Safeguard Enterprises/ Individuals from Financial Losses, Loss of Reputation and Legal Complications,

With the implementation of the DPDP Act, it is imperative for companies operating in India to deploy solutions that not only comply with local regulations but also foster trust and ensure the privacy of individual data.

Looking ahead, the landscape of privacy and data protection in India is set to evolve, influenced by global trends, technological advancements, and the continuous refinement of the legal framework. The successful implementation of PIA will be a key milestone in this journey, but it is just one aspect of a broader ecosystem that needs to be nurtured.

Additionally, the growing awareness and concern over privacy issues among the Indian public may hold enterprises to more accountable data processing practices.

S. Mohini Ratna
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Dell empowering its partners with new competencies and expertise

Dell Technologies has always been dedicated to digitally enabling its partners and VARs as they play a critical role in the company's success. In 2023, channel partners contributed almost 50% of its net revenue. Having said this, the company now aims to further their growth and has identified a few growth areas like Data Science & AI, Edge Solutions, and Sustainability & ESG.

Dell is investing in these new competencies that are aligned with customer demands and empowering its partners with the expertise so that they can capitalize on the market trends and fulfill customer needs. VIVEK MALHOTRA, Senior Director – India Channels, Dell Technologies **while discussing with VARINDIA on how Dell empowers the partners, talks about Dell's partner program and how it designs a fair and transparent partnership model -**

How are you digitally empowering partners and VARs?

Data and technology are transforming organizations in every corner of the world. As we collectively digitize nearly every aspect of life and business, organizations rely on enabling technology infrastructure to collect, store and generate insights from data. The right IT solutions can help support data-driven digital experiences for partners and customers and run sophisticated and secure workloads such as artificial intelligence (AI) and machine learning (ML) that help build a digital future and accelerate business forward.

At Dell, we are dedicated to digitally empowering our partners and Value-Added Resellers (VARs), we provide technology, expertise and support they need to drive profitable growth and success. In the 2024 Dell Technologies Partner Program, we're investing in key growth areas such as Data Science & AI, Edge Solutions, and Sustainability & ESG. These new competencies validate partners' expertise in emerging technologies and enable them to capitalize on market opportunities, such as the growing demand for AI-driven solutions and sustainable IT practices. We are also investing in new market opportunities by launching three new competencies: Data Science & AI, Edge Solutions, and Sustainability & ESG. These competencies aim to equip partners with the expertise needed to capitalize on emerging market trends and address evolving customer needs.

With a focus on seizing emerging opportunities and delivering value to customers, Dell is poised for continued success in the dynamic landscape of technology. We are modernizing the online experience by expanding digital connectivity, providing partners with self-serve capabilities to reduce touch from configure to order and empowering them with future-ready tools to help unlock profit potential.

How important is the Partner Program for your organization to drive business growth?

Partners are critical to Dell's success. In 2023 our partners contributed approximately 50% of our net revenue and more than 60% of all new and reactivated buyers. With this foundation of strong partnerships, we have an opportunity to further grow and modernize the core business in the year to come.

Dell Technologies offers one of the industry's broadest portfolios, from client devices to the data center, underpinned by an unwavering commitment to driving positive impact for business, people and the planet. The 2024 Dell Technologies Partner Program is investing in key growth areas aligned with customer priorities by launching three new competencies:

- Data Science & AI Competency
- Edge Solutions Competency
- Sustainability & ESG Competency

This year GenAI will move from proof of concept to proof of productivity and is forecasted to be a $158.6B opportunity for the channel ecosystem by 2028. Partners that can demonstrate capability with AI, edge and multicloud solutions are the best positioned to capitalize on this market opportunity. The new Data Science & AI Competency and Edge Solutions Competency will validate partners' expertise on Dell's offerings.

What are the key steps you undertake while designing a fair and transparent partnership model to create a thriving and connected ecosystem?

Dell Technologies' partner program has been rated as one of the best in the industry. With the partner feedback process we have in place, we have found that even our partners view our program as simple, predicable and profitable. We are committed to investing in our partner's end-to-end experience with us and are excited for the opportunities that will allow Dell Technologies and its partners to create together, partnering for the future.

We are keeping our program structure and engagement with partners consistent while we continue to invest in key focus areas. We design our rules of engagement (ROE) around deal registration and to govern our internal sales team behavior in a way that promotes customer choice while protecting the integrity of our partner program principles. We make sure that partners are engaged and understand all the capabilities that we have. We listen to their feedback, and we will continue to review our operational model to ensure we're optimizing and simplifying our engagement with partners, which we know is important to both our partners and our sales teams.

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**Percentage is based on system plastic weight and may vary by model. Based on internal analysis, January 2024
***Percentage applies to total steel weight in the chassis. Includes OptiPlex Micro, OptiPlex Micro Plus, OptiPlex Tower, OptiPlex Small Form Factor and OptiPlex Small Form Factor Plus. Based on internal analysis, December 2023

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Ingram Micro aspires to create a thriving, digitally enabled partner ecosystem

As businesses rapidly adopt digital technologies to adapt to changing market dynamics and customer preferences, there's a growing demand for various digital solutions and services. This is indeed crucial for the VAR business as fast-tracking digital transformation would mean a wealth of opportunities for VARs in expanding their business, driving revenue growth, and delivering tangible value to their clients.

NAVNEET SINGH BINDRA, SENIOR VICE PRESIDENT & COUNTRY CHIEF EXECUTIVE, INGRAM MICRO INDIA tells VARINDIA of how the company looks at digitally empowering the channel community and how digital collaboration with partners help them serve end customers better –

NAVNEET SINGH BINDRA

How are you digitally empowering partners and VARs?

The rapidly evolving tech landscape calls for some immediate actions that we must take to digitally empower our partners and Value-Added Resellers. We have taken multiple steps to empower our partners and VARs across India digitally, and our core focus has always been on education, enablement, collaboration and support to empower partners for the digital revolution.

The first step towards digital empowerment is to create the digital mindset among partners and help them analyze the opportunities in the digital sphere. Then, we focus on digital empowerment, and that's where our digital ecosystem – Ingram Micro Xvantage – becomes a game changer for our partners. This platform empowers our partners to learn, partner, build, manage, and buy technology-led products, services and solutions digitally. It completely redefines the way partners interact and transact with us.

Our digital collaboration with partners helps them leverage insights and avail the services, such as Cloud Services, Managed Services, Professional Services, etc. to meet the requirements of end customers effectively. In terms of support, we ensure that our partners' business grow with us and that's why we offer them highly flexible Financial Services. Our Financial Services play a significant role in enhancing the technology buying capabilities of our partners without bearing any huge upfront costs. These digital empowerment strategies have helped our partners extensively to excel in the digital age.

How important is the Partner Program for your organization to drive business growth?

We rely on Partner Programs to achieve multiple long-term objectives such as improved business growth, stronger market presence, enhanced sales, or even maintaining a viable track record. We can expand our reach by developing and executing effective partner programs, and it also enables to develop a broader distribution network through diverse sales channels. Our partner programs also help us gain exposure to a wider range of target audience and enhance our brand visibility. All these result into increased sales and improved growth, which is the end objective of any organization. Hence, we are very particular and passionate about envisaging and executing effective partner programs to gain the competitive edge.

What are the key steps you undertake while designing a fair and transparent partnership model?

We aspire to create a thriving partner ecosystem, and we take multiple necessary steps to build a transparent and fair model focused on sustained growth. We work with the intent of fostering strong and collaborative relationships to ensure mutual benefits and success. So, the first step that we take in this regard is defining clear objectives and expectations from the partnership programs and communicating the same to all stakeholders.

We also try to define the roles and responsibilities of all the parties beforehand and ensure that these are well-aligned with overall business' vision. Then, we complement our programs with tiered structures, based on performance, expertise and capabilities of different partners. We draft multiple schemes and incentives to rewards the partners and motivate them further to accomplish mutual goals. Additionally, our transparent policies and approach towards creating a thriving ecosystem are based on fostering open communications and sharing feedback routinely. All these help partners make the necessary adjustments in their approach and strategy as and when required to excel in the competitive age. These strategies have helped us cultivate long-term bonds with our valuable partners and march towards collective success much more competently.

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LIFE AMIDST PROLIFERATING APPS AND DIGITAL INTERVENTIONS

There is an interesting debate on the role of Apps and their likely impact on human behavior. Apps or digital platforms have redefined societal and individual lives. Some of the Apps are getting downloaded into your smartphone by intent. But a lot more are gate-crashers into your system. Even a hardened critique of a cashless society has to admit that they have become a part and parcel of the new wave of digital transformation. India boasts a track record of over 70% digital transactions, leaving only less than 30% to the cash economy. India is the market leader as per the available statistics, closely followed by countries like China, South Korea, Nigeria, the United Kingdom, Thailand, Vietnam, and the United States.

In our debate, we have to take the countries, that are refusing to play the game of a cashless economy. They are led by France, where still more than 70% of the transactions are cash-denominated. It is followed by Austria, Belgium, Italy, Germany, Morocco etc. Amidst these developments, there are reports that some of the countries, which have a sizeable cashless economy, now want to go back to the earlier dispensation. Is it because people believe that automated systems and devices are prone to failures or manipulations by unscrupulous people despite strong security systems?

A cashless society has several advantages. Transactions are quick. It can be done at any point intime in the confines of your office or residence or thousands of miles away from your place of domicile. It saves time, and is hassle-free. Some banks promoting cashless transactions impose a fee for every visit of a customer.

India, which leads the pack in UPI, has taken the cashless transactions to the extreme. One can come across a barber, an autorickshaw driver, or a petty shopkeeper using digital money, not necessarily in metros but also in mofussil towns and villages.

Are they sustainable? Frankly speaking, that is not my subject of treatment. But one thing is clear. The so-called fintech is not a static concept; it will keep on changing so also the format of digital money being used.

Hardly there is anyone in India with a mobile smartphone, who does not get an unsolicited call or message from a distant place to invest in Bitcoins and its various permutation combinations. That is also a rarefied form or a clone of digital money. In social media, Bitcoin companies campaign even using the names of very important people including top businessmen, IT people, and other respected people of the society in a surrogate manner cajoling people to invest in Bitcoins.

Surprisingly I have not seen any denial from such highly respected people using or misusing their names. That forces me to think that such campaigns are done with their tacit understanding or they wish to remain neutral when their names are dragged into such surrogate campaigns. The least one expects from these people whose names are used to give a public denial if their names are used wrongly. since number of people, who desire to become rich overnight is increasing day by day as well as the number of people who get trapped by such promises.

In India digital operations are there not only in money transactions. Even for booking a bus or railway ticket, one has to access digital Apps, not to speak of air travel. Once upon a time, all those operations were nightmares to many. I know of people, who used to spend nights together in queues for booking long-distance railway tickets. Airline ticket booking was no better. One had to wait for hours together for booking. That time travel agents were doing a brisk business. Online booking is the order of the day.

I think India has developed a unique culture for online payment and transactions. Most of the utilities have become online, whether you pay for utilities, remit tax, or order food from local restaurants or a traditional Dhaba. Interestingly, the Western Railway started a campaign outside 10 railway stations recently called UTSAV (Unreserved Ticketing System App Vapra). At present, mobile ticketing contributes to 15-17% of total sales which the Railways intend to take to 45-50% in the next 6-8 months.

In the fintech sector, the government is also taking various steps to promote digital transactions including digital transfer of pay-outs and subsidies. At this pace, India is supposed to march ahead with its digital coverage and go further up in the pecking order.

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

Any debate on the future course of digital build-up is incomplete without looking at the other side. I find that skeptics of online culture is increasing. Their main complaint is the proliferation of Apps. One person who wants to be away from the interventions of digital messages, gets irritated when his phone is inundated by unsolicited messages.

Some people are suspicious of Apps because they can be used for siphoning data, including personal data, which are intrusions into privacy. There are instances when Apps are surreptitiously used for transferring money from the accounts. As Apps are set to become more techie-smart with the use of Artificial Intelligence, there is an increasing demand that there should be a judicious trade-off between convenience and privacy. That should be the hallmark of a sound digital policy not alone for India, but the world at large.

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eScan CyberSecurity to help Dr Batra's Group to safeguard healthcare solutions

eScan announced the deployment of its cutting-edge solutions within the esteemed Healthcare conglomerate, Dr. Batra's Group.

As part of this strategic alliance, eScan will provide robust enterprise cybersecurity solutions tailored to the specific needs of Dr Batra's Group. Leveraging cutting-edge technologies and extensive expertise, eScan will safeguard the digital assets and IT infrastructure of Dr Batra's Group, ensuring protection against evolving cyber threats and vulnerabilities.

"Security is paramount, especially in the healthcare sector where the confidentiality of patient data and the integrity of healthcare solutions are of utmost importance," stated Shweta Thakare, Vice-President, Global Sales, eScan. "We are honored to collaborate with Dr Batra's Group, a trailblazer in healthcare innovation, to bolster their cybersecurity posture and empower them to continue their mission of providing innovative healthcare solutions with confidence and peace of mind."

Dr Batra's Group remains committed to pioneering advancements in healthcare delivery, and this partnership with eScan underscores its dedication to embracing cutting-edge technologies while prioritizing the security and privacy of its stakeholders.

Emerson supports India's longest sea bridge with remote monitoring solution

Emerson has provided a remote monitoring solution for the recently completed Shri Atal Bihari Vajpayee Trans Harbour Link bridge, longest sea bridge in India, with its Movicon.NExT SCADA system and PACSystem controllers. The systems provide remote monitoring and control of all important assets distributed across the bridge. The Movicon.NExT and PACSystem enabled connectivity will provide centralized monitoring and operation from a control room, which will aid in precision decision making and troubleshooting to enhance productivity and bridge operations.

The global technology, software and engineering leader supplied and commissioned the industrial controllers and SCADA system across the 21.8-kilometer-long, 6-lane Highway Bridge. The open software platform and controllers help bridge partners, Strabag Infrastructure and Safety Solutions Pvt Ltd. and Efkon India and Mumbai Metropolitan Regional Development Authority, seamlessly integrate the record-breaking structure's many digital systems and assets, such as compact substations, ring main units, access control systems, diesel generator and fire detection systems, and protect them with robust cyber security. In addition, the solution will enable real time monitoring and control, data collection and analysis for metrics such as asset health, energy consumption and resource management.

Vertiv to extend the existing data centre infrastructure for University of Pisa

Vertiv has been selected by the University of Pisa to extend its existing data centre infrastructure and provide the new power and liquid cooling equipment needed to meet the new demands of high-performance computing systems and maintain high operational flexibility.

The University of Pisa, founded in 1343, is one of the oldest and most prestigious universities in Italy and Europe. Its organisation is made up of 20 departments, which include humanities, sciences and computer sciences, with about 50,000 students enrolled in different degree courses. The University already had three data centres in the city to support teaching and research activities and needed to further enhance the infrastructure to provide greater efficiency and agility.

In 2016, the University of Pisa embarked on a project for the development of a new data centre called "The Green Data Centre". Vertiv was chosen to provide the critical power and cooling infrastructure, and the successful implementation of the project led to a strong technical and strategic relationship with the University. More recently, the University turned to Vertiv to expand this data centre and support the infrastructure demands of high-performance computing applications.

Cohesity extends partnership with IBM to develop essential cyber resilience capabilities

Cohesity announced a deepening of its cyber resilience collaboration with IBM. The enhanced relationship will accelerate the development of essential cyber resilience capabilities to address organisations' critical need for increased data security and resilience across hybrid cloud environments. With this announcement, Cohesity completes its Series F financing, with IBM joining NVIDIA as a strategic investor.

The most recent Cost of a Data Breach report sponsored by IBM Security shows the global average cost of a data breach in 2023 was $4.45 million, a 15% increase over the previous three years. To help clients tackle this issue head-on, IBM has delivered Cohesity capabilities into IBM's end-to-end cyber resilience platform, IBM Storage Defender, strengthening customers' ability to recover from data breaches and cyber-attacks.

"IBM is a powerful partner in the enterprise cloud and IT infrastructure market. They bring decades of expertise to our relationship, in addition to their investment in our business to help fund incremental research and development to offer customers even stronger cyber resilience," said Sanjay Poonen, CEO and President, Cohesity.

Deloitte and Yotta Data Services to help clients develop innovative GenAI applications

Deloitte India has announced an alliance with Yotta Data Services to provide clients access to NVIDIA GPU computing infrastructure and accelerate the development of new AI applications. The alliance combines Deloitte's deep AI experience and top AI talent with Yotta's GPU cloud platform to help clients quickly build new AI applications that unlock the full value and potential of Generative AI (GenAI).

Together, Deloitte and Yotta will help businesses and governments in India access the AI services and infrastructure needed to uncover new growth opportunities, accelerate the pace of innovation, enhance productivity, and reduce costs.

The collaboration will bring world-class AI capabilities to organisations in India, where AI is expected to contribute US$500 billion to India's GDP by 2025 (10 percent of the country's US$5 trillion GDP target) and ~US$1 trillion by 2035 (per INDIAai projections). The collaboration also aligns with India's AI mandate, under which the government recently approved a major investment to drive AI innovation in the country.

Sophos Report Uncovers Emergence of "Junk Gun" Ransomware Threat

Sophos has unveiled a groundbreaking report shedding light on a rising menace in the ransomware landscape. Titled "'Junk Gun' Ransomware: Peashooters Can Still Pack a Punch," this report presents fresh insights into an emergent threat posed by "junk gun" ransomware variants.

Since June 2023, Sophos X-Ops has identified a total of 19 "junk gun" ransomware variants proliferating on the dark web. These variants are characterized as inexpensive, independently produced, and crudely constructed ransomware strains. In a departure from the traditional affiliate-based ransomware-as-a-service (RaaS) model dominating the ransomware arena, the developers of these junk gun variants are adopting a different strategy.

Christopher Budd, Director of Threat Research at Sophos, highlighted the significance of this new development: "For the past year or two, ransomware has reached a kind of homeostasis... these cheap versions of off-the-shelf ransomware may be the next evolution in the ransomware ecosystem—especially for lower-skilled cyber attackers simply looking to make a profit rather than a name for themselves."

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Tech Mahindra teams up with Microsoft to offer unified workbench with Microsoft Fabric

Tech Mahindra announced a collaboration with Microsoft to launch a unified workbench on Microsoft Fabric.

This collaboration will combine the best of Tech Mahindra's Intellectual Properties (IPs) with Microsoft Fabric capabilities, to help customers fast-track their data-to-insight journey and improve business agility. It will further streamline workflows, optimize data, automate processes, and enhance operational efficiency by 30-40%, thereby reducing costs associated with traditional data management. Customers will have a single dashboard with a unified view of enterprise tools and systems, eliminating silos and enabling improved decision-making.

Kunal Purohit, Chief Digital Services Officer, Tech Mahindra, said, "Our long-standing partnership with Microsoft has been helping enterprises embrace the vast potential of data & AI in the cloud. With innovative solutions like the unified workbench for Microsoft Fabric, we enable customers to accelerate their journey to becoming more data driven in their operating model and more cognitive in their approach to the business."

CtrlS brings in Google Cloud Interconnect Services

CtrlS Datacenters has launched the Google Cloud Interconnect services in Hyderabad, Mumbai and Delhi. With this service, businesses can leverage CtrlS Datacenters' infrastructure and services to establish direct, reliable connections to Google Cloud, and benefit from enhanced network performance, reduced latency, and improved security when accessing Google Cloud services.

This collaboration also makes CtrlS Datacenters one of the first partners for Google Cloud Interconnect in Hyderabad – where the service has been launched for the first time. Here are some of the key benefits organizations can leverage through this service:

● Boost performance: Experience significantly reduced latency and enhanced data transfer speeds through direct, private connections to Google Cloud and Google Workspace.

● Strengthen security: Securely migrate and manage workloads in the cloud with robust encryption and dedicated network paths.

● Increase agility: Scale cloud resources effortlessly to meet evolving business demands, fostering greater flexibility and scalability.

Redington teams up with Zoho to help businesses accelerate their digital transformation

Redington has announced a strategic partnership with Zoho. This alliance aims to bring Zoho's industry-leading cloud solutions for office productivity, team collaboration, and customer engagement to a broader customer base in India by leveraging Redington's extensive network of partners.

Through this partnership, Redington will leverage its wide distribution network to offer a range of Zoho solutions, including Zoho Workplace (Unified enterprise collaboration platform), Bigin by Zoho CRM (Pipeline-centric CRM solution for small and micro businesses), and Zoho ZeptoMail (Transactional email delivery solution) to businesses of all sizes. These solutions are tailored to streamline operations, boost productivity, and drive growth across diverse industries.

R Venkatesh, President, Technology Solution Group, Redington said, "We are excited to announce our strategic collaboration with Zoho as its technology solution provider. We are committed to providing cutting-edge solutions to companies of all scales to help them grow and drive innovation. With this partnership, we are confident in empowering businesses with robust and resilient software solutions designed for success and scale.

Lenovo ISG & Pappaya Cloud form partnership to redefine cloud solutions

Lenovo Infrastructure Solutions Group (ISG) and Pappaya Cloud have joined forces in a partnership aimed at redefining the cloud services market. This collaboration combines Pappaya Cloud's fully managed, high-performance, and secure cloud offerings with Lenovo ISG's robust infrastructure and flexible IT consumption model, catering to the diverse needs of enterprises, mid-market, SMEs, startups, and B2C clients worldwide.

Pappaya Cloud has announced plans to deploy 5,000 Lenovo ISG-backed servers globally in FY24, with a targeted asset base of 15,000 servers over the next three years. This ambitious goal not only demonstrates numerical aspirations but also underscores a profound confidence in the transformative potential of the partnership. This milestone will propel Pappaya Cloud towards its objective of capturing a 2% share of the global market.

Amit Luthra, Managing Director - Lenovo ISG India, stated, "We are thrilled to embark on this journey with Pappaya Cloud. This alliance signifies a pivotal moment for both the companies and together, we are poised to deliver cutting-edge solutions that empower businesses to thrive in today's dynamic digital landscape."

Fortinet announces latest upgrades to its FortiOS OS and cybersecurity platform

Fortinet has announced the latest version of its FortiOS operating system and other major enhancements to the company's cybersecurity platform, the Fortinet Security Fabric.

FortiOS 7.6 empowers customers to better mitigate risk, reduce complexity, and realize a superior user experience across their entire network with new features spanning the following areas -

Hundreds of enhancements in FortiOS 7.6 deliver improvements across the Fortinet Security Fabric in areas such as Secure SD-WAN, secure access service edge (SASE), zero-trust network access (ZTNA), automation, provisioning, remote browser isolation, and digital experience monitoring (DEM), among other areas, all with flexible consumption (SaaS or PaaS) options.

GenAI for threat analysis and product deployment: Building on existing Generative AI (GenAI) capabilities for accelerated threat investigation and remediation, FortiOS 7.6 integrates FortiAI (formerly Fortinet Advisor) natively within Fortinet's central data lake, FortiAnalyzer, and its unified management console, FortiManager. These integrations improve threat analysis and response and streamline network and security operations, respectively. Expanding FortiAI across the Fortinet Security Fabric facilitates faster decision-making, helps detect and remediate incidents quickly, and ensures organizations can easily adopt the technologies they require.

Savex partners with Okta to accelerate adoption of digital identity in India

Savex Technologies announced that it is teaming up with Okta, the provider of cloud-based digital identity solutions.

Savex will market, sell, and support the complete range of Okta identity and access management solutions through its ecosystem of channel partners. This includes:

● The Okta Workforce Identity Cloud secures the identity of everyone in a digital ecosystem so they have the freedom to safely use any technology, anywhere. The identity and access management (IAM) solution provides easy, secure access to applications for employees, contractors, and partners.

● The Okta Customer Identity Cloud helps companies give consumers access to their digital properties. The customer identity and access management (CIAM) solution help companies build strong digital relationships, keeps users' clicks safe, and frees up developers' time for other projects.

![TP-Link | Omada]

Think Beyond Boundaries

TP-Link VPN Solution

Simplify branch network management and boost productivity with Professional, Secure, and Reliable VPN Tunnel

TP-Link VPN Product Range

ER8411
Omada VPN Router with 10G Ports

ER7206(TL-ER7206)
Omada Gigabit VPN Router

ER605(TL-R605)
Omada Gigabit VPN Router

Why TP-Link VPN Solution?

- Integrated into Omada SDN
- Intelligent Load Balance
- Secure VPN Connection
- Remote Branch Management
- High-Speed Connectivity
- Multiple Branch Support

High - Security and High-Performance VPN

Headquarters   IPSec VPN   Subsidiary

Cloud   Omada Controller
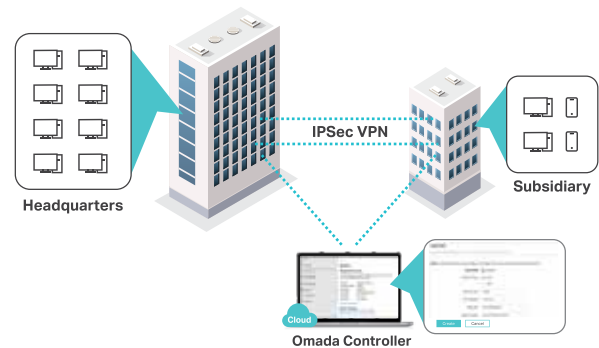
Call for Product Demo!

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Dell Technologies launches new AI-powered commercial PC portfolio in India

Dell Technologies has launched the broadest portfolio of commercial AI laptops and mobile workstations in India. These new PCs are designed to bring organizations and employee productivity into the AI era. The latest Latitude portfolio is equipped with up to Intel Core Ultra 7 processors, with the 5000 series also available in configurations with up to 13th Gen Intel Core i7-1355U processors. The new Precision portfolio delivers the performance needs of power users, developers and beyond, powered by up to Intel Core Ultra 9 processors.

The new cutting-edge AI technology in the PCs can help increase agility of the hybrid workforce, enhance productivity, security and seamless collaboration. The new integrated multi-processor package with CPU, GPU and NPU can help offload AI workloads to the xPU, a versatile AI engine. This integration delivers superior performance and prolonged battery life. The additional Copilot Key in the new portfolio allows users to have instant access to their AI companion.

Dell Optimizer AI-based software is also further improved. Now, it uses up to 18% less power while operating in the background with features like Intelligent Audio and Network Optimization that enhance and customize work outputs.

Logitech brings in Logi AI

Logitech has named its new AI, Logi AI Prompt Builder, which will be using a dedicated button on mouse or keyboard. The Logi AI prompt builder doesn't just allow users with a chatbot, but can also give preset 'recipes' to help prompt it. If a user assigns an AI button to a Logitech mouse, they could ask it to "Rephrase" paragraphs of text, turn them into bullet points, make them shorter and more concise, or fit a specific word count.

Another use case include where these AI-generated 'recipies' helped users to summarise press releases. In addition to this, users using ChatGPT Plus can customise another recipe to generate an image.

Logitech explained that they are also planning to sell at least one mouse with a dedicated AI button. With this AI button users won't need to map its prompt builder.T he new mouse is an AI edition of its M750 mouse with a teal-colored key to instantly launch it.

Reportedly the mouse will only be available in the US and UK for about $49.99 or £54.99, respectively. Furthermore, Logi AI Prompt Builder will only work with ChatGPT. Initially it can understand only English. However, Logitech didn't mention any future plan of working on linking the new AI-mouse to other chatbots.

RUCKUS Networks announces AI-driven solutions for hospitality sector

CommScope has announced the immediate availability of a new suite of RUCKUS Networks solutions designed specifically to drive operational efficiency, sustainability and brand loyalty for the hospitality industry.

The turn-key suite builds on RUCKUS Networks' worldwide leadership in hotel Wi-Fi —offering solutions that work in harmony to deliver personalized and elevated guest experiences across hospitality brands and locations. It features the latest AI-driven Wi-Fi 7 solutions for providing the latest high-performance services, and simplifies technology deployment at scale, using AI-driven cloud-based management and assurance to drive operational efficiency across owners, service providers, integrators, and IT managers at properties.

The suite delivers the purpose-built features that are specific to the hospitality industry and tailored to the needs of the various hospitality stakeholders including: Identity-based differentiated experiences, Brand Compliance RUCKUS One Hospitality Edition, Industry-aligned License Management.

NETGEAR enhances its GS305PP 5-Port PoE+ Gigabit Switches

NETGEAR announces the latest enhancement to its acclaimed GS305PP 5-Port PoE Gigabit Switches. Designed to meet the evolving needs of Soho, the GS305PP now boasts increased power capabilities, offering up to 83W of PoE budget across 4 ports.

The upgraded GS305PP is an indispensable addition to any home, small office, or conference room environment. With seamless connectivity for up to 4 PoE+ devices, users can enjoy hassle-free installation without complex configurations. Featuring Power-over-Ethernet (PoE) capability, the GS305PP efficiently delivers power and data through a single Ethernet (CAT-5) cable to devices like wireless access points, IP cameras, VoIP phones, and Internet of Things gadgets into your existing network with ease.

Featuring a durable black metal case, fanless design, and versatile desktop or wall-mounting options, the GS305PP ensures ease of installation in any setting. Upon connection to a router or modem, the switch instantly expands networking capabilities with four high-speed, non-blocking Gigabit connections while providing power to connected devices (if they are PD's).

Palo Alto Networks announces first cloud-optimized SOC platform

Palo Alto Networks has announced a new milestone in how security operations centers (SOC) secure the cloud. The new innovations as part of Cortex XSIAM for Cloud bolster the Palo Alto Networks Cortex XSIAM platform to natively deliver Cloud Detection and Response capabilities in one unified solution, making Cortex XSIAM the industry's first SOC platform optimized for the cloud.

Palo Alto Networks new Cortex XSIAM for Cloud innovations delivers cloud security operations capabilities through one platform for faster, better security outcomes. It incorporates the unique architecture of cloud-based applications, understands the distinct characteristics of cloud-related threats, and provides the necessary real-time monitoring and response capabilities for SOC analysts.

Gonen Fink, SVP of Products for Cortex and Prisma Cloud, said, "The evolution of our Cortex XSIAM platform to integrate Cloud Detection and Response capabilities underscores the reason we created Cortex XSIAM – to provide a comprehensive security operations platform powered by AI and automation. This approach eliminates data silos, increases efficiency, and nets optimal experiences for SecOps teams. Cortex XSIAM for Cloud represents our commitment to providing a unified security solution in one platform, leading to greater speed and better security."

Hikvision India unveils Video Intercom Facial Recognition Door Station

Hikvision has introduced Video Intercom Facial Recognition Door Station for enhanced security in home environment. The cutting-edge DS-KV9503-WBE1 series IP facial recognition villa door station has a sleek modern industrial design tailored for discerning clientele. Its 4.3-inch vibrant LCD Touch screen, with an impressive 800 × 480 resolution, ensures a seamless and visually captivating user experience. With the convenience of a Single-touch physical button, effortless calls are just a tap away.

Powered by standard power over Ethernet (PoE), this door station eliminates the need to wire additional power supply, simplifying installation and deployment process. Engineered with IK08 & IP65 protection ratings, it guarantees durability and reliability even in the most demanding environments. The user-friendly interface offers intuitive interaction, while the face recognition feature addresses privacy concerns with advanced security measures.

Moreover, its customized advertising interface enhances communication opportunities, catering to diverse application scenarios including villas, apartments, and offices. This Door Station supports multiple authentication methods such as face, pin code, card, and QR code, satisfying different environments and helping to use access permissions.

Shifting cybersecurity initiatives from prevention to becoming resilient is becoming imperative

With ransomware emerging as the country's biggest threat, Rubrik's Abhilash Purushothaman, Vice President & General Manager (Asia) explains how partnering with Rubrik can help an organization to protect its most important asset – the data

How does Rubrik see cyber and data security evolving in India and overseas?

We believe cyberattacks are inevitable. It's no longer a matter of if but when. Unfortunately, many large organizations aren't fully prepared for this reality. Infrastructure security and preventive measures alone, while critical, need to be improved. Organizations must prioritize data security as a holistic cybersecurity strategy to overcome cyberattacks like ransomware effectively.

The non-profit Computer Crime Research Center (CCRC) predicts the cost of cybercrime will reach more than $12 trillion by 2025. Cybercriminals are constantly developing new and more sophisticated ways to attack their victims. They are also becoming more organized and well-funded and leveraging new technologies like AI to carry out more ambitious, successful attacks.

Ransomware is one of the biggest threats to our economy, and cyberattacks are lucrative. India is among the top three most targeted countries in the APAC region, with ransomware having increased by 195% since September 2022. By 2031, ransomware attacks are forecasted to strike every 2 seconds, demanding enhanced data protection strategies. We also have to consider that ransomware attackers are usually financially motivated. There may be a political component in some cases, but many individuals responsible for the attacks are looking to profit first and foremost. In today's increasingly digitized world, growth economies like India have become a prime target for cybercriminals.

Rubrik is on a mission to secure the world's data. We can help your organization protect its most valuable asset- data. If your data is secure, your business is resilient. By partnering with Rubrik, Indian organizations can ensure their digital transformation journey is secure and prosperous.

What are the key challenges in the cyber and data security domain in India and the APAC market?

It's no longer about just encrypting the data. Double extortion ransomware has become prevalent where data is both encrypted AND exfiltrated. Businesses across India and Asia

ABHILASH PURUSHOTHAMAN

**VP & GENERAL MANAGER (ASIA)
RUBRIK**

can't operate without access to their critical data, and cybercriminals know this and use it to their economic advantage. Last quarter, we released our Rubrik Zero Labs report based on insights from more than 1,600 global CIOs, CISOs, and security practitioners - supplemented by Rubrik internal data.

Our research also showed that nearly every company has already been infiltrated by a cyberattack: 99% of global IT and security leaders were made aware of a cyberattack an average of 52 times in 2022 – one attack per week. You cannot stop the cyberattacks, but you can ensure your business can continue operating when faced with them.

What are Rubrik's plans for India in terms of expansion, investment and tie-ups?

Rubrik continues to invest in India. Our state-of-the-art R&D facility in Bangalore, is crucial to our operations. This team, comprising software engineers, architects, product management teams, and global support teams, is at the forefront of developing innovative solutions for data security.

We see a massive opportunity in India, which has witnessed an enormous digital explosion in recent years. This rapid digitization has led to significant data security challenges, further

compounded by new industry regulations. In this context, we see a tremendous opportunity to help our customers secure their data from threat actors.

What is the significance of Bangalore R&D centre in Rubrik's operations globally?

We have a large R&D facility in Bangalore focused on innovating and developing the latest capabilities within the platform. Product development, product management, customer support, customer experience, and global ransomware recovery support are all co-located and housed under one roof within our Bangalore facility. Our India go-to-market teams have been significantly ramped up recently. We have active sales and presales teams across Delhi, Mumbai, and Bangalore, helping our global customer base secure their mission-critical data from ransomware attacks.

India is a focus market for Rubrik across APAC. Bipul Sinha (CEO, Chairman, and Co-Founder of Rubrik) recently announced our USD 10 Mn Ransomware warranty offering in India. Rubrik believes in the importance of collective action against the growing threat of cybercrimes.

Understanding, defending against, and preventing future cyber threats is complex. It is becoming increasingly clear that artificial intelligence and machine learning are a crucial part of the puzzle for increasing data security. These technologies will be utilized in a variety of ways -

- For anomaly detection, threat intelligence, behavioral analysis, predictive analysis, and automated response
- Employing AI for advanced threat detection and response, augmenting human capabilities, and using AI to develop countermeasures. We must now fight fire with fire as cybercriminals specifically use AI for sophisticated attacks like phishing, evasion, and automated malware generation.
- For a robust ecosystem with our strategic product integrations and GTM relationships with OEM partners like Microsoft and Zscaler to use our combined capabilities that will work together and help our customers through AI-Powered Cyber Recovery.
- Many modern capabilities, especially cyber recovery for cloud-native environments that digital native start-ups leverage, continue to be designed and co-developed out of our Bangalore facility.

Kingston adds XS1000 to its External SSD lineup

Kingston Technology announced the XS1000 External SSD, a small and incredibly sleek file backup solution. XS1000 joins XS2000 as a new product offering in Kingston's external SSD product portfolio. Both drives are extremely compact and under 29 grams to provide pocket-sized portability.

Kingston's XS1000 offers read speeds up to 1,050MB/s1 and large capacities up to 2TB2 providing ample room for storing countless photos, videos, and files. The drive comes with a USB-C3 to USB-A cable and maintains backwards compatibility to ensure seamless connectivity with legacy devices. All drives go through Kingston's rigorous product testing to ensure they function with the highest level of quality, reliability, and functionality. Small like a key fob, the XS1000 serves as a reliable companion for easy file backups, guaranteeing continuous access to your important documents, cherished memories and media files.

"Our customers are looking for convenient, fast and reliable storage at an affordable price. With the addition of XS1000 they can look no further as we now offer more options for external storage," said Kingston. "We designed this drive to be sleek and compact, XS1000 is currently the smallest external SSD available on the market with speeds up to 1,050MB/s1, measuring merely half the size of a standard SSD. This ensures unparalleled portability, making it the ultimate selection for those seeking a combination of convenience and top-notch performance."

OpenText announces Cloud Editions 24.2

OpenText announced Cloud Editions (CE) 24.2 at its OpenText World Europe conference April 15- 18. OpenText's innovations combine trusted information management solutions and data strategies with advanced artificial intelligence (AI) capabilities to make work smarter, safer, and simpler.

Titanium X is OpenText's strategic product roadmap to be delivered by CE 25.2. The three areas of innovation are:

Business Clouds: Knowledge with security can be a competitive advantage for our customers in modern work and business fabrics. OpenText sets out to elevate everyone – from engineers to IT – with integrated and secure technology to drive meaningful simplification and efficiencies.

Business AI: Data governance, compliance, and authentication are table-stakes today. OpenText is applying generative AI to power customers to get more out of their IP. With AI-assistants that run across large private data sets, the right people get the right information.

Technology: Connected data is an imperative and prerequisite as workloads continue to shift to cloud. OpenText is focused on bringing customers enterprise-strength data platforms deployed anywhere in anyway – private cloud, public cloud, or through APIs.

Hitachi Vantara announces availability of Virtual Storage Platform One

As businesses face unprecedented challenges managing data among the proliferation of generative AI, cloud technologies, and exponential data growth, Hitachi Vantara announced the availability of Hitachi Virtual Storage Platform One. The hybrid cloud platform is poised to transform how organizations manage and leverage their data in today's rapidly evolving technological landscape.

Virtual Storage Platform One products available now include:
· Virtual Storage Platform One SDS Block
· Virtual Storage Platform One SDS Cloud
· Virtual Storage Platform One File

Virtual Storage Platform One simplifies infrastructure for mission critical applications, with a focus on data availability and strong data resiliency and reliability measures, including mitigation of risks such as downtime, productivity losses, and security threats.

Cisco rolls out Hypershield to secure Data Centers and Clouds in AI era

Cisco unveiled a radically new approach to securing data centers and clouds in response to the increasing demands the AI revolution has put on IT infrastructure. Cisco is rearchitecting how we harness and protect AI and other modern workloads with industry-first, Cisco Hypershield.

Cisco Hypershield protects applications, devices and data across public and private data centers, clouds and physical locations - anywhere customers need it. Designed and built with AI in mind from the start, Hypershield enables organizations to achieve security outcomes beyond what has been possible with humans alone.

"Cisco Hypershield is one of the most significant security innovations in our history," said Chuck Robbins, Cisco Chair and CEO. "With our data advantage and strength in security, infrastructure and observability platforms, Cisco is uniquely positioned to help our customers harness the power of AI."

"AI has the potential to empower the world's 8 billion people to have the same impact as 80 billion. With this abundance, we must reimagine the role of the data center – how data centers are connected, secured, operated and scaled," said Jeetu Patel, Executive Vice President and General Manager for Security and Collaboration at Cisco.

Samsung unveils a DRAM chip with rapid speed for AI revolution

Samsung unveiled the first AI-specific LPDDR5X DRAM chip in the market, with a 30% capacity increase and a 10.7 Gbps speed. With the use of 12nm process technology, a lower chip size is promised. With mass production scheduled for later in 2024, the chips are a key component of on-device AI, demonstrating Samsung's dedication to innovation in the AI age.

As per the information provided by the company, the new chip supports the industry's highest performance of up to 10.7 gigabits-per-second (Gbps), improving performance by over 25 per cent. It further has a capacity of more than 30 per cent when compared with the previous generation.

It has been reported that the new low-power, high-performance LPDDR chips are playing a growing role in the rapidly expanding market for on-device AI features, where artificial intelligence runs on the device itself.

As per Samsung, its latest LPDDR5X products were leveraged with 12 nanometer-class process technology which helps in achieving the smallest chip size among existing LPDDR chips, helping the company to solidify its technological leadership in the low-power DRAM market.

Axis Communications brings dome camera for remote monitoring and communication

Axis Communications announces a multipurpose dome camera combining sharp video, two-way audio, actionable analytics, and LED indicators to help improve safety, security, and operational efficiency. This all-in-one device makes it possible to optimize staff resources with proactive surveillance. For instance, it can be used for tele-sitting to observe patients in healthcare environments or to remotely detect and respond to loitering in retail environments.

AXIS Q9307-LV Dome Camera comes with coughing fit and stressed voice analytics adding an extra audible dimension to active incident management. It offers a great solution for remote monitoring and communication. With AXIS Live Privacy Shield, it's possible to remotely monitor activities while safeguarding privacy in real-time. In addition, it includes both an LED indicator and an Audio LED so it's clear to see when the camera is recording or when audio is being used.

Including Lightfinder 2.0, Forensic WDR, and OptimizedIR, it delivers sharp 5 MP image quality under any light conditions. With four built-in microphones and a built-in speaker with echo cancellation, this all-in-one audio-visual device offers clear two-way audio communication with great noise suppression. This makes it easy to transmit and receive audio even from remote locations.

CADYCE unleashes USB-C Docking Station CA-WINMST14

CADYCE announces the launch of its newest USB-C Docking Station, the CA-WINMST14. Designed to enhance productivity and streamline connectivity, the CA-WINMST14 offers a feature-rich solution for modern workspaces.

Upgrade Workstation: The CADYCE CA-WINMST14 USB-C Docking Station is a premium solution crafted to empower USB-C enabled computers. With its versatile features, it transforms any workstation into a powerhouse of connectivity, offering unparalleled convenience and efficiency.

Multi-Monitor Brilliance: Experience the brilliance of multi-monitor setups with the CA-WINMST14. Supporting HDMI resolutions of up to 3840x2160@60Hz for one monitor and 3840x2160@30Hz for two monitors, alongside a VGA port with a resolution of 1920x1080@60Hz, users can enjoy crystal-clear visuals across multiple displays for enhanced productivity.

Power and Connectivity: Equipped with USB-C 3.1 ports supporting speeds of 5Gbps & 4.5W and USB-C Power Delivery of up to 100W, the CA-WINMST14 ensures seamless power delivery and fast data transfer. Additionally, USB 3.0 and USB 2.0 ports offer high-speed connectivity, catering to various peripheral devices.

Gigabit LAN for Seamless Networking: Experience fast and reliable network connections with the integrated Gigabit LAN port, enabling users to stay connected and productive without interruptions.

Wide Compatibility: Compatible with Mac OS SST and supporting Windows MST, the CA-WINMST14 ensures compatibility with a wide range of systems. Its SD/Micro-SD card support of up to 2TB further enhances its versatility.

Enhanced Audio Experience: Featuring an integrated 3.5mm Audio Jack, the CA-WINMST14 provides a complete audio solution, ensuring users enjoy an immersive audio experience.

Elevate Workspace: Transform the workstation into a hub of connectivity and efficiency with the CADYCE CA-WINMST14 USB-C Docking Station. Whether working from home or in the office, this premium docking station offers the perfect blend of performance, versatility, and elegance.

The CADYCE CA-WINMST14 USB-C Docking Station comes complete with the docking station itself and a user manual, providing users with everything they need to elevate their workspace connectivity.

CP PLUS's CarKam is the Ultimate Travel Companion

The CP PLUS CarKam is an innovation that transcends the traditional role of a mere security device, evolving into a trusted travel companion that seamlessly integrates into driving experience.

Beyond its role as a mere security shield, the CP PLUS CarKam emerges as a stalwart ally, enhancing every aspect of the customer's journey with its advanced features and intuitive design. With an unwavering commitment to excellence, CarKam ensures that users can embark on their travels with confidence, knowing that safety and security are prioritized at every turn.

But the CarKam is more than just a passive observer – it's an active participant in the journey, capturing every twist and turn with unmatched clarity and precision. From breathtaking vistas to unexpected moments of joy, the CarKam preserves every memory with vivid detail, allowing users to relive adventures long after the journey has ended.

Hikvision India brings in the next-generation Turbo HD 8.0 analog security product

Hikvision India has announced the latest generation of its Turbo HD range of analog security products. Turbo HD 8.0 delivers a more comprehensive and interactive security experience for users, enabling them to augment their visual security environment.

The revolutionary Turbo HD 8.0 includes four major innovations that bring users real-time communication, 180-degree video protection, and raise night vision to new heights.

The enhancements extend the range of Turbo HD products with two-way audio capabilities, compact dual-lens cameras with stitching technology, and Smart Hybrid Light capability across the entire range of Turbo HD cameras. It also introduces a new advanced pro-series DVR with AcuSense.

Airtel to enhance customer experience through latest AI technology

Bharti Airtel plans to leverage Intel's latest AI technology to enhance customer experience. At the Intel Vision 2024 customer and partner conference, Intel announced that it has onboarded new Intel Gaudi accelerator customers and partners, including Bharti Airtel.

It was at this conference that Intel introduced Intel Gaudi 3, unveiling a suite of new open scalable AI systems, while also announcing the AI Open Systems Strategy.

"Airtel plans to leverage its rich telecom data to enhance its AI capabilities and turbocharge the experiences of its customers. The deployments will be in line with Airtel's commitment to staying at the forefront of technological innovation and helping drive new revenue streams in a rapidly evolving digital landscape," Intel said.

"The Intel Gaudi 3 AI accelerator will power AI systems with up to tens of thousands of accelerators connected through the common standard of Ethernet. Intel Gaudi 3 promises 4x more AI compute for BF16 and a 1.5x increase in memory bandwidth over its predecessor. The accelerator will deliver a significant leap in AI training and inference for global enterprises looking to deploy GenAI at scale," Intel further added.

NETGEAR enhances its GS305PP 5-Port PoE+ Gigabit Switches

NETGEAR announces the latest enhancement to its acclaimed GS305PP 5-Port PoE Gigabit Switches. Designed to meet the evolving needs of Soho, the GS305PP now boasts increased power capabilities, offering up to 83W of PoE budget across 4 ports.

NETGEAR

The upgraded GS305PP is an indispensable addition to any home, small office, or conference room environment. With seamless connectivity for up to 4 PoE+ devices, users can enjoy hassle-free installation without complex configurations. Featuring Power-over-Ethernet (PoE) capability, the GS305PP efficiently delivers power and data through a single Ethernet (CAT-5) cable to devices like wireless access points, IP cameras, VoIP phones, and Internet of Things gadgets into your existing network with ease. Featuring a durable black metal case, fanless design, and versatile desktop or wall-mounting options, the GS305PP ensures ease of installation in any setting. Upon connection to a router or modem, the switch instantly expands networking capabilities with four high-speed, non-blocking Gigabit connections while providing power to connected devices (if they are PD's).

Starlink may still take time to kick off satellite services in India

Starlink, which had applied for the global mobile personal communication (GMPCS) license in November 2022, still has not received it to kick off its commercial services in India. GMPCS is the basic prerequisite in India to start off services.

The Department of Telecommunications (DoT) is planning to ask the Telecom Regulatory Authority of India (Trai) for its recommendation on the administrative price of spectrum, which satellite communication players need for providing mobile broadband services.

It is reported that the licence application of Starlink was pending because of security issues, now everything is ironed out and the application is at the final stage for approval.

Now, the licence can be granted in the next week or so.

"There was no delay in granting the licence, but due diligence," said a DoT official. Elon Musk will visit India this month to meet Prime Minister Narendra Modi and he may announce a Tesla factory in the country. It is believed that at the same time, the government may also announce granting licences to Startlink to start its satellite broadband services in the country.

WhatsApp to prioritize contacts according to activity

WhatsApp is working on a new feature that will help users prioritise their chats by showing a list of friends who have recently used the service. It is said that the function presents a chosen selection of contacts who were online just now, allowing for quick communication. Even though WhatsApp has been rolling out a number of improvements, this functionality should help users' experiences even more.

A report in WA Beta Info says that WhatsApp is working on a feature that will show you a list of contacts that were online recently. A screenshot shows a list of contacts who were active on the instant messaging platform recently. It is to be noted that only a few selected contacts, who were recently online, will be shown in this list. This feature could prove to be useful if you want to check who was recently active on the messaging platform and is most likely to answer your texts or pick up your calls first.

This feature could also enhance users' messaging experience by removing the need to individually check the activity status of each contact. Keeping users' privacy in mind, WA Beta Info report adds that the feature won't show users' last seen and online status in these lists.

Motorola with Arya Omnitalk to promote professional and commercial radios

Arya Omnitalk, a joint venture between two of India's most reputed business houses, Arvind Ltd. and the JM Baxi Group, has secured an exclusive partnership with Motorola Solutions to distribute Professional and Commercial Radios in India.

Arya Omnitalk operates three business divisions, namely Shared Mobile Radio services (SMR), GPS-based Fleet Tracking and Management Solutions, Toll and Highway Traffic Management Systems (HTMS). Under this collaboration, Arya Omnitalk will exclusively distribute Motorola Solutions' MOTOTRBO Portfolio of products, along with continuing to distribute Wave PTX and associated services.

A leading provider of PMRTS (Public Mobile Radio Trunking Services), CMRTS (Captive Mobile Radio Trunking Services) and Broadband Push-to-talk devices, Arya Omnitalk holds licenses to operate in 18 cities including Ahmedabad, Bengaluru, Chennai, Delhi, Indore, Kolkata, Bharuch, Navi Mumbai, Gurgaon, Noida, Mumbai, Pune, Surat, Vadodara, Visakhapatnam, Hyderabad, Kochi, and Jaipur.

Eurotech unveils BestNet HDMI Matrix Switchers

Eurotech Technologies has announced the launch of BestNet HDMI matrix switchers. The matrix switching / control host system features advanced LSI matrix switching technology that provides high performance routing of HDMI signals to multiple displays and delivers seamless switching and scaled resolutions up to 4K.

Built for easy integration, reliable operation, and quick switching, BestNet HDMI matrix switchers are engineered intelligently that helps integrators ensure reliable system operation and compatibility between digital devices. The HDMI matrix switchers offer complete matrix switching ability and can display any input image and corresponding sound on any output that can be realized by manual operation or by programming automatic switching.

Supporting resolution of 1920x1080@60 / 3840x2160@30hz and data rates of 6.25 GHz the BestNet HDMI matrix switcher provides complete system integration in a 2U enclosure, and offers a variety of AV system configurations to serve a wide range of requirements with input and output support video resolutions up to 4K.

Ingram Micro India conducts multi-city SMB TechTalks events

Ingram Micro India successfully hosted a series of multi-city SMB TechTalks events in Hyderabad, Pune and Kolkata on 13th, 15th, and 20th March 2024 respectively with an intact focus on the digital empowerment of small and medium-sized businesses in the country.

SMB TechTalks has been specifically envisaged to bring together multiple SMBs, OEMs, industry experts, and technology stalwarts from diverse verticals to collectively explore the transformative potential of digital technologies. The focus was on educating, enabling, and empowering SMBs in India with the right set of technologies, skills and support required to thrive in the digital landscape.

The series of events across cities had over 300 participants with

some of the industry's leading experts giving keynote presentations and conducting knowledge sharing sessions. Some of the prominent companies that participated in these events are Acer, Adobe, Cisco, HPE, Logitech, Microsoft, NetApp, Nutanix, and Vertiv.

The participants represented wide industry verticals such as healthcare, hospitality, education, BFSI, IT & ITeS, pharma, logistics, media & advertising, manufacturing, and real estate.

Talking about SMB TechTalks, Navneet Singh Bindra, Senior Vice President and Chief Country Executive at Ingram Micro India, said, "As we all know SMBs form an integral part of the economy today. With economies expanding and evolving ever more today, SMBs must be technologically equipped to seize new opportunities and overcome challenges. With this intent in mind, we decided to bring the latest industry knowledge and expertise onto a common platform through these events."

ManageEngine convenes its first edition of GSI Summit

ManageEngine conducted the first edition of its GSI Summit, where over 170 representatives from more than 20 GSIs convened at the company's headquarters in Chennai. This first-of-its-kind event focused on discussing the challenges and solutions of the modern-day digital enterprise.

At this event, the leadership team at ManageEngine emphasised the company's focus on fostering strategic partnerships with GSIs to drive mutual growth and success in today's rapidly evolving IT landscape. In his keynote, Sridhar Vembu, co-founder and chief executive officer (CEO) of Zoho Corp.—a bootstrapped company with an annual revenue of over USD one billion—took the attendees on a growth and development journey of ManageEngine as a flagship division of Zoho Corp.

He emphasised on the need for organisations to embrace digital transformation, especially during a period laden with economic uncertainties and challenges. He highlighted the inventiveness and research-driven approach of Zoho Corp., made possible by the nation's large pool of IT talent, which in turn gives it the advantage to develop cutting-edge solutions for the problems that businesses around the world confront.

"The world is witnessing an unexpected pace for digital transformation, and as IT and business solution providers, we feel the need to stay on top of these challenges now more than ever. While businesses across the globe are faced with new investment propositions to enhance digital infrastructures every single day, it has now become a top imperative to assess and invest in solutions that provide maximum value," said Promoth Kumar Krishna Pillai, VP of global sales and channels for ManageEngine.

Veeam announces its flagship customer and partner event to take place in June

Veeam Software announced its annual flagship customer and partner event VeeamON taking place June 3-5, 2024 at The Diplomat Beach Resort in Fort Lauderdale, Fla. and online. Now in its 10th year, VeeamON combines the latest innovation from Veeam with hands-on learning and the opportunity to connect with the world's leading community of data experts, IT leaders, and security specialists.

Key speakers this year include Veeam's CEO, Anand Eswaran, Chief Product Officer, Anton Gostev, Vice President of Enterprise Strategy and Acting CTO, Dave Russell, and Vice President of Product Strategy, Rick Vanover, along with a host of customers, partners, and experts. The event will feature 40+ breakout sessions addressing everything from ransomware threats to data freedom, a solutions expo offering hours of networking opportunities, LabWarz, and exclusive on-site super sessions.

During the event, Veeam will dive deeper into the latest findings of its strategic research on ransomware, providing a comprehensive view of who is most susceptible to attack, how often cyber incidents are happening, and how Veeam helps protect 450,000 customers — including the City of Fort Lauderdale, North Kansas City Schools, Siemens, TechnipFMC, and Ultra Energy - against increasing cyber threats.

Qualcomm to host a Developer Conference in Hyderabad

Qualcomm has been at the forefront of innovation in India for the past two decades, contributing significantly to advancements in technology, particularly in fields such as 5G and artificial intelligence (AI). Its dedication to fostering a culture that prioritizes innovation, includes providing startups and the developer community with access to breakthrough technologies that will further enable innovation that accelerates the digital economy and drives the greater good.

India's historical leadership in software development has a significant impact on its burgeoning contributions to the global developer community. To strengthen collaborations with its partners and developer ecosystem, Qualcomm is hosting an in-person Developer Conference in Hyderabad on April 17th, 2024, which will bring together 150+ developers, engineers, and industry leaders to showcase their solutions and discuss the latest advancements in tools and technologies that will help accelerate this ecosystem.

More than 10 companies—spanning from embedded design companies, distributors, and independent software vendors -- are showcasing solutions powered by Qualcomm and Snapdragon technologies across segments such as mobile, automotive solutions, robotics, IoT, manufacturing, edge AI boxes and more.

The conference agenda includes keynote addresses by industry and Qualcomm executives, presentations on collaboration programs for partners, and technical sessions covering hardware, software tools, SDKs, and resources for developers that will help to kickstart their projects. Special emphasis has been placed on Edge and Gen AI technologies, with live demonstrations from Qualcomm and partners.

Qualcomm is evolving to better connect developers with its offerings and provide better experiences to developers going forward. While the digital transformation of industries is still in the early phases, the scale of the opportunity for Qualcomm in the long term across many verticals is significant. Qualcomm is accelerating investments in ecosystem development employing an omni-channel strategy to support the growing scale and diversity of its customers and help streamline current community support mechanisms.

Evolving Cybersecurity Threats require monitoring to strengthen Digital Defenses

In the ever-evolving landscape of cybersecurity, businesses face a daunting array of challenges that are not only increasing in variety but also in sophistication. From the alarming rise of AI-powered attacks to the often-overlooked human errors, the interplay of technology and human behavior significantly shapes the future of cyber defense. As businesses race to keep pace with digital transformation, they must contend with an expanding attack surface and the relentless creativity of cybercriminals.

In 2024, cybersecurity threats have become more sophisticated and relentless, posing significant risks to businesses worldwide. Traditional threats such as malware, phishing, and ransomware continue to be prevalent, but new challenges are emerging. The rise of AI-driven attacks, combined with the increased reliance on interconnected networks and third-party vendors, has escalated the threat landscape to unprecedented levels. These AI-driven attacks are particularly concerning due to their ability to circumvent traditional defenses, putting data and reputations at risk.

Moreover, supply chain vulnerabilities have gained prominence as businesses increasingly rely on interconnected networks and third-party vendors. Hackers exploit weak links in supply chains to infiltrate target organizations, leading to data breaches or system compromises. The rise of Internet of Things (IoT) devices has also introduced new entry points for cyber threats. Hackers exploit poorly secured IoT devices to launch attacks or gain unauthorized access to networks.

Now the focus has shifted towards the need to secure cloud identities due to the relative ease with which threat actors are acquiring credentials. As organizations adopt cloud services, they open themselves up to more risk without a contextual view of cloud assets, digital identities, and permissions. This presents a huge opportunity for cyber attackers, as compromised identities are one of the most leveraged attack vectors, with 84% of organizations across the world having suffered an identity-related breach.

As cybersecurity threats become more sophisticated and diverse, businesses must prioritize robust defense strategies, including regular security assessments, employee training, and investment in advanced threat detection technologies to mitigate risks effectively.

Let's see what the industry stalwarts have to say......

Emerging Cybersecurity Threats

According to **Reuben Koh, Security Technology and Strategy Director (APJ), Akamai** cyber threats are increasing in both variety and sophistication, with a particular rise in AI-driven attacks. These attacks leverage AI to enhance both efficiency and effectiveness, from improving the authenticity of phishing communications to the development of more potent forms of malware. Deepfake technology, another concerning trend, enables realistic audio and video impersonations, leading to sophisticated social engineering attacks and the spread of misinformation. Koh emphasizes the necessity of staying ahead of the curve, investing heavily to develop comprehensive cybersecurity solutions that leverage AI and ML capabilities to detect and respond to attacks in real time.

"Businesses today are at risk from cybersecurity threats that are increasing in both variety and sophistication, such as social engineering attacks, ransomware, various forms of malware, and Distributed Denial of Service (DDoS) attacks. An alarming development in the cyber threat landscape is the rise of AI-driven attacks, where cybercriminals leverage AI to increase both the efficiency and effectiveness of their malicious activities," he comments.

As per **Abhoy Kumar Sarkar, Regional Vice President, India at Zscaler**, the cybersecurity landscape is characterized by a variety of threats, including ransomware, phishing, and AI-powered attacks. Sarkar emphasizes the importance of Zscaler Zero Trust Exchange, a purpose-built solution to combat evolving cyber threats. Over 40% of Fortune 500 companies leverage Zscaler's platform to protect their organizations. He emphasizes the significance of adhering to the highest standards of security, availability, confidentiality, and privacy to ensure transparency and accountability in all practices.

Abhoy points out, "We prioritize secure connectivity and simplification of network complexities to ensure our clients' peace of mind – which is why over 40% of Fortune 500 companies leverage our platform to protect their organizations. In fact, looking at our own backyard, we have helped more than 50% of IT services companies, four of the top private banks as well as the largest pharmaceutical company and the largest manufacturing conglomerate in India to secure its users and business operations."

Kartik Shahani, Country Manager, Tenable India highlights the shift towards securing cloud identities due to the ease with which threat actors are acquiring credentials. Compromised identities remain one of the most leveraged attack vectors, with 84% of organizations worldwide having suffered an identity-related breach. Shahani stresses the need for a contextual view of cloud assets, digital identities, and permissions to address the increasing risk. He also emphasizes the importance of robust data protection measures, regulatory compliance, and network infrastructure resilience.

"In 2024, the focus has shifted towards the need to secure cloud identities due to the relative ease with which threat actors are acquiring credentials. As organisations adopt cloud services, they open themselves up to more risk

without a contextual view of cloud assets, digital identities and permissions. This presents a huge opportunity for cyberattackers, as compromised identities are one of the most leveraged attack vectors with 84% of organisations across the world having suffered an identity-related breach," says Kartik.

According to **Vivek Srivastava, Country Manager, India & SAARC, Fortinet** insider threats, phishing, and ransomware remain significant concerns for Indian organizations. Remote work has led to an increase in insider threat incidents, with 88% of respondents feeling the impact. Srivastava stresses the need for a secure Digital Acceleration strategy to protect critical data and ensure the security of users and devices. He highlights the importance of the Zero Trust Edge approach to secure the expanding edges of today's networks.

Vivek comments, "Hybrid work, AI, and IT/OT system convergence pose significant challenges.88% of the respondents feel that Remote work has led to an increase in insider threat incidents. Insufficient training, lack of employee care, and inadequate communication contribute to this surge, emphasizing the need to address human factors in cybersecurity."

Piyush Somani, Chairman & MD ESDS Software Solution emphasizes the relentless and increasingly sophisticated nature of cyber security threats, including AI-driven attacks. To counter these threats, comprehensive cybersecurity solutions are necessary, leveraging AI and ML capabilities to detect and respond to attacks in real time. Somani highlights the importance of implementing multiple administrative and physical security measures to control and safeguard sensitive data.

to attacks in real time. Being proactive and constantly innovating is the way forward for businesses to build resilience in this threat landscape."

Anil Nama, CIO, CtrlS Datacenters highlights the interplay of technology and human behavior shaping the future of cyber defense in India. Current trends underscore the emergence of sophisticated ransomware attacks and phishing attacks, where malicious actors access sensitive information.

"From the alarming rise of AI-powered cyberthreats to the often-overlooked human errors, discover how the interplay of technology and human behaviour shapes the future of cyber-defence in India. Current trends highlight

the emergence of sophisticated ransomware attacks, where cybercriminals deploy malware to encrypt data. Another growing concern is phishing attacks, where malicious actors access sensitive information," Anil comments.

Venkat Jaganathan, Director - Managed Services Delivery, AHEAD explains that current and emerging cybersecurity threats facing businesses are constantly evolving as attackers find new ways to exploit vulnerabilities. Phishing and social engineering tactics manipulate unsuspecting individuals into revealing sensitive information or executing actions that compromise security.

Comments Venkat, "Insider Threats arise from employees or contractors with authorized system access, whether through malicious intent, negligence, or ignorance of security protocols. Advanced persistent threats (APTs) are intricate and targeted, infiltrating networks for prolonged periods, aiming to pilfer data or disrupt operations. Internet of Things (IoT) vulnerabilities exploit the interconnectedness of devices, risking unauthorized network access. Cloud Security Risks emerge as businesses migrate to cloud services, confronting misconfigurations and data breaches. Zero-day exploits target software vulnerabilities before patches are available, challenging defense mechanisms. Moreover, AI and ML-powered attacks automate and amplify cyber threats, complicating detection."

Murtaza Bhatia, Director, Cyber-security, India, NTT DATA points out that businesses are facing various cybersecurity threats. Their concerns primarily revolve around data security and privacy, with the adoption of AI and machine learning introducing new complexities. "AI and analytics, while offering advancements in organizational productivity and efficiency, also present certain risks when they are leveraged by adversaries. These technologies enable faster recognition and exploitation of vulnerabilities, accelerating attack methodologies beyond previous capabilities. This affects various threat vectors, including application-level attacks, ransomware, encryption, and cloud security. While organizations seek to enhance their analytics and productivity through AI, adversaries exploit similar technologies to shorten attack cycles and bypass defences more

effectively. As technology continues to advance, organizations must remain vigilant and adaptive to mitigate these evolving risks effectively," Murtaza comments.

Data Protection and Security Measures

To protect sensitive data, **Reuben Koh** suggests implementing several key steps, including:

Access Control: Leverage tools and technologies such as Multi-Factor Authentication (MFA) and zero-trust access to enforce strict access controls and least privilege principles.

Data Classification and Encryption: Identify and classify sensitive data based on its sensitivity, and implement strong encryption mechanisms to protect it both at rest and in transit.

Security Assessments and Awareness Enhancement: Conduct regular security assessments to evaluate the effectiveness of data protection measures and enhance the overall security awareness of the organization through training programs and awareness campaigns.

Abhoy Kumar Sarkar highlights the significance of Zscaler Zero Trust Exchange, ensuring the security of sensitive data. The platform is designed to minimize the attack surface, prevent compromise, eliminate lateral movement, and halt data loss. Zscaler prioritizes secure connectivity and simplification of

**MURTAZA BHATIA,
DIRECTOR, CYBER-SECURITY,
INDIA, NTT DATA**

"DATA COLLECTION MUST BE DONE WITH EXPLICIT CONSENT WITHIN DEFINED TIMEFRAMES. THIS DATA MUST BE STORED IN SECURE LOCATIONS, ALLOWING FOR DELETION UPON REQUEST, AND PROCESSING SHOULD ONLY BE UNDERTAKEN FOR SPECIFIC, IDENTIFIED PURPOSES BY AUTHORIZED PERSONNEL."

He points out, "Depending on the type of operations, businesses typically collect information such as demographics, preferences, patterns, activity, location, and additional customer information. In doing so, organisations must take a central role in bolstering their security stance by safeguarding users against credential-stuffing attacks. An effective approach involves the adoption of multifactor authentication (MFA). By necessitating additional verification measures before granting access, MFA serves as a robust defence mechanism, even in scenarios involving stolen credentials."

Vivek Srivastava highlights the need for a secure Digital Acceleration strategy to protect critical data. He emphasizes the importance of Security-Driven Networking and the Zero Trust Edge approach to secure the expanding edges of today's networks. Vivek comments, "What's needed is a secure Digital Acceleration strategy that ensures that new technologies can be adopted and new, highly dynamic edges can be established without compromising the protection of critical data or the security of users and devices. Zero-trust is based on the principle that every device or user is potentially compromised, and therefore every access request must be authorized and continuously verify. And even then, users and devices can only access those resources required to do their job and nothing more."

Piyush Somani stresses the implementation of multiple administrative and physical security measures, including encryption of data at rest and in transit, robust access restrictions, and regular audits, vulnerability scanning, and continuous monitoring. Piyush elaborates, "We handle vast amount of data, spanning a wide range of types and categories. To control and safeguard this sensitive data, we implement multiple administrative and physical security measures. This will include encryption of data at rest and on the move, adopt robust access restrictions like role-based access control (RBAC), strong authentication mechanisms such as multi-factor authentication (MFA), and use new age security technologies like advanced firewalls and intrusion detection systems to counter unauthorized entry. We have our ESDS Data centers located locally in India to ensure

**VIVEK SRIVASTAVA,
COUNTRY MANAGER, INDIA
& SAARC, FORTINET**

"88% OF THE RESPONDENTS FEEL THAT REMOTE WORK HAS LED TO AN INCREASE IN INSIDER THREAT INCIDENTS. INSUFFICIENT TRAINING, LACK OF EMPLOYEE CARE, AND INADEQUATE COMMUNICATION CONTRIBUTE TO THIS SURGE."

network complexities to ensure clients' peace of mind. "Our commitment extends to responsible data handling. We share only a limited amount of personal data and do not process or store sensitive categories such as credit card or health information without authorization from the data controller. Our agreements with sub processors ensure compliance with data protection laws, maintaining trust and integrity in our operations," he says.

Kartik Shahani emphasizes the adoption of multifactor authentication (MFA) to safeguard users against credential-stuffing attacks. He also stresses the importance of regulatory compliance, such as the Digital Personal Data Protection Act in India, to prevent breaches of regulatory, statutory, or contractual obligations related to information security.

that client data is stored locally and does not breach global boundaries. Regular audits, vulnerability scanning, continuous monitoring all these are key security protocols which are an integral part of our security strategy as well."

To ensure data protection, **Anil Nama** says CtrlS employs stringent security measures. Access to user information within CtrlS Datacenters is strictly limited to authorized personnel, and comprehensive policies govern access, scripting, updates, and remote access. He points out, "- To ensure data protection, CtrlS employs stringent security measures. Access to user information within CtrlS Datacenters is strictly limited to authorized personnel, and comprehensive policies govern access, scripting, updates, and remote access. The data is stored in secure networks protected, Encrypted and inaccessible to the public. Information transmission between users and CtrlS is encrypted ensuring industry-standard encryption strength and measured by DLP. Security Posture is measured real time using Continuous Vulnerability Assessment and penetration testing which identifies and mitigates potential security risks. Additionally, CtrlS invests in ongoing security research and development to enhance its threat detection ensuring the continuous protection of sensitive data."

Venkat Jaganathan outlines essential data protection measures that businesses must adopt:

Encryption: Ensure data remains encrypted during both storage and transmission to thwart unauthorized access.

Access Controls: Permit only authorized personnel to access sensitive through robust

**PIYUSH SOMANI
CHAIRMAN & MD, ESDS
SOFTWARE SOLUTION**

"THE THREAT LANDSCAPE IS CONSTANTLY EVOLVING AND FOR BUSINESSES LIKE US, STAYING AHEAD OF THE CURVE IS IMPORTANT. WE HAVE INVESTED HEAVILY TO DEVELOP COMPREHENSIVE CYBER SECURITY SOLUTIONS TO DEAL WITH THEM AND ADDITIONALLY LEVERAGE AI AND ML CAPABILITIES."

ANAND JETHALIA, COUNTRY HEAD- CYBERSECURITY, MICROSOFT INDIA & SOUTH ASIA

"INSTANCES OF PASSWORD ATTACKS HAVE DRAMATICALLY INCREASED, BUSINESS EMAIL COMPROMISE INCIDENTS ARE AT AN ALL-TIME HIGH AND THE GLOBAL TARGET SET OF NATION-STATE THREAT ACTORS CONTINUES TO EXPAND, AFFECTING ORGANIZATIONS WORLDWIDE."

password policies, multi-factor authentication, and role-based access controls.

Secure Storage: Use fortified databases and servers with appropriate firewalls and intrusion detection systems to shield sensitive data from external threats.

Regular Audits and Monitoring: Review data access logs and conduct vulnerability assessments regularly to identify and rectify security weaknesses.

Employee Training: Implement data protection practices and strict enforcement of data handling policies to mitigate the risk of accidental breaches.

Incident Response Plan: Develop a well-defined Incident Response Plan for swift and effective responses to data breaches or security incidents, reducing their impact on sensitive data.

Delving deep about data protection **Murtaza Bhatia** comments, "Data collection must be done with explicit consent within defined timeframes. This data must be stored in secure locations, allowing for deletion upon request, and processing should only be undertaken for specific, identified purposes by authorized personnel. Additionally, it should be possible to revoke data at any time. This mirrors principles established in global regulations like the GDPR. As businesses increasingly adopt cloud technologies for enhanced accessibility and scalability, protecting data beyond organizational boundaries becomes imperative. This is where encryption becomes important in ensuring data security during transmission and storage."

On the protection of data, **Ripu Bajwa, Director and General Manager, Data Protection Solutions, Dell Technologies India** comments, "Data is the currency of the internet economy and a critical asset that must be protected at all costs. To reduce business risk caused by cyberattacks and to create a more cyber resilient approach to data protection, Indian enterprises must modernize and automate their recovery and business continuity strategies and leverage the latest intelligent tools to detect and defend against cyber threats. Some of the biggest challenges to cybersecurity remain infrastructure upgrades, lack of data science skills, and a future-ready security strategy to take on sophisticated risks. Businesses need to urgently move to a prevention-first cybersecurity strategy. Until businesses consider cyber recovery in an as-a-service model, their cybersecurity plan needs to ensure that their protection is not only limited to their infrastructure but is extended to their applications and data. This will ensure that the whole value chain and all of the employees are secured from the core till the perimeter. Leadership can also take on an empathetic role to understand the challenges of their employees when it comes to data skills and help them build on cybersecurity best practices."

Network Infrastructure Resilience

Akamai's Reuben Koh emphasizes Akamai's comprehensive security portfolio, engineered to defend customers against the evolving landscape of cyberattacks. He highlights the significance of application and API security, micro-segmentation, and advanced DDoS mitigation solutions to ensure network infrastructure resilience. Koh says, "Our application and API security portfolio provides the widest and deepest defense against web-based attacks such as web application exploits, application DDoS attacks and malicious bot activities. We also help customers detect and stop highly evasive API threats such as API business logic abuse that are hard to detect by conventional security tools. As third-party scripts are now pervasive in web applications, we also help customers to detect and block malicious code in un-sanitized third-party scripts, safeguarding end-user data and preserving our clients' reputation and financial integrity."

Abhoy Kumar Sarkar highlights Zscaler's ZTNA solution, securing the remote workforce by enforcing zero trust principles like least privileged access. The approach ensures uncompromising protection against cyber threats, facilitating seamless remote operations.

Kartik Shahani stresses the importance of identifying and quickly mitigating vulnerabilities and correcting common misconfigurations on infrastructure to strengthen cyber hygiene. Regular security audits and penetration testing are essential components of Tenable India's security strategy. "Tenable's telemetry data from the last quarter of 2023 highlights a high volume of successful cyberattacks due to threat actors exploiting known vulnerabilities. This indicates that cybercriminals continue to capitalize on existing, unaddressed vulnerabilities

within organisations. These long-standing vulnerabilities often lead to more damage than new and emerging threats. To strengthen cyber hygiene, organisations should prioritise identifying and quickly mitigating vulnerabilities and correcting common misconfigurations on their infrastructure," Kartik comments.

Vivek Srivastava highlights the Zero Trust Edge approach to secure the expanding edges of today's networks. He emphasizes the importance of Security-Driven Networking to ensure security seamlessly adapts to dynamic changes in the underlying network infrastructure.

Vivek points out, "CISOs must collaborate and establish a culture of security that involves everyone, from company executives to frontline employees. They need to identify and assess their organizations' risks from cyber threats and understand the potential impact of a breach to develop plans to mitigate those risks. Develop a response plan on how to respond to a security incident. Organizations who plan and rehearse for incident response scenarios are more likely to do better when a significant cyberattack occurs. Equally important is to have a plan to recover from a cyber incident. Recovery includes restoring systems and data, as well as business processes. It is crucial to have a tested and rehearsed plan in place so that organizations can quickly and effectively recover from an incident. Lastly establish a communication protocol for internal and external stakeholders that includes messaging for the media, employees, and customers."

Stressing on Zero Trust Approach **Ripu Bajwa** says, "A Zero Trust approach to cybersecurity will help organizations to strengthen cyber resiliency and reduce security complexity. New-age technologies like AI, MI, IoT and cloud computing will definitely augur new opportunities for the Indian businesses. However, with increasing connectedness and lack of data management infrastructure, the surface area for attacks has also been increasing. Without a robust cybersecurity plan, the new-age technologies can contribute to more vulnerability which would mean loss of critical data."

He also claims, "Zero Trust shifts how we fundamentally approach security from reliance solely on perimeter defenses to a proactive strategy which only allows trusted activity across ecosystems and data pipelines. It enables organizations to better align their cybersecurity strategy across the data center, clouds and at the edge. In an ever-changing technology landscape it will help us to not only protect data but also lower breach risk significantly. Zero Trust is not a single product or is it a single technique. It is based on a philosophy which brings in people, policies, technology and enterprises. Zero Trust will fail if not applied as an overarching philosophy to workforce, device, network, data security, analytics, automation and orchestration. Simply put, a Zero Trust plan needs to be strengthened everyday. There is a need for ongoing administration. Zero Trust models rely on strictly defined permissions, but companies

YouTube in f X

are always evolving. Keeping access accurate and up to date requires ongoing input, which can be overwhelming for businesses and communities nevertheless, Zero Trust is essential in the data era."

Piyush Somani emphasizes ESDS's rigorous security measures, including the implementation of advanced firewalls, intrusion detection and prevention systems, and multi-layered security. Regular security audits and penetration testing are essential components of ESDS's security strategy. He says, "Preparedness is the key and here at ESDS we have rigorous security measures in place to detect and respond to advanced cyber threats.The implementation of advanced firewalls, intrusion detection and prevention systems and multi layered security keep our network architecture robustly equipped. The 24/7 monitoring of our Security Operations Centre(SOC), ensures monitoring of our network for any sort of malicious activity and rapid response to advanced threats. Leveraging advanced threat intelligent technologies, we have built a resilient and robust network infrastructure. Regular security audits and penetration testing are a part of our security strategy to keep our network assets in check."

Anil Nama points out that CtrlS Datacenters is committed to staying updated on potential threats and enhancing proficiency in countering them through a multifaceted strategy. He says, "Initially, we engage with various threat intelligence sources, ensuring continuous awareness of emerging threats and attack methodologies. Our intrusion detection software, integrated within CtrlS, supports preparedness, management, and defence against network assaults, covering a wide spectrum of threats such as DDoS attacks, port scans, and backdoor infiltrations.

Furthermore, CtrlS Security Services provide real-time identification of attack origins, enabling swift response and damage mitigation. Regular vulnerability scanning and penetration testing enable proactive identification and resolution of system weaknesses. Internally, CtrlS conducts ongoing security research and

development to foster innovation in threat detection and mitigation."

Ahead's Venkat Jaganathan points out that, "Businesses employ various key measures to fortify their network infrastructure against potential threats. Firewalls act as a frontline defense, scrutinizing incoming and outgoing network traffic to thwart external threats. Intrusion detection and prevention systems (IDPS) provide real-time monitoring, detection, and mitigation of suspicious activities to prevent cyber-attacks. Secure network architecture, including effective segmentation and isolation techniques, minimizes the impact of breaches and limits unauthorized access to critical assets. Encryption protocols safeguard sensitive data during transmission, rendering intercepted data unreadable. Regular software updates and patch management address vulnerabilities and shield against known threats. Access control measures, such as robust passwords and multi-factor authentication, restrict network access to authorized personnel. Employee training fosters awareness of network security best practices, enhancing resilience against phishing and other threats. Continuous monitoring and logging enable swift detection of suspicious behavior or breaches. Incident response and disaster recovery plans ensure prompt mitigation and recovery from cyber incidents. Implementation of these measures varies based on business size, industry regulations, and perceived risk levels."

Murtaza Bhatia explains that an organization's network infrastructure exhibits a commendable level of resilience against cyber threats, facilitated by the adoption of cutting-edge technologies. He elaborates, "One such advancement is the implementation of software-defined technologies, which revolutionize network management by enabling control through software mechanisms. Software-defined networks offer centralized policy management, granting administrators unparalleled visibility into network connections spanning the organization's ecosystem, including interactions with external parties and customers across global scales. High visibility into each network

connection enables organizations to implement policies around "zero trust" which forms the basis of robust security measures. The integration of software applications further enhances network manageability, empowering administrators to proactively react and easy network assets change management against evolving cyber threats. This comprehensive approach to network security ensures not only performance and availability but also robust protection against potential security breaches."

Commenting on the company's approach to security, **Anand Jethalia, Country Head-Cybersecurity, Microsoft India & South Asia** says, "Microsoft's perspective on security is shaped by a commitment to trust, resilience, and innovation, and we invest heavily in security research, innovation, and the global security community.

According to Microsoft's recent Digital Defense Report, the numbers of human-operated ransomware attacks are on the rise increasing more than 200% since September 2022 with roughly 70% of organizations targeted having fewer than 500 employees. Instances of password attacks have dramatically increased, business email compromise incidents are at an all-time high and the global target set of nation-state threat actors continues to expand, affecting organizations worldwide. The increasing speed, scale, and sophistication of cyberattacks demand a new approach to security.

AI is transforming the cybersecurity landscape helping ingest and analyze massive amounts of data to stay ahead of threats and predict the moves of attackers. We leverage cutting-edge technologies such as Microsoft Copilot for Security, the industry's first generative AI solution, that combines advanced large language models – including daily processing of 78 trillion security signals – with threat intelligence to empower defenders at the speed and scale of AI.

As a company, we are committed to making the world a safer place; not because it's required but because it's the right thing to do. We believe that cybersecurity is a strategic investment, where a strong solution is built around strong principles and designed to protect customers' data, keep employees' workplaces safe, protect the business and ultimately create a more ethical, digital world."

Conclusion

The ever-evolving landscape of data, network, and cybersecurity demands a comprehensive and proactive approach. By leveraging insights from industry leaders, organizations can strengthen their security posture, ensure compliance with regulations, and effectively mitigate cybersecurity risks. Implementing robust data protection measures, regulatory compliance, network infrastructure resilience, and cybersecurity resource allocation is essential to navigate the complexities of the modern digital world. As technology continues to advance, staying ahead of cyber threats is imperative to safeguard sensitive data and maintain the trust of clients and communities.

CHANNEL SCORECARD 2024

PERFORMANCE OF OEMs MEASURED BY VARs

Channel partners play a vital role in the growth and success of corporations. They act as an extension of the company's sales and distribution network, leveraging their expertise, resources, and relationships to reach customers and markets that might otherwise be difficult to access directly.

By collaborating with channel partners, corporations can expand their reach, penetrate new markets, and drive sales more efficiently. The relationship between corporates and their channel partners is symbiotic, benefiting both parties by maximizing market coverage and customer satisfaction.

Additionally, distributors and value-added distributors (VADs) play a significant role in the overall growth strategy of corporations. They act as intermediaries between the OEMs/vendors and the end customers, providing services such as warehousing, logistics, credit facilities, technical support, and market intelligence.

The channel scorecard can indeed be a powerful tool for enhancing transparency and understanding between corporates and their channel partners. By systematically evaluating key performance indicators (KPIs) and provide clear insights into the needs, expectations of the channel partners.

"Make in India" presents a significant opportunity for both technology partners and OEMs (Original Equipment Manufacturers) alike. The Indian government plans to restrict imports of IT hardware components worth billions of dollars from China in an effort to boost local sourcing.

With the implementation of a production-linked incentive scheme for IT hardware and an import management system, the government aims to create a stronger manufacturing ecosystem for devices and servers in India.

The ambition of the government wants a stronger and credible ecosystem for device and server manufacturing in the country, in line with the relative success seen in smartphones.

The scorecard survey finds that, there is a shift in focus towards Cyber Security, AI, Gen AI, Cloud Computing, and Cloud Repatriation by distributors and sub-distributors reflects the evolving landscape of technology and the growing demand for solutions in these areas. These technologies are at the forefront of innovation and are critical for addressing modern challenges in various industries.

The major distributors including Ingram Micro, Redington, Savex Technologies have been positioned as the top three players in the distribution space, while distribution majors including Tech Data, RP tech, Supertron, Inflow, iValue Beetel, and IRIS Global have been very aggressive in promoting various offerings to the channel from cloud to security as services for enabling digital transformation for industries.

We have witnessed a significant evolution in the technology landscape, with a heightened focus on areas such as Cybersecurity and Data Privacy. Value-Added Distributors (VADs) play a crucial role in complementing the Cybersecurity and Data Privacy sector. To complement the growth these 10 VADs including Crayon Software Experts, RAH Infotech, M Tech, Exclusive Networks, Technobind, Netpoleons, Texonic , Acceron, Satcom and Supertron VAD have increased their footprints.

Cloud Computing Services	Cloud Security	Cyber Security	Data Back-up	Data Centre
Data Privacy	Data Protection	Electronic Surveillance & Security	Enterprise Mobility	Ethernet Switches
Hyper Converged Infra	Laptop	Power Solutions	Printer	Server
Storage	Structured Cabling	Unified Communications	UTM/Firewall	Zero Trust Security

Methodology of the Channel Scorecard

The survey sample focuses on partners and VARs directly involved in the partner ecosystem. The report doesn't include the sales generated through direct deal by the inside sales team of the corporates (certain corporates claim that they are 100% Partner focused company, which is untrue) and sales that happened from various e-commerce sites in India.

The insights from the Channel Scorecard report shed light on some interesting strategies adopted by vendors, distributors, and partners in the technology ecosystem. The Channel Scorecard report highlights the dynamic nature of the technology ecosystem, where stakeholders employ various strategies to optimize inventory management, expand market reach, and drive business growth. The report uncovers, VARs and partners have opened a separate entity for expanding their business. In some cases they clear their inventories by offering lucrative offers.

CLOUD COMPUTING SERVICES

Cloud services in India transcend mere cost savings and flexibility

The Indian public cloud services market, which includes infrastructure-as-a-service (IaaS), platform-as-a-service (PaaS) solutions, and software-as-a-service (SaaS), according to IDC, has reported a revenue totaling $3.8 Billion for 1H2023 (January-June). The overall Indian public cloud services market is expected to reach $17.8 billion by 2027, growing at a CAGR of 22.9% for 2022-27.

Considering India being a key growth market, 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. Despite challenging economic conditions, leading cloud service providers are making significant investments in India. This move signals their confidence in the strong potential of the Indian market. Indian SME and startups are cutting their spending on cloud storage and renegotiating contracts with service providers including AWS, Google and Azure. Also, traditional segments such as IaaS, collaborative applications, CRM, and ERM continue to drive growth.

KEY PLAYERS

Extensive service offerings, global infrastructure, scalability, and AI/ML capabilities make AWS a preferred choice for cloud solutions worldwide.

Microsoft's cloud platform offers seamless integration with existing tools, robust security features, hybrid capabilities, and strong enterprise support.

Known for its innovative solutions, GCP provides advanced data analytics, machine learning, and Kubernetes-based container management, backed by Google's infrastructure.

IBM's cloud portfolio emphasizes hybrid and multicloud solutions, with focus on AI, security, and industry-specific offerings, supported by IBM's expertise.

Oracle Cloud provides enterprise-grade infrastructure, autonomous database services, comprehensive SaaS applications, and strong integration options for Oracle customers.

CLOUD SECURITY

The need to safeguard data & applications fuels the demand for cloud security solutions

The cloud security market has witnessed significant growth driven by several key factors. These include the adoption of multi-cloud environments, the expansion of development security operations (DevSecOps) practices, increased use of artificial intelligence (AI) and machine learning (ML) for cloud security, and the rising trend of Bring Your Own Device (BYOD) and Choose Your Own Device (CYOD) policies. These combined forces have led to an increased demand for robust cloud security solutions. Furthermore, increased government initiatives to support smart infrastructure projects, as well as secure online payment applications, social media, and operating systems, would provide lucrative opportunities for cloud security vendors.

The Cloud Security market industry is projected to grow from USD 30.4 Billion in 2023 to USD 97.5 billion by 2030, a CAGR of 4.72% during the forecast period. Because of the cloud's vulnerability to hackers, cloud security is improving.

KEY PLAYERS

Check Point: Offers comprehensive cybersecurity solutions with threat prevention, cloud security, and network security, powered by threat intelligence and AI-driven insights for proactive defense.

Cisco Umbrella: Offers cloud-delivered security solutions with DNS-layer protection, secure web gateway, and integration with existing Cisco infrastructure for comprehensive threat defense.

CrowdStrike: Specializes in cloud-native endpoint security, leveraging AI-powered threat detection, proactive hunting, and real-time response capabilities to stop breaches and secure organizations against modern threats.

Fortinet: Provides integrated security platforms combining network, endpoint, and cloud security, with advanced threat intelligence and AI-driven analytics for proactive protection.

Palo Alto Networks: Known for next-generation firewalls, cloud security, and endpoint protection, with advanced threat detection capabilities and centralized management for scalable security operations.

CYBER SECURITY

Indian government's digitization initiatives to drive an increased investment in cyber security

The India cybersecurity market is growing in big numbers, owing to cyber security threats today looming large and becoming even more sophisticated and complicated. According to Fortune Business Insights, the global cyber security market size was estimated to be USD 222.66 billion in 2023 and is projected to grow at a compound annual growth rate (CAGR) of 12.3% from 2023 to 2030.

The India Cybersecurity Domestic Report 2023 states that Banking, Financial Services & Insurance (BFSI) and Information Technology /ITeS sectors are the leading spenders on cybersecurity, driven by stringent and granular regulation and high cyber maturity. Around 97 per cent of the organisations have invested in artificial intelligence and machine learning (AI/ML) and around 84 have invested in Cloud, it said.

KEY PLAYERS

Check Point	FORTINET	kaspersky	paloalto	SONICWALL
Offers unified threat management solutions with firewall, VPN, intrusion prevention, and advanced threat protection capabilities for comprehensive network security.	Specializes in integrated security platforms with firewall, VPN, endpoint security, and AI-driven analytics, offering comprehensive protection against cyber threats.	Offers endpoint protection, threat intelligence, and cybersecurity services for businesses and consumers, with advanced threat detection and response capabilities.	Known for next-generation firewalls and cloud security solutions, providing advanced threat prevention, secure access, and automated security operations.	Provides network security appliances, email security, and secure wireless access solutions, with real-time threat intelligence and continuous monitoring for proactive defense.

DATA BACK-UP

Data backup market poised for significant expansion in the coming years

The data backup and recovery market is experiencing robust growth due to several key factors. These include rapid digitalization, the active participation of small and medium-sized enterprises (SMEs) and large enterprises, and the increasing adoption of cloud services. As a result, the data backup market is poised for significant expansion in the coming years. Notably, investments in sectors such as banking, financial services, and insurance (BFSI), telecommunications, healthcare, and aerospace are contributing to this growth. Newer backup and disaster recovery technologies are hitting the market, which is redefining the DR discourse. In addition, increasing investment by governments in new technologies also creates opportunities and is expected to drive revenue growth.

The burgeoning need for data across industries has attracted several new players into India's fledgling data center industry, even as existing players are also ramping up big time. Despite this, the organized data recovery market in the country is at a nascent stage and there is still the dominance of unorganized sector players.

KEY PLAYERS

Commvault	Hewlett Packard Enterprise	IBM	ORACLE	Veeam
Offers comprehensive data management solutions, including backup, recovery, and archiving, with advanced features like deduplication, encryption, and hybrid cloud integration.	Delivers backup and recovery solutions optimized for hybrid IT environments, featuring scalable storage, data deduplication, and integrated data protection for businesses of all sizes.	Offers a range of data protection solutions, including backup, disaster recovery, and storage management, with AI-driven analytics and hybrid cloud capabilities for efficient data management.	Provides enterprise-grade backup and recovery solutions tailored for Oracle databases, ensuring data availability, integrity, and compliance with robust backup policies and automation.	Renowned for its backup and disaster recovery solutions, providing data protection for virtual, physical, and cloud environments with seamless integration and scalability.

DATA CENTRE

Data centres form the backbone of modern technology infrastructure

The Indian data center market has been experiencing robust growth in the last couple of years. Driven by factors such as rapid digital transformation, government support, and the shift towards cloud-based solutions, the market size reached US$ 4.5 billion in 2023. Looking ahead, it is expected to reach US$ 11.6 billion by 2032, exhibiting a CAGR of 10.98% during the period from 2024 to 20321.

The growth for data centre is fueled by its increasing demand to support storage, processing, and analysis of data across various sectors, including e-commerce, banking, healthcare, and government services. The surge in internet users and widespread adoption of smartphones further contribute to the need for robust data centre infrastructure in India.

The policy by the Ministry of Electronics and Information Technology (MeitY) that accords infrastructure status to data centres aligns with the country's focus on 'Digital India' and the rise of the digital economy. As data centres form the backbone of modern technology infrastructure, efficient management of these facilities is crucial for optimizing resource utilization and minimizing energy consumption. With the projected growth, India's data centre market is poised for significant expansion in the coming years.

KEY PLAYERS

CtrlS	**WebWorks DATA CENTERS / IRON MOUNTAIN DATA CENTERS**	**NTT**	**sify**	**YOTTA**
Renowned for its tier-4 data centers in India, offering high availability, energy efficiency, and advanced security features with a focus on innovation and sustainability.	Trusted provider of data center services in India, offering carrier-neutral facilities, disaster recovery solutions, and 24/7 support for businesses seeking reliability and performance.	Globally recognized for its extensive data center footprint, offering colocation, cloud, and managed services with industry-leading security, reliability, and scalability.	Known for its state-of-the-art data centers across India, providing robust infrastructure, connectivity, and managed services tailored to diverse business needs.	India's largest data center operator, known for its hyperscale facilities, green initiatives, and comprehensive suite of services including cloud, colocation, and managed hosting.

DATA PRIVACY

India's growing digital landscape raising significant data privacy concerns

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. Around the world, regulators have taken significant steps to enforce data protection regulations and guidelines. These measures aim to safeguard individuals' privacy rights and ensure responsible handling of personal data by organizations. A few examples of these are the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR) and India's Digital Personal Data Protection (DPDP) Act.

Despite these legal frameworks, data protection is sometimes perceived merely as a compliance activity. Organizations should move beyond the "bare minimum" and prioritize ethical data practices. Accountability at every stage of data collection, processing, and storage is essential to build trust and protect individuals.

KEY PLAYERS

amazon	**BigID**	**datasafeguard**	**Microsoft**	**OneTrust**
Amazon Macie: Leveraging machine learning to automatically discover, classify, and protect sensitive data stored in AWS, ensuring compliance and mitigating risks.	Big ID: Offering advanced data intelligence and privacy solutions, empowering organizations to discover, classify, and protect sensitive data across hybrid and multi-cloud environments.	Data Safeguard ID-REDACT: Specializing in data redaction and masking solutions, enabling organizations to anonymize sensitive information and maintain regulatory compliance effortlessly.	Microsoft Priva: Providing comprehensive data privacy management tools integrated with Microsoft Azure, enabling organizations to govern data usage, compliance, and protection effectively.	One Trust: A leading platform for privacy, security, and compliance, offering a suite of solutions to operationalize data privacy programs, manage consent, and respond to regulatory requirements effectively.

DATA PROTECTION

Data Protection solutions poised for continued growth in the digital landscape realm

The Indian Data Protection market is expected to reach a value of $4.52 billion by 2028 from $1.5 billion in 2022, grow at a CAGR of 20.1% and is experiencing robust growth. The increasing adoption of cloud-based storage solutions has significantly contributed to the growth of the data protection market in India. Organizations, by adopting data protection measures streamline processes, enhance data security, and reduce the financial burden associated with data breaches or loss.

Additionally, as data volumes continue to surge, the risk of data loss or compromise grows. Organizations recognize the importance of robust data protection measures to safeguard sensitive information. With the rising instances of unauthorized access, ransomware attacks, and other cyber threats, organizations are proactively investing in security measures to prevent data breaches. There is need for a strong data protection solutions that offer comprehensive data encryption, access controls, and threat detection capabilities become essential to safeguard against data breaches and cyber threats.

KEY PLAYERS

Broadcom: A leading provider of semiconductor and software solutions, Broadcom offers data protection solutions that leverage advanced encryption technologies to secure data at rest, in transit, and in use, ensuring confidentiality and compliance with regulatory requirements.

Cisco: Known for its comprehensive cybersecurity portfolio, Cisco offers data protection solutions that include encryption, access controls, and threat detection capabilities to safeguard sensitive data across networks, endpoints, and cloud environments.

Crowdstrike: Renowned for its cloud-native endpoint protection platform, Crowdstrike provides data protection solutions that utilize AI-driven threat detection, behavioral analytics, and automated response capabilities to defend against advanced cyber threats and data breaches.

Thales: With its expertise in digital security, Thales offers data protection solutions that encompass encryption, tokenization, and access controls to safeguard sensitive data across on-premises, cloud, and hybrid environments, ensuring compliance with data privacy regulations.

Zscaler: A leader in cloud security, Zscaler offers data protection solutions that provide secure access to applications and data regardless of user location or device, leveraging zero trust principles, encryption, and threat intelligence to prevent unauthorized access and data exfiltration.

ELECTRONIC SURVEILLANCE & SECURITY

Deployment of electronic surveillance systems is on the rise

The India Electronic Surveillance & Security Market is estimated to be USD 2.56 billion in 2024 and is expected to reach USD 7.36 billion by 2029, according to Mordor Intelligence. This growth represents a compound annual growth rate of 23.57% during the forecast period (2024-2029). As urbanization increases and crime rates surge, there is a growing demand for e-security solutions and services across the country. Cities are adopting electronic security solutions to enhance safety and security. Law enforcement agencies are deploying more cameras for surveillance. Technologies like facial recognition, thermal scanning, and monitoring are being integrated into security systems.

These factors coupled with innovations in surveillance, security, and network offerings have reduced costs and improved effectiveness resulting in increased deployment of video surveillance systems. The growth of smart cities is further driving the adoption of security solutions.

KEY PLAYERS

CP Plus: Offering advanced CCTV surveillance solutions with cutting-edge technology, including high-definition cameras, video management software, and intelligent analytics for enhanced security.

D-Link: Offering a wide range of surveillance products, including IP cameras, network video recorders (NVRs), and video management software, designed for seamless integration and scalability.

Hikvision: A global leader in video surveillance products and solutions, known for its innovative range of IP cameras, NVRs, DVRs, and video management software for comprehensive security.

Honeywell: Providing integrated security solutions, including surveillance cameras, video analytics, access control systems, and intrusion detection, to protect assets and facilities effectively.

Matrix: Specializing in IP video surveillance solutions with features like AI-powered analytics, mobile viewing, and centralized management software, ensuring robust security for various applications.

ETHERNET SWITCHES

Ethernet switching remains a dynamic market fueled by major trends

The growth of the Ethernet Switch market is led by the demand for bandwidth and high data speed continuously increasing along with growing numbers of internet users across the globe. This space is further expected to experience a decent growth owing to increased adoption of emerging technologies such as cloud, IoT, mobility, etc. This would also continue to drive incremental revenues for this market. The key industries that contributed to the switching business include services, finance, telecom, and manufacturing. According to IDC, the worldwide Ethernet switch market grew revenue 15.8% year over year to $11.7 billion in the third quarter of 2023 (3Q23). As component availability has improved, vendors are now able to fulfill backlogged product orders, leading to increased revenues. This trend is particularly notable in the non-datacenter (non-DC) segment of the Ethernet switching market, where revenues surged by 22.2% in 3Q23 and have risen by 36.5% year-to-date. Meanwhile, in the datacenter (DC) portion of the market, revenues experienced a 7.2% year-over-year growth in the same quarter.

KEY PLAYERS

ARISTA	aruba	BROADCOM	CISCO	JUNIPER NETWORKS
Focused on cloud networking and data center solutions, Arista provides high-speed Ethernet switches optimized for cloud-scale deployments, offering low latency and high performance.	Known for its intelligent edge switches, Aruba delivers high-performance Ethernet switches with built-in security features and simplified management for modern networks.	A leading semiconductor company, Broadcom provides Ethernet switch silicon and solutions powering a wide range of networking equipment, offering high-speed connectivity and scalability for data centers and enterprise networks.	A market leader in networking solutions, offering a comprehensive range of Ethernet switches with advanced features like network automation, security, and scalability for diverse enterprise needs.	Offering a portfolio of Ethernet switches designed for reliability and performance, Juniper's switches deliver advanced security, automation, and analytics capabilities for modern networks.

ENTERPRISE MOBILITY

Enterprise mobility continues to be a big boost for business organizations

In addition to enterprise, the high demand for enterprise mobility solutions is also coming from SMEs, who are fast adopting cloud-based services. Various other sectors such as energy & utility, healthcare & life sciences, media & entertainment, retail and consumer goods, IT and telecommunication, and transportation & logistics are contributing to the large customer base that is adopting enterprise mobility solutions.

The services segment continues to be another fastest growing segment of the enterprise mobility market. The global enterprise mobility market size was estimated at USD 24.89 billion in 2023 and is expected to hit around USD 194.88 billion by 2032 with a registered CAGR of 22.9% during the forecast period 2023 to 2032.

KEY PLAYERS

accenture	Cognizant	Infosys	Microsoft	SAP
Providing comprehensive mobility services, Accenture helps enterprises design and implement mobile strategies, develop custom applications, and optimize user experiences to drive business growth and innovation.	Offering enterprise mobility solutions, Cognizant enables businesses to leverage mobile technologies for improved productivity, customer engagement, and workforce management through custom apps and platforms.	Leveraging its expertise in digital transformation, Infosys delivers enterprise mobility solutions that enable organizations to modernize their business operations, enhance customer engagement, and drive innovation through mobile technologies and applications.	Through its Microsoft 365 and Azure platforms, Microsoft offers a suite of enterprise mobility solutions, including mobile device management (MDM), mobile application management (MAM), and identity and access management (IAM), ensuring secure and productive mobile experiences.	With its SAP Mobile Platform, SAP empowers enterprises to mobilize their business processes, applications, and data, enabling real-time insights, enhanced collaboration, and seamless user experiences across devices.

HYPER-CONVERGED INFRASTRUCTURE

The market for HCI expanding due to the increasing adoption of HCI solutions

The Hyper-Converged Infrastructure (HCI) Market size is estimated at USD 13.37 billion in 2024, and is expected to reach USD 40.97 billion by 2029, growing at a CAGR of 25.09% during the forecast period. 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.

The increasing adoption of cloud computing has been a major driving force behind HCI's success. Enterprises across various industries are shifting their workloads to the cloud to benefit from scalability, cost-effectiveness, and flexibility. HCI solutions seamlessly integrate on-premises and cloud resources, enabling hybrid cloud deployments that combine the best of both worlds. This synergy between HCI and cloud computing continues to drive demand for hyper-converged infrastructure solutions. Data center virtualization and consolidation are also key drivers. By consolidating multiple components into a unified system, HCI offers efficient resource allocation, improved performance, and reduced hardware footprint.

KEY PLAYERS

CISCO	DELL	Hewlett Packard Enterprise	Lenovo	NUTANIX
Leveraging its HyperFlex platform, Cisco provides integrated HCI solutions that offer seamless scalability, high availability, and enhanced security, empowering enterprises to deploy and manage applications with agility and simplicity.	Renowned for its VxRail and XC Series HCI offerings, Dell Technologies delivers comprehensive hyper-converged infrastructure solutions tailored to meet diverse workload requirements, enabling organizations to accelerate digital transformation initiatives and drive business growth.	With its SimpliVity HCI portfolio, HPE delivers hyper-converged infrastructure solutions optimized for performance, efficiency, and data protection, enabling organizations to streamline IT operations and drive business innovation.	With its ThinkAgile HCI solutions, Lenovo offers flexible and cost-effective infrastructure platforms that integrate compute, storage, and virtualization technologies, empowering organizations to optimize performance, improve resource utilization, and simplify IT management.	Known for its HCI software, Nutanix offers scalable and agile infrastructure solutions, combining compute, storage, and networking to simplify data center operations and accelerate application deployment.

LAPTOP

Form factor and advancements in processing power & graphics to propel the laptop demand

Amid central government's push to make a manufacturing hub for the world, its financial incentive plan to boost local production is receiving good response. Till now, some of the world's biggest firms like Dell Technologies, HP and Apple Inc. supplier Foxconn Technology Group, have applied for the scheme. Introduction of $2.1 billion financial incentive plan — a bid to boost local production of technology hardware such as laptops, personal computers, tablets and servers — has received an overwhelming industry response.

The Indian PC market witnessed a steep decline in shipments in 2023. The Indian PC market consisting of desktops, notebooks, and workstations shipped 13.9 million units and reported a decline of 6.6%., joining the tablets section which also witnessed a sharp decline in 2023. According to a report by IDC, while the desktop category witnessed a growth of 6.7% year-on-year in 2023, the notebooks and workstations categories declined by 11.1% and 14% respectively. While HP topped the list in terms of shipments, with 4.4 million units shipped in 2023, down from 4.5 million devices in 2022; Dell recorded the highest decline in shipments with a decline from 2.9 million in 2022 to 2.2 million in 2023, a decline of 24.5%. Acer and Asus both recorded a growth of 16.1% and 8.6% respectively in 2023.

KEY PLAYERS

Apple	acer explore beyond limits	DELL	hp	Lenovo
Renowned for sleek design, seamless integration across devices, exceptional build quality, and macOS ecosystem tailored for creative professionals and enthusiasts.	Provides affordable laptops with good performance, gaming-centric designs with high refresh rate displays, and a wide range of options for budget-conscious consumers.	Known for customizable configurations, enterprise-grade durability, industry-leading customer service, and wide range of laptops for various use cases.	Offers diverse product range catering to different needs, robust security features, innovative designs like 2-in-1 convertibles, and reliable customer support.	Specializes in business-oriented laptops with legendary reliability, innovative features like 360-degree hinges and integrated stylus, and excellent keyboards for productivity.

PRINTER

New printing capabilities unlocking new opportunities for businesses and consumers

The printer market in India has witnessed significant growth over the past few years. The printing industry is gradually drifting towards multifunctional printers that combine printing, scanning, copying, and faxing capabilities. In recent years, there has been a noticeable surge in the demand for 3D printing technology across various industries. The popularity of ink tank products has been on the rise, while demand for ink cartridges continues to decline due to reduced home printing usage. Additionally, laser products may face challenges as demand weakens in the commercial segment, with companies increasingly adopting digital solutions at scale. The fourth quarter of 2023 saw HP securing the market lead with a 36.2% share, closely followed by Epson with a 31.1% share.

Furthermore, sustainability has taken center stage in the printer market. Manufacturers and consumers alike are placing greater emphasis on environmentally friendly practices. Companies are actively developing eco-friendly printing solutions by incorporating recycled materials and implementing energy-efficient processes. Nevertheless, one of the key factors that hinders the growth of the printer market is the high operating costs of the printer. For instance, the most affordable type of printer is inkjet printers, but they are expensive to operate.

KEY PLAYERS

brother	Canon	EPSON	hp	MINOSHA
Specializing in printing and imaging solutions, Brother provides a range of printers tailored to diverse requirements, including inkjet, laser, and label printers, known for their durability, affordability, and user-friendly features.	With a legacy of excellence in imaging technology, Canon delivers a wide array of printers known for their superior print quality, advanced features, and versatility, meeting the demands of professionals and consumers alike.	Recognized for its precision engineering and high-performance printing solutions, Epson offers a comprehensive lineup of inkjet printers designed for home, office, and industrial applications, emphasizing efficiency and cost-effectiveness.	Renowned for its innovative printing solutions, HP offers a diverse range of printers catering to home, office, and commercial needs, with a focus on quality, reliability, and sustainability.	As a trusted provider of printing solutions, Minosha offers a variety of printers and multifunction devices designed to optimize productivity and streamline workflows, with a focus on delivering reliable performance and customer satisfaction.

POWER

Demand for UPS seeing a steady increase over the years

The India home UPS market was valued at US$ 317.8 million in 2023. The market is projected to grow at a Compound Annual Growth Rate (CAGR) of 5% during the forecast period from 2024 to 2032. India as a market is seeing a continuing growth for Uninterruptible Power Supply (UPS) systems across all the sectors, with residential households, small offices to large business enterprises. Industries like Residential, manufacturing, industrial, IT/ITES, BFSI, SME, healthcare, telecom, retail, education, and government make extensive use of UPS systems.

The India home UPS market has seen a large boost of demand for those with up to 1000VA, which makes up about two-thirds of market revenue. The demand for UPS has been steadily increasing over the years. The proliferation of data centers, especially in India, drives the need for UPS as they require uninterrupted power to maintain critical operations and prevent downtime. Furthermore, innovations like artificial intelligence, machine learning, and IoT enhance UPS systems, creating great opportunities for growth.

KEY PLAYERS

APC by Schneider Electric	BPE	EATON	LUMINOUS	VERTIV
Known for its innovative power management solutions, APC by Schneider offers a wide range of uninterruptible power supply (UPS) systems, power distribution units (PDUs), and surge protectors, ensuring reliable power protection for critical equipment and data centers.	Known for its innovative power solutions, BPE offers a variety of UPS systems, voltage stabilizers, and power conditioning equipment, catering to the needs of data centers, healthcare facilities, and industrial operations, ensuring stable and reliable power delivery..	With a focus on power management solutions, Eaton offers a comprehensive portfolio of UPS systems, power distribution units, and power quality products, providing scalable and efficient power protection for IT infrastructure, industrial applications, and commercial buildings.	Recognized for its reliable power backup solutions, Luminous offers a range of inverters, batteries, and solar power products for residential, commercial, and industrial applications, ensuring uninterrupted power supply and energy efficiency.	Specializing in critical infrastructure solutions, Vertiv provides UPS systems, thermal management solutions, and power distribution units tailored to data centers, telecommunications networks, and commercial facilities, offering efficient and reliable power delivery and management.

SERVER

Indian server market shows an incredible growth potential

The Indian server market has been exhibiting remarkable growth potential in recent years. With the rapid digitization of businesses across various sectors, there's a growing demand for robust IT infrastructure, including servers, to support data storage, processing, and management.

The server market is evolving with the introduction of "As-a-Service" and "pay per use" models by server companies. IDC expects hyperscalers and cloud builders to do refreshes and expansion of their infrastructure steadily through 2026. With businesses continuing to adopt a digital-first mindset, India has proven to be one of the key markets for the x86 server market. Adoption of emerging technologies such as artificial intelligence (AI), machine learning (ML), big data analytics, and IoT (Internet of Things) requires powerful server hardware to support compute-intensive workloads and data processing requirements.

Secondly, the PCBA capability in India creates significant local value enhancement for the servers beyond just assembly and testing. This further strengthens the company's ability to serve its government and public sector customers by being a trusted and preferred supplier. However, the server market has proven very resilient in recent years as IT infrastructure becomes mission critical for many organizations.

KEY PLAYERS

CISCO	DELL	Hewlett Packard Enterprise	Lenovo	ORACLE
Recognized for its Unified Computing System (UCS), Cisco offers integrated server solutions combining compute, storage, and networking capabilities, empowering organizations with streamlined infrastructure management and accelerated application delivery.	Renowned for its PowerEdge server line, Dell offers a diverse range of servers tailored to meet various computing needs, from small businesses to large enterprises, emphasizing performance, scalability, and reliability.	With its ProLiant server portfolio, HPE delivers cutting-edge server solutions optimized for agility, efficiency, and security, catering to diverse workload requirements across hybrid cloud environments and data centers.	Leveraging its ThinkSystem server series, Lenovo provides robust server solutions designed for high performance, scalability, and ease of management, offering flexibility to support diverse enterprise workloads and applications.	Focusing on its Oracle Server X9 series, Oracle delivers powerful server solutions engineered for optimal performance, reliability, and security, supporting mission-critical workloads and database applications with advanced hardware and software integration.

STORAGE

Data storage market in India witnessing a healthy growth

Due to the increasing digitization and a rise in the number of active mobile users, the demand for data storage is projected to surge in the coming years, particularly in the Asia Pacific region. Additionally, the market is being propelled forward by the sale of external hard drives and other storage devices in countries such as China and India. The global data storage market is projected to grow from $247.32 billion in 2023 to $777.98 billion by 2030, at a CAGR of 17.8% during forecast period, according to Fortune Business Insights. According to IDC, in the first quarter of 2023, the external enterprise storage systems market continued a streak of relatively high growth with vendor revenue increasing 7.3% y/y.

Furthermore, advanced technologies have paved the way for connected appliances and autonomous vehicles, which has prompted IT infrastructure companies to opt for the latest, advanced storage solutions, including flash memory and solid-state drives (SSD), for storing crucial business data. The market is expected to grow further as a majority of the enterprises are preferring only All Flash Arrays (AFA) for all their primary workloads. Increasing demand for artificial intelligence and advanced analytical solutions will also boost the demand for AI-powered storage.

KEY PLAYERS

DELL	Hewlett Packard Enterprise	HITACHI Inspire the Next	NetApp	PURESTORAGE
Dell: Offering a comprehensive range of storage solutions, Dell provides innovative storage systems and software-defined storage options designed for scalability, performance, and data management efficiency, catering to diverse enterprise needs.	HPE: With a focus on delivering cutting-edge storage technologies, HPE offers a wide portfolio of storage products and services, including flash storage, hybrid storage, and software-defined storage solutions, empowering organizations to drive agility and innovation.	Hitachi Vantara: Leveraging advanced storage technologies, Hitachi Vantara provides storage solutions tailored to modern data challenges, offering scalable, high-performance storage platforms and data management software for enterprise environments, facilitating data-driven insights and innovation.	NetApp: Renowned for its data management expertise, NetApp delivers industry-leading storage solutions, including cloud-based storage, hybrid cloud storage, and data management software, enabling organizations to unlock the full potential of their data assets.	Pure Storage: Focused on delivering all-flash storage solutions, Pure Storage offers cutting-edge storage arrays and cloud data services designed to accelerate applications, simplify operations, and provide seamless data mobility across hybrid cloud environments, ensuring optimal performance and efficiency.

STRUCTURED CABLING

Need for reliable data connectivity necessitating the demand for structured cabling

The structured cabling market in India is experiencing significant growth, driven by several key factors. The adoption of Internet of Things (IoT) devices and the expansion of communication infrastructure have led to an increased need for reliable data connectivity. The announcement of Wi-Fi services in trains has fuelled the demand for structured cabling, as seamless connectivity is essential for passengers.

Within the structured cabling market, the IT and telecommunications segment holds the largest share. India's favourable policy environment is encouraging investment in the telecom and IT sectors. This vertical relies heavily on structured cabling to support its network infrastructure and data centers. For instance, telcos are expanding their 5G networks, necessitating efficient cabling infrastructure. The growth of data centers in India also requires robust cabling solutions to manage the increasing data traffic. Moreover, infrastructure development, particularly in smart cities and industrial zones, also plays a vital role in market growth. Copper cabling too remains a critical component to meet these requirements.

KEY PLAYERS

Known for its comprehensive structured cabling solutions, CommScope offers high-performance copper and fiber-optic cabling systems, including connectivity solutions and network infrastructure solutions, ensuring reliable connectivity for diverse enterprise networks.

Renowned for its networking products, D-Link offers structured cabling solutions designed for small to medium-sized businesses, providing copper and fiber-optic cabling systems, patch cords, and network accessories to support reliable and scalable network deployments.

With a focus on reliability and performance, Polycab provides structured cabling solutions for diverse applications, offering copper and fiber-optic cabling products, patch cords, and network accessories, designed to meet the evolving connectivity needs of businesses and data centers.

Specializing in high-quality structured cabling systems, R&M offers comprehensive copper and fiber-optic cabling solutions, including modular jacks, patch panels, and fiber-optic connectivity solutions, ensuring high-performance and flexibility for modern network infrastructures.

With a focus on sustainable and efficient solutions, Schneider Electric provides structured cabling solutions that integrate power and data transmission, offering a range of copper and fiber-optic cabling solutions, patch panels, and connectivity hardware for optimized network performance.

UNIFIED COMMUNICATION

India UC market on a growth trajectory driven by technological advancements

The unified communications (UC) market in India is poised for significant growth from 2023 to 2030, driven by several factors. The rising unified communications and collaboration market trends such as Bring Your Own Device (BYOD) coupled with an upsurge in the mobile workforce and the provision of a hybrid workplace model are being observed. The convergence of cutting-edge technologies such as Artificial Intelligence (AI), Machine Learning (ML), Advanced Analytics, and the Internet of Things (IoT) has reshaped communication paradigms. UC solutions leverage these technologies to enhance productivity, automate processes, and provide intelligent insights, driving their adoption in the Indian market. UC solutions encompasses a range of software applications designed to streamline and optimize the procurement processes of organizations across various industries. Features like web conferencing, unified messaging, and real-time collaboration empower employees to work together seamlessly, leading to improved efficiency and productivity. Besides, in a competitive business landscape, effective client interactions are crucial. UC tools facilitate efficient communication with clients, whether through voice calls, video conferencing, or instant messaging.

KEY PLAYERS

Alcatel-Lucent: With its advanced UC technologies, Alcatel-Lucent offers scalable and reliable communication solutions, including IP telephony systems, unified messaging, conferencing, and collaboration tools, helping organizations improve workforce productivity and enhance customer engagement.

Avaya: Renowned for its innovative UC solutions, Avaya provides a wide range of communication and collaboration tools, such as IP telephony systems, unified messaging, video conferencing, and team collaboration platforms, empowering organizations to connect and engage with customers and employees more effectively.

Cisco: A global leader in Unified Communications (UC), Cisco offers a comprehensive portfolio of collaboration solutions, including IP telephony, video conferencing, messaging, and contact center services, designed to enhance productivity and streamline communication for businesses of all sizes.

Poly: Formerly known as Polycom, Poly specializes in delivering high-quality audio and video conferencing solutions, conference phones, headsets, and collaboration software, enabling seamless communication and collaboration experiences across different devices and platforms.

Unify: A leading provider of UC and collaboration solutions, Unify offers a suite of communication tools, such as voice, video, messaging, and conferencing platforms, designed to simplify communication, foster teamwork, and drive business growth for enterprises and SMBs alike.

UTM (UNIFIED THREAT MANAGEMENT)/ NEXT-GENERATION FIREWALL (NGFW)

UTM and NGFW designed for today's security needs of enterprises

Next-generation firewalls (NGFWs) and unified threat management (UTM) systems are both cyber defense technologies that adopt a comprehensive approach. By integrating multiple tools into a single solution, IT administrators gain better network control, resulting in time and resource savings. Both these technologies are designed for today's security needs of enterprises. While NGFW has seen large adoption among large enterprises, UTM has found its usage in the small and medium businesses.

The UTM market is driven by the rise in sophisticated data breaches, while the global NGFW market sees a key opportunity with the introduction of virtual firewalls securing virtual networks. NGFW has evolved from traditional firewalls and is considered the third generation of firewall technology today. UTMs were developed in 2004, right before NGFWs came into the scene and are meant to simplify the way organizations manage their networks' security. NGFW and UTM solutions are designed to provide advanced security capabilities that go beyond traditional firewall functionality, such as intrusion prevention, application control, and web filtering. These solutions use a combination of technologies, such as deep packet inspection, behavioral analysis, and threat intelligence, to detect and prevent advanced cyber threats.

KEY PLAYERS

Check Point	**FORTINET**	**paloalto**	**SONICWALL**	**SOPHOS**
Renowned for its Unified Threat Management (UTM) solutions, Check Point offers comprehensive cybersecurity platforms that provide advanced threat prevention, intrusion detection, and secure remote access capabilities to protect networks from evolving cyber threats.	With its FortiGate UTM appliances, Fortinet delivers integrated security solutions that combine firewall, antivirus, intrusion prevention, and VPN functionalities, enabling organizations to safeguard their networks, applications, and data against sophisticated cyber attacks.	Leveraging its Next-Generation Firewall (NGFW) technology, Palo Alto Networks offers UTM solutions that provide granular visibility, control, and threat prevention capabilities to secure networks, endpoints, and cloud environments from advanced cyber threats and malware.	With its SonicWall UTM appliances, SonicWall provides scalable and cost-effective security solutions that offer threat prevention, content filtering, and application control capabilities, enabling businesses to protect their networks and data from cyber attacks and unauthorized access.	Known for its Unified Threat Management (UTM) appliances, Sophos delivers comprehensive cybersecurity solutions that offer firewall, antivirus, web filtering, and email security features, helping organizations defend against a wide range of cyber threats and data breaches.

ZERO TRUST SECURITY

Zero trust security model acts as a vital strategy in the interconnected digital landscape

The global zero trust security market size that registered a growth of USD 25.12 billion in 2022 is expected to hit around USD 118.5 billion by 2032, poised to grow at a CAGR of 16.78% during the forecast period from 2023 to 2032. The zero trust security market has experienced substantial growth in recent years, driven by several key trends. One of the key factors is the rising frequency and complexity of cyberattacks necessitating stronger security measures. Traditional perimeter-based defenses have proven inadequate against advanced threats, prompting organizations to adopt the zero trust model.

By implementing a zero trust approach, organizations can reduce the impact of security incidents, prevent data breaches, and safeguard critical assets. Another area of growth is the cloud-based security solutions segment. As more organizations adopt 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. The zero-trust security model is also experiencing significant growth driven by the hybrid work trend.

KEY PLAYERS

Check Point	**CLOUDFLARE**	**Forcepoint**	**paloalto**	**THALES**
Check Point: With its cutting-edge cybersecurity technologies, Check Point offers Zero Trust solutions that provide comprehensive threat prevention, network segmentation, and continuous monitoring capabilities, enabling organizations to enforce strict access controls and defend against evolving cyber threats.	Cloudflare: Renowned for its cloud-based security solutions, Cloudflare offers Zero Trust solutions that leverage edge computing, identity-based access controls, and advanced threat intelligence to protect web applications, APIs, and network infrastructure from cyber attacks and data breaches.	Forcepoint: Known for its innovative approach to cybersecurity, Forcepoint provides Zero Trust solutions that combine user and data protection with advanced analytics and risk-based access controls, enabling organizations to secure their digital assets and prevent insider threats.	Palo Alto Networks: A pioneer in cybersecurity, Palo Alto Networks offers a comprehensive Zero Trust security platform, integrating advanced threat prevention, network segmentation, identity-based access controls, and continuous monitoring to protect organizations from cyber threats.	Thales: A trusted leader in digital security, Thales delivers Zero Trust solutions that leverage encryption, authentication, and access management technologies to safeguard sensitive data and critical systems, ensuring confidentiality, integrity, and availability across hybrid IT environments.

Technology adoption helps partners take data-driven decisions

"At Zoho Corp, we extend access to our strategic partners and VARs on all our product offerings for their internal consumption. Given the breadth and depth of products we offer in both business applications and IT infrastructure management, it helps our partners to manage their day-to-day operations effectively, build expertise on our products and in turn support our customers better. Additionally, technology adoption also helps them make data-driven decisions, which effectively helps them build right go-to market strategies and grow their business.

More than 50% of our business is driven through our partner ecosystem. Given the range of products we offer - from IT Service management, Unified Endpoint Management and IT Security, our partners play a very crucial role in delivering professional services like onboarding/implementing assistance, post-sales technical support ensuring the products are deployed effectively meeting the business expectations of our customers. Having the right product & domain expertise helps our partners expand into the account for up-sell and cross-sell revenue by extending the value proposition to customers on the tools & technologies they deploy. We take a proactive approach when it comes to communicating our business plan, go-to market strategies etc, with our partner ecosystem, so that they can also align their business goals accordingly. We also build the ecosystem complementing each other in technical capabilities like one with cybersecurity & other with IT service management which helps to be connected within the ecosystem."

ARUN KUMAR J
REGIONAL DIRECTOR
MANAGEENGINE

ViewsSonic and its partners work towards expanding its position in the monitor market

"ViewSonic aims to improve alliances, increase sales, and expand its position in the Indian monitor market, focusing on capitalizing on market growth opportunities and emphasising committing to doubling growth within a specific timeframe. This vision is a cohesive factor for channel partners and stakeholders, guiding them towards a shared objective of expanding and achieving success. ViewSonic offers a partner digital platform, serving as a centralized hub where partners can access exclusive information, marketing materials, key resources, and other tools essential for details and business success. The digital partner platform helps to achieve comprehensive goals for brand and partner. ViewSonic recognizes the significance of its Partner Program, viewing it as crucial for driving business growth, expanding market reach, harnessing complementary expertise, offering cost-effective expansion avenues, enhancing customer trust through reputable collaborations, and fostering innovation by amalgamating diverse resources. ViewSonic offers some partner programs to boost the business and growth for brand and partners such as regular Partner training programs are conducted in tier 2 and 3 cities, aiming to equip partners with comprehensive product details to effectively pitch the right products. ViewSonic caters to customers and partners across categories and segments in India. It is one of the only brands with the widest range of product portfolios. Our partner portal enhances transparency by showcasing offerings and schemes, as the brand aims to build trust and strengthen relationships with both customers and partners."

SANJOY BHATTACHARYA
DIRECTOR OF SALES &
MARKETING, IT BUSINESS,
VIEWSONIC INDIA

iValue stays ahead of the curve by helping partners capitalize on latest market trends

"At iValue, our extensive partner network, spanning over 900+ partners, 75+ OEMs, and 5 countries across 3 continents, provides unrivalled access to the SAARC and SEA B2B markets, enabling our partners to leverage our global reach and local presence. We ensure a seamless channel management system through a combination of:
- More than 10 dedicated partner enablement programs per month through various OEMs
- Collaborative partner engagement, through partner driven customer events for increased mind share
- Regional partner support teams, to ensure continuous engagement focusing on the solution-based business needs of the specific region.

"At iValue, we are committed to empowering our partners to unlock new business opportunities and revenue streams through our comprehensive solution portfolio and tailored offering alignment. Our iV-CoE (Innovation Hub) provides a diverse range of solutions spanning cybersecurity, cloud security, data privacy, risk and compliance, data center infrastructure, application transformation, and hybrid cloud offerings. We collaborate closely with our partners, leveraging our extensive network of over 75+ OEMs, to tailor the right mix of solutions that align with their target markets and customer pain points. Through our flexible financing options, co-marketing initiatives, and tailored enablement programs, we empower partners to differentiate themselves in the market, attract new customers, and drive sustainable revenue growth."

RAVINDRA KUMAR
SANKHLA
CHIEF REVENUE OFFICER,
iVALUE GROUP

Seagate boasts of a comprehensive strategy for fair and transparent partnerships

"Seagate offers extensive support to our partners and VARs, gauging their engagement and success through diverse metrics such as participation in training, seminars, trade shows, and events. Additionally, we track sales growth and network expansion, using these insights to refine strategies and enhance partner support. The Partner Program at Seagate is crucial to our business growth, strengthening our alliances with channel partners and distributors. By focusing on profitability and maintaining a solid return on investment for our partners, we ensure mutual success. Our commitment is to continuously enhance and expand our partner network, equipping them with the necessary tools and resources for sustainable business growth.

Seagate employs a comprehensive strategy for fair and transparent partnerships, emphasising clear communication and seamless collaboration. This includes extensive training, co-marketing programs, and regular updates on product knowledge and technology. The Seagate SkyHawk Partner App plays a crucial role in real-time communication, providing partners with essential information such as storage needs and warranty services, ensuring a thriving partner ecosystem."

RISHI PRASAD
MARKETING LEAD FOR SAARC -
SEAGATE TECHNOLOGY

Hitachi Vantara commits to cultivating mutually beneficial partnerships

"Hitachi Vantara introduced the groundbreaking partner program in India. This unique initiative complements Hitachi Vantara's existing Centre of Excellence capabilities worldwide and underscores our dedication to fostering our partners' business growth. By equipping our focused partners with Hitachi Virtual Storage Platform machines at their own locations, along with robust sales and marketing support, we empower them to serve customers more effectively in refreshing, upgrading, and innovating their data infrastructure solutions. This program highlights the significance of India to Hitachi Vantara and demonstrates our commitment to cultivating mutually beneficial partnerships while driving sales growth collaboratively with our partners.

To support partners in their commercial acceleration, Hitachi Vantara recently announced the launch of its partner program to provide product showcase machines of the Hitachi Virtual Storage Platform (VSP) E590 device for selected partners in India. With Hitachi VSP E590 machines installed at their own sites, partners can now deliver quicker Centre of Excellence (COE) capabilities to their local customers, including the ability to conduct Proof of Concepts (POCs) on customers' unique solutions, validated with on-site customer data, and increase the number of workshops conducted. In addition to machine investments totalling more than $200,000 (USD), Hitachi Vantara is providing marketing and sales support to drive awareness for the showcase and demonstration program at the partner sites, including setting up standees at the partner locations, social media promotions on LinkedIn, and deploying Hitachi Vantara sales representatives to support lead generation and increase awareness."

HEMANT TIWARI
MANAGING DIRECTOR, INDIA, HITACHI VANTARA

Partners are a crucial asset to SAS contributing to its joint success

"The SAS Partner Program is tailored to meet the ever-growing needs for partners to be successful together with SAS. It provides partners with support across the lifecycle of partner engagement which involves partner recruitment, onboarding, enablement, engagement, and governance. The SAS Partner Program helps with joint business planning to drive mutual goals, provides marketing support to drive demand generation and enables partners with access to the latest technologies at SAS. Our partners are at the center of core GTM initiatives. We provide them with robust tools to help accelerate sales, such as SAS PartnerNet, a dedicated portal for our partners that provides one-stop access to SAS resources like enablement resources, marketing assets and opportunity management workflow.

Our SAS Partner Program is crucial for expanding reach by enabling us to leverage the network, expertise, and resources of partners to access new markets and customer segments. This broad market exposure is often challenging to achieve independently, and partnerships provide a strategic gateway to tap into uncharted territories. By working with partners, we can enhance market penetration, acquire new clients, and ultimately increase revenue. The SAS Partner Program is built around providing the right tools for partners to build business plans that drive strong GTM strategies along with building professional competency on SAS products/solutions, which lead to a competitive advantage in the market for sustained business growth. We believe each partner brings unique capabilities and assets which contribute to our joint success and differentiates us in the market."

MANISH NAIR
HEAD OF ALLIANCES AND CHANNELS, SAS

Profitable growth for partners is a strategic priority for HPE

"At HPE, our focus is on helping our partners reimagine and redefine their daily operations, unlock value, and accelerate digital transformation. Recognizing the challenges many businesses face in keeping up with digital transformation, we prioritize digitally empowering our partners and VARs. We see our channel partners as an extension of our own sales force.

Our channel partners associate with HPE for three very good reasons- enhance customer base, increase market share, and speed revenue growth. And they in return offer their expertise, resources, and capabilities, which help us provide comprehensive solutions to our customers. We equip our partners with the necessary tools, processes, and resources to develop and market products that drive business success. This includes access to our cutting-edge technology for product testing and verification, as well as opportunities to showcase their products at HPE events and conferences. Additionally, we collaborate on customized marketing plans to access new markets and sales opportunities.

Our initiatives like HPE Sales Pro is a one-stop for sales enablement training to help master selling skills, deepen portfolio knowledge, gain more opportunities and bigger wins. It helps our partners understand how HPE's solutions align with and meet their customer's business objectives. With the HPE Technology Partner Program, we enable Independent Software Vendors (ISVs) and Independent Hardware Vendors (IHVs) to design, test, and market products that integrate seamlessly with HPE technology. Our ultimate goal is for customers to know that partner competency is end-to-end including technical, sales, solutions, and industry."

AMER WARSI
DIRECTOR – CHANNELS AND ECOSYSTEM SALES, HEWLETT PACKARD ENTERPRISE, INDIA

Partner programs serve as a very important pillar of B2B marketing strategy

"We are digitally empowering partners and value added resellers through various initiatives. We are adding value by providing support and guidance to partners about how to promote their business on the digital platforms (i.e. website, social media, etc.). We help the core objective is to create awareness about the products and solutions. We help them to identify the prospects and generate new leads.

The partner programs are of prime importance in the B2B partner ecosystem and the channel partners in the security market are the key beneficiaries of Partner Programs. These programs create real benefits for the partners to face the competition in the market by various on ground and online initiatives.

The partner programs are a very important pillar of B2B marketing strategy, they are the key initiatives that drive the business growth. Building a successful B2B partner program hinges on thoughtful strategy and execution. By doing these tips, you lay the groundwork for a thriving ecosystem. Embrace these pillars, and watch as your B2B partner program transforms into a powerful engine for business growth and enduring partnerships.

We are committed to a fair and transparent partnership model, which is an essential element in our business relationship with the ecosystem partners. We take all the necessary steps to ensure best practices are followed. The partner ecosystem is our biggest asset and with a keen eye on future trends, we are expanding its footprints by nurturing it along the business."

ASHISH P. DHAKAN
MD & CEO - PRAMA HIKVISION INDIA

Ingram Micro's digital collaboration with partners helps them leverage insights and avail services

"The rapidly evolving tech landscape calls for some immediate actions that we must take to digitally empower our partners and Value-Added Resellers. We have taken multiple steps to empower our partners and VARs across India digitally, and our core focus has always been on education, enablement, collaboration and support to empower partners for the digital revolution.

The first step towards digital empowerment is to create the digital mindset among partners and help them analyze the opportunities in the digital sphere. Then, we focus on digital empowerment, and that's where our digital ecosystem – Ingram Micro Xvantage – becomes a game changer for our partners. This platform empowers our partners to learn, partner, build, manage, and buy technology-led products, services and solutions digitally. It completely redefines the way partners interact and transact with us. Our digital collaboration with partners helps them leverage insights and avail the services, such as Cloud Services, Managed Services, Professional Services, etc. to meet the requirements of end customers effectively. Our Financial Services play a significant role in enhancing the technology buying capabilities of our partners without bearing any huge upfront costs. These digital empowerment strategies have helped our partners extensively to excel in the digital age. We rely on Partner Programs to achieve multiple long-term objectives such as improved business growth, stronger market presence, enhanced sales, or even maintaining a viable track record. Our partner programs also help us gain exposure to a wider range of target audience and enhance our brand visibility."

NAVNEET SINGH BINDRA
SENIOR VP & COUNTRY CHIEF EXECUTIVE, INGRAM MICRO INDIA

Partner program is central to ESDS' business growth strategy

"ESDS is providing partners and VARs with a comprehensive set of digital tools and resources, aimed at boosting their capabilities and productivity. Through access to cutting-edge technology solutions, top-notch training programs, and tailored marketing assistance, our partners can deliver increased value to their customers. Our digital platforms streamline order management, lead generation, and customer support processes, fostering seamless collaboration and communication. Committed to ongoing innovation and collaboration, we are dedicated to empowering our partners to thrive in the constantly changing market landscape.

Central to our business growth strategy is our Partner Program. Leveraging the expertise and networks of our partners, we extend our market presence and enhance our sales and service capabilities. This strategic collaboration spans various industry sectors and geographic regions, facilitating increased market penetration and accelerated revenue growth. Through joint marketing efforts, co-selling opportunities, and collaborative product development, we foster strong and enduring partnerships. The Partner Program empowers us to swiftly adapt and innovate, meeting the evolving needs and demands of our customers and the market.

To create a thriving and interconnected ecosystem, the partnership model should be fair and transparent, which entails the following steps: establishing clear selection criteria for partners that correspond to our values, goals, and target markets; developing transparent partnership terms that are governed by rules of revenue sharing, incentives, and obligations to ensure trust and accountability; prioritizing open communication and offering constant updates and feedback opportunities to partners; implementing thorough training and support programs to enable partners with necessary knowledge and resources."

PIYUSH SOMANI
CHAIRMAN AND MANAGING DIRECTOR, ESDS

Transition to AI and digital will remain a top priority for the Genesys partner community

"Partners are fundamental to the Genesys business and growth strategy. We have built an ecosystem around Experience as a Service; our vision to help organisations orchestrate seamless experiences through the coordination of technology, interactions and touchpoints across the end-to-end customer journey. To deliver on that value proposition, we run an advanced and mature partner program called Genesys Ascend which defines the framework for our entire partner ecosystem with the key objective of empowering partners to differentiate and broaden their commercial path for success. The Ascend partner program aligns credentials, performance criteria, and rewards with the "Land and Expand" theme in our SaaS Go-To-Market strategy. From a "Land" perspective, we offer partner incentives tied to Artificial Intelligence/Digital sales accreditation, business growth, and deal registrations. From an "Expand" viewpoint, incentives are tied to adoption services, SaaS renewals, and technical certifications. The goal is to align partner incentives to emphasise SaaS value creation and business outcomes – thus, equipping partners to capture incremental value.

From a Genesys standpoint, we focus on building an ecosystem of partners, including both transacting and non-transacting partners. Partner profitability is a high priority for us, and we enable our partners to realise more value. Our goal is to help our partners establish a long-term, predictable, profitable business without compromising on customer success. For our partner community, the ongoing transition to AI and digital will remain a top priority as we jointly deliver on the principle of orchestrating individualised and empathetic experiences at every consumer touchpoint."

GEORGE APRANE
VP CHANNELS & ALLIANCES APAC, GENESYS

CP Plus's approach to empowering partners is centered on collaboration and innovation

"Recognizing the vital role that our channel ecosystem plays in expanding footprint, we have implemented several initiatives to accelerate digital transformation among our partners and VARs. One of our primary focuses has been on streamlining and enhancing the partner experience through our go-to-market strategies. We have established CP PLUS Galaxy Stores in collaboration with local distributors across the country. These stores serve as hubs for showcasing state-of-the-art solutions, making them readily available even in the remotest towns of India. Over the past year, we have launched dozens of CP PLUS Galaxy Stores.

In addition to physical stores, we have also invested significantly in online initiatives to support our partners. We understand the importance of digital platforms in today's business landscape. Therefore, we have developed dedicated partner portals, focused apps, and other service support endeavors to empower our partners digitally. Our commitment to promoting growth and prioritizing our partners is evident in the design of our partnership model. We ensure that our partnership model is built on principles of fairness and transparency.

When designing our partnership model, we undertake several key steps to create a thriving and connected ecosystem. Firstly, we conduct thorough market research to understand the needs and challenges of our partners and VARs. Secondly, we engage in open communication with our partners to gather feedback and insights continuously. Thirdly, with the help of our Mission Tech programme we provide comprehensive training and support to our partners to empower them with the knowledge and skills needed to succeed in today's competitive market."

ADITYA KHEMKA
MANAGING DIRECTOR, CP PLUS

Channel partners are essential assets to Western Digital's business strategy

"Effective engagement with our channel partners is vital for our success, particularly in today's digital environment. To support them, we provide various initiatives such as TechTalk, an app-based training module, and leverage WhatsApp Business for disseminating information and education on new products. At Western Digital, we are dedicated to fostering a strong brand-distributor relationship through proactive communication, relevant training sessions, and incentivized campaigns. Our strategy revolves around education, reward, and engagement, ensuring that our partners are well-equipped to meet the evolving demands of clients and market trends. Additionally, we offer incentive programs like the SanDisk League of Heroes and provide digital toolkits containing product collateral and social media resources, aimed at supporting our partners in the digital landscape.

Partner programs hold a pivotal role within organizations, and Western Digital acknowledges their strategic importance. Our program fosters a collaborative ecosystem, equipping our partners with the necessary resources, tools, and support to effectively market and distribute our innovative solutions. By leveraging their market insights and expertise, we unlock new customer segments, enhance overall customer experiences, and tailor storage solutions to ever-evolving market needs.

We take pride in running one of the industry's most robust and successful partner programs. We continually redefine our approach to collaborating with our partners, and the results are clearly visible across our partner network. To facilitate transparent and direct communication, we have embraced the WhatsApp Business platform within our "My WD" program. Moreover, for the IT channel, with a focus on SSDs, a similar platform has been developed."

KHALID WANI
SENIOR DIRECTOR - SALES, INDIA, WESTERN DIGITAL

InstaSafe believes in a digitally empowered channel ecosystem

"In the dynamic landscape of technology distribution, Value-Added resellers (VARs) play a pivotal role as intermediaries between OEMs like us and end-users. We as a team believe that an empowered channel eco system can contribute to our mutual success. Since the last fiscal, our primary focus has been towards our channel partners and distributors. We are working with the channel ecosystem more closely and this helped us connect with a good mix of new and existing VARs who are pretty excited to work with us.

When InstaSafe onboards a partner, they become an extended part of our team. Our simplified and streamlined onboarding and deal registration processes are very well accepted by our channel partners. InstaSafe's crucial responsibility is empowering VARs to maximize their potential in the market. By fostering strong relationships, constant support, and aligning win-win situations for both. Our partners have been integral to our journey so far, however we recognize the need to diversify and expand our network. Strategic partnerships enable us to tap into new markets, reach untapped customer segments, and leverage the expertise of industry leaders.

We are now aggressively designing training programs that can help equip VARs with the knowledge and skills needed to effectively market, sell, and support our products. Access to our resources such as webinars and documentation, Regular updates on product features and market trends keep VARs competitive and confident in their offerings. By combining our strengths with those of our partners, we can develop innovative solutions that address the evolving needs of our customers."

ROMITA DAS
DIRECTOR - CHANNELS & ALLIANCES, INSTASAFE TECHNOLOGIES

For Optoma, channel partners serve as the backbone of its operations

"Optoma's position as a leader in the Indian projector market owes much to our robust network of channel partners. These partners serve as the backbone of our operations, contributing significantly to our growth trajectory. Our Channel partners act as our extended arms, reaching out to diverse customer segments across India. Their local presence and established relationships allow us to penetrate markets that might otherwise be challenging to access directly. Our partners are our brand ambassadors. Their endorsement and advocacy play a crucial role in building Optoma's reputation. When partners believe in our products, they convey that confidence to customers, reinforcing our brand image.

Optoma recognizes the critical role of digital empowerment in supporting our partners and value-added resellers (VARs). We leverage digital tools, including social media and smartphone applications like WhatsApp, to empower our partners. Optoma actively maintains a strong presence on social media platforms such as Facebook, Twitter, LinkedIn, and Instagram. We share product updates, success stories, and industry insights, ensuring that our partners stay informed about our offerings. Social media platforms serve as virtual meeting points. We engage with partners, encourage discussions, and foster collaboration. Partners can connect with us, share their experiences, and learn from each other. Optoma invests in educating and empowering our partners. We provide training sessions, product knowledge, and insights into industry trends. Informed partners can effectively communicate Optoma's value proposition to customers. Our channel partner program is not just about sales; it's about building lasting relationships, and mutual growth."

VIJAY SHARMA
COUNTRY HEAD OPTOMA

Kaspersky tailors its program to meet every partner's specific business needs

"Kaspersky has a very well-defined partner program called the United Partner Program. Under Kaspersky United, our partners get access to a dedicated partner portal with integrated tools that they need to business with us. We offer flexible license management tools to our MSPs and MSSPs. We have set up single sign-on Kaspersky Order Management portal to enable our partners to order and manage their customer subscriptions. The tools in this portal help our partners increase revenue by recommending upgrades, analyze license usage and find new upsell opportunities.

We have recently updated the Kaspersky United Partner Program to address Kaspersky partners at various levels according to their business model. Through our updated partner program, we are able to offer differentiated benefits, including extended technical and marketing support. We now offer partner specific rebate programs, so that they can maximize returns. This helps us to strengthen Kaspersky's B2B, Managed Services Provider (MSP) and Managed Security Services Partner (MSSP) business in the market. In the new approach, the program is now divided into four business model-focused streams: Sell, Deploy, Manage, and Build. Each of the streams focus on a specific type of business partner.

With the rapid digitalisation in recent years, our updated partner program plays an essential role in supporting our commitment to increase cyber immunity among businesses especially in rapidly developing cities in India. We also offer collaborative and rewarding business opportunities. When any company becomes our channel partner, they get the Kaspersky onboarding kit, which lets the partner onboard employees rapidly through a structured, automated process."

JAYDEEP SINGH
**GENERAL MANAGER,
SOUTH ASIA, KASPERSKY**

Pure Storage to support partners' business growth in the as-a-Service era

"Pure Storage continuously improves the Partner Program in line with partner feedback, customer needs, and our company's strategy to empower partners to achieve quicker, smarter, and more innovative business outcomes. We firmly believe that the success of our partners and customers is intricately linked to our own success. We recently unveiled a series of new updates, incentives and offerings for delivering subscriptions entirely through the channel. The newly launched Partner intelligence dashboard gives our Partners visibility into all of their engagements with Pure Storage and customers from current business and pipeline, as well as guided proactive recommendations on upgrade/upsell/renewal opportunities. We also simplified auditing and reporting by making updates to our Salesforce reporting experience, Partner dashboard, and recruiting & onboarding tools, enabling partners with a more cohesive experience across the platform.

Pure Storage has been 100 percent channel-led since its founding, and we recognize the pivotal roles our partners play in delivering innovative storage solutions to customers worldwide. Over the last year, we have made Pure Storage's robust partner programme even more focused on our partner community. The ability to adapt to the subscription economy is increasingly defining the success of businesses across industries. In fact, subscription services now account for nearly half of Pure Storage's revenue. We focused on enabling and empowering our partners with data and tools. We have worked closely with partners to support their increased use of our subscription portfolio. Pure Storage is therefore uniquely positioned to support partners' business growth in the as-a-Service era."

JITHESH CHEMBIL
**HEAD OF CHANNELS,
PURE STORAGE INDIA**

Partner Program fosters a mutually beneficial ecosystem for IceWarp's partners

"To digitally empower our partners and VARs, IceWarp implements a multifaceted approach. This includes comprehensive training programs. We already empower our partners with marketing support through co-branded materials and incentive programs to drive promotion efforts. Our Technical support and enablement ensure partners can effectively implement and support IceWarp solutions on ground. We are also working on provisioning an accessible online portal for resources and collaboration, and sales enablement tools like CRM systems and automation platforms to help partners support the customers effectively on ground. The Partner Program is crucial for our organization's business growth strategy. By collaborating with partners and VARs, we extend our reach into diverse markets, tap into specialized expertise, and leverage existing relationships to drive sales and expand our customer base. Partnerships allow us to scale more efficiently, penetrate new segments, and deliver greater value to customers through complementary offerings and tailored solutions. Furthermore, our Partner Program fosters a mutually beneficial ecosystem where partners are incentivized to actively promote and sell our products or services, fueling revenue growth and market penetration. Overall, the Partner Program plays a pivotal role in accelerating our business growth trajectory and strengthening our position in the marketplace. Designing a fair and transparent partnership model is fundamental to creating a thriving and connected ecosystem. Our key steps include identifying mutual goals, defining clear expectations, and establishing equitable incentives that reward performance. Open communication channels are crucial, fostering collaboration, feedback, and issue resolution."

ANITA KUKREJA
**HEAD - MARKETING,
STRATEGIC ALLIANCES,
BRAND, AND CHANNEL
SALES, ICEWARP**

CommScope is committed to keeping partners in sync with latest technological developments

"CommScope has a 360-degree approach towards empowering our partners. Our major pillars of digital empowerment are around availability of globally standard technical documentations and design tools on our platforms for registered/authorized partners. This enables our VARs to design and deliver projects and solutions that can be scaled seamlessly as the technology needs of our mutual customers continue to evolve. Additionally, CommScope makes available to registered and authorized partners training across multiple networks and data center related technologies. CommScope is committed to continuously enabling technology in the network infrastructure space and keeping our partners in sync with the latest technological developments.

At CommScope, we believe that a strong collaboration with our partners is the best way to bring essential solutions to the forefront of an evolving Indian market and for a new breed of digitally savvy customers. Our PartnerPRO Network forms the foundation of this association by featuring an exclusive global network of experts designed to help partners discover new revenue opportunities. The network consists of CommScope-authorized local distributors, solution providers, consultants and alliance partners that are trained to provide local insights, which puts our high-performance solutions to work. Extensive guidance and access to resources for partners are also included as part of the PartnerPRO program, to elevate their marketing and technical expertise, and build trusted and mutually profitable relationships. Additionally, CommScope's RUCKUS has its own dedicated Partner Program that provides valuable benefits to help channel partners compete, succeed and grow their own businesses."

KALYAN DEEP RAY
NATIONAL CHANNEL
MANAGER, ENTERPRISE
SALES, INDIA & SAARC,
COMMSCOPE

Dell dedicated to digitally empowering its partners and VARs

"At Dell, we are dedicated to digitally empowering our partners and Value-Added Resellers (VARs). We provide them the technology, expertise and support they need to drive profitable growth and success. In the 2024 Dell Technologies Partner Program, we are investing in key growth areas such as Data Science & AI, Edge Solutions, and Sustainability & ESG. These new competencies validate partners' expertise in emerging technologies and enable them to capitalize on market opportunities, such as the growing demand for AI-driven solutions and sustainable IT practices. Besides, we are also investing in new market opportunities by launching three new competencies - Data Science & AI, Edge Solutions, and Sustainability & ESG. These competencies aim to equip partners with the expertise needed to capitalize on emerging market trends and address evolving customer needs.

With a focus on seizing emerging opportunities and delivering value to customers, Dell is poised for continued success in the dynamic landscape of technology. We are modernizing the online experience by expanding digital connectivity, providing partners with self-serve capabilities to reduce touch from configure to order and empowering them with future-ready tools to help unlock profit potential.

Partners are critical to Dell's success. In 2023 our partners contributed approximately 50% of our net revenue and more than 60% of all new and reactivated buyers. With this foundation of strong partnerships, we have an opportunity to further grow and modernize the core business in the year to come."

VIVEK MALHOTRA
SENIOR DIRECTOR –
INDIA CHANNELS, DELL
TECHNOLOGIES

Partner program is the core of Securonix's growth strategy

"In the face of evolving technologies, Securonix is currently revamping the global channel program, with the aim of introducing certification and training programs for various channel partners to empower them. By implementing these measures, we aim to strengthen our extended enterprise network and improve the ability of our partners to effectively use our technology. Most of these training and courses are available for free on the website which makes it accessible to all. There are also paid instructor-led training programs. Partners can acquire the necessary skills and get certified, which can help them confidently support their customers. By equipping our partners with the necessary skills, we can ensure they are capable of adapting to the changing needs of our customers and delivering exceptional results.

Partner program is the core of our growth strategy and hence it is a crucial aspect of our business. Currently, approximately 64% of our global revenue originates from channel partnerships, encompassing MSSPs, VARs, and OEMs. Our objective is to further increase this proportion, potentially reaching up to 80% within the next couple of years. We are also eyeing a greater market share and for that we are engaging with strategic channel partners. While we have made notable progress with MSSPs and mid-market value-added resellers, there are other channels that we have yet to fully utilize. We recently introduced CyberOps which comprises the defenses and weapons needed by SOC to stave off the next-generation of cyber threats."

HARSHIL DOSHI
COUNTRY DIRECTOR (INDIA
& SAARC), SECURONIX

Exclusive Networks excels in creating a fair and transparent partnership model

"Exclusive Networks empowers its partners with a multi-faceted approach involving comprehensive training with certifications, ensuring access to the most advanced tools, facilitating digital platforms for collaboration, offering incentive programs, strategic business planning and continuous innovation with Product updates. By investing in these areas, we aim to build a robust and proactive partner ecosystem capable of adapting to the digital transformation and succeeding in this competitive market.

Exclusive Networks believes that a well-structured Partner Program is very essential for driving business growth as it extends our market reach by enhancing scalability, leveraging market expertise by improving customer satisfaction which increases brand visibility, reduces costs and fosters innovation providing a competitive edge. We invest in building and nurturing our partner ecosystem by positioning it to succeed in today's digital landscape.

Exclusive Networks has excelled in creating a fair and transparent partnership model which involves careful planning with clear objectives, open communication, mutual respect and a commitment to our shared goals. With these steps, we have succeeded in building a thriving ecosystem that not only drives business growth but also enhances our capabilities and satisfaction of every partner involved in our business."

VEERANNA GANIGERE
REGIONAL GENERAL MANAGER - INDIA & SAARC, EXCLUSIVE NETWORKS

Sophos recognizes the central role of partners in its go-to-market strategy

"At Sophos, we endeavor to digitally empower our partners and value-added resellers through initiatives such as Partner Care. This program offers a dedicated 24-hour, 7-day-a-week support team for non-sales inquiries, streamlining administrative tasks and allowing partners to concentrate their efforts on sales activities. Additionally, we furnish our partners with real-time and historical threat intelligence from our Sophos X-Ops unit, enabling them to address customer concerns regarding the latest cyber threats with confidence. We also collaborate with strategic partners to introduce comprehensive vulnerability and attack surface management services, combining our expertise with advanced technology. This collaboration equips partners with tools to identify and prioritize the remediation of vulnerabilities in customer environments, enhancing their ability to provide proactive security solutions.

Through these digital initiatives and partnerships, we empower our partners and value-added resellers to better serve their customers and maintain a competitive edge in the ever-evolving cybersecurity landscape. Our Partner Program is crucial for us at Sophos in driving business growth, as it aligns with our channel-first approach and underscores our commitment to supporting partners. We recognize the central role of partners in our go-to-market strategy, shaping our products and services to enable them to effectively address customer security concerns and enhance profitability. Additionally, our strategic partnerships further extend the program's capabilities, enabling partners to offer comprehensive security solutions to customers. Thus, our Partner Program serves as a cornerstone for us, driving collaboration, innovation, and sustained business growth through our channel ecosystem."

RAJEEV GUPTA
DIRECTOR OF CHANNEL SALES, INDIA & SAARC SOPHOS

Partner Program serves as a vital stimulus for Veeam's business growth

"Veeam's commitment to digitally empowering partners and VARs is evident through its established service provider programs, which offer a streamlined pathway for VARs and MSPs to deliver customer outcomes in an "as a service" model. By joining these programs, partners gain access to a wealth of resources and support, enabling them to promptly enter the market with Veeam-powered solutions, expanding their service offerings, and enhancing their competitive edge. Moreover, Veeam's strategic investment in SaaS technology, Microsoft 365, and Salesforce provides partners with unparalleled up-sell and cross-sell opportunities, enabling them to grow their businesses and stay ahead in the digital landscape. Also, the advanced Veeam ProPartner network provides enhanced sales and technical training aligned to competencies that enable partners to differentiate through expertise in Cybersecurity and Disaster Recovery, SaaS, Kubernetes data protection and Public Cloud solutions. The Partner Program serves as a vital stimulus for Veeam's business growth, particularly in India where our channel is an important part of our go to market strategy. Veeam facilitates business continuity for its clientele with its dedication to ensuring uninterrupted access to data and applications across diverse cloud infrastructures. Our scalable partner ecosystem plays a key role in extending our reach across varied markets, including Tier 1, Tier 2, and Tier 3, as well as diverse industry verticals. What distinguishes Veeam is our commitment to more than just the transactional facets of partnership. We prioritize the protection and fair treatment of our partners, ensuring equitable revenue sharing and rewards."

AMARISH KARNIK
DIRECTOR – CHANNEL, ALLIANCE & CLOUD SERVICE PROVIDER - INDIA & SAARC, VEEAM SOFTWARE

YouTube in f X

PARTNERS RIDING ON BACK OF
NEW AGE TECHNOLOGIES

Customers today have understood the need for investment, people, and processes to convert abstract transformation goals into positive results. The leaders of these progressive enterprises no longer believe in the policy of "wait and watch" rather they are quick to embrace technologies that hold potential to increase productivity, scale operations, and/or build new revenue streams. For example, customers across industries have already deployed solutions to their internal and external end users and have been seeing differentiated outcomes, both in top-line and operational improvements.

Though the market readiness for the latest technologies varies across industries but it has been observed that customers are demanding for technologies like edge computing and IoT solutions for real-time data processing in logistics, healthcare and manufacturing sector, AI/ML for advanced cyber security measures, multi-cloud and hybrid cloud solutions to optimize digital transformation initiatives, Blockchain witnessing traction in the fields of supply chain management, smart contracts, identity verification. There are other cutting-edge technologies like GenAI, P5G, App and API Security that are in demand among the customers.

Utilizing these new age technologies as an opportunity, IT service providers or partners are impacting the growth of its customers. To reap benefits from the emerging technologies, the partners first analyze the market and narrow down the technology, products or solutions that have the potential to disrupt the market. They also invest in research and development in order to understand their application and also innovate solutions by integrating the technologies so that they can offer better customer experience to their clients. Not only this, the partners also collaborate with technology vendors and invest in upskilling its resources so that they always stay ahead in the competitive market.

YouTube in f X

Ingram Micro Xvantage provides a superlative immersive experience to customers

NAVNEET SINGH BINDRA
SENIOR VP & CHIEF COUNTRY EXECUTIVE, INGRAM MICRO INDIA

"Considering rapid advancements in the field of technology, it becomes an absolute necessity for any National Technology Distributor and Value-Added Service Provider to monitor emerging trends proactively. First, distribution companies need to invest in analyzing the market and identifying which technology, products or solutions can gain traction and disrupt the market. During this process, it's important to make an agile and adaptable plan that can be adjusted as and when you foresee some fluctuations in the trends going forward.

Then, it becomes important to forge strategic partnerships with innovative tech companies that are providing solutions based on cutting-edge products and emerging technologies. This can help any tech distribution company expand its portfolio and include more offerings around AI, ML, IoT, Cloud Computing, Edge Computing, Blockchain, etc. Moreover, your strategic partnerships with innovative tech companies can also help you offer more customized, vertical-focused solutions and Value-Added Services.

Besides forging strategic alliances with the right innovative tech companies, it's equally important to start investing in skill development programs for the employees.

There are various ways in which a tech distribution company can leverage new technologies to drive customer experience and become the brand of choice. We are taking multiple actions to provide a superlative immersive experience to our customers through Ingram Micro Xvantage. Our new digital experience platform enables our customers to interact and transact with us most conveniently."

Revamping service portfolio with new technologies

SHRIRANGA MULAY
VP, DEVELOPMENT ENGINEERING, INDIA, NTT DATA INC.

"Some of the emerging technologies that are expected to disrupt the market include GenAI, P5G, Industrial IoT & Security, and App and API Security. At NTT, our approach is to utilize these trends for business growth. We invest in research, form strategic partnerships, and offer customized solutions to adapt to market demands.

At NTT, we leverage new technologies to revamp our service portfolio, prioritizing internal adoption and seamless implementation for clients. This approach enhances operational efficiency, enables automation, and facilitates self-service, ultimately elevating the customer experience and setting us apart in the market.

We are well-prepared to leverage and implement new technologies effectively through continuous upskilling and strategic resource allocation. Our team has diverse expertise, and a solid foundation in both domain knowledge and technical proficiency. For instance, in the GenAI, we have individuals who are proficient in GPU and CPU Accelerators, as well as a comprehensive understanding of GenAI platforms and MLOPs.

Our extensive experience as a managed service provider (MSP) in network and security services positions us as leaders in the field. At NTT, we have been able to adapt our skills to address emerging challenges such as IoT security, seamlessly integrating IT and OT security protocols.

Apart from this, our background in infrastructure and application management has allowed us to organically expand into areas such as application and API security. We have invested in upskilling and Laddering up of our team to provide reliable and robust security solutions and services tailored to the application-centric paradigm."

iV-CoE plays critical role in evaluating new technologies

SHRIKANT SHITOLE
CEO, IVALUE INFOSOLUTIONS

"At iValue, we keenly monitor emerging technologies poised to disrupt the market, such as AI/ML for cybersecurity, edge computing, multi-cloud/hybrid cloud solutions, and digital applications enabling business transformation.

Our dedicated Center of Excellence (iV-CoE) plays a crucial role in evaluating these trends through proof-of-concepts, use case validation, and rapid prototyping across OEM solutions. We leverage AI/ML for automated security testing, vulnerability scanning, and threat detection during the development lifecycle, enabling us to build security into applications and APIs from the design stage (DevSecOps approach). This allows us to capitalize on disruptive innovations, driving growth by enhancing our solution offerings to meet evolving client needs, including adherence to data protection regulations like the Digital Personal Data Protection Act 2023 (DPDP Act).

At iValue, we leverage new technologies to enhance customer experience through our iV-CoE, a hub for innovation and collaboration. Our integrated "best-of-breed" solution stacks across OEMs enable rapid proof-of-concepts, validations against customer use cases, and ensuring application resilience across multi-cloud/hybrid cloud environments. iV-CoE's continuous focus on emerging technology integration allows us to stay ahead of trends, addressing evolving digital transformation needs, including secure digital application development, data protection compliance, and leveraging AI/ML for cybersecurity.

This approach, combined with our extensive partner network and solution delivery expertise, differentiates us as a trusted provider of integrated, cutting-edge IT solutions and services, driving impactful digital transformations for our valued clients."

Targus Technologies investing in skill development and resources

RAUNAQ SINGH
CEO, TARGUS TECHNOLOGIES

"We are equipping ourselves with the necessary skills, expertise, and resources to effectively leverage implement AI, IoT, cybersecurity, and other new technologies.

Investment in Talent: Targus Technologies can invest in recruiting and retaining skilled professionals expertise in AI, IoT, cybersecurity, and related technologies.

Training and Development: Provide ongoing training and development programs to upskill exi employees and keep them abreast of the latest advancements in technology.

Partnerships and Collaborations: Forge strategic partnerships and collaborations with technology ven academic institutions, research organizations, and industry associations. These partnerships can provide acce cutting-edge technologies, research insights, and collaborative opportunities for innovation.

R&D Initiatives: Invest in research and development initiatives to explore new applications and use case AI, IoT, and cybersecurity technologies. This can involve setting up dedicated R&D labs, innovation centers pilot projects to experiment with emerging technologies and prototype new solutions.

Infrastructure and Resources: Ensure that Targus Technologies has the necessary infrastructure resources to support the development and deployment of AI, IoT, and cybersecurity solutions.

Compliance and Security: Develop robust compliance and security frameworks to ensure that AI, IoT, and cybersecurity solutions adhe industry regulations and best practices.

Customer-Centric Approach: Adopt a customer-centric approach to technology implementation by understanding the unique needs and challe of clients across different industries. Tailor AI, IoT, and cybersecurity solutions to address specific business requirements and deliver tangible val customers."

Empowering customers with technological innovation

HIREN MEHTA
MD, UNIFIED DATA-TECH SOLUTIONS (UDTECH)

"Leveraging new technologies to enhance the customer experience and differentiate ourselves in the m through several key strategies:

Personalization: We use AI and data analytics to personalize our services and solutions to meet the ur needs of each customer. This approach helps us deliver tailored solutions that drive customer satisfaction loyalty.

Automation: Automation technologies such as RPA and autonomous systems enable us to strean processes and improve efficiency, allowing us to deliver faster and more reliable services to our customers.

IoT: We leverage IoT devices and sensors to collect real-time data, enabling us to provide proactive predictive maintenance services to our customers. This approach helps us minimize downtime and maxi efficiency for our customers.

Customer Engagement: Through social media, email campaigns, and other digital channels, we engage our customers to gather feedback and insights, allowing us to continuously improve our services and offerin

We pride ourselves on our skilled team of engineers and experts who are well-equipped to leverage implement new technologies effectively. Our team undergoes regular training and upskilling to stay updated with the latest advancements in AI and automation.

Additionally, we have established strategic partnerships with technology providers and industry leaders to access cutting-edge solutions and expe Furthermore, we have invested in state-of-the-art infrastructure and tools to support the implementation of these technologies. Our commitme excellence and continuous improvement ensures that we remain at the forefront of technological innovation, empowering our customers to ach their business goals effectively."

Innovating services with Generative AI and Bots

CHANDRASEKAR B
CHIEF BUSINESS OFFICER, FUTURENET TECHNOLOGIES (INDIA)

"With the advent of emerging technologies like Generative AI, it has a potential to disrupt wide rang industries by enabling new forms of creativity and innovation. We at Futurenet see this as an opportuni innovate our services offering using Generative AI and Bots to our customers, thereby enhancing user exper and increasing productivity.

User experience is the key to success for any industry and we are no different, by leveraging new technol we are sure that the customer experience will increase multi-fold thereby the ability of our customers to in service their end customers more effectively, hence giving them an edge over their competitors. These technologies make us as well as our customers to be more proactive in satisfying the needs of the end custo thereby increasing customer experience and satisfaction.

We are in the process of building our skills and our expertise in serving customers for almost three dec makes us believe that we can effectively leverage on these new technologies"

YouTube in f X

Following three-pronged approach to make the most out of emerging technologies

PRANAV PANDYA
FOUNDER AND CHAIRMAN, DEV INFORMATION TECHNOLOGY

"At DEV IT, we constantly monitor the ever-evolving technological landscape. We identify emerging technologies with the potential to disrupt our industry and implement a three-pronged approach to capitalize on them:

Early Adoption: We actively seek opportunities to pilot and integrate these technologies into our solutions. This allows us to gain valuable experience, refine our offerings, and establish ourselves as thought leaders in the space.

Upskilling and Innovation: We invest heavily in training our team members on the latest technologies. We also foster a culture of innovation, encouraging employees to explore new applications and integrate them into DEV IT's services.

Strategic Partnerships: We recognize that not all advancements can be developed in-house. We forge partnerships with leading tech companies and research institutions to gain access to cutting-edge solutions and expertise.

We believe emerging technologies hold immense potential to elevate customer experience:

Increased Efficiency: We utilize automation and AI to streamline processes, leading to faster turnaround times and improved service delivery.

Data-Driven Insights: We leverage big data analytics to gain a deeper understanding of customer needs and preferences, allowing us to personalize our solutions and optimize user experience.

Enhanced Security: We adopt advanced cybersecurity solutions to safeguard customer data and build trust in our services.

By proactively integrating these advancements, we differentiate ourselves from competitors and offer a future-proof, value-driven customer experience."

Simplifying Business-to-Customer communication

BIREN SHAH
MANAGING DIRECTOR, ADIT MICROSYS

"Emerging technologies that have an impact on customers' businesses drive us to evaluate, simplify and offer as a solution to potential customers. However, most customers are not in a position to straight away invest in emerging technologies for various reasons, so the actual consumption is a slow process. Technologies which help us improve operations and productivity within our organization, we evaluate and implement where we find clear benefits.

Markets are not homogenous. The technology-oriented customers are willing to start quickly with proof-of-concept projects. Majority of customers move more cautiously and take more time to get ready to adapt to changes.

We introduce technologies that simplify Business-to-Customer communication. For example, many of our customers now use integration of WhatsApp with their applications and have reduced dependance on mobile apps, which many customers weren't too happy to download and use."

Leveraging AI/ML analytics to enhance customer experience

RAMAKRISHNAN VENKATASUBRAMANIAN
CHIEF DIGITAL OFFICER, BAHWAN CYBERTEK

"Emerging technologies like Generative AI are not just an upgrade but a quantum leap. CXOs are looking beyond the hype and integrating these technologies into operations to extract maximum value.

The use cases for these technologies are plenty. We're seeing organizations leverage them at least in the form of next-gen chatbots and virtual assistants to enhance customer experience. In the field of IT and digital transformation, generative AI is used for a wide variety of use cases including software engineering (co-pilots and code-assistance), experience engineering (hyper personalization and consumer experience), IT support (intelligent helpdesk and service management), knowledge management and learning, and advanced areas like cyber security (threat intelligence and AI-driven anomaly detection).

Further, advancements in web3.0 technologies bring a strong convergence between IT and industries. For example, industrial automation powered with IoT, blockchain, and AI offers significant range of possibilities in reducing human error and improving productivity.

Our product dropthought is a real-time experience management platform that helps organizations to understand, manage, and improve experiences of their customers, employees, fans, and other stakeholders. We use advanced AI/ML analytics to provide actionable insights in real-time, helping clients enhance customer experience. dropthought's combination of Granular Sentiment Analysis, AI-Powered Conversation-Based Engagement, and Action Planning for Proactive Improvement is a key differentiator.

Our technology practices drive adoption of new technologies across BCT's (Bahwan CyberTek) customers through enterprise-grade architecture, technology consulting, niche partnerships, and IP adoption."

Focusing on investments in R&D to capitalize on emerging technologies

AMARNATH SHETTY
MANAGING DIRECTOR, LDS INFOTECH

"The market readiness for emerging technologies varies across industries and regions. However, there is a growing awareness of the potential benefits of technologies like edge computing and advanced cybersecurity measures. Customers are increasingly demanding solutions that offer real-time data processing, enhanced security, and seamless connectivity. As businesses strive to stay competitive in this rapidly evolving landscape, there is a significant demand for innovative products and services that leverage these new technologies to address their evolving needs and challenges.

To capitalize on emerging technologies like edge computing and advanced cybersecurity measures, we focus on strategic investments in research and development to understand their applications within our industry. By fostering a culture of innovation, we encourage our teams to explore ways to integrate these technologies into our existing infrastructure and processes. Additionally, we actively seek partnerships with technology providers and collaborate with experts in the field to stay at the forefront of these advancements. This proactive approach allows us to leverage these trends effectively to drive growth by enhancing efficiency, improving reliability, and delivering innovative solutions to our customers.

We leverage new technologies to enhance the customer experience by offering innovative solutions that address their evolving needs and preferences. For example, we utilize edge computing to deliver real-time insights and personalized experiences to our customers. Additionally, we prioritize cybersecurity measures to safeguard their data and ensure a seamless and secure user experience. By leveraging these technologies, we differentiate ourselves in the market by offering cutting-edge solutions that deliver value and build trust with our customers."

By staying agile and adaptable, we can swiftly capitalize on emerging trends

JIGAR SANGHVI
DIRECTOR & CEO, SANGHVI INFOTECH

"As a group deeply entrenched in system integration and various facets of information technology, we embrace emerging technologies as opportunities rather than challenges. We have established a robust framework for identifying, assessing, and integrating these disruptive technologies into our portfolio. Our approach involves close collaboration with industry experts, continuous market analysis, and strategic partnerships with cutting-edge technology providers. By staying agile and adaptable, we can swiftly capitalize on emerging trends, leveraging them to drive innovation, efficiency, and ultimately, sustainable growth across our diverse companies.

Customer experience lies at the heart of our business philosophy, and we view new technologies as enablers to elevate and differentiate our offerings in the market. Whether it's leveraging AI-driven analytics to personalize user interactions, deploying IoT solutions for real-time monitoring and predictive maintenance, or harnessing blockchain technology to enhance security and transparency, we are committed to leveraging the full spectrum of emerging technologies to deliver unparalleled value to our customers. By focusing on innovation, usability, and seamless integration, we strive to create transformative experiences that not only meet but exceed customer expectations, thereby solidifying our position as a market leader.

Our decades-long experience in the IT industry has endowed us with a deep pool of talent, comprising seasoned professionals and forward-thinking innovators. We foster a culture of continuous learning and skill development, investing in training programs, certifications, and knowledge-sharing initiatives to equip our teams with the latest tools and expertise."

Harnessing AI, modernization, and security technologies to create agile and intelligent solutions

PRASHANTH S
CO-FOUNDER & EXECUTIVE DIRECTOR, QUADRASYSTEMS.NET

"At Quadra, we see AI, cloud modernisation and security as emerging trends that enterprises need to stay on top of in order to thrive and grow faster than competition. In order to ensure that we help our customers make the most of these trends, we maintain a deep understanding of our target market, conducting thorough market research to identify the needs, preferences, and pain points of our customers, current as well as potential.

This enables us to tailor our customer experience strategies to meet their specific requirements, leveraging technology to deliver exceptional and personalized experiences.

Additionally, we prioritize innovation and differentiation in our offerings. By developing unique value propositions through innovative services and custom IP solutions, we aim to stand out in the crowded marketplace. This involves leveraging our team's expertise, which boasts over 750+ professional IT certifications, to harness AI, modernization, and security technologies in creating agile and intelligent enterprise solutions.

Furthermore, strategic partnerships with leading technology providers and start-ups in AI and cybersecurity enhance our service offerings, providing us access to cutting-edge technologies and market insights. This collaborative approach not only broadens our capabilities but also enables us to offer the most advanced and effective solutions to our clients."

Integrating innovations into solutions to offer comprehensive cyber protection

VIBHORE SHRIVASTAVA
MANAGING DIRECTOR, VIBS INFOSOL

"To capitalize on emerging cybersecurity technologies, we adopt a proactive approach by closely monitoring industry developments and assessing their relevance to our business and clientele. For instance, with the proliferation of cloud computing and remote work, we invest in researching and implementing advanced threat detection and response systems. By integrating these innovations into our security solutions, we aim to offer comprehensive protection against evolving cyber threats, thereby driving growth and instilling confidence in our clients.

We leverage new cybersecurity technologies to enhance the customer experience by offering proactive protection and personalized solutions. For instance, we deploy AI-powered threat intelligence platforms to analyze vast amounts of security data and identify potential threats in real-time. Additionally, we provide clients with user-friendly interfaces and dashboards to monitor their security posture and respond to incidents efficiently. By delivering seamless and effective cybersecurity solutions powered by emerging technologies, we differentiate ourselves in the market and build trust with our clients as a reliable security partner.

We prioritize talent acquisition and continuous training to ensure that our cybersecurity team is equipped with the skills and expertise needed to leverage and implement new technologies effectively. This includes investing in certifications, workshops, and hands-on training programs to keep our staff updated on the latest cybersecurity advancements. Additionally, we collaborate with industry experts and technology partners to access additional resources and support."

Using new technologies for better customer experience through personalized and efficient services

SAIRAMAN MUDALIAR
CO-FOUNDER & DIRECTOR, PENTAGON SYSTEM & SERVICES

"To capitalize on emerging technologies and drive growth, it's essential to stay informed about market shifts and emerging trends. Establish strategic partnerships with technology providers to access new innovations and expertise. Maintain a customer-centric focus by leveraging emerging technologies to enhance customer experience and satisfaction. Embrace an agile business model that allows for quick adaptation to seize new opportunities. Invest in skilled professionals knowledgeable in emerging technologies to drive innovation and growth.

It's essential to utilize data-driven decision-making to guide investments in technologies with high growth potential. Innovate by developing new products or improving existing ones using emerging technologies. We also believe in sharing our expertise and using thought leadership to build credibility and attract customers. Cybersecurity should be given utmost priority to protect sensitive data and maintain trust with customers and stakeholders.

As an IT solution provider, we leverage new technologies to enhance the customer experience by offering personalized and efficient services. We integrate high-end software and data analytics to automating processes which help to provide real-time insights and tailor solutions to individual needs. By implementing streamlined IT solutions and secure measures, we ensure rapid data processing and low latency for seamless user experiences. We also prioritize user-friendly interfaces and intuitive designs for maximum accessibility. Additionally, our focus on robust cybersecurity measures builds trust and confidence with our clients."

Utilizing new technologies for customer behaviour, preferences, and potential challenges

N . K . MEHTA
MD & CEO, SECURE NETWORK SOLUTIONS

"Disruptive tech fuels our growth strategy. We identify trends through research and market monitoring. We then invest in training to equip our team with the skills to implement these technologies for our customers. We also build partnerships with industry leading OEM's to gain deeper insights and access to cutting-edge solutions. This allows us to offer our customers tailored solutions that leverage disruptive tech like AI-powered security, driving efficiency and growth for their business.

We have implemented latest ERP & CRM systems with enhanced modules and utilize data analytics with inbuilt AI to gain deeper insights into customer behaviour, preferences, and potential challenges. We leverage data to tailor recommendations and anticipate potential issues for a proactive approach. We also streamline processes with automation and cloud-based solutions, giving customers 24/7 access and control. This, along with self-service portals, empowers them and sets us apart with a frictionless, efficient customer experience.

We stay ahead of the curve by fostering a culture of continuous learning. Our team undergoes training to acquire skills for new technologies. We also partner with industry leading OEM's to gain access to such trainings & upgrading our skills. Additionally, we invest in a creating in-house technology labs and continuous training of our engineers to ensure we have the resources to effectively implement and manage these new technologies."

Magnamious Systems refers new technologies to customers after using it internally

JITEN MEHTA
CHAIRMAN, MAGNAMIOUS SYSTEMS

"After COVID, the market is always ready for new technologies. The only customer demand is that we need to solve their problems and support the operations with the skills and talents.

During networking events from the media or while hearing to the senior leaders from the industry talking about the technology that is going to be disruptive, we start aligning with the respective product OEMS and try to be the early adapter which helps us in leveraging the opportunity.

We use the new technologies internally in our environment and make sure all our sales team keep talking on the same. So, we use it ourselves before introducing it to the customer.

Once we identify the technology product we immediately get aligned with the OEM and start developing the market and skill along with the OEM and once we crack one deal then we are all set to go."

Team Computers leverage technology for a seamless and personalized customer experience

SAGAR KUKREJA
HEAD OF MARKETING, TEAM COMPUTERS

"At Team Computers, we see several disruptive technologies on the horizon. Edge computing is particularly exciting, especially for our clients in sectors like manufacturing and healthcare. We're building expertise in this area to offer solutions that can optimize real-time data processing and drive operational efficiencies. For instance, we're exploring partnerships with companies that specialize in edge computing hardware and software to provide our clients with comprehensive solutions for tasks like real-time machine monitoring in factories or remote patient monitoring in healthcare.

Additionally, the rise of Artificial Intelligence (AI) presents immense opportunities. We're actively exploring how AI can be integrated into our services to enhance automation, data analytics, and customer experience. For example, we're developing AI-powered chatbots to automate routine customer service tasks, freeing up our human representatives to handle more complex inquiries.

We believe in leveraging technology to create a seamless and personalized customer experience. We're exploring solutions like chatbots and AI-powered customer support to offer 24/7 assistance and faster resolution times. Furthermore, we're utilizing data analytics to gain deeper customer insights, allowing us to tailor our offerings and marketing strategies for maximum impact. By analyzing customer purchase history and browsing behavior, we can recommend relevant products and services, creating a more personalized shopping experience."

Tracking technology disruption and engaging with clients in a consultative manner

VIPUL DATTA
CEO, FUTURESOFT SOLUTIONS

"At present emerging technologies are a hype as there are real use cases available for business impact - positive or negative. Client is awaiting firm policy inputs as well as some measurable insights into the use cases impacting its business and hence engagement is primarily of sharing information and staying engaged consultatively.

We are working closely with policy makers, influencers and the consultant community and preparing white papers about the possible use cases and technological framework in which we ensure adoption and if the business is ready for it.

We are keeping track of technology disruption and engaging with our client in a consultative manner that has helped us to stay ahead of our competition and prepare the adoption roadmap by our clients linked to low TCO and high adoption."

YouTube in f X

eScan with its Innovative Solutions Empowering Cybersecurity

eScan, a leading cybersecurity organization at the forefront of innovation, is providing comprehensive solutions to combat modern cyber threats. India's cybersecurity landscape in 2024 is marked by persistent cyber threats, evolving attack vectors, and advancements in cyber security technologies. Govind Rammurthy, CEO and Managing Director, eScan, shares insights into the key security challenges India is facing and how the landscape has evolved in recent years.

India's Key Security Challenges in 2024

According to Govind Rammurthy, in 2024, India faces several key security challenges, each demanding a strategic approach to cybersecurity:

- Cyber attacks and Data Breaches: The persistent threat of cyber attacks continues to be a major issue, with advanced methods targeting critical infrastructure, government agencies, and businesses alike.

- Ransomware and Extortion: Ransomware attacks have become more frequent and damaging, impacting organizations' operations and data integrity. Extortion tactics have evolved, that includes data exfiltration, with customers being held for ransom.
- Software and Web application Vulnerabilities: The interconnected nature of global businesses introduces vulnerabilities, with attackers targeting extranet of organizations to breach customer networks and gain unauthorized access.
- AI & ML Threats: As AI and ML technologies advance, so do the risks of AI-driven cyberattacks, including deep fake attacks, AI-generated phishing, and automated malware creation.
- Ransomware-as-a-Service (RaaS): With increasing success of ransomware players in extorting millions from customers, RaaS operations have increased multifold in recent years.
- Cloud Security: With increased reliance on cloud services, ensuring robust cloud security measures is critical to protect sensitive data and applications from unauthorized access and breaches.
- IoT Security: The proliferation of IoT devices introduces new entry points for cyber threats, requiring enhanced IoT security strategies to mitigate risks of device compromise and data breaches.

With some of the above challenges, cyber security landscape has drastically evolved in recent years, with the following key focus areas:

- Focus on Endpoint Security, with rapid response: With the rise in remote work, endpoint security has gained prominence, leading to the adoption of advanced endpoint protection solutions (including EDR) to defend against APTs targeting endpoints & servers.
- Compliance Frameworks: The regulatory landscape has evolved with stricter data protection regulations and emerging data sovereignty laws, pushing organizations to enhance data security and privacy measures.
- Collaborative Threat Intelligence: Information sharing and collaboration among industry peers, government agencies, and cyber security experts have improved threat intelligence capabilities, enabling proactive threat detection and response.
- Emphasis on AI-Driven Security: AI and ML technologies are increasingly used for threat detection, anomaly detection, and automated response, fortifying cyber security defenses with predictive capabilities.
- Automation and Orchestration: Security orchestration and automation techniques are being leveraged to streamline incident response workflows, reduce response times, and improve overall security posture.

Summarising, the security landscape in 2024 is marked by persistent cyber threats, evolving attack vectors, and advancements in cyber security technologies, evolving strategies to mitigate risks and strengthen defenses against unforeseen challenges.

Resilience of Business Network Infrastructure

Increasing network infrastructure resilience against cyber threats requires a 360-degree approach that combines proactive measures, stable & proven technologies, and diligent security practices. Rammurthy points out some important measures that organizations can implement to secure network assets effectively:

Deploying Next-Generation Firewall (NGFW) with Intrusion Prevention System (IPS) and Intrusion Detection System (IDS) fortifies the network perimeter, filtering out malicious traffic and detecting advanced threats. Network segmentation creates separate security zones, containing breaches and reducing the attack surface. Strict access control mechanisms, like Role-Based Access Controls (RBAC) and

GOVIND RAMMURTHY
CEO AND MANAGING DIRECTOR, ESCAN

Multi-Factor Authentication (MFA/2FA), ensure appropriate user permissions, enhancing authentication security. Regular patch management updates software to minimize vulnerabilities. Encryption safeguards sensitive data in transit and at rest, while robust network monitoring tools enable real-time detection of suspicious activities. A comprehensive security response plan outlines procedures for identifying, containing, mitigating, and recovering from security incidents.

Conclusion

In his concluding words Rammurthy explains, "We are actively researching new AI/ML methodologies to elevate our resilience and threat inference capabilities. This ongoing evolution ensures that eScan remains ahead of emerging threats and delivers cutting-edge solutions to our customers."

Furthermore, eScan's dedication to customer success via active discussion & participation has been recognized through industry accolades and the trust of our clients, affirming our position as a leading cybersecurity partner.

Microsoft India welcomes Arun Kakatkar as GM of human resources

Microsoft has assigned Arun Kakatkar as General Manager of Human Resources for India and South Asia. He will be responsible for implementing operating mechanisms to integrate various parts of the organisation and create harmony and alignment, among other duties.

Kakatkar has succeeded Ira Gupta, Chief Human Resources Officer for India and South Asia as she has stepped down from the role recently, as per reports.

Before joining Microsoft Kakatkar was associated with Kalyani Group and he was responsible for leading global corporate business strategy as President and Chief of Strategy and Organisation. He was also associated with TE Connectivity in India.

Commvault onboards Ashley Baird as its new VP & MD of Market Expansion

Commvault has announced Ashley Baird as its new Vice President & Managing Director of Market Expansion. With extensive cloud and go-to-market experience, Baird will extend Commvault's leadership and accelerate its growth further into new markets with leading cloud providers. Baird will also serve as Chief of Staff to Commvault's President and CEO, Sanjay Mirchandani.

Baird spent 16 years at SoftwareOne, most recently serving as President of its North America business. An award-winning executive and advocate for women in technology, Baird's unparalleled leadership and innovation will further Commvault's dominance in the cyber resilience industry.

Srinivas Pallia appointed as Wipro's new CEO as Thierry Delaporte resigns

Wipro has announced the resignation of CEO Thierry Delaporte from his position. In his stead, Srinivas Pallia has been appointed as the new CEO, the company confirmed.

Wipro said in a company filing that the Board of Directors noted the resignation of Thierry Delaporte with effect from April 6, 2024. He will be relieved from the employment of the company with effect from the close of business hours on May 31, 2024.

The newly appointed CEO and Managing Director, Srini Pallia was the head of the company's Americas 1 area. He has taken over the new position from April 7. "Wipro Limited today announced the appointment of Srini Pallia as the Chief Executive Officer and Managing Director of the Company, effective immediately. He succeeds Thierry Delaporte, who after spearheading a significant transformation at Wipro for the last four years, is stepping down to pursue passions outside the workplace," the company's statement reads.

Data Safeguard India ropes in Pranab Mohanty as Chief Business Officer

The Data Privacy compliance and Synthetic Fraud prevention solutions company, Data Safeguard Inc's India entity Data Safeguard India Pvt. Ltd. welcomes Pranab Mohanty as the Chief Business Officer.

Empowered by global subject matter expert expertise, robust R&D and mature product development team, Pranab is excited to drive business expansion and growth, particularly in sectors where customer data holds utmost importance. Transitioning from a focus on customer satisfaction to customer data privacy, Pranab is eager to collaborate with enterprises grappling with Data Privacy compliance challenges. His mission will be to deliver customized, innovative solutions that ensure Data Privacy compliance, foster customer trust, and safeguard against fraudulent activities.

Pranab's arrival marks a new chapter in Data Safeguard's journey, one defined by innovation, customer-centricity, and unwavering commitment to Data Privacy compliance.

Elastic Announces Karthik Rajaram as New AVP and GM in India

Elastic has announced the appointment of Karthik Rajaram as Area Vice President and General Manager for its India operations. Karthik will lead Elastic's business strategy and growth in India, drive customer satisfaction, and focus on building strong regional partnerships.

Karthik brings two decades of technology leadership and enterprise sales experience to Elastic and was most recently the area vice president and country head of India at Freshworks. His deep understanding of the market and customer needs, gained in sales roles at Akamai, Salesforce, and Microsoft, will be instrumental in advancing Elastic's mission to enable everyone to find answers that matter in real-time and at scale. Barrie Sheers, vice president of Asia Pacific and Japan, Elastic, said, "We are delighted to welcome Karthik to our team. His background in building scale in India, combined with his strategic acumen and customer-centric approach, directly aligns with our aim to rapidly grow Elastic in this important market. Karthik's extensive global experience and local expertise will position us to capitalize on our significant market opportunity and help customers reap the benefits of search-powered AI, to safely grow their business through innovation and operational efficiency."

Intel appoints new leaders for APJ and India region

Intel Corporation announced the appointment of new Sales, Marketing and Communications Group (SMG) leaders for both the Asia Pacific and Japan (APJ) region as well as the India region, as part of its ongoing transformation efforts.

Effective immediately, Hans Chuang has been appointed as General Manager of SMG Asia Pacific and Japan (APJ). Based out of Taiwan, Hans will be responsible for Intel's overall business in the APJ region, including driving revenue growth, engaging with the local ecosystem to create new opportunities, and strengthening existing customer and partner relationships.

Hans holds a B.S. in Electrical Engineering from the University of British Columbia and an MBA from McGill University.

"Intel is transforming, and I am excited to lead the company's growth and innovation in APJ, one of the most diverse and fastest growing regions for Intel. Leveraging the strength of our partners and continuing our commitment to building an open ecosystem that serves our customers in a transparent and secure manner is going to be key to our long-term success here in the APJ region," said Hans.

CELEBRATING
20 YEARS OF EXCELLENCE

Join us in commemorating two decades of excellence as Intensity Global proudly celebrates its 20th anniversary! Since our inception, we have been at the forefront of delivering cutting-edge solutions and fostering invaluable partnerships with industry-leading OEMs. As we reflect on our journey, we extend our heartfelt gratitude to our clients, partners, and stakeholders who have been instrumental in our success.

OUR PARTNERSHIPS

At Intensity Global, we believe in the power of collaboration. Over the years, we have forged strong alliances with top-tier OEMs

Hewlett Packard Enterprise	HPE aruba networking	F::RTINET.	ATEN
NUTANIX	Red Hat	veeAM	hp
AMD	intel	HPE POINTNEXT	HPE Financial Service	CHECK POINT

OUR TOP OFFERINGS

SAP Application	Cyber Security Solutions	Networking Solutions	Data Center Solutions
Software Solutions	AR-VR	AI & ML	Cloud Solutions

At Intensity Global, our commitment to excellence, innovation, and customer satisfaction remains unwavering. As we embark on the next phase of our journey, we pledge to continue delivering exceptional value to our clients, empowering them to thrive in an ever-evolving digital landscape.

Celebrate 20 years of innovation and partnership with Intensity Global! Contact us today to discover how our comprehensive portfolio of solutions and services can propel your business forward.

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AN INSIGHT INTO BEST TECHNOLOGY BRANDS IN INDIA

B R A N D   S T R A T E G Y

KEY HIGHLIGHTS

Tech Trends Driving India

Brand Power Of Tech Companies

25 Most Trusted Brands In India

50 Most Admired Brands In India

100 Eminent CIOs Of India

50 Icons Of India

50 Make In India Brands

50 Disruptive Start-ups In India

25 Digital Empowered PSUs In India

50 Top Marketers In India

Brands are about occupying a certain mind space, but Brands featured in the Brand Book are about how they have created long-lasting indelible impressions.

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RNI - NO 72399/1999

Reg. No: DL-SW-01/4030/24-26
Posted at LPC Delhi RMS Delhi - 110006

Date of Posting 20 & 21
Date of Publishing / Printing: 18 & 19

64 pages including cover

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