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MD & CEO
CORPORATE INFOTECH

![Micron logo and Proven SATA solutions banner featuring the Micron 5400 SSD products and a person working in a data center]

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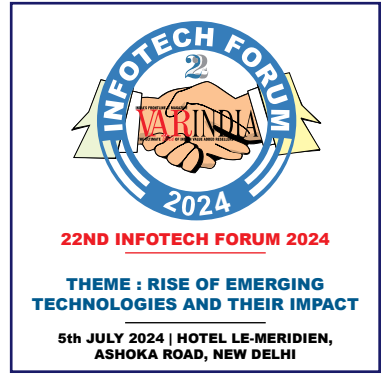
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INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

Indian Tech businesses reaffirming their commitment to harness the transformative power of AI

Govt. eyeing to acquire 10,000 GPUs to bolster AI development

The government is planning to bolster the nation's computational infrastructure by acquiring 10,000 graphics processing units (GPUs) within the next 18 months. Through a post on X, former Niti Ayog CEO and India's G20 Sherpa Amitabh Kant wrote this move is expected to enhance India's processing power, bringing its computational capabilities in line with its data generation. He further added that AI will be a defining opportunity for India.

"This is expected to enhance India's processing power, bringing its computational capabilities in line with its data generation," Kant wrote on X. "India generates 20 percent of the world's data. India also holds the position of having the second-highest number of GitHub AI projects globally, accounting for 19 percent of worldwide AI projects."

DoT to start a pilot programme to detect robocalls

The Department of Telecommunications is planning to launch a pilot programme shortly in response to the telecom regulator's final recommendations for the rollout of caller name display on mobile phones. The outcome of the pilot will guide the final implementation, which will determine whether to implement CNAP on the network layer or the physical layer. CNAP is thought to be a means of reducing spam calls.

TRAI had recommended that CNAP – a universal caller ID based on information that people provide in KYC documentation for their connections --- be offered as an optional feature across Indian telecom networks and on all devices sold in the country.

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CAN WE MAKE INDIA CYBER RESILIENT?

India is facing significant cybersecurity challenges, with the looming threat of cyber attacks impacting various sectors. However, the nation also has substantial untapped potential and opportunities that can be leveraged to enhance its cybersecurity posture.

Over the last few years, India has undergone a remarkable digital transformation, evolving into one of the fastest-growing digital economies in the world. This rapid digitalization has permeated everyday life for millions of citizens, driven by advancements in online platforms, smartphones, telecommunication networks, and Digital Public Infrastructure (DPI). However, this digital growth has introduced a host of new challenges for policymakers and the security apparatus.

India's digital transformation has brought unprecedented opportunities but also significant challenges. By proactively addressing these challenges through comprehensive strategies and policies, India can ensure that its digital growth is secure, inclusive, and sustainable. This approach will help safeguard the nation's digital infrastructure and maintain the trust of its citizens, ultimately supporting continued economic and social development.

The findings from the CISCO Cybersecurity Readiness Index underscores the urgent need for businesses in India to prioritize cybersecurity and strengthen their security posture to mitigate cyber risks effectively. By investing in cybersecurity infrastructure, fostering cybersecurity awareness, enhancing collaboration, and adopting advanced technologies, businesses can better protect themselves against cyber threats and ensure resilience in an increasingly digital and interconnected world.

Deep fake technology, which enables the creation of hyper-realistic manipulated videos, poses a significant threat to security, privacy, and trust. This technology can be particularly damaging during sensitive periods such as elections, where it can be used to spread misinformation, manipulate public opinion, and cause widespread confusion. The Amit Shah deep fake incident is a prime example of how this technology can be misused to distort the truth and cause instant damage.

India's institutional framework for cybersecurity involves multiple ministries, departments, and agencies, reflecting the comprehensive approach to address cybersecurity challenges. Through collaboration, coordination, and continuous efforts, these entities work together to enhance India's cybersecurity posture, protect critical infrastructure, and safeguard national interests in cyberspace. As cyber threats evolve, India remains committed to strengthening its cybersecurity capabilities to ensure a safe and secure digital environment for its citizens and businesses.

The enactment of the Bharatiya Nagarik Suraksha Sanhita, Bharatiya Nyaya Sanhita, and Bharatiya Sakshya Adhiniyam represents a significant milestone in India's efforts to strengthen its legal framework and combat cybercrime. By modernizing laws and procedures, India is better equipped to address the complex challenges posed by the digital age and ensure justice and security for its citizens in the digital era.

The Chief Justice of India's appreciation for the enactment of three new criminal laws by the Parliament reflects a broader acknowledgment of India's evolving legal landscape and the imperative to address contemporary challenges. By embracing change and adopting new legal instruments, India demonstrates its commitment to ensuring justice, security, and prosperity for its citizens in the 21st century.

The amendments to India's legal framework, with a focus on facilitating the enhanced use of technology for evidence collection and presentation, are poised to significantly improve the investigation and adjudication of cybercrime cases. By providing clear guidelines, leveraging advanced technologies, and addressing the unique challenges of cybercrime, these amendments strengthen India's ability to combat digital threats and uphold the principles of justice and security in the digital age.

While leveraging technology for collection and presentation in cybercrime cases offers significant benefits, it also brings forth challenges related to safeguarding the integrity and privacy of digital records.

With this we need to ensure that the collection, storage, and processing of digital evidence comply with relevant data protection laws and regulations, such as the Personal Data Protection Bill. There is need for Anonymization and Pseudonymization, by implementing techniques to anonymize or pseudonymize sensitive personal data in digital records, minimizing the risk of privacy breaches.

The most important factor is the shortage of cybersecurity professionals in India poses a significant challenge for organizations in effectively managing cyber risks and safeguarding their digital assets. Addressing this talent gap requires concerted efforts from stakeholders, including government, industry, academia, and professional associations, to invest in education, training, and workforce development initiatives.

Moving forward, by nurturing a robust pipeline of skilled cybersecurity professionals and leveraging technology-driven solutions, organizations can enhance their cybersecurity resilience and adaptability in an increasingly complex threat landscape.

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

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INDIAN TECHNOLOGY DAY

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IRIS GLOBAL

Dell ushering in Productivity and Sustainability with AI-POWERED devices

Dell Technologies' newly announced product range is tailored to address the ever-changing needs of organizations, while prioritizing the requirements of its customers. These devices deliver AI PC performance in ultra-portable form factors. With its broadest AI portfolio, Dell will be instrumental in driving this AI-based future.

INDRAJIT BELGUNDI, SENIOR DIRECTOR & GENERAL MANAGER, CLIENT SOLUTIONS GROUP, DELL TECHNOLOGIES throws some light on Dell's latest commercial portfolio while also sharing his insights on the significance of AI in the PC market -

The surge in demand for PCs during the pandemic underscored their indispensability in both work and leisure activities. Much as the pandemic has highlighted the pivotal role and need of PCs, the advent of AI and Gen AI represents another crucial moment for these [AI-powered] devices. As AI-powered PCs mark a major shift for the PC landscape, Dell Technologies recognizes their significant impact and plans to leverage this market further.

"The integration of AI into devices brings about increased efficiencies such as enhanced privacy and security, reduced latency, and sustainability benefits. The neural processing unit (NPU), will revolutionize PC performance by intelligently allocating resources, reducing individual dependency on CPUs and GPUs," says Indrajit Belgundi, Senior Director & General Manager, Client Solutions Group, Dell Technologies.

Keeping these advancements in mind, Dell Technologies is proactively developing devices that cater to the evolving needs of its customers. It has launched its latest commercial portfolio that includes the latest Latitude notebooks and a Precision workstation that will help customers push through boundaries, advancing their technological and business success. With the world's broadest AI portfolio, Dell is well positioned to drive this AI-based future, enhancing business operations, accelerating innovation, and improving organizational productivity. Beyond PCs, we are also looking to provide them with a comprehensive ecosystem encompassing peripherals, software, and services.

"Today's workforce needs compact devices, to support hybrid work," says Indrajit Belgundi. "The latest portfolio is designed to offers a premium experience for mobile professionals. These devices deliver AI PC performance in ultra-portable form factors. With the Copilot key, users can quickly access Microsoft's AI tools required to make the workday more productive."

Dell's focus on Sustainability & Security

Sustainability is central to Dell's commitment, focusing on reducing environmental impact and protecting the planet as well as the people who manufacture the products -

- The Latitude 7000 series is Dell's most sustainable product range, while the Dell Latitude 7350 detachable will be the world's first commercial PC to ship with 50% recycled cobalt in batteries.
- The Precision 5490 workstation incorporates 35% post-consumer recycled plastic in components such as the LCD bezel, cable covers, and keyboard frame, reflecting its sustainable design.
- The OptiPlex desktops also use 50% recycled steel in the chassis across select configurations.

Another feature that remains paramount in Dell's design philosophy is security. "Our latest portfolio features built-in security measures, encompassing hardware and firmware components to fortify defenses against cyber-threats. With a built-in vulnerability detection feature, devices proactively scan for reported security flaws, offering recommendations for mitigation. Additionally, our off-host BIOS verification minimizes exposure to potential threats, ensuring a secure user experience," explains Indrajit.

These devices also function as the most secure commercial PCs globally. They aid organizations in maintaining security through AI-driven cybersecurity software integrations for enhanced threat mitigation and bolstered cyber-resilience. Leveraging security telemetry, Dell Trusted Workspace software and Dell Safeguard & Respond actively shield against unidentified threats and promptly address covert attacks spanning endpoint, network, and cloud landscapes. Finally, the Dell Optimizer incorporates advanced privacy functionalities and serves as a comprehensive software solution.

AI boom & the PC market

With the PC market having seen a slight plunge post-pandemic, it is slowly rebounding to its former self as a result of the AI boom. The race for AI-ready PCs has already started. According to Counterpoint Research, 3 out of 4 laptop PCs sold in 2027 will be AI laptop PCs with advanced GenAI capability.

"In these early stages, it appears that the main role of AI in PCs is to primarily serve as a catalyst for refreshing existing models, introducing richer configurations, and potentially leading to an increase in ASPs. An ideal comparison can be drawn to the early days of internet adoption, where the focus was on the PC and its role as an essential enabler. Just as users have realized the necessity of internet connectivity and wireless capabilities, customers may come to expect AI-enabled functionalities in their PCs," contends Indrajit.

Generative AI is emerging as a significant game-changer, potentially unlocking productivity gains amounting to $1 trillion. "This shift necessitates a reimagining of the user experience with today's familiar PCs, transitioning from a search-and-create paradigm to one that emphasizes prompt-and-generate capabilities. At the same time, businesses seek for holistic partners who are capable of delivering such integrated solutions, particularly for those embarking on their AI journey," sums up Indrajit.

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TP-Link India Contacts:

Rajendra Mohanty - North
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E: bhushan.kumar@tp-link.com

Sunil Nair - South
Mob: +91 9611113909
E: sunil.nair@tp-link.com

Srikanth S - Bangalore
M: +91 9482557627
E: srikanth.s@tp-link.com

Raminder Singh - AP & Telangana
M: +91 9704575432
E: raminder.singh@tp-link.com

Satish Panda - East
M: +91 9163933951
E: satish.panda@tp-link.com

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CIPL steering its growth through customer centricity, innovation, and excellence

In a chat with VARINDIA, **Vinod Kumar, MD & CEO, Corporate Infotech (CIPL)** *discusses new challenges, key differentiators, company's growth, bringing value to government customers*

How is the IT Industry shaping the future of India?

The IT industry is pivotal in shaping the future of India by driving digital transformation across various sectors. Key contributions include:

Economic Growth: The IT industry is a major contributor to India's GDP and employment, fostering economic growth and development.

Digital Inclusion: IT innovations are bridging the digital divide by providing access to digital services in rural and underserved areas, promoting inclusive growth.

E-Governance: The IT industry is enabling efficient governance through the development and implementation of e-governance solutions that streamline administrative processes and improve public service delivery.

Innovation and Start-ups: The industry is nurturing a vibrant start-up ecosystem, fostering innovation, and entrepreneurship which leads to new business models and solutions.

Global Competitiveness: By driving advancements in technologies such as AI, blockchain, and IoT, the IT industry is positioning India as a global leader in technology and innovation.

How are you addressing the new challenges in 2024 to complement Digital India?

In 2024, CIPL is focused on driving innovation and enhancing digital infrastructure to support the Digital India initiative. Our strategic plans include:

Expanding Cloud Services: We are investing in expanding our cloud capabilities to provide more scalable, secure, and cost-effective solutions for government and private sector clients. This includes enhancing our GovDrive platform to offer seamless storage and collaboration solutions.

AI and ML Integration: We are integrating advanced AI and machine learning technologies into our offerings to automate processes, enhance decision-making, and improve service delivery.

Cybersecurity: Strengthening our cybersecurity measures is a top priority to protect critical data and infrastructure. We are developing robust security protocols and solutions to combat emerging cyber threats.

Skilling and Training: We are committed to upskilling our workforce and clients' employees through comprehensive training programs focused on the latest digital tools and technologies.

Sustainable IT Practices: Emphasizing on green IT practices, we are adopting sustainable technologies and practices to reduce our environmental footprint and promote sustainability in our operations and solutions.

How is CIPL bringing value in helping the Government customer to address the newer challenges?

CIPL brings significant value to government customers by addressing newer challenges through:

Customized Solutions: We provide tailored IT solutions that meet the specific needs of various government departments, ensuring efficient and effective service delivery.

Enhanced Security: Our solutions include robust security measures to protect sensitive government data from cyber threats and breaches.

Cost Efficiency: By offering scalable and cost-effective managed services, we help government clients optimize their IT budgets and resources.

Innovation: We incorporate cutting-edge technologies such as AI, ML, and blockchain to drive innovation and improve the efficiency of government operations.

Support and Training: We offer comprehensive support and training programs to ensure government employees are equipped to use our solutions effectively and efficiently.

What is the secret sauce of your organization's growth and what are the key differentiators that you are providing as the SaaS company?

The secret sauce of CIPL's growth lies in our customer-centric approach, continuous innovation, and commitment to excellence. Key differentiators include:

Customer-Centric Solutions: We focus on understanding our clients' unique needs and delivering customized solutions that drive their success.

Innovation: We continuously invest in research and development to integrate the latest technologies into our offerings, ensuring we provide cutting-edge solutions.

Scalability: Our SaaS solutions are designed to be highly scalable, allowing clients to easily expand their use of our services as their needs grow.

Robust Security: We prioritize security in all our solutions, ensuring our clients' data is protected with the highest standards of cybersecurity.

Exceptional Support: Our dedicated support teams provide 24/7 assistance to ensure our clients can leverage our solutions effectively without disruptions.

What are the key priorities for CIPL when it comes to empowering the Digital Transformation to enable growth?

CIPL's key priorities in empowering digital transformation to enable growth include:

Innovation and Technology Adoption: Continuously integrating the latest technologies such as AI, ML, and IoT to enhance our service offerings and drive digital transformation.

Customer Engagement: Strengthening our engagement with clients to better understand their needs and deliver solutions that drive their digital transformation journeys.

Security and Compliance: Ensuring our solutions meet the highest standards of security and compliance to protect our clients' data and infrastructure.

Scalable Solutions: Developing scalable IT solutions that can grow with our clients' needs, ensuring they can adapt to changing market dynamics and demands.

Skilling and Workforce Development: Investing in the development of our workforce and our clients' teams through comprehensive training programs to build digital capabilities.

Sustainability: Promoting sustainable IT practices to support long-term growth and environmental stewardship.

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- **2500+** Human Capital
- **Pan India** Presence
- **1000+** Prestigious Clients
- **1800+** Core CoEs Technocrats
- **180+ IT-FMS** Projects
- **2200+** Successfull Projects

THE EXTENT AND LIMIT OF AI APPLICATION IN JUDICIARY

Hardly any day passes without any mention of Artificial Intelligence in media, including print, electronic, social. The other day, Chief Justice of India Dhananjaya Y Chandrachud highlighted at a legal conference how AI can be effectively used in reforming the justice system, streamlining administrative processes, reducing paperwork, and importantly speedy adjudication of disputes. He was dealing with a growing trend to cut short the court delays and to prevent miscarriage of justice.

I often try to measure progress or reform from an angle of how traditional ways are ignored and new methods are adopted to make things more transparent and easy to handle. Using that yardstick, I often debate which segment consumes more paper, keeping the dictum segments that use less paper more streamlined and vice versa. The government used to be a paper guzzler when everything used to move through written files. Files used to pile up on the desks of officials and every day, they spent considerable time clearing the files. There were strong rooms with lines of racks to keep the old files, which occupied considerable space and entailed the works of so many people. All those are history now. I believe that the use of paper has considerably come down. Save the paper is the new motto when high-configured computers with large storage facilities have become the rule.

There was a time when the education system used to consume paper in large proportions. That has come down considerably. I feel it will be still there at a reduced level since in the primary classes students have to necessarily write down with pen or pencils, however they would like to fiddle with computer keyboards or tablets. That is important to steady the hands of the pupils at a young age and to build the connection and synchrony between their fingers and brains. The brain drives the child on what to write and how to writeWhatever may be the ability of a child to absorb things and interpret the acquired knowledge, he or she cannot escape completely from the writing drill. I do not visualize a complete exit of paper from the education system, although its use may come down drastically as education and its application move in the value chain.

I do not know how many of us would know how the courts at various levels function. Every submission right from the start of a case till the time the final judgment comes out is reduced to writing. It is another matter that every submission has a soft copy. But there are hard copies kept and filed in the courtrooms. To wish away complete freedom from papers in the judiciary may be possible, but it may take years in India to reach that stage. Perhaps that may be the ideal goal that we may have to set, without prescribing any specific timeframe for achieving that. In countries like India a complete paperless regime may be wishful thinking.

Whatever we have discussed till now is the replacement of paper from our ordinary life. The Chief Justice alluded to a greater role of quantum tools in ensuring speedy delivery of justice. I do not know how Utopian that idea may be; still, I gather the courage to suggest them for making the orders and judgments most objective and rule-based with the least interference of subjectivity. Can judgments and other court pronouncements result from a process that uses data mining and the application of statutes?

The ability of artificial intelligence to quickly process and evaluate enormous volumes of legal documents is well recognized. Using AI, the legal fraternity including judges can quickly and efficiently retrieve complete and pertinent information by sorting through statutes, case laws, and legal precedents. I sometimes feel that every case history I read is complex and interpretation of statutes objectively will be not only time-consuming but also the possibility of subjectivity cannot be ruled out. In some cases, there may be an overwhelming number of precedents and paperwork. AI not only speeds up research but also improves accuracy by seeing connections and patterns that a human might miss.

Also, use of AI in the court system can lead to predictive analytics. AI algorithms can forecast probable outcomes of ongoing legal cases by analyzing past data from those instances, not alone from the country in question but similar cases decided elsewhere. This helps judges comprehend potential precedents and the ramifications of their decisions. It can also help attorneys develop tactics to argue the cases.

Artificial Intelligence has an impact on the judiciary that goes beyond legal research and decision-making to improve administrative efficiency. Court employees have less administrative work when regular activities like record-keeping, scheduling cases, and sorting documents are automated. Artificial intelligence (AI)-enabled chatbots can respond quickly to routine questions, enhancing public access to legal information..

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

While AI increases accuracy and efficiency, it also poses serious ethical questions. The main issue is that AI systems may have built-in biases that are influenced by the data used to train them. AI may reinforce or even magnify preexisting biases if past legal data supports them.

The moot question is: can we leave everything to AI in the judiciary? Justice is more than a mechanical process. There is a high degree of ethical considerations involved. Leaving everything to objectivity and rationality can lead to premises that can be inhuman and out of context. To make sure that these cutting-edge instruments preserve the values of justice and equality, legislators, judges, and attorneys must collaborate to create ethical norms and rules for AI usage in court cases.

AI has the potential to streamline the legal system. It is also instructive to maintain the human element in legal decision-making. That calls for maintaining a partnership between legal experts and technologists that adheres to the strictest fairness and justice requirements.

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- The evolving role of CIO: From Tech Keeper to Business Leader
- Role of CMO is Expanding and Gaining Influence
- India's digital landscape: A deep dive into Data Protection Act
- Unveiling of 13th edition of the Brand Book 2024
- Recognising 100 Eminent CIOs of India

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GoDaddy harnesses AI power for new domain name recommendations

GoDaddy is harnessing the power of AI to help everyone find the right domain name for themselves, their organization, or their business. AI Domain Search is designed to deliver personalized domain suggestions tailored to each user's unique needs, helping to enhance branding and facilitate more accurate customer exposure for entrepreneurs and businesses alike.

By simply inputting a business description or keywords users receive creative and unique domain name options that aligns with users' brand identity and vision. GoDaddy uses generative AI to provide users with personalized and brandable domain name suggestions based on their business description, idea, product, or service.

"AI is a game changer for small businesses and empowers them to work smarter by automating tasks like content creation, product descriptions or social media management, and now, domain search. At GoDaddy, we are dedicated to empowering small businesses with the latest tools and technologies that will help them leverage their business effectively to sustain in today's competitive landscape. GoDaddy's AI tools can help entrepreneurs elevate their brand's narrative effortlessly and all from one software platform," said Apurva Palnitkar, Senior Director Marketing, GoDaddy India.

Tech Mahindra and IBM to help businesses responsibly accelerate GenAI adoption

Tech Mahindra is collaborating with IBM to help businesses worldwide responsibly accelerate the adoption of generative AI (GenAI). TechM amplifAI, Tech Mahindra's suite of AI offerings and solutions, can integrate with the IBM watsonx AI and data platform with AI Assistants to bring new GenAI and governance capabilities to enterprises.

Customers can combine the power of IBM watsonx and Tech Mahindra's strong AI consulting and engineering skills to access various new GenAI services, frameworks, and solutions architectures. This can allow for the delivery of AI applications, where businesses can access their trusted data and automate processes. This can provide the foundation for customers to build trustworthy AI models and drive explainability to help mitigate risk and bias. It could also promote scalable adoption of AI across hybrid cloud and on-premises environments.

Redington's subsidiary Arena agrees to sell Paynet to iyzico

Arena, a subsidiary of Redington, has reached an agreement to sell Paynet, its payment processing platform, to iyzico, a prominent

player in the payments industry. The deal is valued at 87 million USD plus adjusted net cash included in the Paynet financial statements on the date of share transfer.

"We are excited that Paynet will join forces with iyzico and embark on this new chapter of growth and innovation," said Serkan Çelik, CEO of Arena Group. "What makes Paynet unique in this industry is its expertise and experience in the B2B and B2B2C sectors. Paynet enables the digitization of payments for large companies, their SME partners and the end-users on a single platform. It's success stems from its ability to provide this digitization service to customers across different sectors and business models with advanced technological solutions and in a cost efficient manner. iyzico and Paynet's respective experiences in B2C and B2B/B2B2C fields will create a company that will be well-positioned to redefine the future of fintech and empower businesses and individuals to thrive in an increasingly digital world."

Zscaler announces AI innovations to its Data Protection Platform

Zscaler has announced multiple innovations to its AI Data Protection Platform that leverage the world's largest security cloud and the power of AI. These innovations make Zscaler's AI Data Protection platform the industry's most comprehensive data protection solution. It protects –
• Structured and unstructured data in-motion, at-rest, and in-use
• Data across all inline channels including Web, SaaS, Email, BYOD, and private applications in both data centers and public cloud
• Data in SaaS, IaaS/PaaS environments, endpoints, and on-premises network shares

"There is an immediate and critical need for a consolidated approach to data protection that can secure all types of data, in all locations, while streamlining security operations," said Moinul Khan, Vice President and General Manager, Data Protection, Zscaler. "Great data protection starts with complete visibility. Point products create complexity and security gaps, and do not provide a full 360-degree view of your enterprise data. With today's launch of the Zscaler AI Data Protection Platform, we are continuing our commitment to help customers see all their data and scale security protection to prevent leaks. By enabling data security across structured and unstructured data and all channels with our comprehensive data protection platform, organizations can replace multiple legacy point products to reduce cost and complexity."

Hitachi Vantara and Veeam announce Global Strategic Alliance

Hitachi Vantara has announced a strategic partnership with Veeam Software to deliver advanced cyber resiliency and data protection solutions to customers. These solutions integrate Hitachi Vantara's infrastructure portfolio with Veeam's software to safeguard businesses against ransomware attacks and minimize downtime.

In an era of increasing ransomware attacks and data breaches, businesses face unprecedented challenges in safeguarding their critical data. According to the Veeam 2024 Data Protection Trends Report, at least 76% of organizations suffered at least one ransomware attack in the past year. These numbers, which are only expected to grow, emphasize the need for effective strategies and partnerships to combat these growing cybersecurity risks.

This partnership strengthens enterprises' cyber resiliency posture with easily deployable solutions that meet them where they are in their cloud journeys. Veeam Data Platform has seamless integrations with Hitachi Vantara's existing storage platforms, including Virtual Storage Platform One, Hitachi Content Platform (HCP) and Hitachi Unified Compute Platform (UCP) to provide advanced cyber resiliency features such as ransomware detection, rapid recovery and immutable storage.

Sophos finds 64% of Indian Organizations Hit by Ransomware in the last year

Sophos has released its annual "State of Ransomware in India 2024" report. The findings show a decrease in the rate of ransomware attacks against Indian organizations from the 73% reported in last year's study to 64% in this year's. However, the impact on victims has intensified, with higher ransom demands and recovery costs compared to the previous year.

The State of Ransomware in India 2024 report findings are derived from an independent survey of 5,000 IT decision makers across 14 countries, including 500 respondents in India. Conducted in January and February 2024, respondents were asked to answer based on their experiences in the previous 12 months. For the first time, Indian organizations were found to be more likely to recover data by paying the ransom (65%) than using backups (52%). The average ransom demand was $4.8 million, with 62% of demands exceeding $1 million. The median ransom paid was $2 million.

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Pure Storage and Red Hat to accelerate virtualization adoption across enterprises

Pure Storage and Red Hat have announced an optimization for Portworx by Pure Storage on Red Hat OpenShift to enable streamlined integration and provide enterprises with a more seamless path to modern virtualization. By delivering a single platform to deploy, scale, and manage modern applications, and a single control plane for both virtual machines (VMs) and containers, Pure Storage and Red Hat can help accelerate time to market and provide a consistent and flexible data experience.

Enterprises are increasingly moving applications to containers to speed and scale deployment. However, many enterprises remain significantly invested in large traditional application footprints that run in VMs. Supporting multiple platforms based on both VMs and containers is cumbersome and expensive, often exacerbated by the need to re-architect VM-based applications for compatibility with modern frameworks.

Portworx by Pure Storage and Red Hat OpenShift, through Red Hat OpenShift Virtualization, support both containers and VMs, enabling customers to standardize end-to-end application modernization at scale.

Crayon Software Experts India inaugurates its ISV Incubation Center in Kolkata

Crayon Software Experts India (Crayon) has expanded its presence to the Kolkata market. With the inauguration of its regional office in Kolkata, it has launched its dedicated Independent Software Vendor (ISV) Incubation Center.

The Kolkata Incubation Center is the second facility established to support ISVs, following the one in Bengaluru in the last six months. This milestone marks Crayon's commitment to nurturing local ISVs and startups in developing cloud-based digital solutions tailored for public sector application areas such as agriculture, healthcare, utilities, smart infrastructure, and edtech.

The ISV Incubation Center will operate in Newtown, situated near the Silicon Valley and the newly constructed TCS office in West Bengal. With a footprint of 347 square feet, the center is strategically positioned to serve as a hub for cloud innovation in the region, benefiting from its proximity to a thriving community of ISVs.

Siemens partners with Microsoft to offer AI-enhanced solutions for resilient PLM

Siemens Digital Industries Software has announced the expansion of its partnership with Microsoft to make the Siemens Xcelerator as a Service portfolio of industry software available through Microsoft's cloud and AI platform Azure and integrating it with generative AI and Copilot features. This will increase flexibility and choice for Siemens' customers and make Microsoft's industry-leading AI solutions more accessible to Siemens customers.

"Our customers have asked for Siemens to bring our industry leading industrial software to Azure," said Tony Hemmelgarn, CEO and president, Siemens Digital Industries Software. "Siemens and Microsoft have been partners for more than 35 years, and we are pleased to expand this partnership so we can best enable our customers to digitally transform through our joint solutions."

As a first step, Siemens will deliver Teamcenter X software, the rapidly scalable and secure PLM solution, on Microsoft Azure, enabling customers to implement their mission critical solutions on their preferred cloud and AI platform. Built on the same trusted, robust and secure Software-as-a-Service (SaaS) architecture used by some of the world's leading manufacturers and innovators, Teamcenter X empowers teams to start fast and get their product data under control, enabling them to reduce cycle time, minimize IT costs and speed innovation.

HPE enables U.S. Department of Energy's Argonne National Laboratory with exascale supercomputer

Hewlett Packard Enterprise (HPE) has announced that it has delivered the exascale supercomputer, Aurora, in collaboration with Intel for the United States Department of Energy's Argonne National Laboratory. Aurora has reached 1.012 exaflops on 87% of the system, making it the world's second-fastest supercomputer as verified by the TOP500 list of the most powerful supercomputers. Aurora is not only the company's second exascale system, but also the largest AI-capable system in the world, taking the top spot on the HPL Mixed Precision (MxP) Benchmark, achieving 10.6 exaflops on 89% of the system.

"We are honored to celebrate another significant milestone in exascale with Aurora, which delivers massive compute capabilities to make breakthrough scientific discoveries and help solve the world's toughest problems," said Trish Damkroger, Senior Vice President and General Manager, HPC & AI Infrastructure Solutions at HPE.

Airtel and Google Cloud to bring Cloud Adoption and Deploy Generative AI Solutions

Bharti Airtel ("Airtel") and Google Cloud have entered into a long-term collaboration to deliver cloud solutions to Indian businesses. The strategic collaboration will offer a suite of cutting-edge cloud solutions from Google Cloud to fast-track cloud adoption and modernization for Airtel's customers. In addition, Airtel will provide a suite of cloud managed services to its customer base of more than 2,000 large enterprises and one million emerging businesses. Through this collaboration, the two companies are targeting the large and growing Indian public cloud services market.

The two companies will bring together their unique strengths of connectivity and AI technology to develop industry-leading AI/ML solutions that Airtel will train on its large data set. These unique solutions will drive greater value to Airtel's customers and will include geospatial analytics solutions with advanced location intelligence for trend-spotting, predictive capabilities, market assessment, site selection, risk management, and asset tracking; voice analytics solutions for superior conversational applications trained across languages; and marketing technology solutions to forecast consumer behavior, perform tailored audience segmentations, and streamline content creation with high-precision contextual ads at reduced costs.

Infosys and ServiceNow to transform customer experiences with generative AI-powered solutions

Infosys and ServiceNow have announced a strengthened collaboration to transform customer experiences with generative AI-powered industry solutions, at ServiceNow's annual customer and partner event Knowledge 2024. The collaboration aims to increase productivity, enhance efficiency, and improve user experience for organizations by combining ServiceNow's Now Assist generative AI capabilities and Infosys Cobalt, a set of services, solutions, and platforms designed to accelerate cloud-powered enterprise transformation. As part of this broader AI-first, industry-first strategy, Infosys will also double its investment in training by certifying more than 3,500 employees with ServiceNow GenAI skills.

"The combination of ServiceNow GenAI capabilities with Infosys' industry expertise is a prime example of how our partners are integral to driving digital transformation forward for more organizations," said Erica Volini, senior vice president, global partnerships and channels at ServiceNow. "Our longstanding collaboration with Infosys demonstrates the potential for our ecosystem to yield real, impactful results for customers. We are helping shape the future of GenAI's impact on enterprise productivity, with skills trainingGenAI."

HIKROBOT Introduces Machine Vision Photoelectric Sensors

Hikrobot has recently introduced the latest Machine Vision Photoelectric Sensors for various distance detection applications in India. These photoelectric sensors were introduced to enable a wider range of applications across the verticals.

Ashish P. Dhakan, MD & CEO, Prama Hikvision India Pvt. Ltd. said, "India is experiencing a new wave of growth in the factory automation and machine vision segment. We are happy to share the latest Photoelectric Sensors for myriad Distance Detection Applications to make a complete solution for Machine Vision."

It is interesting to elaborate how Machine Vision technology works with the help of photoelectric sensors. The photoelectric sensors transmit "light" such as visible light and infrared light through the transmitter, which then detects changes in the amount of light reflected or blocked by the detected object through the receiver to obtain an output signal. Since detection can be performed without contact, the detection object will not be scratched or the sensor itself will be damaged, extending the service life and requiring no maintenance. At the same time, compared to other sensors, photoelectric sensors can be stable in high frequency electromagnetic fields and noise ambient to achieve long distance detection.

Qualcomm debuts Snapdragon 8s Gen 3 mobile platform in India

Qualcomm Technologies is debuting the Snapdragon 8s Gen 3 Mobile Platform in India, following its global launch in March. POCO will be among the first smartphone brands in India to adopt the Snapdragon 8s Gen 3 Mobile Platform. Delivering the most sought-after capabilities from the Snapdragon 8 series for extraordinary, premium experiences, the platform supports a broad array of AI models including popular LLMs such as Llama 2 and Gemini Nano.

Key features of this premium-tier platform include support for powerful on-device generative AI features, an always-sensing ISP, hyper-realistic mobile gaming, breakthrough connectivity and lossless high-definition sound. Speaking about the relationship with POCO, Savi Soin, Senior Vice President and President of Qualcomm India said, "Our focus on delivering premium experiences has been crucial in driving long-term partnerships in the industry. Our latest Snapdragon 8s Gen 3 Mobile Platform provides a host of flagship level, specially selected capabilities, packed with the latest on-device AI experiences. What brings POCO and Qualcomm together is our shared commitment to bring best in-class smartphone experiences to people and we look forward to bringing these extraordinary experiences to the people of India with their latest device launch."

Forcepoint announces AI-powered Forcepoint ONE Data Security

Forcepoint has introduced Forcepoint ONE Data Security, an enterprise-grade unified cloud-managed solution designed to simplify data protection with zero-trust principles for all organizations.

The new Forcepoint SaaS solution provides unified management for endpoint and multi-channel cloud data security, eliminating the need for multiple tools and complex policy management. Unlike traditional solutions that take considerable time to deploy or multiple tools to manage, Forcepoint offers a single place to manage data security policy for global compliance and proactive breach prevention across all digital channels. The new AI-enabled Forcepoint ONE offerings, including the recently launched Data Security Posture Management solution, are key elements of Forcepoint's full-lifecycle 'data security everywhere' capabilities.

Manny Rivelo, CEO of Forcepoint, said, "The significance of consolidating security solutions into a single, cloud-delivered platform can't be overstated. Forcepoint's 'data security everywhere' approach provides unified visibility and control over all data, enabling teams with limited resources to effortlessly implement modern security measures."

Samsung introduces the high-performance chipset-equipped Galaxy Book4 Edge series

Samsung has introduced the Galaxy Book4 Edge series, which will include laptops with 14- and 16-inch displays, called the Galaxy Book4 Edge and Galaxy Book4 Edge Pro. With the Snapdragon X Elite chipset, which has 12 performance cores, these laptops prioritise high performance above conventional ARM chipsets.

The Galaxy Book4 Edge will be available in three different variants, two of which will be powered by the Snapdragon X Elite X1P-80-100, a 12-core processor, and will offer at least 16GB of RAM. The Galaxy Book4 Edge Pro, however, will only come in a 16-inch size and will get a Snapdragon X Elite X1P-84-100 chipset with 16GB of RAM. It is unclear if there will be different RAM options for this model. The 14-inch model of the Galaxy Book4 Edge series will feature HDMI and a 3.5mm earphone jack, along with two USB-C ports. The larger 16-inch model will also include an extra USB-A port and a microSD card slot. All models in the series are set to have a screen resolution of 3K and a brightness level of 400cd (candela).

AWS announces the general availability of Amazon Bedrock in APAC Mumbai region

Amazon Web Services (AWS) has announced at AWS Summit Bengaluru that Amazon Bedrock, which offers customers the easiest, fastest, and most secure way to build and scale generative artificial intelligence (AI) applications and experiences, is generally available in the AWS Asia Pacific (Mumbai) Region.

To help customers globally take advantage of this new technology, Amazon Bedrock became generally available to all customers worldwide through select regions in 2023. The general availability of Amazon Bedrock in AWS Asia Pacific (Mumbai) Region will support customers across the country, including public sector organisations and companies in regulated industries, to innovate with generative AI and to have further choices on where they can run and store generative AI applications. Deploying generative AI workloads closer to end users will also help customers with low latency needs. Low latency is especially important for generative AI applications in delivering faster processing and response times, which are essential for AI tasks like on-the-fly content generation, interactive user experiences, and real-time conversational insights.

Oracle announces new AI-powered skills solution for organizations to drive growth

Oracle has announced a new AI-powered upskilling solution within Oracle Grow, part of the Oracle ME employee experience platform within Oracle Fusion Cloud Human Capital Management (HCM). Oracle Grow for Business Leaders supports employee development and strengthens organizational agility by helping business leaders quickly develop, upskill, and empower their teams to better achieve business outcomes. "Today's fast-paced market has created a continuously moving target around business outcomes and the skills needed to achieve them. To maximize talent potential and business success in this environment, business leaders need the tools to upskill their teams quickly and efficiently," said Chris Leone, executive vice president, applications development, Oracle. "Oracle Grow for Business Leaders addresses this need and gives business leaders the ability to find the right people and successfully align skills and business strategy." Oracle Grow for Business Leaders connects all talent information from across the enterprise to provide leaders with a unified solution to effectively support skills development, maximize employee growth, and improve business success.

Adobe brings in India Datacentre Infrastructure for Adobe Experience Platform Customers

Adobe announced that Adobe Experience Platform-based applications will be available for enterprise customers via an India datacentre later in the year. This will deliver on local data residency requirements and improve performance through lower latency.

The datacentre will allow Indian enterprises to access Adobe Experience Platform-based applications including Adobe Real-Time Customer Data Platform, Adobe Journey Optimizer, and Adobe Customer Journey Analytics, enabling real-time personalised customer experiences at scale.

Prativa Mohapatra, Vice President & Managing Director, Adobe India commented, "Generative AI is driving a foundational shift in the relationship between brands and their customers in India, marking this as the era for businesses to drive profitable growth while delivering new digital experiences. Delivering personalised customer experiences, or Customer Experience Management, is central to the goals of enterprises. With that, we've seen increasing demand for Adobe Experience Platform-based applications from customers across banking financial services and insurance, telecom, manufacturing, and retail."

NetApp announces unified data storage for the AI era

NetApp has announced new leading AFF A-Series systems that can power the most demanding IT workloads customers face, including GenAI, VMware, and enterprise databases. NetApp also released expanded capabilities across its portfolio to help customers operate more efficiently as they leverage their data to drive innovation.

In the AI era, organizations are feeling pressure to accelerate innovation, unlock new customer experiences, outsmart cyber-threats, and gain ever greater productivity. Many organizations see AI as a critical tool to help them achieve those goals. According to the 2024 NetApp Cloud Complexity report, organizations realize that achieving business success with AI hinges on two critical factors, data (74%) and IT infrastructure (71%). With today's announcements, NetApp is helping organizations excel at both factors and drive competitive success by offering innovative intelligent data infrastructure that empowers customers to unlock the value of their data with AI.

HPE announces new solutions across GreenLake cloud for next-gen data management

Hewlett Packard Enterprise has announced new solutions across the HPE GreenLake cloud to simplify how enterprises manage and optimize their storage, data and workloads across on-prem and public cloud environments.

New or expanded offerings include -

- HPE GreenLake Block Storage for Amazon Web Services (AWS), a new software-defined storage offering to seamlessly manage block storage across hybrid cloud environments.
- New release of HPE GreenLake for Block Storage built on HPE Alletra MP now supports NVMe capacity scaling up to 5.6PB and HPE Infosight AIOps with cross-stack analytics to enable workload visibility, improved performance, higher availability and optimized resource utilization.
- HPE Timeless Program transforms the storage ownership experience with new investment protection that provides operational agility and financial flexibility, lowering the total cost of ownership (TCO) for customers choosing block storage on HPE Alletra MP.
- HPE GreenLake for Private Cloud Business Edition now supports HPE Alletra MP and HPE SimpliVity Gen 11.

Noventiq offers uDMS, an AWS cloud-based Document Management System

Noventiq unveils its latest innovation, uDMS– a smart, serverless document management system (DMS) designed to optimize operational efficiency and flexibility for businesses of all sizes.

Developed on Amazon Web Services (AWS) using cutting-edge serverless architecture, uDMS revolutionizes the way businesses manage documents. This cloud-hosted solution eliminates the need for traditional server management, significantly reducing IT overheads and enhancing scalability and cost-effectiveness.

Hervé Tessler, CEO of Noventiq, commented, "We are thrilled to launch our recently developed solution, uDMS, a revolutionary document management solution that embodies our commitment to innovation and excellence towards our customers and partners. As we approach the final stages of our proposed Nasdaq listing, Noventiq continues to push the boundaries of what's possible in digital transformation. This momentum is further bolstered by our Global Strategic Collaboration Agreement with AWS, signed last October, which enhances our capabilities."

Dell Technologies announces multicloud data protection and AI advances

Dell Technologies is expanding its data protection portfolio of appliances, software and as-a-Service offerings to help customers strengthen cyber-resiliency in the face of increasing cyberattacks.

With advances across the Dell Data Protection portfolio, Dell is helping customers build a modern and resilient foundation to protect data on-premises, in public clouds and at the edge. These innovations help address concerns raised in the 2024 Dell Global Data Protection Index (GDPI) survey, which revealed that 75% of organizations believe their existing data protection measures are unable to cope with ransomware threats. Nearly 70% lacked confidence that they could reliably recover from a cyberattack.

"The need for comprehensive and future-proof cybersecurity solutions has never been more urgent than today. As organizations rapidly embrace public cloud solutions, hybrid working models, and generative AI, the threat landscape has changed its dynamics to expose more vulnerabilities within organizations. With the complexity and sophistication of cyberattacks escalating worldwide, we need to prioritize a scalable, real-time, AI-ready, and cloud-enabled data protection infrastructure. Our commitment to investing in advanced end-to-end cloud solutions is geared towards empowering customers to effectively safeguard their data, ensuring that robust security measures are accessible to all," said Ripu Bajwa, Director and General Manager, Data Protection Solutions, Dell Technologies India.

Kaspersky offering its Automated Security Awareness Platform on-premises

Kaspersky has introduced an on-premises model of its award-winning Kaspersky Automated Security Awareness Platform. With the power to operate without the use of the internet, the platform offers companies full control over their data and infrastructure.

According to a recent Kaspersky's study, 77% of companies worldwide have experienced at least one cyber incident over the past two years, and most cyber incidents were caused by human factors. Among the responses that companies consider important to take to prevent potential cyber incidents in the future is the implementation of specialized training for both IT employees (37%) and employees of other non-IT related departments (31%).

One of the most effective tools for developing cybersecurity skills among company staff, Kaspersky Automated Security Awareness Platform is used by organizations in more than 75 countries that have already improved the cybersecurity skill sets of more than 2 million employees.

UAE's du Telecom selects STL as a strategic fibre partner

STL has announced a strategic partnership with du, one of the top telecom companies in the UAE.

This partnership for advanced optical fibre cables demonstrates du's commitment to the fast expansion of fibre-dense mobile and FTTH networks across the UAE, to deliver an exceptional customer experience, which has been a hallmark of the company.

This announcement by STL comes on the heels of STL signing a new 5-year contract for its optical fibre cables with Du Telecom. As a part of this contract, STL, a Zero Waste to Landfill manufacturer, will provide its advanced optical cable designs with bend-resistant fibre to deliver better network performance, especially in FTTH networks. With an impeccable record on quality, STL's products have enabled du to deploy networks faster and with reduced CapEx and OpEx. Dr. Seldon Benjamin, Sales and Application Engineering Head, MEA & APAC, STL, said, "With our strong global optical expertise, we are committed to supporting du in its journey to provide a superlative customer experience."

ONEOTT Intertainment partners with Triple Play Broadband

ONEOTT Intertainment (OIL) and Triple Play Broadband have announced a strategic alliance. OIL, a part of NXTDIGITAL Media Group and a subsidiary of Hinduja Global Solutions (HGS), will work with Triple Play to leverage its vast expanse of fibre and direct broadband customers across the predominantly commercial regions of the national capital region, especially Gurugram. The alliance comes close on the heels of entering into an agreement with leading Mumbai-base ISP Seven Star – for acquiring a majority stake.

OIL has been on an aggressive growth drive and the alliance with Triple Play and acquisition of a majority in Seven Star's broadband business in quick succession reflects the focus, adding over 100,000 subscribers in high ARPU markets. Triple Play is a well-established broadband player, with strong customer relationships in Delhi and NCR regions. The alliance is looking to focus on increasing broadband penetration in these markets whilst in parallel offering IPTV and OTT services to its customers.

Said Vynsley Fernandes, Whole-time Director at HGS and MD and CEO of OIL "Triple Play is an exceptional ISP in terms of market reach and quality of service and we're delighted to welcome them into the Hinduja fold. We're committed to working together to deliver value to our customers; a commitment which is also solidly reflected in us acquiring a majority stake in Seven Star's broadband business, with whom we entered into an alliance earlier this year."

Eurotech Unveils BestNet Fiber Optic Rack Mount Enclosures

Eurotech Technologies have announced the launch of a wide range of fiber optic rack mount enclosures. The BestNet 19-inch top opening optical fiber interconnection units are fiber patch panels & cabinet ideal for routing, terminating and managing optical cable terminations and suitable for interconnecting, cross connecting, or splicing applications in a LAN environment. The modular optical fiber interconnecting units are suitable for optical cable installation, bare fiber splicing & protection, pigtails storage & management. The BestNet 1U series panel helps save time & costs and manage cable resources efficiently. By using these shelves to terminate and splice fiber, IT teams can rearrange cabling quickly & efficiently and keep track of their fiber resources. Efficient fiber management also helps save on maintenance and replacement costs.

BestNet rack mount top opening LIU is suitable for 19" rack frame where the Fiber backbone cable has to be terminated. The top-open tray holds 24 port configurations with different adapters that include; SC, LC, FC and so on.

Google Wallet launches in India

Google has announced the launch of the Google Wallet app in India. This app offers fast and secure access to everyday essentials, enabling people to conveniently store and retrieve important digital documents like boarding passes, loyalty cards, movie tickets, and more. Google Wallet complements Google Pay, which will continue to serve the payments needs of users across India.

At launch, Google has partnered with 20 of India's top brands to enable the Google Wallet experience, including PVR & INOX, Air India, Indigo, Flipkart, Pine Labs, Kochi Metro, Abhibus and many others, with more partners to be added in the months to follow.

Ram Papatla, GM & India Engineering Lead, Android at Google, said, "The arrival of Google Wallet in India marks an important milestone in Android's India journey, bringing innovative and convenient experiences to simplify peoples' daily lives. We are delighted to partner with many of India's top brands to offer a comprehensive solution that helps you securely access and manage your everyday essentials. From boarding passes to loyalty cards, and event tickets to public transport passes – they're there when you need them."

HPE Aruba Networking announces high-capacity Wi-Fi 7 access points

Hewlett Packard Enterprise has launched Wi-Fi 7 access points (APs) that provide up to 30% more capacity for wireless traffic than competitive products. The new APs also strengthen network security and improve location-based services to provide connectivity for demanding enterprise AI, Internet of Things (IoT), location, and security applications.

As a market leader in enterprise wireless, and 18-time Leader in Gartner Magic Quadrant for Enterprise Wired and Wireless LAN Infrastructure, HPE Aruba Networking continues its innovation with new Wi-Fi 7 APs that exceed the requirements of the standard. This performance is achieved with HPE's patented ultra tri-band hardware technology, which fully utilizes the 5GHz and 6GHz bands to automatically and continuously eliminate wasteful contention between the bands. "With more than two decades of Wi-Fi innovation leadership, HPE Aruba Networking continues our commitment to delivering customers the reliable, secure, high-performance connectivity they need to meet their business objectives, which can range from immersive fan experiences to automated manufacturing processes," said Stuart Strickland, wireless chief technology officer, HPE Aruba Networking.

Vodafone Idea plans to roll out 5G around Diwali

According to Vodafone Idea's (Vi) CEO Akshaya Moondra, the company plans to begin its 5G deployment in about six months, with a goal of starting around Diwali on November 1. Key cities and regions with a significant concentration of devices will be given priority during the rollout. As part of its 5G deployment plan, Vi is now performing advanced trials for both vRAN and OpenRAN technologies.

The telecom giant has already met its minimum rollout obligation in four circles and has applied for Bihar and Mumbai circles. Vodafone Idea is in discussions with several tech partners for its 5G rollout. Currently, Nokia powers Vi's 4G in nine circles and Ericsson does so in eight circles. Huawei and ZTE technology are used in seven and five circles respectively. Vi plans to cover 40% of its revenue base with its 5G services within the next 24-30 months. The telco is also focusing on expanding its 4G coverage to match competitors and prevent subscriber churn. According to Analysys Mason, Vodafone Idea possesses approximately 180,000 4G sites, whereas Reliance Jio and Bharti Airtel boast around 300,000 4G sites each. The company has plans to add more 4G capacity within the next few months for decongestion.

CADYCE CA-CC140 C-PREMIA: Revolutionizing Connectivity with Unrivaled Power, Speed, and Versatility

CADYCE proudly unveils its latest breakthrough: the CA-CC140 USB-C Cable. Designed to meet the demands of modern digital lifestyles, this cutting-edge cable redefines connectivity with its unmatched power delivery, lightning-fast data transfer speeds, and seamless compatibility across a multitude of devices and operating systems.

Unparalleled Power Delivery and Performance

The CADYCE CA-CC140 USB-C Cable sets a new standard in power delivery with its impressive capability to handle up to 140W. This means not only efficient charging for USB-C enabled devices but also simultaneous data transfer, ensuring uninterrupted productivity and seamless multitasking.

Blazing Fast Data Transfer Speeds

Say goodbye to sluggish file transfers and hello to lightning-fast data transfer speeds of up to 10Gbps. With USB 3.1 Gen2 technology, the CA-CC140 cable ensures swift and efficient transmission of important files, videos, and photos.

Immersive Visual Experience

Experience the brilliance of 4K resolution at 60Hz with the CADYCE CA-CC140 USB-C Cable. The CA-CC140 delivers stunning visuals with unmatched clarity and detail. Unlock the full potential of display and elevate the viewing experience to new heights.

Ultimate Compatibility and Flexibility

Versatility is key, and the CA-CC140 USB-C Cable delivers on all fronts. Compatible with a wide range of operating systems including Windows, Mac OS, Android, and iOS, this cable seamlessly integrates with existing devices, offering a hassle-free experience across the board. Plus, with support for USB-C displays, the CA-CC140 provides the flexibility to expand the viewing options and create the ultimate workstation or entertainment setup.

Built to Last

Crafted with durability in mind, the CADYCE CA-CC140 USB-C Cable features a CADMiUM braided design coupled with zinc alloy connectors, ensuring maximum durability and longevity. The CA-CC140 is built to withstand the rigors of daily use, providing users with a reliable and long-lasting connectivity solution.

Availability

The CADYCE CA-CC140 USB-C Cable is now available for purchase, offering consumers the perfect blend of quality, reliability, and performance.

CP PLUS boosting Rail Infrastructure Safety as Lead Surveillance & Security Partner

CP PLUS proudly announces its partnership as the lead Surveillance & Security Partner at the esteemed Rail Infra Conference, reaffirming its dedication to safeguarding critical infrastructural assets within the rail sector. This collaboration underscores CP PLUS's commitment to advancing safety and security standards through cutting-edge surveillance solutions and state-of-the-art security technology.

The Rail Infra Conference, organized by the Ministry of Railways, convened to explore the integration of emerging technologies for enhancing railway infrastructure nationwide. As a frontrunner in the field, CP PLUS actively participated in this pivotal event, emphasizing the paramount importance of leveraging new-age technologies to fortify safety measures within the railways.

M.A. Johar, President - Strategic Business at CP PLUS, represented the brand at the conference, delivering valuable insights on the transformative impact of innovative technologies in diverse sectors, including railways. Johar elucidated CP PLUS's role in spearheading indigenized innovations tailored to enhance safety within the Indian Railways, reinforcing the brand's position as a trailblazer in the realm of surveillance and security solutions.

"Our partnership with the Rail Infra Conference exemplifies our unwavering commitment to strengthening safety and security standards within the rail sector," remarked Johar. "At CP PLUS, we are dedicated to harnessing the power of cutting-edge technology to safeguard critical infrastructural assets and contribute to the advancement of rail infrastructure across the country."

With a steadfast focus on innovation and excellence, CP PLUS continues to revolutionize the landscape of surveillance and security solutions, providing comprehensive protection for critical infrastructure and public safety. By collaborating with key stakeholders and industry leaders, CP PLUS remains at the forefront of driving positive change and fostering a secure environment for all.

D-Link concludes Phase One of CONNEXION 2024

D-Link has announced the successful completion of the first phase of Connexion 2024 series of events in India. D-Link Connexion 2024 series was kicked off in Nagpur in January this year, and since then the company has connected with 350 plus Enterprise partners & System Integrators in 8 cities across the country.

Connexion is D-Link's flagship enterprise partner gathering curated to drive conversations around the future of networking for businesses, and to strengthen its ties with system integrators & business partners in the Indian subcontinent. At the event D-Link's team of tech experts shared insights on the latest networking technology trends that are driving digital proliferation, followed by a live technology showcase and one-on-one interaction. The first phase of D-Link Connexion 2024 series largely covered tier 2 & some tier 3 cities namely – Nagpur, Nashik, Rajkot, Chandigarh, Jammu, Jaipur, Patna and Lucknow.

D-Link Connexion 2024 has been at the forefront, showcasing cutting-edge enterprise networking technologies that empower businesses, educational institutions, and government sectors to embrace the future of digital connectivity.

As D-Link wraps up the first phase of Connexion 2024, the company expresses its sincere gratitude to all its partners and attendees who have contributed to making this event a resounding success. D-Link is excited to continue its journey with upcoming phases of the Connexion 2024 series with the mission of delivering exceptional technology solutions that shall empower enterprises.

Arrow PC Network organizes Impact 2024, igniting change and inspiring action

Arrow PC Network's Impact 2024, held at The Banyan Retreat Resort in Jim Corbett, was a convergence of visionary ideas, insightful discussions, and collaborative initiatives aimed at fostering positive change within the IT sector. The event was sponsored by industry leaders such as Dell Technologies, AWS, Crayon, Sify, Sonicwall, Freshworks, Commvault and Savex. Impact 2024 exemplified the power of collective action in driving meaningful impact.

The theme of the event resonated deeply with attendees, emphasizing the importance of making a lasting impression rather than merely chasing success and wealth. Impact 2024, commenced with a spiritual invocation, setting the stage for a transformative experience that would leave participants energized and inspired.

Day 1 of Impact 2024 accelerated with a powerful keynote address by Gurpreet Singh, Founder and MD of Arrow PC Network, who underscored the significance of creating impact through action, wealth management, and community engagement. Day 2 of Impact 2024 continued the momentum with a diverse array of engaging sessions from Dinesh Konidala of Freshworks, who discussed their commitment to modernizing the business environment through their unified IT solutions for businesses and AI assistant "Freddy."

Zohaib Hasan from Savex Technologies shared illuminating perspectives on improving IT environments through diverse services and solutions. This was followed by presentations from Sify Technologies, where Yoginder Pal Taneja and Nitin Khanna shared their decade-long experience and knowledge on various IT essentials for businesses.

MAIT organizes workshop on ERSO

MAIT recently organised a workshop on Electronics Repair Services Outsourcing (ERSO). The workshop aimed to collect insights from companies that participated in the ERSO pilot, to leverage those insights to establish a robust ERSO ecosystem in collaboration with various government departments.

The workshop began with the welcome address by Col Suhail Zaidi (Retd), Director General, MAIT, and set the context of the workshop. Anubhuti Kaul Bhrany, Sr Director, Flex, Chair of the ERSO Committee, steered the workshop. During the workshop, companies such as Flex, Lenovo, CTDI, R-Logic, S Aforeserve, Kaynes Technology and DeNovo shared their operational experiences during the pilot, highlighting key learning outcomes.

One of the key findings from the input of these companies was that, as a result of the ERSO pilot project, there was a significant reduction in shipment time from the previous 5 to 7 days to 2 to 3 days post-ERSO pilot implementation. The major countries from which India receives most of its ERSO assignments include the US, Australia, Singapore, Dubai, and several European countries.

Some major improvement areas highlighted during the workshop include the need for India to enhance its component harvesting system, support smaller Indian firms in the field of electronics repair, and consider sourcing locally available used products for refurbishment and sale to other countries.

The participant companies also collectively decided to work towards a focused skill development programme in electronics repair for Indian youth in collaboration with various stakeholders.

MAIT is collating all important data points and findings to further reach out to various government ministries and departments to pave the path for ERSO.

CP PLUS organizes Technology Show - Behtar Surakshit Bharat in Uttar Pradesh

CP PLUS organized a number of its prestigious Technology Shows - Behtar Surakshit Bharat in locations across India to enable hundreds of participants in upskilling and reskilling themselves.

Leading the charge for skilling and upskilling the security workforce, CP PLUS organized the first-ever Technology Show in

Ambedkar Nagar, Uttar Pradesh where the brand witnessed a great participatory spirit with more than 115+ participants joining to make the show a huge success.

With hundreds of participants excited to learn about the marvelous technological advancements CP PLUS is bringing to their town, the event witnessed huge engagement and created milestones where many System Integrators gained the opportunity to reskill themselves and find better positions in life. As a first-of-a-kind initiative for the district, the Technology Show- Behtar Surakshit Bharat has enabled CP PLUS to educate its partners on the latest surveillance technologies and upcoming trends.

The show also played an instrumental role in empowering hundreds of individuals by strengthening their business potential. CP PLUS innovative products and solutions based on AI (artificial intelligence) attracted both new and existing partners while offering a unique experience to them.

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Indian Tech businesses reaffirming their commitment to harness the transformative power of AI

INDIAN TECHNOLOGY DAY

National Technology Day serves as a reminder of the pivotal role technology plays in a nation's progress and development. Celebrated on May 11th every year, this day gives a platform to acknowledge the contributions of engineers, scientists, researchers, and innovators, who have achieved significant breakthroughs in many fields, while also serving as an occasion to raise awareness about the importance of technology in addressing societal challenges and fostering economic growth.

To celebrate May as a month of 'Technology', VARINDIA makes an attempt to understand from the corporates and business technology leaders on how they look at innovations in IT as they reflect on the nation's digital evolution and their roadmap for Digital Transformation and AI revolution.

Tarun Chhabra, Country Manager, Nokia India contends that National Technology Day is a celebration of innovation and contribution of the youth for driving the same. "India has already positioned itself as one of the key economies in the world driven by technological innovation over the last few year. We believe that the next decade will be

AMIT-CHOUDHARY
CHIEF OPERATING OFFICER
WIPRO LIMITED

TARUN CHHABRA
COUNTRY MANAGER
NOKIA INDIA

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

AALOK KUMAR
CORPORATE OFFICER &
SENIOR VICE PRESIDENT,
HEAD OF GLOBAL SMART CITY
BUSINESS, NEC CORPORATION
AND PRESIDENT & CEO, NEC
CORPORATION INDIA

ASHISH SARAF
VP AND COUNTRY DIRECTOR,
THALES INDIA

marked by unparalleled technological progress in AI, cloud, and connectivity presenting new opportunities for India to strengthen its foothold in the global technology landscape. At Nokia, we are actively building a global ecosystem by leveraging our innovation platforms, communities, and physical labs, where we unite partners and technologies to shape the digital services and applications of tomorrow," he says.

"It is important to celebrate the new frontiers discovered with technology while celebrating Technology Day," says Amit Choudhary, Chief Operating Officer, Wipro Limited. "However, we must also recognise the people – the scientists and engineers – that work tirelessly to take humankind to new heights every single day. The technology of today is AI, which has a plethora of benefits for professionals. As it takes on more routine and monotonous tasks, the workforce of tomorrow will have far more time to focus on other aspects of their jobs – strategic planning, innovation, problem-solving, and creativity. In this new era, companies must renew their commitment to fostering a culture of continuous learning and development, where employees can acquire new skills and adapt to the changing demands

of the marketplace."

"Over the past decade, India has matured into global leadership in technological innovation. Today, India is on a steady path to realize its vision for a 'Viksit Bharat' by 2047, and the role of technology comes into sharp focus with greater responsibility than ever before," observes Aalok Kumar, Corporate Officer & Sr. VP - Head of the Global Smart City Business, NEC Corporation and President & CEO, NEC Corporation India. "India's unique position as a rapidly urbanizing nation undergoing large-scale digital transformation presents an unparalleled opportunity as a testing ground for innovative solutions that can be adapted to various markets worldwide."

Sanjoy Bhattacharya, Director of Sales & Marketing, IT Business, ViewSonic India believes that celebrating Technology Day is not just about celebrating and acknowledging the advancements in the digital world, but it is a time to remember its significant influence in all aspects of life, including reshaping industries, innovations and redefining tech potential.

"In celebrating the changing power of technology, ViewSonic stands tall as a leader that keeps showing what is attainable. For us to fully understand our environment, ViewSonic never tires in its pursuit of perfection, forever evolving how we interact with our customers," Sanjoy explains.

"In India's unwavering commitment to technological progress, Thales stands proudly by its side as a trusted partner in this remarkable journey," says Ashish Saraf, VP and Country Director, Thales in India. "With our global expertise, we support India's vision of Atmanirbhar Bharat and actively collaborate with local industry and academia to develop advanced solutions under Make in India. Our robust capabilities in Defence, Aerospace, Cybersecurity and digital identity, combined with R&D efforts in Open Hardware Research play a key role in advancing the country's growth in these critical domains."

"Technology is a tool for progress — a catalyst for positive change that improves human lives by levelling the field of opportunities," says Ajeya Motaganahalli, VP Engineering & Managing Director, India R&D, Pure Storage. "Today, technology influences every facet of our

GEETHA RAMANNA
DIRECTOR SOFTWARE
DEVELOPMENT AND NETWORK
SECURITY, SOPHOS

AJEYA MOTAGANAHALLI
VP OF ENGINEERING &
MANAGING DIRECTOR,
PURE STORAGE INDIA

RAVI CHHABRIA
MANAGING DIRECTOR
NETAPP INDIA

SOORAJ BALAKRISHNAN
ASSOCIATE DIRECTOR AND HEAD
OF MARKETING, ACER INDIA

SRINIVAS PRASAD
SENIOR DIRECTOR AND
INDIA SITE HEAD
ANALOG DEVICES

TANUJ MITTAL
SENIOR DIRECTOR - SALES,
CUSTOMER PROCESS
EXPERIENCE
DASSAULT SYSTÈMES, INDIA

lives, from communication and healthcare to transportation and entertainment. Take for instance the pivotal role technology played in accelerating recovery during the COVID-19 pandemic by leaps and bounds. Going forward, technological advancements promise to further bolster our resilience. Pure Storage honors the contributions of scientists, engineers, innovators, and researchers from the science and technology community in shaping a sustainable future."

TIME TO SEAL THE SKILL GAP

The rapid digital transformation that India has undergone in the recent years has also resulted in a skills gap in a number of industries. This also means that there are more jobs available than there are people qualified to fill in the technology industry.

Ravi Chhabria, Managing Director, NetApp India points out that while there is a readiness seen among enterprises to accept new technologies, there is still the need for a heavier push towards education and skilling in deeptech. "Education and mentorship play an incomparable role in nurturing innovation across the tech sector. To train them young, we are committed to empowering teens through initiatives such as the NetApp Data

Explorers program, equipping them with critical data skills – with an aim to provide opportunities for exploration and problem-solving. Our effort towards mentorship extends through NetApp Excellerator, where we engage with deep-tech startups, offering them our expertise in intelligent data infrastructure solutions."

As much as the skill gap is still a major loophole in the industry, the scarcity of cybersecurity experts strains those already in the field, leading to exhaustion and missed opportunities. With advent in tech innovation, the spectre of ransomware attacks and data breaches grows to be ever more ominous and so does the scarcity of talent.

"The Sophos' Future of Cybersecurity in APJ survey revealed that 83% of cybersecurity professionals are affected with burnout and fatigue. However, amidst these challenges, lies a solution in education and mentorship. By equipping the next generation of tech professionals with essential skills and guidance, we can bolster our defenses against cyber threats and pave the way for a secure digital future. Let us join forces in safeguarding our nation's technological advancement, one mentoring relationship at a time," says Geetha Ramanna, Director,

Software Development and Network Security, Sophos.

"Amidst the challenges we face, Acer places a strong emphasis on sustainability," cites Sooraj Balakrishnan, Associate Director and Head of Marketing, Acer India. "Acer echoes this sentiment through this year's theme: 'School to Startups - Igniting Young Minds to Innovate.' Acer embarks on an inspiring journey to motivate and empower young minds to embrace technology, cultivating an innovative spirit that resonates from classrooms to professional settings. As we celebrate National Technology Day, let's reaffirm our dedication to progress, innovation, and the transformative power of technology to instigate positive change."

INDIA RISING AS AN AI POWERHOUSE

India is positioned to emerge as a global AI powerhouse, with AI spending projected to undergo a swift expansion. Buoyed by 20% of the world's data and AI talent, India's strategic advantage is further reinforced by its robust developer community and skill penetration, positioning it to surpass even the US in AI leadership.

Tanuj Mittal, Senior Director - Sales,

SANKET ATAL
MD – OPERATIONS AND SITE
LEAD – TECHNOLOGY, PRODUCT,
SALESFORCE INDIA

JARED DANARAJ
VICE PRESIDENT, SALES AND
SOLUTIONS ENGINEERING, ASIA
PACIFIC AND JAPAN, UIPATH

MANOJ PAUL
MANAGING DIRECTOR
EQUINIX

APOORVA CHHABRA
SENIOR PRINCIPAL
ANALYST, GARTNER

Customer Process Experience of Dassault Systèmes, India says that the company believes in using AI in three complementary ways - for sustainability, by developing environmentally efficient products using circular business processes and maximizing value chains; for operational excellence, delivering efficiency and redirecting resources towards innovation for a more competitive business; and for the workforce of the future, upskilling with augmented contextual skills, knowledge and know-how and role guidance.

"While data science and AI are very hot topics, our work with AI started many years ago: our users have already augmented with AI through our Industry Solution Experiences. We are leveraging the current acceleration of AI to continue maximising the virtualisation of knowledge and know-how to open new values and potential for our customers, their businesses, and people, demonstrating the power of Virtual Twin Experiences Powered by AI," he says.

ADI India is committed to staying ahead in AI innovation through several strategies. The company is developing AI ecosystems to unlock more innovation, increase productivity, and develop products and solutions for the Intelligent Edge.

"ADI is deploying enterprise-scale generative AI platforms to make AI pervasive across its operations. The company is heavily investing in the AI market, providing a comprehensive portfolio of solutions for power-efficient AI systems. Deploying enterprise-scale generative AI platforms such as SambaNova Suite globally integrates AI into every aspect of operations, from product development to manufacturing," explains Srinivas Prasad, Senior Director and India Site Head, Analog Devices.

"This National Technology Day, we should acknowledge India's remarkable rise as a tech leader, particularly in Artificial Intelligence (AI)," says Sanket Atal, Managing Director – Operations and Site Lead – Technology, Product, at Salesforce India. "A recent report by NASSCOM predicts that the Indian AI market will reach $17 billion by 2027, highlighting its immense potential. Our country is well-positioned for sustained economic growth, with digital transformation serving as a key driver. Moreover, India's focus on AI's rapidly evolving innovation cycle further strengthens its growth potential. With a large talent pool and supportive government policies, India possesses some of the richest data sets for AI innovation. This represents a golden moment for India, with Salesforce as its digital partner committed to building a future where AI empowers individuals and fosters a truly inclusive digital economy."

"Innovation and entrepreneurship are fundamental principles driving our mission at UiPath," says Jared Danaraj, Vice President, Sales and Solutions Engineering, Asia Pacific and Japan, UiPath. "Initiatives such as Community Edition, UiPath Academy, and UiPath Marketplace empower individuals and organizations to leverage AI and automation in a way that fuels creativity and drives digital transformation. We continue to work towards enabling automation across all knowledge work in India to accelerate human achievement. Our dynamic ecosystem of 2 million developers' communities, partners, and customers fosters co-creation, enabling us to remain at the forefront of technological innovation. UiPath continues to push the boundaries of what's possible with automation and AI."

According to Manoj Paul, Managing Director of Equinix, data is the new oil for any economy and Artificial Intelligence is going to be key for success for enterprises and countries, in the years to come. "We understand the unique challenges and opportunities that businesses face in this dynamic market. As the world's digital infrastructure company with 260 data centers across 71 metros, Equinix plays a crucial role in providing the robust digital infrastructure necessary for enterprises to drive their digital transformation initiatives forward. With our partnership with leading technology providers for AI, we are ready to support organization planning to realize the power of AI for providing better services to their customers."

A BURGEONING START-UP ECOSYSTEM

With a rising focus on the digital economy and technology being the unifying factor here, the start-up ecosystem in the country is growing rapidly. Technology innovations enable start-ups to introduce new solutions, with focused expertise and local market knowledge. With an aim to fulfil growing demand and to refine outputs beyond the prebuild prompt, startups leverage emerging technologies to create differentiation as they develop their own native or embedded solutions.

"Startups are furthering the reach of innovative technologies while pushing deeper into societal challenges, with imperatives such as outcome-based value, data safety and actionable ethics," says Poorva Chhabra, Senior Principal Analyst, Gartner. "Companies are investing with consideration to inject ethics into governance, business decisions, service design and product management. Tech innovations are being pursued for specific use cases with quantifiable value while minimizing risk exposure. Companies need to identify and explore points of ethical decision risk across business processes and develop human-tech synergies."

QUOTES FROM THE INDUSTRY

Digital Factory technology - a facilitator to transform Indian Manufacturing companies

"India is making huge strides in the manufacturing and ER&D space, with government's initiatives such as Aatmanirbhar Bharat, Make in India, and Digital India encouraging significant boost in domestic production. Towards making our PM's Vision of Make in India successful and contributing to making India a global manufacturing hub, we at Neilsoft, are developing Technology/IP-led solutions tailored to the needs of the Indian industry, focusing on improving quality and productivity. We have identified India as a major focus for us with our Pune-based facilities dedicated to developing Quality Inspection solutions for Manufacturing companies and Energy Management Solution for large facilities like factories, industrial buildings, hospitals, data centers, etc. to reduce energy consumption. We also believe that Digital Factory technology has the potential to transform Indian Manufacturing companies. We are already engaged with several companies to devise and implement these solutions in India."

PRASHANTH CHUNDURI
SR. VP - STRATEGY & ALLIANCES/PARTNERSHIPS; MANAGING DIRECTOR - NEILSOFT

Ozonetel believes in 'AI for Everyone' through storytelling

"National Technology Day celebrates the transformative power of technology. This year's theme, "From Schools to Startups," perfectly captures its role in igniting innovation within young minds. Integrating AI into education can empower students to transcend passive learning, fostering proactive problem-solving and critical thinking skills. Ozonetel's recent partnership with Swecha (NGO) engaged 10,000 students in digitizing Telugu folk tales, resulting in the first-ever Telugu language storytelling application. This project not only preserved cultural heritage but also provided students with valuable hands-on AI development experience. Building on this success, our "Summer of AI" internship program empowers 100,000 students to collaborate on building a comprehensive Telugu Language Model (LLM). This program fosters exploration of AI and development of Text-to-Speech models. Engaging students in real-world projects equips them with the skills to become future-ready entrepreneurs and tech leaders who will contribute significantly to the AI-driven workforce. By embracing AI on National Technology Day, we empower young minds to become passionate innovators, shaping the future of technology itself."

CHAITANYA CHOKKAREDDY
CO-FOUNDER AND CHIEF TECHNOLOGY OFFICER, OZONETEL COMMUNICATIONS

Championing inclusivity and shaping a future of technological progress

"National Technology Day celebrates not just technological advancements, but also the widespread accessibility of innovation. In this era, enterprise AI serves as a pivotal force, driving the digital transformation of businesses across all scales, enabling them to flourish amidst heightened competition. This underscores the significance of AI in the ongoing evolution of technology, revolutionizing how businesses operate and innovate in the modern landscape. The widespread adoption of enterprise AI is leveling the playing field, enabling even MSMEs to stand toe to toe with global competitors. Through intelligent automation, predictive analytics, and personalized insights, AI equips these companies with the tools to optimize operations, enhance productivity, and deliver unparalleled value to their customers. Beyond its capacity to optimize business operations, AI today also emerges as the great equalizer, bridging gaps between individuals and communities like never before. It transcends boundaries, providing ease of access to information, education, and opportunity, thus paving the way for inclusive growth and empowerment. As we commemorate National Technology Day, let us recognize the transformative power of AI and share enthusiasm for the continuous strides being made in space, contributing to India's tech journey."

SACHIN PANICKER
CHIEF AI OFFICER, FULCRUM DIGITAL

Avaali continuously working on finding, developing, and refining AI solutions

"A steadfast commitment to innovation and entrepreneurship lies at the heart of our organizational ethos. We periodically assemble innovation teams, drawing from a diverse pool of talents across our organization. These teams are tasked with exploring new solution areas, challenging the status quo, and harnessing collective creativity to conceptualize breakthrough ideas. The recommendations generated by these teams form the bedrock of our novel launches, ensuring that innovation is not just a buzzword but a tangible action plan leading to market-leading solutions.

Our organizational culture is intentionally designed to promote ownership and entrepreneurial thinking at every level. This mindset is integral to our identity, driving us to challenge the conventional and pursue excellence relentlessly. This commitment to challenging the status quo is what sets us apart and drives our innovation. At Avaali, we believe in educating to empower. The Kamala Neela Trust, an initiative by Avaali, aims to break barriers by providing quality education to underprivileged girls. Our vision is to create a world where every girl, regardless of background, has equal opportunities to thrive and excel."

SRIVIDYA KANNAN
FOUNDER & CEO – AVAALI SOLUTIONS

Technology powers Meesho's success

"On National Technology Day, let's celebrate India's tech journey—filled with challenges and triumphs, just like any personal growth story. From startups to e-commerce, technology fuels our progress, reshaping businesses with AI, efficient logistics, and data-driven strategies. At Meesho, technology powers our success, connecting entrepreneurs nationwide. We're committed to using tech to empower the next generation. As we mark this day, let's embrace tech's potential to bridge divides, fuel growth, and propel India forward."

DEBDOOT MUKHERJEE
CHIEF DATA SCIENTIST, HEAD OF AI AND DEMAND ENGINEERING, MEESHO

"Technology Day reminds us of innovation's pivotal role in our society"

"Innovation lies at the heart of progress, driving companies forward and shaping the future of industries. At o9, an AI-powered planning and decision-making software company, staying at the forefront of innovation is not just a choice for us but a necessity to continuously deliver value to our customers. New Technology Day reminds us of innovation's pivotal role in our society, particularly for the youth. Many initiatives, like our annual hackathon, stand as a testament to the power of innovation. It's a platform where bright minds converge, fueled by creativity and technology, to solve real-world challenges. Through this event, we witness the transformative potential of technology in the hands of young innovators. Seeing how their fresh perspectives and inventive solutions push the boundaries of what's possible is inspiring. Another example to showcase innovation is events like o9's Involve event, where academics, leaders of businesses, and practitioners come together to discuss the latest trends to drive future innovation and create sustainable impacts on the world."

NARASIMHA KAMATH
EXECUTIVE VICE PRESIDENT, R&D, O9 SOLUTIONS

Commitment to innovation ingrained in the culture of Lendingkart

"Lendingkart is not just a financial services company — we are a catalyst for innovation and entrepreneurship. We have created an environment that nurtures the spirit of the MSMEs and embraces technology, empowering entrepreneurs to bring their ideas to life and scale their ventures effectively. Our tailored solutions and support are designed to bridge the digital divide in India, ensuring that finance on the back of technology is accessible to everyone, regardless of their background or circumstances.

AI innovation is not just about staying ahead—it's about redefining what's possible. With availability of off-the-shelf AI tools, platforms, and API, even those with limited technical expertise can leverage advanced AI capabilities to solve complex problems and innovate. To top it off, we are continually investing in AI research to enhance our services, streamline processes, and offer personalized solutions. This commitment to innovation is ingrained in our culture; it's how we stay at the forefront of financial services in India. Our goal isn't just profitability; it's about making a meaningful impact. We believe in leveraging technology for positive change, empowering individuals, and businesses to thrive in the digital age."

MANISH BHATIA
PRESIDENT - TECHNOLOGY, ANALYTICS AND CAPABILITIES, LENDINGKART

Innovation is the lifeblood of progress at Wayfair India

"Wayfair fosters an environment that encourages entrepreneurial drive, empowering engineers to assume ownership, challenge conventional models, and influence the trajectory of global online shopping. This distinctive fusion of a startup atmosphere within a well-established corporation provides the Indian team with artistic liberty, resource accessibility, and exposure to a diverse talent pool worldwide, facilitating them to innovate and propel advancements in the continuously evolving digital realm. Our innovation initiatives span developing cutting-edge AI technologies to make expertise accessible on-demand through natural conversations. Bridging the digital divide is a key priority for us to ensure all sections of Indian society can leverage technology's transformative potential. Our India TDC aims to provide opportunities to talent all across India to hone their potential and nurture underrepresented talent pipelines.

Our roadmap focuses on leveraging AI to provide expert guidance, visualize products in real environments, and streamline support through intelligent automation. We are extremely excited about AI's ability to make specialized knowledge accessible on-demand through user-friendly interfaces. The Indian center is strategically focused on shaping AI that enhances human capabilities rather than replacing them. We nurture skills like critical thinking to evaluate AI outputs, articulating nuanced prompts, and creative visioning as AI handles routine tasks."

ROHIT KAILA
HEAD OF TECHNOLOGY AND SITE LEADER, WAYFAIR INDIA TDC

Committed to leveraging advanced technologies to support and care for seniors

"As a geriatric care provider, KITES Senior Care is committed to leveraging advanced technologies to support and care for seniors. With the launch of 'seniorshield' app platform, we are a healthtech company as well which is a testament to this commitment, offering seniors user-friendly tech to enhance their health and quality of life. With the launch of this app platform, we have broken the perceived technology barrier for seniors and have brought them closer to a better quality of life. Our ultimate goal of launching 'seniorshield' app platform is to leverage the power of data and AI to predict outcomes. With this we are in a position to deliver tailored solutions to ensure that the senior stays ahead of the curve and are able to lead a healthy and active life.

We at KITES Senior Care are passionate about innovation and are pioneering the concept of 'out of hospital' geriatric care in India."

RAJAGOPAL G
CO-FOUNDER AND CEO, KITES SENIOR CARE

Leegality's focus relies on integrating AI to streamline and strengthen document processes

"Being India's first Document Infrastructure Platform, we support entrepreneurs by enabling them to digitise their paperwork processes through innovative solutions such as eSign, eStamp, and document automation. This enhances efficiency, reduces costs, and minimises errors, which helps businesses to be more agile and inculcate an innovative operational environment. Our team is dedicated to supporting entrepreneurs by providing tools that streamline paperwork, so they can focus on growing their businesses. Accessibility is not an afterthought for us, it is a principle that guides our product development from the ground up. Given the digital transformation that Leegality is bringing about in financial services in the country, it's very important that we build our product for the length and breadth of our country. We are consciously aware of the Digital Divide that exists, and we go to great lengths to ensure that we are helping bridge it. Documents and eSigning flows in 10+ Indian languages, optimising for 2G and 3G bandwidth network connections, allowing multiple users to eSign using the same phone etc are just some of our product capabilities that ensure that financial services can reach even rural and underserved areas."

SHIVAM SINGLA
FOUNDER AND CEO, LEEGALITY

Scanning for opportunities for top-line growth through GenAI

"At ABI, we recognize the transformative potential of GenAI and its capacity to drive significant change within our organization. We are also cognizant of the need for a measured approach when dealing with such disruptive technologies. This entails fostering an environment of excitement while judiciously allocating our resources, investments, and time toward initiatives that yield considerable returns. Over the last year, AB InBev GCC has identified over 100+ opportunities through our GenAI initiative, aimed at enhancing productivity or driving top-line growth across various business functions.

ABI has strategically focused on promising areas for GenAI application, including Backoffice Transformation, Software Development, Employee Productivity, and Insights Support. As we continue to expand our pilot projects with a primary emphasis on Productivity, we are also venturing into exploring opportunities for Top-line growth through GenAI. It is crucial to recognize that Gen AI represents only a fraction of the engineering required for comprehensive solutions. When Gen AI is integrated into a process, it necessitates a redesign of the operating model. It is imperative to phase out or limit old manual assets to prevent reverting to them out of habit."

SAJITH KURUP
GLOBAL DIRECTOR, ANALYTICS, AB INBEV GCC INDIA

Fostering a culture of innovation by encouraging collaboration and resource sharing

"At Marlabs, we fuel innovation and entrepreneurship by diving into tech trends to spark cutting-edge ideas. Our hackathons encourage brainstorming and prototyping new solutions, while our incubation programs turn high-potential, employee-led projects into reality with the right resources and mentorship. We also partner with startups and external innovators to stay fresh. As a tech company, we ensure fair access to technology in India by partnering with the government, nonprofits, and local groups to set up tech hubs and training in underserved areas. We focus on making tech affordable and user-friendly, developing gadgets and apps for places with limited internet and for non-tech-savvy users. We are dedicated to using our skills for good, ensuring tech benefits everyone and no one gets left behind. Our strategic approach to AI innovation combines research, collaboration, talent development, and agility to stay ahead of emerging trends. We have established an AI council to monitor the latest in AI, focusing on machine learning, natural language processing, and computer vision. Continuous learning is key, with training programs to keep our team's AI skills sharp. In essence, our game plan is to stay curious, connected, and ahead of the curve in AI innovation".

NANDISH MAHADEVAPPA
SENIOR VICE PRESIDENT, ENTERPRISE ARCHITECTURE, MARLABS

B Square ensures transparency and ethical AI practices

"Recognizing the need for businesses to stay ahead of the curve, we have developed Pothera ERP to help them leverage technology for management and analysis and do a lot more. The development of Pothera ERP was a group-up initiative from our team stemming from extensive market research, a thorough understanding of the market requirements, and its needs and wants. B-Square gives solutions to the customers. As a technology company, our vision is to bridge the digital divide by enabling every enterprise, regardless of size or industry, to unleash the power of IT and digitize their business processes through our world-class software solutions. To achieve this vision, we have developed affordable, easy-to-use, quick-to-implement, and scalable software solutions. Our offerings include both smartphone and web applications with APIs for multipurpose usage, ensuring accessibility across various devices and platforms. Our mission is to become the preferred software solution provider for the Indian MSME sector, aiming for a user base of one million by 2025. Through our innovative solutions and commitment to accessibility and security, we are dedicated to empowering businesses of all sizes and sectors to thrive in the digital era."

PAYAL NAMBIAR
FOUNDER AND CEO, B SQUARE

Alstom's contribution to sustainability is closely tied to the business it is in

"Alstom's ambition is to accelerate innovation in sustainable mobility and move the world closer towards clean and green transport. In this regard, we have committed to make active social investments through our partnership with NSRCEL-IIMB, to nurture virtuous partnerships, accelerate local development, and support inspiring and transformative projects. At Alstom, we are not just working on trains and technologies of today; we are shaping the future of mobility. We have pioneered the evolution of the railways across the world and continue to be a strategic partner in supporting India's transition towards sustainable modes of mass mobility. Today, we are the only rail player offering the entire range of low-emission rail technologies, including hydrogen (H2) trains, battery trains, electrification & world's most advanced signalling systems such as ETCS Hybrid Level 3 over LTE or Train to Train communication-based metro systems. AI and data analytics are set to play a pivotal role in modernizing the railways and making them more intelligent, efficient, and sustainable. The recently inaugurated Namo Bharat has been designed to reduce travel time by 40%, from 100 minutes to 60 minutes, enabling passengers to spend less time."

THAMEEM KAMALDEEN
MANAGING DIRECTOR – SIGNALLING AND INFRASTRUCTURE, ALSTOM INDIA

Committed to bridging the digital divide and ensuring technology access to everyone

"At Consistent Infosystems, fostering innovation and entrepreneurship is at the core of our ethos. We actively promote a culture of innovation by encouraging our employees to think outside the box, explore new ideas, and take calculated risks. Our dedicated innovation programs and initiatives provide a platform for employees to showcase their creativity and collaborate across departments to develop groundbreaking solutions. We also conduct internship and training programs where we take college pass-outs from various IT colleges/ universities and help them in developing and enhancing their technical skills through our special in-house training plus absorption program providing them with employment and entrepreneurship opportunities. Additionally, we also support entrepreneurship by partnering with startups and providing them with access to our extensive network and resources to help them bring their ideas to market."

YOGESH AGRAWAL
CEO AND CO-FOUNDER, CONSISTENT INFOSYSTEMS

Creating a more inclusive, innovative, and human-centric society with help of AI

"AI advancements have been transformative, reshaping industries and driving innovation at an unprecedented pace. The evolution of AI technologies has significantly altered processes and redefined human-machine interactions, ushering in a new era of more intuitive and natural engagements with technology. Across industries, advancements in AI have facilitated a profound shift towards more human-like interactions with technology. Through techniques like natural language processing and sentiment analysis, AI systems are now capable of understanding and responding to human emotions and preferences, fostering deeper connections, and enhancing user experiences. Domain knowledge plays a crucial role in harnessing the full power of AI, enabling organizations to leverage specialized insights across various industries. By combining domain expertise with AI-powered analytics and decision-making tools, organizations can augment human capabilities and democratize access to insights previously confined to specialized domains. Adaptability, continuous learning, and a human-centred approach will be key to thrive. Embracing a growth mindset and cultivating digital literacy will be paramount, enabling individuals to harness the full potential of AI technologies and navigate the evolving digital ecosystem effectively."

PANKAJ SACHDEVA
VICE PRESIDENT, DATA SCIENCE & ANALYTICS AND MANAGING DIRECTOR, INDIA INNOVATION, PITNEY BOWES

India's tech sector set to play a pivotal role on the global stage

"In today's digital era, where data has emerged as the lifeblood of organizations and a prime target for cybercriminals, ensuring data security and privacy has become imperative for any organization here in India. The rapid advancements in artificial intelligence (AI) and the emergence of cutting-edge algorithms have further expanded the cyber-threat landscape at an unprecedented pace, posing formidable challenges for organizations across India. With threat actors leveraging sophisticated AI algorithms to develop potent and evasive cyber attacks capable of circumventing traditional security measures, there's a heightened awareness and an urgent need to augment cyber budgets. As India navigates these challenges, its tech sector is set to play an increasingly pivotal role on the global stage."

SANJEEV CHABBRA
MANAGING DIRECTOR & CEO, BEETEL TELETECH LTD

Security and privacy to give better data protection

"In the digital age, where data is often referred to as the 'new oil' but I say it as 'new water'. Just as water is vital for the survival of living organisms, data is crucial for the functioning and growth of businesses, economies, and societies in the digital age. This has gained immense significance as it emphasizes the need for individuals, organizations, and governments to take proactive steps in safeguarding data privacy.

Every individual is constantly generating and sharing vast amounts of personal information on digital platforms. Our digital footprint is extensive, from online transactions and social media interactions to healthcare records and smart device usage.

Data Privacy emphasizes fundamental principles guiding the responsible handling of personal information. These principles include user consent, transparency, security measures, data residency and data minimization. It is essential to uphold these principles for ethical data practices and ensure the protection of individuals' privacy rights."

DR. DEEPAK KUMAR SAHU
PUBLISHER & EDITOR-IN-CHIEF, VARINDIA

Maintaining Synechron's leadership in AI innovation through a strategic approach

"At Synechron, we foster a culture of innovation and entrepreneurship. Through initiatives like Synechron Innovation Labs and Synechron FinLabs, we provide platforms for showcasing cutting-edge technologies and supporting startups to scale their innovations. We are deeply committed to bridging the digital divide and ensuring equitable access to technology across all sections of Indian society. Some of our key initiatives include providing skill development training to differently abled and rural youth through partnerships with organizations like the Indian Association for the Blind (IAB). By collaborating with NGOs and government agencies, we deliver digital services and solutions to marginalized groups, including essential services like health information, financial inclusion, and e-governance. Furthermore, our advocacy efforts extend to creating awareness campaigns promoting digital rights and inclusion. These campaigns cover crucial topics such as online safety, data privacy, and digital citizenship, striving to empower individuals and communities to fully participate in the digital age. Looking to the future, Synechron plans to maintain its leadership in AI innovation through a strategic approach centered on innovation, collaboration, and acceleration."

PRABHAKAR SRINIVASAN
DIRECTOR - CO-LEAD OF ARTIFICIAL INTELLIGENCE PRACTICE, SYNECHRON

As tech advances, foundational skills to become crucial

"Advancements in AI, especially with Generative AI, are making interactions with technology more human-like. This allows communications service providers (CSPs) to develop prototypes and platforms to overcome key challenges like streamlining business operations, ensuring effective network throughput and optimizing the service for customer satisfaction. This ability to anticipate and adapt to market changes can significantly increase CSP's competitive edge and potential for growth.

AI, particularly Gen AI, opens doors to knowledge and technical skills that were once inaccessible. This democratization of AI empowers users without a technical background, equipping them with the benefits of technology. Making AI technologies more accessible broadens the horizons of what businesses can achieve. For instance, it enables businesses to enhance their employees' skills, boosting productivity. However, it is crucial for development tools to establish safe and responsible AI standards to prevent inaccurate data and bias."

SAMIT BANERJEE
DIVISION PRESIDENT, CLOUD OPERATIONS SERVICES & HEAD OF CUSTOMER SERVICE UNIT, AMDOCS

TTBS pioneering smart digital solutions

"On this National Technology Day, we celebrate the transformative power of technology in reshaping connectivity and elevating customer experiences. At Tata Tele Business Services (TTBS), we are at the heart of this digital revolution, pioneering smart digital solutions that empower businesses to enhance operational efficiency and thrive in an increasingly connected world. Our unwavering commitment to harnessing new age technology like AI drives us to innovate continuously, delivering personalized experiences that truly resonate with our customers."

PRAVIR DAHIYA
CTO, TATA TELESERVICES

IDENTIFYING AND ADDRESSING THE KEY PAIN POINTS OF INDIAN CHANNEL PARTNERS

Channel ecosystem has always been an integral part of the IT industry. Every IT organization operates through a set of channel partners, they are the representatives of the OEMs to the end customers. These channel partners enable the reach of the OEMs to the last mile. So, it becomes important for the OEMs to understand the pain points of their partners and address those.

Let's try to understand the partner challenges from OEM's viewpoint and how they are addressing them and helping them to overcome.

Partner challenges

When it comes to expanding the reach of a company, they look forward to their channel partners who help them to reach the last mile of the country. But it is true that the partners face various obstacles while expanding their reach.

While talking about the challenges, **Harsh Vaishnav, Head – Channels, Nutanix India and SAARC** says, "Channel partners in India face a multitude of challenges when it comes to expanding their reach, grappling with the vast expanse of the country and its economic disparities. The sheer geographic diversity complicates logistical operations, while economic discrepancies demand nuanced, tailored strategies. Moreover, navigating local competition and technological barriers, such as varying levels of technology adoption, further adds to the complexity."

He adds, "At Nutanix, our approach revolves around proactive engagement with channel partners at every stage of our operations. Our channel team takes the lead in identifying new business prospects, while our account teams collaborate closely with partners to ensure customer satisfaction. This collaborative approach ensures that both parties are aligned in their efforts to meet the diverse needs of the market. Additionally, our hybrid multicloud solutions provide partners with the tools to offer customers unmatched flexibility in deploying data and applications across various environments, tailored to specific market segments. Leveraging Nutanix's extensive nationwide presence and robust support infrastructure, partners are empowered to efficiently serve customers across diverse locations." The channel partners in the country face different challenges while expanding their regions and customer segments due to India's varied culture, language, critical regulatory environment etc.

Khalid Wani, Senior Director, Sales, India, Western Digital explains, "Expanding into diverse regions and customer segments within India poses significant challenges for channel partners due to the country's vast cultural, linguistic, and geographical diversity, coupled with a complex regulatory environment and fierce competition. To succeed, channel partners must build strong local relationships, invest in market research, and adapt strategies to each region and customer segment. At Western Digital, 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 harnessing their market insights and expertise, we unlock new customer segments, enhance overall customer experiences, and tailor storage solutions to ever-evolving market needs."

Highlighting another important challenge of lack of solution awareness, **Russell Chena, Country Manager, Synology, SAARC Region** says, "One of the major challenges our channel partners face when promoting the solution is the lack of solution awareness among local resellers. To address this, Synology conducts multiple training sessions every quarter to educate them on our latest solutions and how they can resolve issues for their end customers. Additionally, we host our annual mega event, Solution Day, to review our achievements in the region, enhance the awareness of our solutions, and interact with channel partners, fostering close relationships. In tier 1 cities such as Mumbai, Delhi, Bangalore, Chennai, and Hyderabad, Synology has established partnerships with dedicated local experts to assist our customers effectively. As in tier 2 cities, we collaborate with partners with nationwide reach, such as Eagle Information. Additionally, we ensure that the needs of online platforms like Amazon are adequately met." Elaborating at length on the challenges faced by the partners, **Harshil Doshi, Country Director - India, Securonix** says, "Accessing and penetrating different regions and customer segments within India can be a daunting task for channel partners because of the following reasons:

Geographical diversity: India's vast geographical landscape, coupled with its diverse cultural and linguistic differences, makes it challenging for channel partners to effectively reach all regions.

Infrastructure limitations: In certain remote or underdeveloped regions, infrastructure limitations hinder the smooth functioning of channel partners.

Regulatory compliance: Navigating the complex regulatory landscape in India can be difficult for channel partners. Compliance with various state and central regulations, tax laws, and trade policies adds layers of complexity to expansion efforts.

Market fragmentation: The Indian market is highly fragmented, with diverse consumer preferences and purchasing power across different regions and segments.

Competitive pressure: Intense competition from both local and international players poses a significant challenge for channel partners seeking to expand their reach.

Limited resources: Channel partners often operate with limited resources, including finances, manpower, and infrastructure.

Trust and credibility: Building trust and credibility among consumers in new regions can take time and effort.

Cultural sensitivity: Cultural nuances and sensitivities vary across regions in India.

Closed CxO Community: Customer CxOs are very closely connected and follow each other in terms of adoption of Technology Solutions and the Partners. So, there is an immense pressure of proper delivery and implementation of the solution."

Payment and credit terms

The well being of a partner depends largely on its OEMs. It is the OEMs that protect the interests and profitability of the partners. They also help and facilitate the partners with payment and credits.

Commenting on the same, **Amit Luthra, Managing Director - India, Lenovo ISG** says, "The payment and credit terms offered to channel partners vary depending on factors such as industry norms, business relationships, and negotiation dynamics. Typically, these terms include payment deadlines, credit limits, and any applicable discounts or incentives. We offer online payment gateways to smaller partners that have several advantages. These gateways enable businesses to accept payments from customers worldwide, enhance cash flow by receiving payments promptly, and reduce the need for manual invoicing, streamlining the overall payment process."

Understanding the importance of its channel partners, Securonix has various GTM approaches with partners. With its service-led products and solutions, Securonix ensures the profitability for its partners. It also provides its partners with payment terms of 30 to 60 days. Explaining the same, **Harshil Doshi, Country Director - India, Securonix** says, "Securonix truly understands the importance of Channel Partners. To make sure that the partners are successful it is very important to help them with flexible payment and credit terms to enable their business outcomes. Securonix has various models and GTM's with Partners which includes a resell model and MSSP engagement.

Securonix products and solutions are service led offerings as the SoC operations require day to day service engagement of partners/SI with customers. Therefore, this business drives more profitability for partners both in terms of topline, through platform sales and bottom line through services. To add to this, Securonix offers healthy payment terms to its partner from 30 days to 60 days depending on opportunity type and size. While MSSPs with larger Business commitments are offered quarterly payment terms as well. Thus, making sure partners are not only profitable but also enjoy decent cash flow and liquidity in this business."

Partner margins & Incentive programs

Partner programs and incentives offered by the OEMs are a crucial factor for the development of the partner ecosystem. The programs help them to remain profitable in the competitive market. It is important that a partner program should always be simple, profitable and favourable for the channel.

In this matter, Dell Technologies always garners feedback from its partner community and they will continue to do so in order to optimize and simplify its engagement with partners.

While discussing the partner program, **Vivek Malhotra, Senior Director – India Channels, Dell Technologies** states, "Dell Technologies' partner program has been rated as

HARSH VAISHNAV
Head – Channels
Nutanix India and SAARC

AMIT LUTHRA
Managing Director - India
Lenovo ISG

RUSSELL CHENA
Country Manager
Synology SAARC Region

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, predictable and profitable. 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 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. At Dell, 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 and its partners to create together, for the future. We are proud of our Partner Promise - Together, We Stop at Nothing."

Partnership, trust, and mutual growth are at the center of Western Digital's channel policy. The company is very transparent about its pricing policy and this empowers its partners to be competitive and maintain its profit margins. **Khalid Wani, Senior Director, Sales, India, Western Digital** explains, "At Western Digital, our channel policy is built on partnership, trust, and mutual growth. We see our channel partners as an integral part of our extended family, empowering them for success while delivering exceptional value to our customers. Our transparent pricing policy enables partners to remain competitive, maintaining healthy profit margins. With a dedicated channel team and a robust partner portal, we're committed to addressing challenges, providing technical aid, and exploring new possibilities."

Nutanix strengthens the position of its partners with programs that offer control over the sales cycle and strong relation with customers. The company has come up with many initiatives to ensure partner margins. Nutanix follows partner focused strategies.

Harsh Vaishnav, Head – Channels, Nutanix India and SAARC says, "We've structured our partner programs to empower our partners with greater control over the sales cycle, fostering stronger customer relationships and showcasing their expertise in Nutanix solutions. Our revamped Partner Program, Elevate, offers resources, training, and incentives specifically designed to help partners grow their Nutanix business.

Regarding partner margins in the competitive landscape of India and the fairness and achievability of incentive programs for partners of all sizes, we've implemented several initiatives to ensure fairness and accessibility:

Focus on Cloud Solutions: We place a strong emphasis on cloud solutions like Nutanix Cloud Clusters (NC2). This allows partners to meet the growing demand for hybrid cloud options, liberating customers from vendor lock-in. They can run applications and data wherever it makes the most sense.

Nutanix Surge Program: Nutanix recently announced the Nutanix Surge program, a special promotion that rewards partner organizations and individuals who successfully relay our leading cloud platform to select customers.

With Nutanix Surge, partners can unlock the highest level of incentives ever offered through our Elevate Partner Program. This includes the Nutanix Surge rebate, which can be combined with other Elevate Reseller Partner Program rebates provided all deal requirements are fulfilled.

Simplified Pricing Structures and Deal Registration: We offer straightforward pricing structures, deal registration processes, and incentives and rebates. These elements empower our partners to increase profits, revenues, and margins while closing business faster.

In essence, our partner-centric strategy equips partners with the necessary tools, resources, and support to succeed. By focusing on cloud solutions aligned with customer demands and implementing fair and achievable incentive programs, we ensure that partners of all sizes can thrive in the competitive landscape of India."

Describing the channel program, **Amit Luthra, Managing Director - India, Lenovo ISG** says, "Our Lenovo 360 initiative is designed to empower channel partners for success. With unified global channel structures and productivity tools, we streamline processes and offer tailored solutions to meet evolving needs. Through rebate accelerator programs like "Better Together" and "TruScale Accelerator," partners can boost earnings by up to 30% across our product portfolio and as-a-Service offerings. Additionally, we invest in subject matter experts and provide concierge-level service to ensure partners have the expertise, products, and support necessary to thrive in today's competitive market.

Together, we're not just navigating change; we're driving it – empowering our partners to seize opportunities, deliver exceptional value to customers, and achieve unprecedented success in the era of digital transformation."

Delivering on channel initiatives, **Russell Chena, Country Manager, Synology, SAARC Region** utters, "Since Synology mainly offers B2B solutions, our SI (System Integrator) partners typically maintain a margin that aligns with market standards to cover necessary pre-sales and post-sales services.

Synology also provides a Project Booking System (Deal Register System) to facilitate project support and safeguard the first partner who engages with the user and delivers the services. This practice ensures a healthy market environment."

HARSHIL DOSHI
Country Director - India
Securonix

VIVEK MALHOTRA
Senior Director – India Channels
Dell Technologies

KHALID WANI
Senior Director, Sales, India
Western Digital

Channel partners navigating ways to stay competitive and profitable

Amidst the opportunities in India the partners are witnessing a lot of prospects but still, they are grappling with a lot of challenges like regulatory complexities, margin pressure, stiff competition etc. With all these challenges, it becomes very difficult for the channel ecosystem to maintain profitability and retaining business. Let's see the viewpoints of the channel partners regarding their pain points and how they are overcoming the struggle.

Regulatory Complexities

In India, channel partners need to follow varied regulatory complexities and compliance requirements. Adherence to the regulations is necessary and it also demands investment in compliance infrastructure. While elaborating on the regulatory environment, **Vinod Kumar, MD & CEO, CIPL** says, "Channel partners in India operate within a complex regulatory environment that encompasses a range of compliance requirements. These regulations can be broadly categorized into tax compliance, data protection, labour laws, and sector-specific regulations.

Tax Compliance: The introduction of the Goods and Services Tax (GST) has streamlined the indirect tax structure, replacing multiple taxes with a unified system. However, maintaining compliance with GST, including timely filing of returns and accurate tax calculations, remains a challenge. Additionally, channel partners must navigate Direct Tax regulations, including Income Tax and Transfer Pricing laws, which require meticulous financial planning and reporting.

Data Protection and Privacy: With the advent of the Personal Data Protection Bill, 2019, channel partners must ensure robust data protection mechanisms. Compliance with data localization requirements and safeguarding customer data privacy are critical.

Labour Laws: The regulatory framework governing labour laws in India includes provisions for employee benefits, working conditions, and contractual obligations. Compliance with the Industrial Relations Code, Wage Code, and Occupational Safety, Health and Working Conditions Code demands rigorous adherence to statutory norms, impacting operational flexibility.

Sector-Specific Regulations: Channel partners operating in specialized sectors such as IT, telecommunications, and financial services must comply with sector-specific regulations. For instance, IT service providers need to adhere to guidelines set by the Ministry of Electronics and Information Technology (MeitY) and the Telecom Regulatory Authority of India (TRAI).

While these regulations necessitate substantial investment in compliance infrastructure, enhancing credibility and trust among clients and stakeholders can provide a competitive edge. Moreover, the evolving regulatory framework drives innovation and best practices, contributing to long-term growth and sustainability."

Highlighting the other regulations in India, **Prashant Jain, Director, JNR Management Resources** says, "Besides compliances on Direct & Indirect Taxes, there are innumerable complex requirements around FDI, Customs, Data Protection & Privacy, IPR, Labour Laws, Environmental Regulations and Sector Specific Regulations affecting industry and Channel. Partners must be agile enough to gain maximum knowledge and consider it as an immense imminent business opportunity of issued growth."

While it is true that compliance is a complex process in India and it needs proper resources to handle it, it is also true that with automation and training meeting compliance requirements is possible. On this, **Vijayakumar V, COO, Symmetrix Computer Systems** says, "Compliance is a complex process in India and requires expert resources to handle. Though it is a challenge, once a process is defined and set, with basic automation and training of the team members, it is not difficult to meet the compliance requirements. The process defined and set should have periodic validation of data and documentation, to minimize the errors.

By being compliant, it is one of the strong points for us to position ourselves in the market. It also helps us to grow, as most of the Corporate Organizations insist on being compliant to complete the vendor registration process."

On the other hand, **Ronny Ferrao, COO, Essen Vision** views, "The market is shifting from being product driven to service based. As customers shift from simple support for products to professional services and consulting, they are demanding that international standards and certifications are met. Many partners are taking on more than they can handle and not being able to secure the customer's environments properly. These failures do not just endanger the customer but also the national infrastructure. While regulation can be cumbersome, it is a necessary evil so that only partners who have taken the time and effort to build a certified, experienced, and qualified team of security specialists will be allowed to operate, especially in critical security operations for India's biggest companies. Many channel partners will not be able to keep up with such demands, but the growth potential for those who can is enormous."

Margin Pressure

Doing business and making money in a competitive IT market like India is not easy. Partners face different kinds of pressure and one such is margin. In order to handle this, it is important for partners to strike a balance

HARISH RAI
Country Manager
Acceron Infosol

VIJAYAKUMAR V
COO
Symmetrix Computer Systems

VINOD KUMAR
Managing Director & CEO
CIPL

between competitive prices and healthy profits. On this **Sushil Kumar Jain, Group CEO, Orbit Techsol** says, "In India we often feel squeezed when it comes to making money. This happens because of things like pressure to lower prices, giving discounts, and competing with online stores. To manage this, we have to find a balance between offering competitive prices and keeping our profits healthy. Focusing on providing extra value or personalized service to customers, rather than just trying to compete on price alone."

Reiterating the same, **Harish Rai, Country Manager, Acceron Infosol** states, "We face strong margin pressures from having to keep prices low, offer very high discounts, and face stiff competition. To stay profitable and competitive, we offer additional services, watch our costs closely, and offer a true value addition to our offerings."

Echoing similar views, **Priyadarshi Nanu Pany, CEO, CSM Technologies** says, "In the rapidly evolving Indian market, channel partners are grappling with an array of challenges that threaten to erode their profit margins. Intense pricing pressure, rampant discounting practices, and the looming presence of online marketplaces have created a perfect storm, forcing these intermediaries to navigate choppy waters.

Pricing pressure is a constant thorn in the side of channel partners, as manufacturers and suppliers wield their bargaining power to dictate terms.

This squeeze on margins is further worsened by the cutthroat competition among channel partners themselves, leading to a race to the bottom in terms of pricing. Discounting has become the norm, with partners slashing prices to undercut competitors and retain market share, often at the expense of profitability.

The rise of online marketplaces has added another layer of complexity to this intricate challenge. These digital platforms have disrupted traditional distribution channels, offering consumers a vast array of products at highly competitive prices. Channel partners face the daunting task of matching these alluring discounts while maintaining their relevance in an increasingly digital world."

Cut-throat Competition

In a market like India where competition is intense, being a differentiator is important. Partners need to identify the factors that will provide an upper hand in the competition.
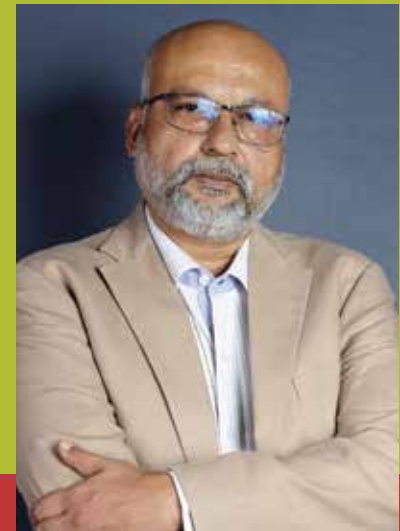
Prashant Jain of JNR Management Resources views, "Competition can be quite brutal if the focused product line is too common. Channel Partners need to transform into Solution Providers and work on niche technologies which brings rules out competition, gives them an early mover advantage, expand footprint in enterprise customers who will also come back to them for the run-of-the-mill products also."

Resonating the same, **Sushil Kumar Jain of Orbit Techsol** says, "Competition among channel partners in India is tough. We all are trying hard to get customer's attention and business, which makes it challenging to be noticed. To set ourselves apart and win customers in such a crowded marketplace, we often have to get creative by focusing on offering unique products or services that others don't have. We emphasize excellent customer service and faster delivery times. Building strong relationships with customers is very important and we continue doing the same."

As the Indian market is full of prospects, players are flocking in the market for the same opportunity. Also, they are getting the support of the OEMs without any legacy. Continuing on the same, **Anirudh Shrotriya, Managing Director, Shro Systems** highlights, "There is very intense competition in the market, there are far too many players now in the market for the same opportunity. The problem is compounded with newer players who are easily entering the market without any legacy or reputation but still getting support from the OEMs. At Shro Systems The main strategy to differentiate that we have adopted is first to be certified on many of the latest technologies and have more people certified on it. Second, strong 360-degree innovative marketing and branding of SHRO across mediums. Third, webinars and face-to-face customer events to bring out our story and narrative in front of a wide number of customers. At last, build a strong services practice which delights customers and helps them come back to us for more."

It is important to differentiate in order to stay competitive and earn a good margin in the market. For this, partners need to differentiate business offerings with value additions. **Ronny Ferrao of Essen Vision illustrates**, "The practices of discounting and pricing pressure however have been very destructive for channel partners. The startup concepts of burn rates and customer acquisition cost have made some partners willing to take no margin or even a loss on products via free support and implementation, in the hopes of acquiring future business from distributors and OEMs or simply pricing out competition. Channel partners are in a race to the bottom. The only way to remain competitive while maintaining a healthy profit margin is to differentiate your business offerings with better trained and certified resources. This provides the OEMs and distributors with a value addition and allows channel partners to sell a range of products as they have the expertise on integrating and optimising these products. Customers are becoming more willing to pay a premium for professional services and increased safety. Channel partners who only sell products will be increasingly phased out regardless of how they price their offerings."

Discussing the paradigm shift in the market, **Priyadarshi Nanu Pany of CSM Technologies** elaborates, "The competition among channel partners in India is intense, both within their own segments and from other players in the market. The rapid digital

PRASHANT JAIN
Director
JNR Management Resources

PRIYADARSHI NANU PANY
CEO
CSM Technologies

RONNY FERRAO
COO
Essen Vision

transformation and the shift towards customer-centric business models have significantly raised the stakes.

Channel partners in India face competition from a variety of sources. Traditional resellers are now evolving into value-added resellers, offering not just products but comprehensive solutions that include services and support. Distributors are becoming marketplace orchestrators, leveraging their local expertise to create new opportunities and expand into untapped markets. This shift has led to a crowded marketplace where standing out requires more than just competitive pricing."

Talking about the competition in the cybersecurity market, **Harish Rai of Acceron Infosol** reveals, "Competition in the cybersecurity and IoT markets is quite tough, with many players and rapidly changing technology. To stand out, we focus on great customer service, constantly update our product offerings, specialize in niche markets, and invest in building a strong Customer Service Tool and resource to retain customers."

Managing Profitability

For every single channel partner, profitability is important and considering the market situation, achieving it is a difficult task. To attain it, the partners need to follow few strategies and explain it **Sanjiv Krishen, Founder CMD, Iris Global Services** reveals, "To manage profitability while staying competitive, channel partners can employ several strategies:

• **Value-added Services:** Offer additional services or bundled solutions that differentiate your offerings from competitors and justify premium pricing. This could include after-sales support, installation services, training, or customization.

• **Efficiency Improvements:** Streamline operations and supply chain processes to reduce costs and improve efficiency. This may involve optimizing inventory management, negotiating better terms with suppliers, or investing in technology to automate tasks.

• **Strategic Pricing:** Instead of engaging in price wars, focus on value-based pricing strategies. Highlight the unique value proposition of your products or services and communicate this effectively to customers, enabling you to maintain higher price points.

• **Customer Segmentation:** Identify high-value customer segments and tailor your offerings and pricing strategies to meet their specific needs. This allows you to capture more value from customers who are willing to pay a premium for your products or services.

• **Partnerships and Alliances:** Collaborate with other businesses, such as complementary product providers or service providers, to create bundled offerings or cross-promotional opportunities. This can help expand your customer base and increase sales without compromising on margins.

• **Investment in Digital Presence:** Enhance your online presence through e-commerce platforms, social media, and digital marketing to reach a broader audience and compete effectively with online marketplaces. Invest in customer engagement strategies to build loyalty and repeat business.

By implementing these strategies, channel partners can navigate margin pressures effectively, maintain profitability, and sustain competitiveness in the dynamic market landscape of India."

In a competitive market, apart from value added services, customer relationships and customer experience play a crucial part in business.

Anirudh Shrotriya, Managing Director, Shro Systems views, "The business has become fiercely competitive in nature and margins are under a lot of pressure, we see far too many competitions for any given opportunity in the market nowadays. But with strong customer relationships that we have built over the years and steering away from commodity products and focusing on solutions we have been able to counter this issue to a large extent. The OEMs have revised their backend rebates and made it harder to earn money in today's times which is a challenge. But with Shro Managed Services, contractual XaaS and latest tech positioning in the marketplace are some of the things which are margin positive for us at Shro. Another point is that we are always not about profit, we want to create a great customer experience and sell more sustainable solutions with a focus on giving back to society which also gives great pleasure."

Online marketplace has hampered the businesses of channel partners to a large extent. By providing after sales services and making customers understand the process of procuring supplies partners are gaining confidence of customers which helps them to stay profitable.

Vijayakumar V of Symmetrix Computer Systems says, "Online business is one of the major challenges for the Channel Partners due to the pricing. We overcome such challenges to a major extent with our assurance to our customers for after sales service, and by explaining our process of sourcing supplies through the proper channel, while meeting the compliance requirements. Though the margins have reduced in the recent years, by winning the confidence of the customers with our set process, we grow and sustain."

The most important survival strategy in this market is to position yourself differently amongst competition. Failing to add value to products and services will cost businesses to partners. Also, building relationships is crucial to retain business. So, in this fiercely competitive market, partners are scouting for innovative ways to keep themselves profitable otherwise they have to be out of the race.

SANJIV KRISHEN
CMD
Iris Global Services

ANIRUDH SHROTRIYA
Managing Director
Shro Systems

SUSHIL KUMAR JAIN
Group CEO
Orbit Techsol

TECNO CAMON 30 Series Launched with Sony IMX 890 starting at ₹19,999

With the CAMON 30 Series, TECNO built up users' photography game with features like India's first 100MP OIS Mode with 50MP AF Front Camera, Super Night Mode, and AI magic. Landing in India on May 23rd, setting new standards for mobile photography and proving that TECNO is all about capturing life in style!

Powered by the legendary SONY IMX 890, the CAMON 30 Series is the go-to for capturing life's vibrant moments in stunning detail and colors that pop! Whether soaking in the sunrise or chasing the night's magic partying, this sensor ensures every snap is pure beauty.

Combining innovation with a nod to timeless design, the CAMON 30 series boasts a triple-camera setup that captures the essence of a classic camera. And that's not all, it comes with up to 24GB RAM and up to 512GB ROM, ensuring smooth performance and ample storage catering to all needs with ease.

Price and Availability:

CAMON 30 5G, 8GB RAM + 256GB Storage variant will be available for purchase at ₹22,999 and the 12GB RAM + 256GB Storage variant at ₹26,999. The CAMON 30 Premier 5G 12GB RAM + 512GB is available at ₹39,999.

Xiaomi India Unveils AFA Exclusive Redmi Note 13 Pro+ 5G World Champions Edition

Xiaomi is on the brink of celebrating its illustrious 10th anniversary in India. Ahead of this momentous occasion, Xiaomi India announces the launch of the Redmi Note 13 Pro+ 5G World Champions Edition, an India-exclusive creation born from its collaboration with the Argentine Football Association (AFA). This launch follows Xiaomi's remarkable achievement of exceeding 15 million Redmi Note 13 Series units sold worldwide, a testament to the Note Series' unwavering popularity and the trust it commands among consumers.

Inspired by the vibrant blue and white stripes, rich heritage, and the symbolic number 10, every aspect of this World Champions Edition smartphone has been thoughtfully designed to win the hearts of passionate football fans in India. From the striking hues of the AFA jersey to the subtle incorporation of the iconic three shining stars representing their victories, every element exudes a sense of respect and authenticity.

"As we celebrate 10 momentous years in India, we are delighted to unveil the Redmi Note 13 Pro+ 5G World Champions Edition, a tribute to the passion of football fans. This collaboration with AFA signifies our commitment to delivering unique experiences tailored to the preferences of our diverse consumer base," said Anuj Sharma, Chief Marketing Officer at Xiaomi India "The Redmi Note series has been nothing short of amazing, and this special edition launch is a testament to its unparalleled success. We are immensely proud to announce that we have achieved a monumental milestone of 15 million Redmi Note 13 Series units sold globally."

Packed with top-of-the-line features, including IP68 protection for dust and water resistance, a true 200 Megapixel camera, and a 3D Curved AMOLED display protected by Corning Gorilla Glass Victus, the smartphone is available at a price of INR 34,999* for the 12GB+512GB variant.

Motorola launches edge 50 Fusion with 50MP camera and Sony's powerful LYTIA 700C sensor

Motorola has launched the motorola edge 50 Fusion as the latest addition to its premium edge franchise. The motorola edge 50 Fusion disrupts the sub 25K smartphone segment with its numerous segment best features. It comes with the segment's most advanced Sony-LYTIA 700C sensor in its primary camera, segment's only IP68 underwater protection with Smart Water touch technology, and segment's brightest 144Hz 10-bit pOLED 3D curved display with Corning Gorilla Glass 5 protection. Additionally, the motorola edge 50 Fusion also boasts the Snapdragon 7s Gen 2 processor, up to 12GB in-built RAM and 256GB Storage, a 68W blazing fast charger for its massive 5000mAH battery and assured 3 OS upgrades along with 4 years of security updates. Additionally, pushing the boundaries of sustainable packaging and product design, the smartphone comes in an eco-friendly packaging, which is plastic-free and uses recycled and recyclable materials.

The motorola edge 50 Fusion is equipped with a 50MP $2.0\mu m$ Ultra Pixel Main OIS Camera with segment's most advanced Sony LYTIA LYT-700C sensor for ultrafast performance in darker environments. The 50MP camera delivers outstanding nighttime photos owing to its $2.0\mu m$ Ultra Pixel technology which captures more light and gives 4x better light sensitivity owing to its 1.5x large pixels. The primary camera also comes with OIS (Optical Image Stabilization) which automatically compensates against blurred images and videos due to unwanted camera movement and produces crystal clear images.

Google unveils Pixel 8a, with AI-powered camera features at ₹53,000

Google has introduced its latest smartphone, the Pixel 8a, in India and other international markets. This new model succeeds the popular Pixel 7a, featuring a redesigned look and advanced features previously exclusive to Google's premium range. The Pixel 8a is powered by the Tensor G3 SoC, offering AI capabilities that were only available on the Pixel 8 and Pixel 8 Pro models before.

The Google Pixel 8a boasts a refreshed design with a glass screen, polycarbonate rear panel, and an aluminium frame.The device measures at 152.1mm x 72.7mm x 8.9mm and weighs just under 188gm.It features a flat 'Super Actua' display of size 6.1-inch - a first for Google's A-series devices.The OLED panel on this display has an improved refresh rate of up to 120Hz, compared to its predecessor's rate of up to 90Hz.

The Pixel 8a's SoC has been upgraded to the latest Tensor G3, along with the Titan M2 security coprocessor.This upgrade introduces features previously unavailable on the A-series due to the Tensor G2, including Circle to Search, AI image editing (Magic Editor), Audio Magic Eraser, Best Take, and more.

The Pixel 8a comes in two storage variants: 128GB and 256GB, both equipped with 8GB of RAM. In India, the price for the 128GB variant is ₹52,999 while the larger model costs ₹59,999.
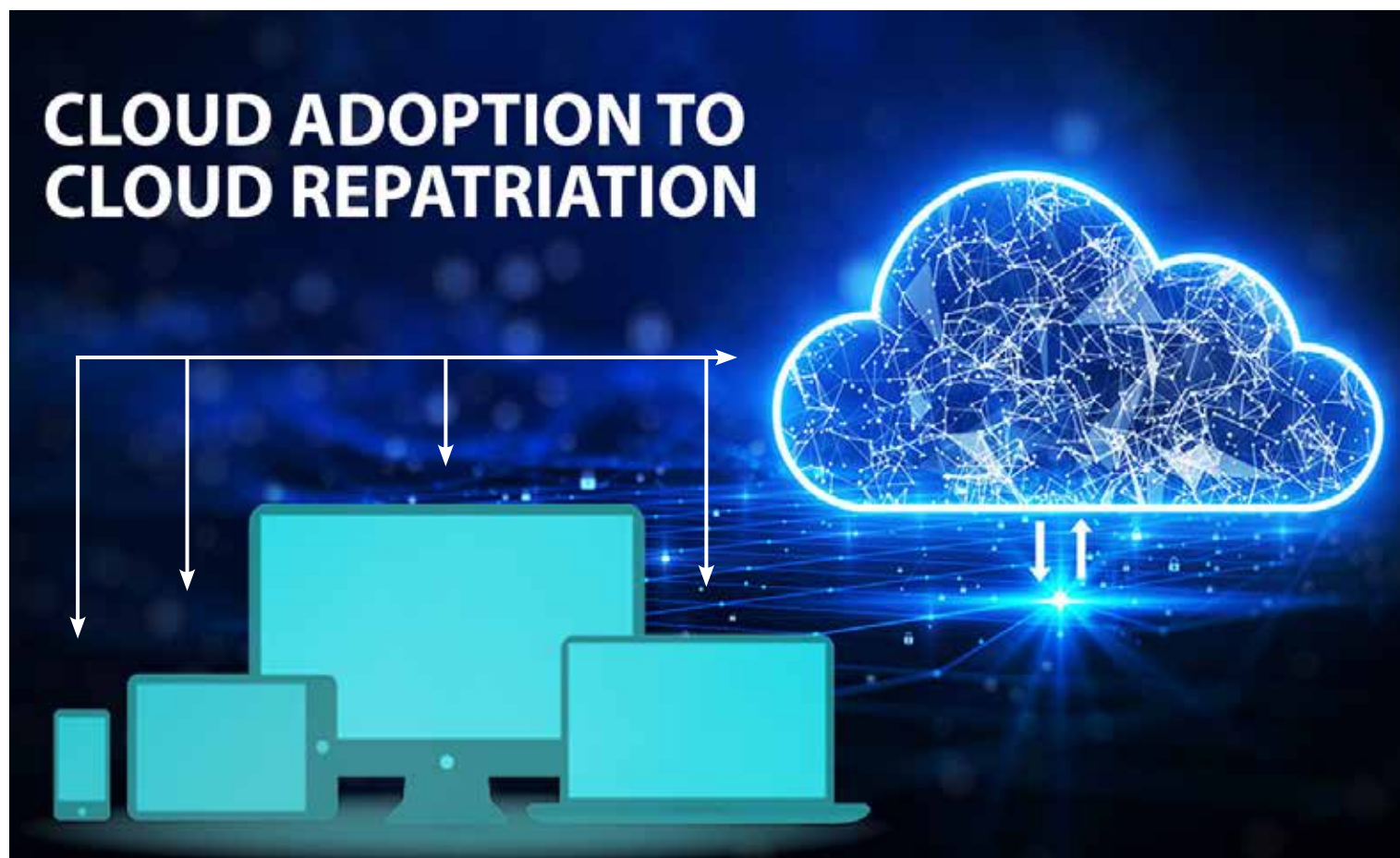
PARADIGM SHIFT IN ORGANIZATIONAL IT INFRASTRUCTURE MANAGEMENT

The journey from cloud adoption to cloud repatriation marks a significant evolution in how organizations manage their IT infrastructure. This transition is driven by various factors, including cost management, performance optimization, and compliance requirements. Value-Added Resellers (VARs) in India are uniquely positioned to capitalize on this trend by developing expertise in leading cloud platforms such as AWS, Azure, and Google Cloud, offering tailored solutions to meet the diverse needs of their clients.

Cloud repatriation-as-a-service (RaaS) is a specialized service offered by cloud service providers (CSPs) or managed service providers (MSPs) to assist organizations in migrating data and workloads from the public cloud back to on-premises or alternative cloud environments. This service encompasses various tasks such as assessing workloads for repatriation suitability, planning and executing migration strategies, optimizing infrastructure and applications for the target environment, and providing ongoing management and support.

The need for cloud repatriation-as-a-service arises from several factors in the IT industry. Organizations may initially migrate to the public cloud for perceived cost savings, but they may later realize that their cloud expenses have become unsustainable. Cloud repatriation allows them to optimize costs by moving certain workloads back on-premises or to alternative cloud providers. Some workloads may experience performance issues in the public cloud due to factors such as latency or data transfer costs.

Repatriation enables organizations to improve performance by relocating these workloads to environments where they can achieve better responsiveness and efficiency. Regulatory requirements or security concerns may prompt organizations to repatriate sensitive data or critical workloads back on-premises to maintain greater control and compliance with data protection regulations. Cloud repatriation provides organizations with flexibility and freedom from vendor lock-in. By repatriating workloads, organizations can diversify their cloud strategy, reduce dependency on specific cloud providers, and maintain control over their IT infrastructure.

Cloud repatriation-as-a-service represents a strategic opportunity for Indian VARs to capitalize on evolving trends in the IT industry, meet customer demands, and drive business growth. VARs recognize that many customers are reconsidering their cloud strategies and may require assistance in repatriating workloads. Offering RaaS allows VARs to meet this demand and provide valuable services to their clients. By offering specialized services for cloud repatriation, VARs can differentiate themselves in the market and add value to their portfolio. RaaS positions VARs as trusted advisors who understand the complexities of cloud migrations and repatriations and can provide expert guidance to their clients.

Cloud repatriation-as-a-service presents new revenue opportunities for VARs, allowing them to expand their service offerings and generate additional income streams. By assisting customers with cloud repatriation, VARs can strengthen their relationships and build trust with clients. By providing valuable services that address critical business needs, VARs can become indispensable partners in their clients' cloud journey.

The shift from cloud adoption to repatriation presents both challenges and opportunities for VARs in India. Let's discover it from the trend settlers in this sector.

Any technological initiatives are for improving the efficiency of the organisation, competitiveness in the market and cost-effectiveness. The business dynamics may change or the required results may not be achieved, where the organization needs to take certain corrective actions accordingly. It is very important for the organisation and the IT team to validate the objectives based on which the decision was taken and whether it is being met or not.

Still the cloud solutions are not accepted by many of the organisations, mainly due to low-confidence about the data security. Cost is another aspect, where the customers compare the recurring cost vs one time cost for local storage. Mainly in the SMB segment the prevailing trend is to use the services that come free. Hence the data security is compromised.

I strongly feel that the corporates are already in either their private cloud or in hybrid mode. The SMB segment already started moving to one of the major players like Google, Microsoft etc., as their offerings are best suited for this segment, as they offer Apps, Storage and Email under a single roof. Depending on what ERP they use, they will either use the Cloud or hybrid mode. In the coming years they will be using the basic computing devices where it will link them to the VMs to carry out their work, which is more effective and reliable to run the business.

Technical initiatives are intended to increase organization's productivity

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DINESH DHANAPATHI
CEO
Symmetrix Computer
Systems Pvt. Ltd.

Cloud migrations and repatriations are important for organizations to be competitive and agile. Cloud migrations let organizations use cloud computing to save costs, improve performance, and innovate faster. But cloud migrations are not always the best option, and sometimes organizations need to move some data or workloads back to on-premises or hybrid environments, for legal, technical, or economic reasons. This is called repatriation, and it can help organizations fine-tune their cloud strategy and avoid problems or waste. Repatriation can also help organizations use new technologies or opportunities in on-premises or edge computing, such as IoT, AI, or 5G. So, I think cloud migrations and repatriations are both useful for organizations to get the best results for their data and workloads in different environments.

Customers are increasingly concerned about:
◆ **Unexpected Cloud Costs:** The initial cost savings of the cloud might not always be sustainable, leading to repatriation for better cost control.
◆ **Compliance Issues:** Regulatory requirements in some industries may necessitate on-premises data storage for certain workloads.
◆ **Security Concerns:** While cloud security is robust, some companies may prefer the perceived control of on-premises data storage.

"Repatriation as a Service" offers a valuable solution for businesses considering repatriation and creates a new revenue stream for cloud providers. By assisting with repatriation, cloud providers can solidify their position as trusted advisors, fostering long-term customer relationships. Holistic Cloud Journey Support approach demonstrates a commitment to supporting customers throughout their entire cloud journey, not just during the initial adoption phase.

Holistic Cloud Journey Support method aids clients throughout their whole cloud journey

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SURESH RAMANI
CEO & Cloud Computing Evangelist
TechGyan

Cloud migrations and repatriations are crucial in today's dynamic business environment. They offer strategic flexibility, allowing organizations to scale resources according to demand, optimize operational costs, and enhance performance. Migrations to the cloud can increase agility, foster innovation, and improve disaster recovery capabilities. Conversely, cloud repatriation—returning workloads from the cloud to on-premise, this can be vital for relooking cost management , performance optimization, and regulatory compliance.

Customers discussing or planning to repatriate data from the public cloud are primarily focused on concerns related to cost, performance, and data sovereignty. Many find that as their data grows, the costs associated with cloud storage and computing can unexpectedly skyrocket. Performance issues, such as latency and the need for faster data access, also drive the decision, especially for data-intensive applications. Additionally, legal and regulatory requirements necessitate greater control over data, prompting companies to bring data back on-premises.

VARs must adapt by offering scalable solutions that cater to the growing demand for data analytics, artificial intelligence, and IoT technologies. They should focus on strengthening cybersecurity offerings in response to increasing cyber threats. Additionally, building expertise in cloud-native architectures will be crucial. As market trends evolve, VARs need to stay agile, continuously updating their skills and offerings to align with global standards and emerging technological trends, ensuring they remain competitive and relevant.

The idea of "Repatriation as a Service" (RaaS) is indeed an innovative and strategic approach for cloud providers. Offering RaaS can position cloud providers as comprehensive, full-spectrum IT partners rather than mere vendors.

Cloud migrations can boost disaster recovery capabilities, encourage innovation, and promote agility

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UMESH SHAH
Director
Orient Technologies Limited

Cloud migrations and repatriations are strategic initiatives that organizations undertake to optimize costs, enhance agility, and address evolving business requirements. Initially, the focus was on agility, but now cost management is equally crucial. Public cloud consumption often lacks visibility and control, leading to cost overruns.

By strategically choosing the right cloud targets through migrations and repatriations, businesses can optimize expenses. Hybrid cloud solutions strike a balance between agility and cost control, allowing room for innovation. As organizations invest in initiatives like AI and IoT, optimizing costs becomes essential.

When it comes to repatriating data from the public cloud, customers engage in robust discussions and strategic planning around the following,

◆ **Identifying Suitable Candidates:** Organizations focus on identifying workloads that primarily consume plain infrastructure-as-a-service (IaaS) from hyperscale cloud providers or public clouds.

◆ **Choosing the Right Cloud Platform:** Once the candidates are identified, the next step is selecting the appropriate cloud platform. This decision revolves around optimizing costs and avoiding overruns. Organizations evaluate options like data center-based private clouds based on enterprise platforms like Vmware or alternative platforms like OpenShift Virtualization, or Microsoft HyperV.

◆ **Platform Evaluation:** The choice of platform is crucial. Whether repatriating to a data center-based private cloud or exploring other avenues, organizations consider agility, cost optimization, and performance. Indian cloud service providers also offer compelling options for repatriation, balancing cloud agility with cost-effectiveness.

◆ **Hybrid Cloud Continues to Play a Role:** Despite repatriation discussions, the hybrid cloud remains relevant. Organizations remain open-minded, recognizing that a mix of public and private cloud services provides the best of both worlds.

Hybrid cloud solutions provide flexibility and cost control with room for innovation

GIRISH SHARMA
Director
Service Offer Management
NTT DATA Inc India

Cloud migrations and repatriations are critical strategic initiatives for organizations aiming to optimize costs, enhance agility, and align IT infrastructure with evolving business needs. Migrations to the cloud offer scalability, flexibility, and access to advanced technologies, enabling businesses to innovate and compete effectively. However, repatriations signify a strategic re-evaluation; ensuring workloads are placed where they best serve the organization's objectives, whether in the cloud or on-premises. By understanding the importance of these initiatives, Arrow PC Network can tailor solutions that not only meet clients' immediate needs but also provide long-term value and flexibility.

Customers considering repatriating data from the public cloud often discuss several key factors. They evaluate the total cost of ownership (TCO), comparing expenses associated with cloud services to on-premises infrastructure or alternative cloud providers. Overall, customers planning repatriation prioritize aligning IT strategies with business objectives, ensuring cost-effectiveness, compliance, and performance optimization and that's where Arrow PC Network comes in and assists businesses to achieve their desired results.

Developing "Repatriation as a Service" solutions can be a strategic move for cloud providers. It helps address customers' needs for flexibility, control, and cost efficiency in managing their IT infrastructure. By offering assistance with moving data and workloads back on-premises, providers can position themselves as trusted advisors throughout the cloud journey.

This approach not only creates a new revenue stream but also strengthens relationships with customers by addressing concerns such as data sovereignty and compliance. However, providers must ensure transparency, reliability, and flexibility in their offerings to foster long-term partnerships and mutual success.

Repatriations and cloud migrations are crucial strategic initiatives looking to reduce Business expenses

GURPREET SINGH
Managing Director
Arrow PC Network Pvt. Ltd.

For our customers, cloud solutions enable their business scaling by providing elastic computing resources that adjust to demand, ensuring optimal performance during peak times without over investment. This pay-as-you-go model reduces capital expenditure and operational costs. With our cloud solution vendors' global data centers, we can offer worldwide reach, enhancing application accessibility and performance for users regardless of location. Additionally, automated updates and maintenance reduce IT overhead, allowing businesses to focus on core activities. By leveraging advanced technologies like AI, IoT, and automation, cloud solutions drive innovation, streamline operations, and enable businesses to swiftly adapt to changing market conditions, supporting sustainable growth and competitiveness.

Indian MSMEs are rapidly adopting technologies to enhance efficiency and competitiveness. Key trends include cloud computing for scalable and cost-effective IT infrastructure, AI integration with existing sets of applications, IoT for real-time monitoring and data analytics, and automation to streamline operations and reduce manual labor. Artificial intelligence and machine learning are being leveraged for predictive analytics and improved decision-making. Augmented reality is enhancing customer experiences and training programs. Additionally, cybersecurity is a growing focus, with businesses investing in advanced security measures to protect digital assets. These technologies are enabling MSMEs to innovate, improve productivity, and stay competitive in the evolving market landscape.

MSMEs are adopting cloud technology at a faster pace than large enterprises due to several factors. Process of decision-making and change is faster in MSMEs compared to large enterprises. With cost-effective pay-as-you-go models, MSMEs can access advanced infrastructure without hefty upfront investments. The scalability and flexibility of cloud solutions cater to their dynamic needs, enabling rapid growth and innovation.

Cloud solutions offer elastic computing resources that scale in demand

PARESH LODHA
Director
Sujata Computers Pvt. Ltd.

There are multiple drivers when an organization plans its journey towards cloud adoption, and mistakes are inevitable when it comes to define the right approach and should be expected. We need to prioritize the drivers and based on that a framework should be built for our decision making. This will make our approach quite agile in case we need to optimize or change our path as we move forward on this journey.

We at Hitachi, see the end state of all enterprises as a Hybrid model as a pragmatic approach keeping in mind all the factors not limited to cost, agility, and business requirements. We recommend that an expert partner is a must who can help the enterprises on their journey to cloud as both migrations and repatriation decisions are not easy one to take due to multiple reasons which can impact the business. We as a strategic partner helps enterprises to define their roadmap aligned to all the objectives and drivers keeping in mind the business continuity in such a way that we don't have to reverse our rethink on our decisions at least for the known factors such as cost, agility and meeting the business requirements as these were already been considered while planning the cloud journey.

Cloud adoption could be very tricky if not done with adequate or sufficient planning, that's why having the right partner plays a pivotal role in planning your journey to cloud. There is nothing right or wrong; for cloud adoption the only thing that works is "Right Workload for Right Cloud" which is the basic mantra to decide the migration.

There are multiple factors which customers are discussing while thinking about repatriation:
◆ Cost Optimization
◆ Compliance
◆ Non-Availability of Skills
◆ Infrastructure Cost for On-premises environment
◆ Professional Services cost for migration from cloud to On-premises
◆ Data-out and other associated costs from cloud while exiting
◆ Availability of Right skills in-house or selection of MSP for on-premises

As we see hybrid cloud as a pragmatic approach for all enterprises going forward and we plan accordingly for our cloud customer when it comes to their cloud adoption journey. For customers who adopted the cloud with inadequate or insufficient planning which is leading them to a decision of Repatriation, we can still assist them to mitigate the factors as we have discussed earlier but in case of compliance if repatriation is inevitable then we already have this offering where we can help customer to move back to on-premises with proper planning although it not named as "Repatriation as a Service" which definitely makes sense from GTM perspective.

Setting Priorities and Creating an Agile Architecture for Cloud Adoption

MANDEEP SINGH
Senior Vice President and
Practise Head- Cloud Business
Hitachi Systems India Pvt. Ltd.

Cloud computing has transformed the landscape of IT and business over the past several years. While the public cloud has provided unparalleled speed, scalability, flexibility, and cost-efficiency, it is not a magic wand that makes all applications do the same.

It is vital of IT leaders to note that the cloud is different from an on-premises environment and the most common mistake is "lift-and-shift" – simply duplicating the environment of the on-premise to the cloud. At Galaxy we help customers build assessment led migration strategy for both on-premise to cloud or cloud to on-premise. We assess customers on-premise/cloud environments, migrate strategically by modernizing applications where required while aligning to business goals and manage cloud environments with dedicated resources optimizing cost and usage.

The most common reasons for customers planning repatriations are cost, performance and security. Many customers had to migrate to the cloud perforce during COVID and went for a quick fix lift and shift strategy to enable their users to work from anywhere. They now realise that the costs they are paying for similar performance and security levels are significantly higher.

This can definitely be rectified in case the application is a good candidate for modernisation. Unfortunately, not all applications may justify the costs involved with app modernisation. At Galaxy, we offer the complete service of assessment, modernisation, migration and management ensuring a smooth journey to the cloud for our customers.

At Galaxy, we have developed skills in rapid application development technologies like low code and no code, containerization and DevOps to enable our customers to make full use of what the cloud has to offer. Our managed services practice provides customers with offerings from multiple cloud service providers alongside our own value added services and capability to manage Hybrid IT environments to reap the benefits of cost optimization across providers.

Many businesses who have jumped to the cloud without doing any of the assessment and planning or did the "lift-and-shift" are looking at optimisation or repatriation and this provides VAR's an unique opportunity to help customers identify the workloads which provides benefits being on cloud and provide cost optimisation services , and also help them with repatriation as a service for the workloads which needs to be moved to on premise , This also adds another opportunity for VAR's to manage hybrid IT environments.

At Galaxy, we believe that all applications can be either refactored or recreated using rapid application development techniques to make them cloud optimised and advise our customers accordingly.

Strategic Cloud Migration is needed while avoiding Lift-and-Shift Mistakes

PRATAP VICHARE
Director Cloud Practice and
Managed Services
Galaxy Office Automation
Pvt. Ltd.

India's Smartphone Market:
A SLOW ROAD TO RECOVERY IN 2024

The Indian smartphone market, once a growth juggernaut, navigated a challenging course in 2023. The year began with sluggish demand and a correction in shipment numbers, only to be partially offset by a strong second half.

India's smartphone market experienced a tepid growth of 1% year-over-year (YoY) in 2023, with a total of 146 million units shipped, according to IDC's Worldwide Quarterly Mobile Phone Tracker. The market showed resilience in the latter half of the year, growing by 11% YoY in 2H23, despite a significant 10% decline in the first half. Notably, the fourth quarter saw a robust 26% YoY increase, driven by several new model launches and higher-than-expected shipments.

This growth, however, comes amidst a backdrop of consumer demand stress, leading to excess inventory levels across sales channels. Even with price corrections and vendor schemes, the average selling price (ASP) hit a record $255, marking a 14% YoY increase. This continues the trend of double-digit ASP growth for the third consecutive year, hindering the market's recovery. The higher ASP is attributed to an increased share of premium-segment smartphones ($600+), rising from 6% in 2022 to 10% in 2023, and a surge in 5G smartphone shipments, which now account for a record 55% of the market.

Shifting Channel Dynamics and Price Segments

Online channel shipments saw a 6% decline in 2023, dropping to 49% of total shipments from 53% in 2022. Conversely, offline channel shipments grew by 8% YoY, reflecting vendors' strategic retail expansion into smaller towns and cities and offering lucrative premium options.

In terms of price segments, the entry-level (sub-$100) segment grew by 12% YoY, capturing 20% of the market, up from 18% in 2022. Xiaomi continued to dominate this segment, followed by POCO and Samsung. The mass budget segment ($100-$200), however, experienced a decline, with its share dropping to 44% from 51%, a 12% YoY decrease. Vivo, Realme, and Samsung together accounted for 53% of the shipments in this segment.

The entry-premium segment ($200-$400) remained flat at 21% market share, with Vivo and OnePlus leading the charge. The mid-premium segment ($400-$600) grew by 27% YoY, reaching a 5% share, with OnePlus maintaining a 35% share, followed by Samsung and Vivo.

The premium segment ($600-$800) saw a 23% growth, led by the iPhone 13, Galaxy S23/S23 FE, and OnePlus 11. Although Apple's share declined, Samsung's share more than doubled in this segment. The super-premium segment ($800+) registered the highest growth at 86%, with its share rising from 4% to 7%. Apple led this segment with a 68% share, followed by Samsung at 30%.

The 5G Revolution and Foldable Phones

In 2023, 79 million 5G smartphones were shipped, with a notable increase in the mass budget segment ($100-$200), which now accounts for 35% of 5G shipments, up from 22% in 2022. The entry-premium segment ($200-$400) continues to dominate with a 38% share, although down from 49% in 2022. Top-shipped 5G models included Apple's iPhone 13 & 14, Samsung's Galaxy A14, Vivo's T2x, and Xiaomi's Redmi 12.

Foldable phones also saw significant traction, with nearly a million units shipped in 2023, and a 4% decline in ASP to $1,236. Samsung continued to lead the foldable market, although its share dropped to 73% as other players like Motorola, Tecno, OnePlus, and OPPO entered the market.

Brand Performance and Market Leadership

Apple had a stellar year in India, shipping 9 million units despite having the highest ASP at $940. This success was driven by strong sales of previous-generation iPhone models and a push for local manufacturing. The iPhone 13 and 14 were among the top five shipped models annually.

Samsung maintained its leadership position in the market with a record high ASP of $338, despite a 5% YoY shipment decline. The Galaxy A14 was the highest-shipped device of 2023. Vivo (excluding iQOO) climbed to the second slot, with shipments and ASPs both growing by 8% and 9% respectively, making it the only brand among the top five to register growth.

Realme, despite challenges in the early part of the year, secured the third position, driven by affordable launches. Meanwhile, the feature phone market saw a resurgence, with 61 million units shipped, growing by 8% YoY. While Samsung exited the feature phone segment, Transsion continued to lead, followed by Lava, and the entry of Reliance Jio's new 4G feature phone fueled growth in the second half of the year.

Indian Smartphone Manufacturing in 2023

India's smartphone manufacturing landscape has been evolving rapidly, with the country positioning itself as a significant player in the global supply chain. In 2023, the Indian government's Production Linked Incentive (PLI) scheme continued to attract major investments from both domestic and international players. This scheme, designed to boost local manufacturing and reduce dependence on imports, has been pivotal in transforming India into a global manufacturing hub.

According to data from the India Cellular & Electronics Association (ICEA), local production of smartphones in India reached 200 million units in 2023, a significant increase from previous years. This surge is largely driven by global giants like Apple, Samsung, and Xiaomi ramping up their local production capabilities. Apple's commitment to India is particularly noteworthy, with the company manufacturing a substantial portion of its iPhone 13 and 14 models in the country, reflecting its strategy to diversify its supply chain away from China.

Samsung, another major player, expanded its manufacturing facilities in Noida, solidifying its position as one of the largest smartphone manufacturers in India. The company's focus on producing both budget and premium models locally has helped it maintain a strong market presence. Xiaomi and other Chinese brands like Oppo and Vivo have also significantly increased their local manufacturing, contributing to the overall growth in the sector.

Market Outlook and Future Prospects

According to Navkendar Singh, AVP, Client Devices Research at IDC India, the road to recovery for the smartphone market in 2024 looks strained and elongated. Concerns around income, inflationary stress, price increases, and inventory levels persist. The year 2023 focused on affordable 5G devices, timely price corrections, and offline channel expansion by brands. Moving forward, greater efforts will be required, especially at entry-level price points, to drive organic growth.

IDC estimates a flat to low single-digit annual growth in 2024, primarily driven by upgraders in the $200-$400 segment, supported by financing schemes, extended warranties, and upgrade programs.

Global Factors and Market Challenges

The global smartphone market has faced several challenges, impacting the Indian market as well. The COVID-19 pandemic led to supply chain disruptions, which were further exacerbated by geopolitical tensions and semiconductor shortages. These factors contributed to increased production costs and delayed product launches, influencing market dynamics globally and in India.

Additionally, inflationary pressures have affected consumer purchasing power, leading to cautious spending behavior. Despite these challenges, the Indian market has shown resilience, driven by a young and tech-savvy population, increasing internet penetration, and a growing preference for digital services.

Conclusion: Navigating the Path Ahead

The Indian smartphone market stands at a crucial juncture, balancing between growth opportunities and persistent challenges. While the market showed resilience in 2023, the path to recovery in 2024 and beyond will require strategic efforts from manufacturers and retailers alike. Focusing on affordability, enhancing offline presence, and leveraging financing options will be key to unlocking the market's potential.

As the industry navigates these challenges, the role of 5G, premium segments, and innovative form factors like foldable phones will be instrumental in shaping the future landscape of India's smartphone market. The coming year will be pivotal in determining how well the market adapts to these dynamics and continues on its growth trajectory.

SMARTPHONE VENDORS MARKET SHARE 2023			
Brands	2022 Market Share	2023 Market Share	Year-over-Year unit change
1. Samsung	18.1%	17.0%	-5.3%
2. Vivo	14.1%	15.2%	8.2%
3. Realme	14.5%	12.5%	-12.9%
4. Xiaomi	17.8%	12.4%	-29.6%
5. OPPO	11.9%	10.3%	-12.2%
6. Apple	4.6%	6.4%	38.6%
7. OnePlus	4.1%	6.1%	48.7%
8. Poco	3.2%	4.9%	54.2%
9. Infinix	2.3%	3.1%	39.8%
10. Tecno	2.4%	2.9%	19.9%
Others	7.0%	9.2%	33.0%
Total	100.0%	100.0%	0.8%

India's Semiconductor Industry:
OPPORTUNITIES, CHALLENGES, AND THE ROAD AHEAD

India's semiconductor industry is at a critical juncture, with the government and private sector making significant strides to position the country as a global hub for semiconductor manufacturing and design. With burgeoning demand for electronic devices, coupled with strategic policy support, the Indian semiconductor ecosystem is poised for substantial growth. However, the path forward is laden with challenges that need to be addressed to realize this potential fully.

Government Initiatives and Policy Support

The Indian government has recognized the strategic importance of the semiconductor industry in achieving self-reliance in technology and driving economic growth. In December 2021, the government launched the $10 billion incentive scheme aimed at boosting semiconductor and display manufacturing. The scheme offers fiscal support for setting up semiconductor fabs, display fabs, and other facilities involved in semiconductor manufacturing. This initiative is part of the broader "Make in India" and "Digital India" campaigns, which aim to foster innovation and enhance India's manufacturing capabilities.

The Production-Linked Incentive (PLI) Scheme, specifically targeting large-scale electronics manufacturing, is another significant policy measure. The PLI scheme provides financial incentives to boost domestic manufacturing and attract investments in the electronics sector. The extension of this scheme to the semiconductor industry is expected to create an ecosystem conducive to semiconductor manufacturing.

Key Players and Their Plans

India's semiconductor landscape is being reshaped by several key players, both domestic and international, each bringing substantial investments and technological expertise. Here's a detailed look at some of the prominent companies and their strategic plans to establish and expand semiconductor operations in India.

Tata Group

Tata Group, one of India's largest and most influential conglomerates, has made a significant move into the semiconductor sector. In 2021, Tata announced plans to set up a $300 million semiconductor assembly and test unit. This facility will focus on semiconductor packaging and testing, a crucial part of the semiconductor manufacturing process. Tata's foray into this domain aligns with its broader strategy to diversify its technology portfolio and tap into the growing demand for semiconductors in India and globally.

The Tata Group's entry into the semiconductor industry is expected to leverage its vast industrial experience and robust infrastructure. This initiative is not just a business expansion but a strategic move to position India as a significant player in the global semiconductor supply chain. Tata's venture is anticipated to create numerous high-tech jobs and foster innovation in semiconductor technology within India.

Vedanta-Foxconn Partnership

Vedanta, a major player in the mining and metals industry, has partnered with Foxconn, the world's largest contract electronics manufacturer, to invest $15 billion in setting up semiconductor and display manufacturing units in India. This collaboration is a landmark development, given Foxconn's extensive experience in electronics manufacturing and Vedanta's strong industrial presence in India.

The Vedanta-Foxconn joint venture aims to establish semiconductor fabrication plants and display fabs, which are essential for producing integrated circuits and display panels used in a variety of electronic devices. The project is expected to significantly boost India's capabilities in semiconductor manufacturing and reduce dependence on imports. This partnership underscores the confidence global companies have in India's potential to become a semiconductor manufacturing hub.

ISMC Digital

ISMC Digital, a consortium of Abu Dhabi-based Next Orbit Ventures and Israel's Tower Semiconductor, has committed $3 billion to establish a semiconductor manufacturing facility in Karnataka. This plant will have a capacity of 40,000 wafers per month, focusing on analog semiconductors used in automotive, consumer, and industrial applications.

Tower Semiconductor, a key player in analog integrated circuits, brings significant technological expertise to this venture. The ISMC project is expected to create a robust ecosystem for analog semiconductor manufacturing in India, complementing the country's efforts to diversify its semiconductor capabilities.

International Semiconductor Giants

Global semiconductor leaders like Intel, TSMC, and Samsung have shown interest in exploring opportunities in India. These companies are attracted by India's growing market, skilled workforce, and government incentives.

Intel: While Intel has not announced specific manufacturing plans in India, the company continues to expand its R&D and design capabilities in the country. Intel's significant investment in research and development centers in Bangalore and Hyderabad underscores its long-term commitment to India's semiconductor landscape.

TSMC (Taiwan Semiconductor Manufacturing Company): As the world's largest semiconductor foundry, TSMC is a crucial player in the global semiconductor industry. TSMC has expressed interest in India as a potential location for future investments, given the country's strategic importance and supportive government policies. Although no specific plans have been finalized, TSMC's interest signals a positive outlook for India's semiconductor ambitions.

Samsung: Samsung, a global leader in memory and logic chip manufacturing, has been expanding its semiconductor business worldwide. The company has shown interest in India's semiconductor sector, particularly in setting up advanced semiconductor fabrication plants. Samsung's existing presence in India's consumer electronics and mobile manufacturing sectors provides a solid foundation for expanding into semiconductor manufacturing.

Homegrown Initiatives

In addition to global giants, several Indian companies are making strides in the semiconductor domain:

Bharat Electronics Limited (BEL): BEL, a leading state-owned enterprise in defense electronics, is exploring semiconductor manufacturing opportunities. The company plans to diversify its product portfolio to include semiconductors used in defense and aerospace applications.

SCL (Semiconductor Complex Limited): SCL, based in Chandigarh, has been a pioneer in India's semiconductor industry. It focuses on manufacturing specialized chips for strategic sectors, including space and defense. SCL is working on upgrading its facilities to enhance production capabilities and meet the growing demand for advanced semiconductors.

Market Size

According to the India Electronics and Semiconductor Association (IESA), the Indian semiconductor market is projected to reach $52.58 billion by 2025, growing at a compound annual growth rate (CAGR) of 22%. The demand for semiconductors in India is driven by the automotive industry, consumer electronics, and the rapid proliferation of the Internet of Things (IoT) devices.

In 2020, India imported approximately $14 billion worth of semiconductors, underscoring the urgent need to develop domestic manufacturing capabilities to reduce dependence on imports and enhance supply chain resilience.

Opportunities

India's semiconductor industry presents several compelling opportunities. Firstly, the domestic market is growing rapidly. With an expanding middle class and increasing digitization, the demand for electronic devices is surging, creating a robust market for semiconductors. This growth is driven by various sectors including automotive, consumer electronics, telecommunications, and IoT devices. Each of these sectors is seeing significant technological advancements, further fueling the demand for sophisticated semiconductor components.

India's strategic geopolitical positioning also offers a unique opportunity. Amid global supply chain disruptions and geopolitical tensions, many countries are seeking to diversify their supply chains away from traditional hubs like China. India, with its stable political environment and strategic location, is well-positioned to become an alternative semiconductor manufacturing hub.

Another significant opportunity lies in India's skilled workforce. The country has a vast pool of engineers and IT professionals, many of whom have experience in semiconductor design and software development. This talent pool can be leveraged to build a robust semiconductor manufacturing and design ecosystem.

Government support through various policy measures and incentives provides a conducive environment for the growth of the semiconductor industry. These initiatives aim to attract global investments, foster innovation, and enhance manufacturing capabilities, creating a favorable ecosystem for the semiconductor sector to thrive.

Challenges

Despite these opportunities, India's semiconductor industry faces several challenges. One of the most significant is the high capital expenditure required to set up semiconductor manufacturing units. Establishing a semiconductor fab involves substantial investment, often running into billions of dollars. This high entry barrier can deter potential investors.

Supply chain issues also pose a significant challenge. India currently lacks a comprehensive supply chain for semiconductor manufacturing, including the availability of raw materials, specialized equipment, and ancillary services. Developing this supply chain is crucial to support domestic manufacturing.

The need for technological expertise is another critical challenge. While India has a strong IT sector, semiconductor manufacturing processes are highly specialized and complex. Building expertise in these processes will require significant investment in training and development.

Infrastructure is another area that needs attention. Robust infrastructure, including stable power supply, water availability, and advanced logistics, is essential for semiconductor manufacturing. Addressing these infrastructure gaps is crucial to support the growth of the semiconductor industry.

Future Roadmap

To realize its ambitions in the semiconductor industry, India needs to adopt a multi-faceted approach. Building a comprehensive ecosystem that includes semiconductor fabs, design houses, and research and development (R&D) centers is crucial. This involves not just manufacturing but also fostering innovation and design capabilities. Increasing investment in R&D is essential to drive technological advancements in semiconductor manufacturing. Public-private partnerships can play a pivotal role in this regard, leveraging both public resources and private sector expertise.

Enhancing skill development programs to create a workforce adept in semiconductor technology is another critical area. Collaboration with educational institutions to introduce specialized courses in semiconductor technology can help bridge the skill gap and create a talent pipeline for the industry.

Encouraging global semiconductor companies to establish their presence in India through joint ventures, partnerships, and technology transfers can help India gain the necessary expertise and integrate into the global supply chain. These collaborations can bring in advanced technologies and best practices, further strengthening India's semiconductor ecosystem.

Ensuring policy stability and continuity is vital to build investor confidence. Long-term, clear, and consistent policies can attract sustained investments in the sector. Developing world-class infrastructure to support semiconductor manufacturing is also crucial. This includes ensuring uninterrupted power supply, access to clean water, and advanced logistics and transportation networks.

India's semiconductor industry stands on the brink of a significant transformation, driven by robust government support, strategic investments, and a growing domestic market. While there are considerable challenges to overcome, the opportunities are immense. By leveraging its skilled workforce, fostering innovation, and building a supportive ecosystem, India can position itself as a global leader in semiconductor manufacturing. The journey ahead is challenging, but with coordinated efforts and strategic planning, India can achieve its vision of becoming a semiconductor powerhouse.

AHEAD Empowering Digital India by Committing to Robust Cybersecurity and Innovation

AHEAD distinguishes itself through its client-obsession, focusing not just on technology but on delivering tangible, sustained business outcomes. Through the integration of extensive knowledge from top IT ecosystems and a vendor-neutral methodology, AHEAD creates customised digital solutions that promote creativity, bolster security, and facilitate smooth cloud transitions that are adapted to the specific requirements of every customer. In a chat with VARINDIA, Saurabh Bishnoi, Director- Business Applications, AHEAD delves deep about the recent cybersecurity landscape, cybersecurity laws, customer experience etc.

Evolving cybersecurity landscape

In 2024, India stands at a crucial juncture in its cybersecurity journey. The nation faces significant challenges, with cloud-related threats at 52%, attacks on connected devices at 45%, hack-and-leak operations at 36%, and software supply-chain compromises at 35%.

"India faces sophisticated threats, including cybercriminal activities and state-sponsored attacks," says Saurabh Bishnoi. The rapid digital transformation across e-commerce, fintech, and e-governance has introduced new vulnerabilities. The surge in digital payment systems and IoT devices has compounded these challenges. Additionally, data privacy concerns are paramount due to the massive collection of personal data.

He also points out, "AI has emerged as a double-edged sword, enhancing threat detection but also enabling sophisticated attacks. There is a significant cybersecurity skills gap, requiring enhanced education and training. It is also challenging to ensure compliance with diverse regulations and mitigate risks across sectors."

Strengthening Cybersecurity Laws

Saurabh feels India's approach to cybersecurity laws is evolving to align with global standards while addressing unique challenges.

Legislative Framework: India is developing a robust legislative framework, including the proposed Personal Data Protection Bill, which aims to align with the EU's GDPR.

Cybersecurity Regulations: The RBI has issued cybersecurity guidelines for banks, drawing from global best practices like those of the Basel Committee on Banking Supervision and the Financial Stability Board.

Cybercrime Legislation: The Information Technology Act, 2000, with amendments, addresses cybercrime and electronic transactions, aligning with international conventions such as the Budapest Convention on Cybercrime. However, updates are needed to combat emerging threats effectively.

International Cooperation: India participates in international forums and initiatives like the Global Forum on Cyber Expertise (GFCE) to promote cybersecurity cooperation and align with global standards.

Challenges and Progress: Implementation challenges include resource constraints and technological complexities. Nonetheless, progress has been made in raising awareness, investing in cyber infrastructure, and fostering public-private partnerships.

Data Privacy and Security: India's focus on data privacy and security aligns with global trends towards stricter regulations, balancing national security with privacy rights through data localization and cross-border data transfer policies.

Emerging Technologies: India is exploring regulations for AI, blockchain, and IoT, aiming to foster innovation while mitigating cybersecurity risks.

To enhance customer experience

AHEAD builds and manages digital platforms for top organizations worldwide, enhancing customer experience through innovative solutions and strategic partnerships. Our USPs are as follows.

Cloud Platforms: We manage public cloud migrations, cloud-native applications, FinOps, and security, seamlessly integrating with on-prem environments.

Digital Engineering: Our approach combines culture, tools, and processes to continuously deliver software innovation while reducing complexity.

Data and Analytics: We unlock data value to improve customer experiences and generate new revenue streams.

Next-Gen Data Centre: We scale infrastructure to meet performance, availability, and reliability needs.

Enterprise Automation: We apply automation to reduce costs and eliminate waste, allowing clients to focus on value-driven activities.

Integrated Security: We embed security into every aspect of IT, acting as a guardrail that enables faster business operations.

AHEAD as Key Differentiators

While talking about AHEAD as the key differentiator in the industry Bishnoi elaborates, "What sets AHEAD apart in delivering successful outcomes for its clients is our client-obsession. We do not pursue technology for its own sake; instead, we focus on delivering material, defensible, and sustained business results. We strive to make a lasting impact on those we work for and with. Whether our clients prioritize innovation, security, cost savings, flexibility, or speed, we are uniquely positioned to propel them forward and achieve their goals."

To Conclude

AHEAD equips clients with prioritized and actionable cybersecurity strategies based on their specific needs and challenges. Bishnoi asserts, "We empower clients to be proactive in their cybersecurity posture, ultimately enabling the business to be less distracted by security concerns with a renewed focus on growth. Some of the core Security Solutions that we work on:

Security Strategy – We take a holistic approach to securing all aspects of the business environment that safely allows our customers to move faster.

Governance & Compliance – We align customer's security environment to their business goals and best standards and practices through assessments and process optimization.

Identity Access Management – We manage user account additions, changes, and removals for enterprise-wide applications leveraging identity management tools and automation.

Zero Trust Architecture – We implement a network and application security model that allows access only to required services and nothing else.

Ahead Ransomware Health Check – With a 3-tier approach of Innovation, Intelligence & Agility, our resiliency health checks ensure end-to-end ransomware protection empowering customers to shift focus on business expansion."

Adobe launches Acrobat AI Assistant for the Enterprise

Adobe has announced the availability of Acrobat AI Assistant for enterprise customers. Acrobat AI Assistant features are now available through an add-on subscription to all Reader and Acrobat enterprise and individual customers across desktop, web and mobile. Deeply integrated into Acrobat workflows, Acrobat AI Assistant is a generative AI-powered conversational engine that can be easily deployed in minutes, instantly unlocking new levels of document productivity for every knowledge worker across the enterprise. With Acrobat AI Assistant, employees can generate high-quality insights they can verify with intelligent citations and quickly create emails, reports, presentations and more from the information in their documents. The features are governed by data security protocols, and no customer document content is used to train the LLM Acrobat AI Assistant leverages.

"For more than three decades, PDFs and Adobe Acrobat have been a cornerstone of communication and collaboration in the enterprise and with generative AI, we're redefining productivity for every single employee," said Abhigyan Modi, senior vice president of Adobe Document Cloud. "Acrobat AI Assistant dramatically reduces time spent reading and searching for information, enabling employees to develop insights faster and slash the time they spend creating content."

First launched in beta earlier this year, Acrobat's new generative AI capabilities are already helping millions of users work faster and smarter with their documents. Features include -

· AI Assistant: Chat with PDFs and other types of documents, including Word, PowerPoint and more. Acrobat AI Assistant recommends questions and provides answers based on a document's content through an intuitive, conversational interface.

Hikvision Parking Lot Management Solutions offering secure and efficient parking

The parking problem in India is getting worse by the day. It is fast turning into a major urban crisis, especially in metro cities. This is a critical issue that needs immediate attention from urban designers and managers, as well as citizens. These parking problems not only affect the movement of vehicles on the streets, but also lead to higher pollution levels. It has an adverse impact on the safety of vehicles and traffic off the streets. Parking in cities is a daily struggle and a perpetual challenge for vehicle owners. There are often long queues at the car parking lots.

Rising cases of theft and vandalism are a growing concern in the parking areas while parking lot owners are finding it difficult to manage parking lots due to rising operating costs. Meanwhile, there is a rise in demand for Smart Parking Solutions.

Hikvision Parking Lot Management Solutions can help and guide drivers to a free space quickly, and streamline the flow of parking, freeing up spaces more quickly for further occupation, helping optimizing operations, and providing extra layers of security.

Google rolling out official badges to identify legitimate govt apps

Following months of testing, Google Play Store is now making it easier to identify legitimate government apps by rolling out official badges in over 14 countries. These badges will clearly mark state and federal government apps and aim to tackle the issue of fake apps impersonating official/government ones to steal data or money. Google said that these badges currently cover more than 2,000 apps in countries including India, Australia, Canada, Germany, France, the United Kingdom, Japan, South Korea, the United States, Brazil, Indonesia, and Mexico.

There are times when many counterfeit or fake apps act as legitimate government applications and operate with the sole motive to steal user data. The government of India had issued an advisory about fake passport apps in the past. It's a valid concern when apps posing as official apps can potentially put your security at risk, making you question whether they can be used.

In India apps like Digilocker, mAadhaar, and other official government apps now have the badge.

Google plans to introduce this feature in other countries as well. Google has been working in tandem with app developers and the government to streamline this process. The tech company first teased this feature back in November 2023, when it also announced new rules for app developers.

IBM announces its software availability to 92 countries in AWS marketplace

IBM has announced that the availability of its software portfolio is expanding globally to 92 countries in AWS Marketplace, a digital catalog with thousands of software listings from independent software vendors (ISVs) that make it easy to find, test, buy, and deploy software that runs on Amazon Web Services (AWS). The expansion beyond Denmark, France, Germany, United Kingdom and United States, where the software is currently available, will help make procurement easier for clients, streamline purchasing and create new efficiencies, while allowing them to use their AWS committed spend for IBM software purchases.

"Both IBM and AWS play a huge role in our success," said Uri Bechar, vice president of software engineering, Redis. "Part of my job is to ensure our organization fulfills our committed spend with AWS and that the purchasing process is streamlined. Buying IBM software in AWS Marketplace gives us more flexibility, enables us to use our committed spend, and ultimately makes the entire process easier so we can deploy faster and start seeing value from our investments. I just go in, click accept, then I'm done."

Today's news provides clients more access to IBM's artificial intelligence (AI) and data technologies within a portfolio of 44 listings and 29 SaaS offerings available for purchase. Included among those technologies are components of the watsonx AI and Data platform, which allow enterprises to build, scale and govern AI workloads. Watsonx.data, a fit-for-purpose data store built on an open data lakehouse architecture, and Watsonx.ai, a next generation enterprise studio for AI builders are available in AWS Marketplace as well as two of IBM's AI Assistants — watsonx Assistant and watsonx Orchestrate. watsonx.governance is expected to be available soon.

"IBM's global expansion with AWS Marketplace opens up innovation opportunities for our joint customers across the world," said Matt Yanchyshyn, General Manager AWS Marketplace and Partner Services at AWS. "By leveraging the speed and simplified procurement capabilities of AWS Marketplace, customers can now more easily access IBM's cutting-edge solutions, enabling them to accelerate their digital transformation and drive innovation at scale. This expanded collaboration between AWS and IBM reflects our shared commitment to empowering customers with the tools and resources they need to succeed in today's fast-paced environment."

Michael Bernhardt to lead HPE's global distribution sales

Hewlett Packard Enterprise (HPE) announced that Michael Bernhardt has been appointed to lead the Worldwide (WW) Distribution Sales at HPE, assuming the role on April 1. He succeeds Simon Ewington, who took over the overall management of HPE's global partner business in November 2023 and has since led Distribution Sales on an interim basis.

As Vice President, Bernhardt reports to Ewington and is responsible for the strategy and business with HPE's distributors worldwide. In his new role Bernhardt will work with HPE's sales, marketing, services and enablement teams to help distributors achieve sustainable business success and ensure optimal alignment of strategies and operational processes. "Working with distribution has been the common thread of my career at HP and HPE so far – that's why this new role is the dream job for me," said Michael Bernhardt, Vice President of WW Distribution, HPE.

UiPath ropes in Raghu Malpani as Chief Technology Officer

UiPath has announced Raghu Malpani as Chief Technology Officer. Malpani will report to Chief Innovation Officer and UiPath Executive Chairman Daniel Dines and will lead the company's engineering teams.

Malpani most recently served at Microsoft as Corporate Vice President for the Microsoft 365 Application and Data Platform. He led several global teams responsible for Microsoft Exchange Core, CoPilot semantic index platform, and Microsoft Graph. Earlier in his career, Raghu worked at Microsoft for 15 years in various leadership positions, including as the General Manager across several Microsoft Azure cloud offerings. Raghu has also led the global Decisions Platform team at Meta, building experimentation, personalization, and market intelligence platforms across all product areas at Facebook.

Matt Garman to fill in as AWS CEO after Adam Selipsky steps down

Matt Garman   Adam Selipsky

Amazon Web Services CEO Adam Selipsky will step down, handing over the reins of the cloud business to long-time insider Matt Garman, who will take on the role at AWS, effective June 3.

The development comes at a time when AWS' dominance is under pressure from Microsoft's fast-growing Azure service that is benefiting from AI offerings powered by its tie-up with OpenAI. AWS however has the largest share in the U.S. cloud market.

"We were fortunate that Selipsky agreed to step in and lead AWS, and has deftly led the business, while also developing his leadership team," Amazon CEO Andy Jassy said in a blog post.

"Selipsky is now going to move onto his next challenge (after taking a well-deserved respite)," he added. Under the leadership of Selipsky, the team designed and released new services which includes many significant Generative AI services like Amazon Bedrock and Amazon Q. Selipsky leaves AWS in a strong position, having reached a $100 billion annual revenue run rate this past quarter, with YoY revenue accelerating again.

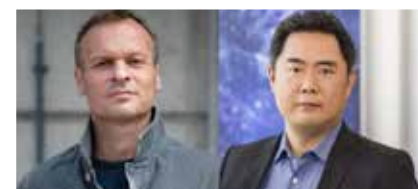## Yotta appoints Anil Pawar as Chief AI Officer

Yotta Data Services has announced the appointment of Anil Pawar as the Chief AI Officer and Head of AI Cloud Business Unit. In this capacity, he will lead strategic endeavours within the AI Cloud BU, with a focus on leveraging AI, cloud, and platform technologies to foster innovation and deliver significant value to customers.

In his newly established position, Anil will play a pivotal role in shaping and executing Yotta's AI strategy, leveraging emerging AI technologies to enhance customer interactions and employee experiences in a responsible, trustworthy, and secure manner.

Anil will directly report to Sunil Gupta, overseeing strategic initiatives such as AI-as-a-Service (AIaaS), AI Platform-as-a-Service (AIPaaS), AI Software-as-a-Service (AISaaS), and the Large Language Model (LLM) marketplace within the Shakti Cloud Business Unit. His leadership will be instrumental in advancing Yotta's achievements by aligning technological investments with business goals, identifying market potentials, and fostering collaboration.

Amid $14 bn semiconductor push, N Chandrasekaran to chair Tata Electronics

The Chairman of Tata Sons, N Chandrasekaran is set to assume the additional role of Chairman at Tata Electronics. This development comes as Tata Electronics earmarks around $14 billion towards venturing into the semiconductor industry.

Chandrasekaran will succeed Banmali Agrawala, who has served in this post for the past few years, while the latter will now take on an advisory role within the group.

Recently, Tata Electronics has roped in former Intel Foundry Services veteran, Randhir Thakur as its CEO and MD. With this the company enhances its capabilities in semiconductors. Also, the company has appointed Srinivas Satya, who was earlier associated with Applied Materials and heading the semiconductor products, as Chief Supply Chain Officer and President of Components Business. Industry experts anticipate exponential growth for Tata Electronics, backed by Chandrasekaran's visionary guidance and strategic hires. With a focus on attracting top-tier global clients and enhancing technological capabilities, Tata Electronics aims to lead India's electronics manufacturing landscape.

Sony names two executives as CEO of its Playstation unit

Sony has announced that two veteran executives will take over as CEOs of its powerhouse gaming unit, Playstation after Jim Ryan retired in March. Hermen Hulst will be CEO of the newly named Studio Business Group, which includes PlayStation's developers and covers the expansion of PlayStation brands into TV and film. Hideaki Nishino will lead the Platform Business Group, which includes console hardware, technology, and accessories. He will also be in charge of relations with major publishers and indie studios.

Both Hulst and Nishino will report to Sony Interactive Entertainment's (SIE) group chairman Hiroki Totoki, who had been filling in as interim CEO, a statement said.

Jim Ryan joined SIE in 1994 and held a number of senior positions before heading the division from 2019 and is credited with putting the PlayStation 5 on track to become its most successful console yet. After its launch in 2020, production of the PlayStation 5 was initially hit by the global shortage of semiconductors in the wake of the coronavirus pandemic. Ryan was also at the forefront of Sony's failed fight to prevent Microsoft's mammoth takeover of Activision Blizzard.

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