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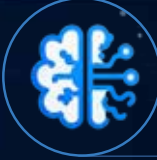
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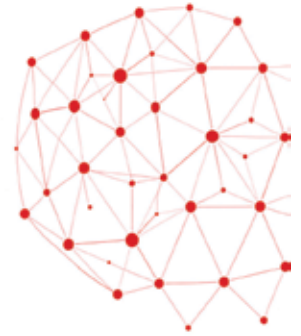


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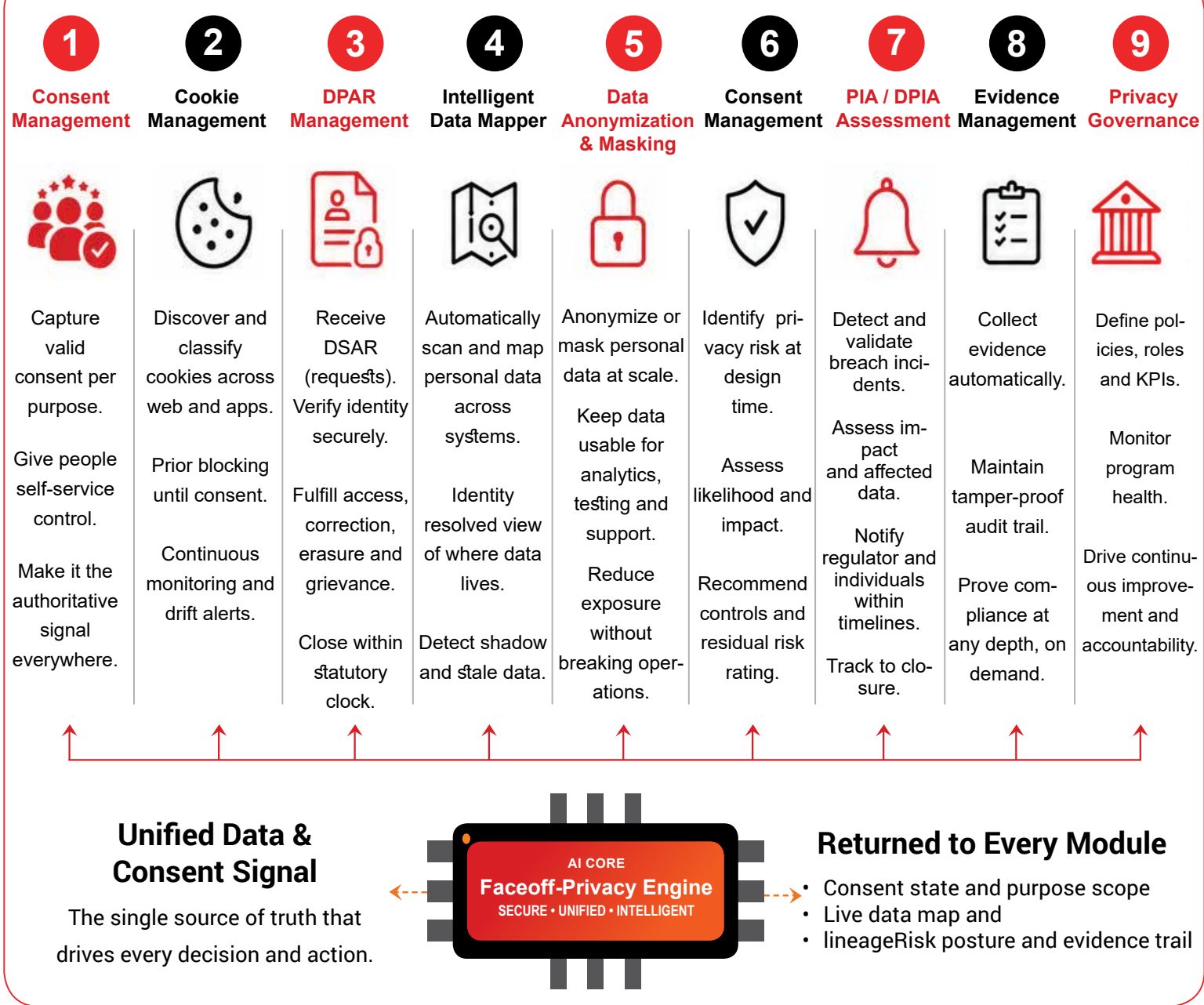
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AI, TRUST AND ALLIANCES: THE NEW ENTERPRISE IMPERATIVE

PAGE 28

India's first dedicated Quantum, AI university to come up in Andhra Pradesh

Amaravati is set to house India's first dedicated Quantum and Artificial Intelligence University campus, marking an important step in the country's ambition to build indigenous capabilities in frontier technologies. The Andhra Pradesh government has approved the NIELIT campus, which will be developed across 8.5 acres with a proposed investment of Rs. 730.7 crore over five years, funded through grant-in-aid from MeitY.

The university will focus on quantum computing, quantum communication and security, artificial intelligence, machine learning, semiconductor fabrication, chip design, VLSI, embedded systems, data science and high-performance computing. Academic programmes will span undergraduate, postgraduate, doctoral, diploma and executive education.

Elon Musk says Starlink can bridge India's rural connectivity gap

Elon Musk has backed Starlink as a potential solution for India's underserved villages, where thousands of communities still lack 4G access despite rapid growth in internet subscriptions and rural digital infrastructure. The comments come as India continues to expand digital infrastructure in rural and remote locations. However, the uneven availability of last-mile connectivity means some communities remain unable to fully benefit from the country's broader digital expansion. India's digital transformation has expanded well beyond major cities, with high-speed mobile networks, fibre connectivity and wireless broadband enabling more people in rural areas to work, study and access essential services online.

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AI'S NEW BATTLEGROUND: COMPUTE, CHIPS AND INFRASTRUCTURE

Artificial intelligence is entering a phase where the biggest competitive advantage may no longer come from models alone. Developments across AWS, Microsoft, Nvidia, Anthropic, Tesla and CyrusOne show how the technology race is spreading across compute capacity, custom silicon, open-source models, data centres and capital markets. The common thread is increasingly clear: AI demand is forcing technology companies to rethink the physical and economic infrastructure underneath their products.

At AWS, that pressure is becoming visible through compute constraints. The company is reportedly asking engineers to reduce unnecessary CPU consumption as growing AI workloads put pressure on available capacity. This is important because the AI boom is often discussed primarily in terms of GPUs, yet conventional CPUs remain essential for databases, networking, orchestration, storage and many supporting cloud workloads. The emerging challenge is therefore not simply acquiring more accelerators—it is extracting maximum utilization from every layer of the data-centre stack.

Microsoft is attacking the same economics from another direction: custom AI silicon. Its next-generation Maia 300 accelerator is reportedly intended to improve Microsoft's ability to run its

own AI workloads and OpenAI models more economically. Hyperscalers currently spend enormous amounts purchasing accelerators, particularly from Nvidia. Developing competitive in-house chips could reduce cost, improve supply-chain control and allow Microsoft to optimize hardware specifically around workloads running inside Azure. The battle is consequently shifting from simply buying AI capacity toward vertically integrating it.

Nvidia is moving beyond GPUs by developing Nemotron open-source AI models, encouraging wider AI adoption that can ultimately drive demand for its chips and infrastructure. At the same time, Microsoft and AWS are developing custom AI chips to reduce costs and dependence on Nvidia. The result is a vertically integrated AI race—cloud companies want chips, chipmakers want models, and AI companies want infrastructure.

Anthropic represents another side of this transformation—the enormous organizational challenge of scaling an AI-native company. Reporting examining CEO Dario Amodei's leadership comes as Anthropic grows into one of the most influential frontier-AI developers. As AI companies expand and potentially move toward public markets, technical leadership alone becomes insufficient. They must develop mature governance, financial discipline, enterprise sales capabilities, security controls and organizational structures capable of managing technologies carrying significant economic and societal consequences.

Beyond pure AI companies, Tesla's reported next-generation Roadster demonstrates how software, AI, advanced engineering and hardware innovation are converging. Reports suggest Tesla is approaching the unveiling of a substantially redesigned vehicle, including discussion of a version incorporating SpaceX-derived cold-gas thruster technology. While very different from cloud computing, the project reflects the same broader trend: technology companies increasingly combine capabilities from traditionally separate industries to create differentiated products and ecosystems.

Perhaps the strongest evidence of AI's infrastructure impact comes from the data-centre industry. CyrusOne is reportedly preparing groundwork for a potential IPO, joining infrastructure businesses seeking to capitalize on surging investor demand around AI computing. Data centres have moved from being relatively invisible real-estate and IT assets to becoming strategic infrastructure. AI requires extraordinary quantities of electricity, cooling, networking and high-density computing capacity, turning access to land, power and grid connections into competitive advantages.

This infrastructure boom also exposes a fundamental constraint: AI growth is ultimately physical. Models may exist as software, but every inference request consumes compute, electricity and network capacity. As agentic AI expands, one user request can trigger numerous model calls and supporting operations. This explains why AWS is focused on CPU efficiency, Microsoft is developing proprietary silicon, Nvidia is expanding its model ecosystem and data-centre operators are attracting enormous investor interest. All are addressing different parts of the same AI consumption curve.

The next stage of competition will therefore revolve around total cost per useful AI outcome, rather than simply model intelligence or token pricing. Enterprises will increasingly evaluate how efficiently chips, models, routing software, data centres and energy systems work together. More efficient models can reduce memory and compute requirements; custom accelerators can lower inference costs; intelligent routing can direct simpler tasks toward cheaper models; and optimized infrastructure can extract greater output from constrained electricity and computing resources.

The larger transformation is the emergence of an integrated AI industrial economy. The value chain now stretches from semiconductor manufacturing and accelerators through data centres, cloud platforms, foundation models, open-source ecosystems, enterprise applications and autonomous agents. Companies that control strategic layers—or successfully connect several of them—will have an advantage. The AI race is no longer simply about building the smartest model. It is becoming a race to deliver the most intelligence from every chip, watt, dollar and data-centre rack.

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From Endpoint to Cloud: SonicWall Builds a Unified Security Future

“As cyber threats become increasingly sophisticated and AI-driven, endpoint security is emerging as a critical line of defense. SonicWall is expanding beyond its traditional network security roots to position itself as a broader cybersecurity platform, bringing together network, cloud, endpoint and user protection. With EDR, MDR and AI-powered threat detection at the core of its strategy, the company is focused on helping organizations detect, respond to and recover from threats faster.”



Debasish Mukherjee,
Vice President, Regional Sales APJ, SonicWall explains how this integrated approach is particularly relevant in India, where rapidly digitizing SMBs and distributed enterprises are seeking simpler, scalable security solutions that can strengthen resilience without adding operational complexity

How does EDR strengthen SonicWall’s overall cybersecurity portfolio?

EDR helps SonicWall shift from being seen mainly as a network security company to a broader cybersecurity platform provider. Its portfolio now supports the full attack chain: preventing threats at the network and cloud edge, detecting suspicious endpoint behavior, investigating attacks, responding quickly, and restoring affected systems.

This positioning is especially relevant for SonicWall in India, particularly among MSMEs and distributed enterprises, where customers often prefer simple, integrated security over multiple point products. SonicWall’s unified Capture Client approach is built around that need for simplicity.

SonicWall Capture Client uses advanced Endpoint Detection and Response (EDR) capabilities to give organizations stronger control over endpoint health. Administrators can trace threat origins and movement, terminate or quarantine threats, and restore endpoints to their last known healthy state after infection or compromise.



Furthermore, SonicWall recently announced the launch of SonicWall Endpoint Security, a unified endpoint protection solution purpose-built for managed service providers (MSPs) serving small and mid-sized businesses (SMBs). Available as a standalone Endpoint Detection and Response (EDR) tool or as a Managed Detection and Response (MDR) service, fully managed by the SonicSentry security operations center, the platform brings powerful threat protection, automated threat response and one-click ransomware restore. The solution is powered by SonicWall’s patented Real-Time Deep Memory Inspection (RTDMI™) engine to stop advanced threats in real time.

How is SonicWall addressing AI-driven attacks, ransomware and evolving endpoint threats?



Platform Strategy for a more complex threat landscape

As cyberthreats grow more complex, SonicWall is positioning itself as the cybersecurity platform of choice for MSPs and MSSPs protecting diverse, distributed environments. The company is focused on delivering a tightly integrated security ecosystem that combines advanced threat protection, managed security services (MSS), managed detection and response (MDR) through SonicSentry, Cloud Secure Edge, and unified visibility across endpoints, networks, and cloud workloads.



Partner-Led scale and faster response

By aligning innovation with the operational needs of service providers, SonicWall enables partners to scale more efficiently, respond

faster to threats, and deliver measurable value to customers. This partner-first model is central to SonicWall’s growth strategy and helps MSSPs and MSPs lead in today’s fast-changing cybersecurity market.



Using AI and ML to stay ahead of emerging threats

SonicWall uses Artificial Intelligence (AI) and Machine Learning (ML) to identify and respond to evolving cyber risks, including AI-driven attacks, ransomware, and advanced endpoint threats. As connectivity, data exchange, and digital transformation accelerate, these technologies help organizations innovate while maintaining strong protection, resilience, and business continuity.



Key features include:



Comprehensive Feature Set: Next-generation antivirus (NGAV), behavior-based malware protection, Windows rollback, vulnerability insights, device control, and centralized policy management.



Unified Visibility: A cloud-based dashboard with multi-tenant support and remote troubleshooting.



MDR Advantage: 24/7 Security Operations Center (SOC) access, proactive threat hunting, and regular audits to maintain strong security hygiene.



Flexibility: No minimum commitment requirements and a 21-day Proof of Concept for easy evaluation.

What are SonicWall's key new products, and what security challenges do they address?

SonicWall's recent product innovations are designed to secure the modern distributed enterprise wherever users, applications, and workloads operate.



GEN8

Gen 8 strengthens protection at the network edge



NSv

NSv extends security to cloud and virtual environments



Cloud Secure Edge

Cloud Secure Edge delivers Zero Trust access for users and applications



EDR

EDR brings advanced detection and response to endpoints

In a nutshell, SonicWall's product evolution is increasingly focused on protecting the entire distributed environment—network, endpoint, cloud and users—while simplifying security management.

Where do you see the biggest cybersecurity opportunities and gaps in India?

India represents a significant growth opportunity for SonicWall as rapid digitalization continues to widen the cybersecurity gap—especially among SMBs, mid-market organizations, and distributed enterprises. The country's vast SMB ecosystem is adopting digital tools quickly, but many businesses still need stronger, more integrated security to protect expanding users, applications, cloud services, and endpoints.

The core challenge is that many organizations are digitizing faster than they are maturing their cybersecurity practices. They may have firewalls, endpoint tools, or cloud services in place, but often lack the integrated architecture, operational discipline, and in-house expertise needed to manage risk effectively.

The most common gaps include overexposed access, continued reliance on legacy VPNs, and reactive rather than proactive security models. Identity, cloud, and credential-based attacks now account for nearly 85% of actionable alerts globally, making India's SMB-heavy and rapidly evolving economy especially exposed. While security spending is rising, investment often goes toward adding new tools rather than strengthening fundamentals such as patching, access hygiene, continuous monitoring, and response readiness.

This creates a strong opportunity for SonicWall to help Indian organizations close these gaps with enterprise-grade protection delivered through a simpler, integrated platform. By working closely with MSPs and MSSPs, SonicWall can also support businesses that need ongoing security management, faster threat response, and practical guidance to improve cyber resilience.

What are SonicWall's key priorities for India and APAC over the next 12–18 months?

India will continue to be one of SonicWall's most important markets and innovation hubs over the next 12–18 months. The country is not only a major growth opportunity, but also a key contributor to SonicWall's global product development, with hundreds of employees and a strong R&D presence in Bangalore supporting AI-driven detection, threat intelligence, and threat-prediction capabilities used across the company's global platform.

This strategic resource in India is expected to grow manifolds in the coming months. As mentioned, SonicWall has been embedding AI into its security technologies for more than seven years, and India's engineering talent plays a meaningful role in advancing that roadmap. Combined with India's rapidly digitizing SMB ecosystem, expanding cloud adoption, strong channel network, and deep pool of cybersecurity and AI expertise, the market is expected to shape SonicWall's global security strategy as much as it benefits from it.

How will the new portfolio create opportunities for VARs, MSPs and MSSPs?

SonicWall's expanded portfolio gives partners a stronger opportunity to move beyond one-time product sales and build complete, recurring cybersecurity services.

VARs can broaden their footprint across network, endpoint, cloud, virtual firewall, and Zero Trust solutions. Further, SonicWall being a 100% channel driven organisation continues to strengthening its position as a preferred cybersecurity platform for MSPs and MSSPs securing distributed, high-risk environments. The strategy is centered on an integrated ecosystem that helps service providers simplify operations, respond faster to threats, and deliver measurable value to customers. We base our strategy around these four pillars that shape the partner growth:



Unified platform

A single-pane-of-glass security services platform that integrates AI to help managed partners protect SMB environments more efficiently.



AI-driven protection

An active security platform that uses advanced threat intelligence to improve real-time detection, prevention, and response.



Simplicity and lower cost

A focus on reducing vendor sprawl, simplifying security operations, and lowering total cost of ownership for customers.



Partner-led delivery

A partner-driven model that gives SMBs access to enterprise-grade cybersecurity without requiring large in-house teams or budgets.

How can SonicWall help organizations strengthen security and support DPDP Act readiness?

DPDP readiness is fundamentally about protecting personal data across its full lifecycle, and cybersecurity plays a critical role in enabling that protection. SonicWall helps organizations build the technical foundation needed to support DPDP-aligned security practices through network security, endpoint protection, Zero Trust access, cloud security, and threat detection and response.

At the same time, no cybersecurity product alone can make an organization DPDP compliant. SonicWall's role is to help customers strengthen the safeguards, visibility, and response capabilities that form part of a broader privacy and compliance program. This is especially important for India's SMB and mid-market organizations, where the priority is to make strong data protection practical, scalable, and easier to manage.

Digitization and Justice Delivery: How Both Can Be Aligned?

Let me narrate a story told to me, a sordid but one that can happen to anyone in our country, where people are obsessed with owning a house, an abode over the head. It is a security for several generations starting from the original owner up to generations who will stay in that property. The incident is taking place in Delhi, one of the largest metropolis of India, where millions consider owning house in any part of the still growing city is a boon and a source of immense social security.

My friend took a membership in a co-operative society floated in one of the satellite cities of Delhi. To cut down the waiting time and possible inordinate delays involved in construction and later fine tuning of interior of the apartments bereft of furnishing etc, he selected a housing complex which was fully constructed including white washing, landscaping etc. Though he was with a limited means, he managed to pay off to the society the initial amount of Rs, 100,000 by cheque and the membership amount of Rs 110. While handing over the amount, the secretary of the society secretly told him to pay up another Rs 400,000 in liquid cash as admission fee, which is collected from every member, before they become the member. That was a painful surprise to my friend, who had gone under the impression that the total cost of the housing unit would be slightly above Rs 17 lakh, which he was sure to mobilize partly from banks and the deficit either by borrowing from friends and relatives or selling small quantity of gold that his wife owned given by her parents at the time of marriage.

An additional Rs 4 lakh was a jolt from blue and he started working back on his finances. It forced him to identify sources from where he could mobilize funds. Yet, the hope of owning a housing unit in a relatively well known area kept him moving despite the vicissitudes. But that hope lasted only for a few days. The secretary of the housing complex laced his second demand by telling him to make sure the payment be made by cash since no receipt will be issued for this amount. How he would mobilize such a large amount of money from informal sources? If he approached any other person from the family to lend money, they have to take loans or liquidate their FDs from bank, which would be bankrolled and accounted. Somehow he managed to mobilize that money and paid to the secretary of the society in time. Meanwhile, he also got the loan applied from a private bank that covered lion's share of the cost of the flat.

My friend was circumspect about the deal and tried to do some due diligence about the housing project, which was monitored by a wing of the Government of NCT. Though he did not get any information or any type of misdeeds involved in the project, he got an assurance informally, the project is genuine and the project was due for clearance for draw of lot. He kept quiet and started focusing on his office works under the bliss that everything went well and soon he would own a flat of his own in a middle class colony which might not be well - connected at that time; but has potential to be one since the Master Plan of Delhi made provisions for Metro and other connectivities.

That bliss did not last for long. He never got a call from the Secretary later, which he thought he would for draw of lot. Immediately after the draw of lot, the Secretary called him and issued all relevant documents for occupation of the flat. Upon checking up the documents, he realized that all papers are intact and he took the possession of the flat and started living there with his family, which is a fairly large housing unit, going by urban standards.

But that blissful state did not last long. He was informed by other owners of the housing units that document can be complete only when the RCS enters the name of the occupant in its list and forward that to the DDA for regularization. The Management of the Society did not send his name to the RCS and instead sent the name of the earlier person from whom he supposed to have bought the flat. There are certain other details to be explained to throw light on the exact nature of the deal, which I am overlooking since it is not relevant to the present context.

Let me also state that it is not the first time such cases happen across Delhi and other places. It is happening every now and then; some of them are reported, others go unheard and unheeded. Yet, these things are happening when we boast ourselves as a country with a high level of digitization. There are some states in India digitization is carried out to some extent about the land rights, tenancy, sale and purchase etc. States like Kerala insists on encumbrance certificate is a must to trace the history of the property. There will be entries about its owners, sale, mortgage etc. for a sufficiently long time say 30 years into the past. That gives the buyer the correct picture of the title of the property in question and can steer away from buying disputed properties. More interesting is that one can retrieve



DR. ASOKE K. LAHA
Chairman-Emeritus and
Founder, InterralT

such valuable data about any property provided one knows that title number of the property in question at a very negligible fee. If one is comfortable in navigating the digital journey through net, it can be downloaded, then and there. Otherwise, there are state agencies and digital kiosks that provide such services at a minimal cost.

I feel this model is ideally suited to be implemented across the country. It has many spin-offs. Stakeholders of digital economy widens. The common man gets to know the advantages of the digital economy and will start reposing more faith in the system. Two, the model brings more transparency in the system addressing the widespread frauds and manipulations by land mafia and other vested interests. Thirdly, it helps plug the digital divide and can make public direct beneficiary of the digitization. Fourth and more importantly, it can reduce considerably high level pendency of cases in courts since a good number of cases are pertaining to land and related disputes.

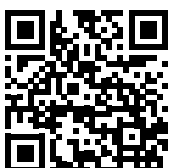
Yes, right from the time I started writing this column, I have been a votary of digitization and benefits it can give to the society at large. I strongly feel digitization particularly AI in judiciary initially to streamline the procedure and it should be calibrated to expand to other realms including adjudicating the cases within no time to cut short the decades-long wait for justice. It aligns with the basic tenet of jurisprudence that justice delayed is justice denied.

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Yotta and IntelliDB partner to launch sovereign AI database platform in India

Yotta Data Services has partnered with IntelliDB Enterprise to launch a managed, AI-ready database platform hosted on Yotta's sovereign cloud in India. Designed for government bodies, financial institutions, and regulated enterprises, the service pairs Yotta's cloud infrastructure with IntelliDB's PostgreSQL management and native vector capabilities. This localized Database-as-a-Service allows organizations to deploy production AI workloads while adhering to strict Indian data residency and compliance rules.

The platform supports automated database management, high availability, and security for traditional enterprise applications and generative AI frameworks like Retrieval-Augmented Generation (RAG). By adding an AI-ready database layer to Yotta's sovereign stack, it offers a secure path to modernize legacy PostgreSQL environments without transferring sensitive data abroad.

Leadership from both companies highlighted that the collaboration delivers trusted, scalable infrastructure essential for Indian enterprises to transition safely from AI experimentation to full production deployment.

Ingram Micro accelerates AI adoption with new Xvantage Integration Hub and MCP Server

Ingram Micro has announced rapid global adoption of its Xvantage Integration (XI) Hub and secure Model Context Protocol (MCP) Server. Hundreds of channel partners worldwide are utilizing the platform to connect AI assistants with core business systems, automate workflows, and make data-driven decisions. The innovation eliminates long-standing channel barriers by replacing fragmented tools with an intelligent, connected digital ecosystem.

The XI Hub provides a secure integration layer, allowing partners to interact with complex APIs using conversational AI. By linking existing RMM and PSA platforms in real time, the solution helps channel partners reduce integration friction, streamline administrative duties, and accelerate service delivery.

Early adopters report dramatic efficiency gains, with Managed Service Providers saving up to 1,500 operational hours annually and shortening quoting turnaround from days to seconds. Sanjib Sahoo, Executive Vice President and President, Global Platform Group, Ingram Micro, highlighted that the platform moves the channel beyond connecting systems to actively actioning business intelligence globally.

HP partners with Sarvam AI to bring multilingual voice computing to Indian PCs

HP has signed a memorandum of understanding with Sarvam AI to integrate voice-based artificial intelligence across its personal computing devices in India. The partnership leverages HP's hardware reach and Sarvam's AI models, which support over 22 Indian languages and feature code-switching capabilities for natural, mixed-language speech.



A primary highlight of the collaboration is Kivi, a voice-powered application designed to let users control PCs via spoken instructions. Pre-installed on HP devices, Kivi handles tasks such as dictating text, drafting content, and navigating applications, offering an alternative to traditional keyboard and mouse inputs.

By moving beyond English-centric digital interfaces, the initiative aims to make personal computing more accessible across education, workplace productivity, and content creation. It reflects a broader industry shift toward embedding localized AI directly into device user interfaces.

C-DOT sets sights on global 6G and quantum tech leadership

Union Communications Minister Jyotiraditya Scindia has called on the Centre for Development of Telematics (C-DOT) to spearhead India's global 6G ambitions. Speaking at C-DOT's 43rd Foundation Day, Scindia noted India's progression from lagging in 4G to matching global peers in 5G, stating the nation is now positioned to lead in 6G. He urged the R&D center to accelerate developments in AI, quantum technology, and cybersecurity while transforming laboratory innovations into commercially viable global exports.



Building on its indigenous 4G core deployed across 100,000 towers, C-DOT is tasked with shifting focus from "Made in India" to "Made in India for the World". Beyond standard connectivity, the organization is advancing 14 quantum-secure products and post-quantum cryptography.

Commercializing these technologies internationally could strengthen India's standing in global supply chains while servicing demand across emerging markets. This reflects India's broader strategy to evolve into a primary developer and exporter of strategic telecom infrastructure.

India's electronics component sector shifts towards export-led growth

India's electronics component manufacturing sector is undergoing a major structural shift from import substitution toward an export-driven base. Union Minister Ashwini Vaishnaw highlighted that domestic firms now fulfil substantial local demand while exporting overseas. Supported by the Electronics Component Manufacturing Scheme (ECMS), approved investments have reached ₹69,000 crore, surpassing the ₹59,000 crore target.

The government has approved 106 projects—including setups by Dixon Technologies and Tata Electronics—expected to create nearly 2.5 lakh overall jobs, with 38 facilities already in production. India has achieved complete self-reliance in enclosures and optical transceivers while meeting 80% of laminate and 60% of lithium-ion cell demand.

The next growth phase will focus on producing advanced materials, sub-components, and domestic capital machinery. To establish a globally competitive hub, Vaishnaw urged industry leaders to prioritize design capabilities, supply chains, Six Sigma quality, and skilled talent.

Tech Data expands IBM distribution footprint across Asia Pacific

Tech Data, a TD SYNnex company, has announced the expansion of its IBM distribution footprint across six new Asia Pacific markets: Hong Kong, Macau, Malaysia, Indonesia, Cambodia, and the Philippines. Building on existing practices in Australia, India, Singapore, and Vietnam, the expansion now brings Tech Data's coverage to 10 regional markets. This rollout is part of TD SYNnex's global expansion of IBM distribution spanning 20 new countries.

The broader footprint grants regional partners wider access to Select Blue, a specialized initiative designed to accelerate sales execution across high-growth sectors like artificial intelligence, data, and automation. Partners can leverage Tech Data's end-to-end support capabilities, including enablement programs, flexible financing, pre-sales expertise, and strategic go-to-market execution.

Execution across all Asia Pacific markets will rely on a globally consistent operational framework paired with localized delivery. By streamlining processes and improving technical support, Tech Data aims to help channel partners reduce time to revenue, expand market reach, and scale their IBM enterprise solutions with confidence.



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Xpress Computers launches AI-powered command center for Microsoft partners

Xpress Computers Ltd. has launched Xpress Manage365, an AI-powered business intelligence command center designed specifically for the Microsoft partner ecosystem. The centralized platform consolidates Microsoft 365 tenant data into actionable insights covering security, licensing, customer portfolios, and growth opportunities. By



replacing fragmented portals, partners gain instant access to executive health dashboards, subscription tracking, and Microsoft Secure Score metrics.

The platform features automated, white-labelled reporting that delivers customized executive summaries and usage analytics

on a set schedule. Its integrated artificial intelligence translates complex technical metrics into business-focused recommendations, highlighting operational risks and customer engagement points to significantly reduce manual reporting preparation for partner teams.

Built to support quarterly business reviews, managed services, and customer retention, Xpress Manage365 transforms standard cloud data into long-term strategic value. According to Xpress Computers, the solution directly addresses an ecosystem-wide challenge by delivering unified business intelligence, and it is available immediately to partners worldwide.

RP Tech, Restar form joint venture to boost India's semiconductor business

Rashi Peripherals Limited (RP tech) has partnered with Japan's Restar Corporation to strengthen its semiconductor presence in India. RP tech will transfer its semiconductor business into a Bengaluru subsidiary, with Restar acquiring a 26% equity stake and RP tech retaining 74%. Set to launch in October 2026, the joint venture will advance innovation across India's growing semiconductor ecosystem.

The partnership merges RP tech's nationwide distribution network with Restar's technical expertise. It will focus on advanced image-sensing solutions for high-growth sectors, including automotive, industrial robotics, electronics manufacturing, enterprise surveillance, and home appliances. Localized engineering support will further help Indian customers adopt these technologies smoothly.

Operating across five major cities, the venture plans to hire over 50 engineers within two years to work with Japanese design experts. This initiative aims to enhance India's local design capabilities and enterprise automation.

Iris Global, Nashik partner Minitek Systems clock Rs 40 crore business in FY26

Iris Global Services has completed business worth over Rs 40 crore with Nashik-based enterprise system integrator Minitek Systems during FY 2025-26, strengthening their partnership. The companies are now targeting nearly Rs 70 crore together this financial year.

Founded in 1995, Minitek Systems serves over 1,000 Government, PSU, enterprise customers, offering IT infrastructure, data centre, networking, compute, storage and digital solutions across India. Sachin Jain, Director, Minitek Systems, said the company closed FY26 with revenues of Rs 250 crore and is targeting Rs 500 crore this year, supported by major opportunities.

The partnership, dating back to 2005-06, has been supported by Iris Global's flexibility, credit support and OEM coordination. Jain said these capabilities have helped Minitek successfully execute projects. Kamini Talwar, Director, Iris Global Services, said Iris 2.0 is enabling partners with AI-ready infrastructure, financing and OEM engagement to pursue enterprise and Government projects.

Savex partners with PeopleLink to expand AI-powered collaboration solutions

Savex Technologies has announced a strategic partnership with PeopleLink to distribute its Audio-Visual (AV), Unified Communications (UC) and software-based video collaboration solutions across India. The collaboration will leverage Savex's extensive partner ecosystem to expand PeopleLink's reach and strengthen its presence across key enterprise markets.



The partnership targets rising demand for workplace collaboration technologies among enterprises, educational institutions, government organisations and healthcare providers. Savex will use its nationwide channel network, technical expertise and market reach to accelerate adoption of PeopleLink's video conferencing, UC and AV solutions, while creating new opportunities for channel partners.

Raunak Jagasia, Director, Business Development & Corporate Strategy, Savex Technologies, said the partnership combines PeopleLink's integrated AV portfolio, Indian R&D and manufacturing capabilities with Savex's nationwide ecosystem. PeopleLink Founder and CEO Amit Chowdry said the companies aim to empower partners with AI-powered, secure, scalable and intelligent collaboration solutions supporting digital transformation and connected work environments.

RAH Infotech expands cybersecurity portfolio with Quantera partnership

RAH Infotech has entered into a strategic partnership with Australian cybersecurity company Quantera Technologies to bring its cyber risk assessment, security visibility, governance and compliance solutions to enterprises across India and other key global markets. RAH Infotech will serve as Quantera's distribution partner through its established channel network.

The initial focus will be on ApplyCyber and Network Detective Pro, helping organisations identify vulnerabilities, understand security gaps and prioritise actions for continuous security improvement. The partnership will target SMEs, mid-market organisations, enterprises and critical infrastructure sectors, including IT, BFSI, healthcare, education, manufacturing, retail and professional services.

Ashok Kumar, Founder and Managing Director, RAH Infotech, said the partnership will help organisations gain clearer visibility into cyber risks and prioritise security needs. Shaffi Sait, Managing Director, Quantera Technologies, said the collaboration will enable wider market reach through RAH Infotech's channel network and provide partners with tools to improve customers' security posture.

Sonata Software posts double-digit revenue growth in Q1 FY27

Sonata Software has reported a strong start to FY27, recording a 10.6% year-on-year increase in consolidated revenue to Rs. 3,279.1 crore for the quarter ended June 30, 2026. Consolidated EBITDA rose 12.1% to Rs. 179 crore, while profit after tax reached Rs. 108.1 crore. Reflecting confidence in its cash flow and overall financial health, the company also declared an interim dividend of 125% per share.

Performance remained balanced across operating segments, with International IT services revenue expanding 11% to Rs. 777.2 crore and domestic products and services growing 10.2% to Rs. 2,505.6 crore. Domestic EBITDA surged 34.9%, supported by cloud adoption and contract renewals. Meanwhile, the international division added seven new clients, driving a 21% expansion in the company's AI-led deal pipeline.

CEO Rajsekhar Datta Roy highlighted that strategic investments in foundational AI capabilities are yielding strong market traction. Moving forward, Sonata plans to advance its AI-first modernization framework to capture global digital transformation demand.

Acer unveils Swift Pro laptop with AI capabilities in India, starting at Rs 79,999

Acer has launched its new Swift Pro laptop in India, positioning the device as a premium thin-and-light offering for professionals, creators, entrepreneurs and users seeking a combination of portability and performance. The laptop was unveiled at the Next@Acer India event held in Delhi on August 10. Built around Acer's campaign theme, "Unbox Your True Potential," the Swift Pro is designed to cater to users who increasingly move between professional tasks, creative projects, learning and entrepreneurial activities. The company has focused on combining a lightweight design with performance, connectivity and AI-enabled features.



The Swift Pro is powered by Intel Core Ultra 5 and Ultra 7 H-series processors, targeting demanding productivity workloads, content creation, multitasking and AI-assisted applications. The laptop comes with Intel Arc Graphics to support multimedia and creative workloads. The device features a 14-inch WUXGA display with a 16:10 aspect ratio and narrow bezels.

IBM unveils first dual-architecture mainframe processor with native Arm support

IBM announced the first dual-architecture mainframe processor, designed to let enterprises run operating systems and applications on both IBM and Arm compute platforms in future IBM Z and LinuxONE systems, the company said. The announcement marks the first processor milestone to emerge from IBM's collaboration with Arm, established in April 2026.

According to IBM, the new processor is being developed to allow organizations to run Arm-native Linux environments simultaneously with z/OS and Linux on IBM Z, while retaining IBM's established security, reliability and scale. The company said the Arm software ecosystem, which supports more than 22 million developers worldwide, spans a broad range of applications from cloud to edge, including the cloud-native and AI software increasingly shaping modern infrastructure. Bringing that ecosystem to IBM's platforms will let Arm workloads benefit from IBM's enterprise-grade capabilities, including hardware-level fault detection and recovery, advanced encryption, secure key management and AI acceleration.

NETSCOUT extends DDoS protection to block attacks at their source

NETSCOUT has expanded its Adaptive DDoS Protection (ADP) solution to enable service providers to automatically detect and mitigate outbound DDoS attack traffic generated by compromised subscriber devices. The company said the enhancement extends DDoS protection beyond the intended target of an attack to its source. This approach is designed to prevent compromised devices from disrupting service provider networks, consuming network capacity or being used to launch attacks against customers and organisations across the internet.

The expanded capability forms part of NETSCOUT's broader observability, AIOps and cybersecurity portfolio, with the company targeting the growing challenge posed by compromised consumer broadband and IoT devices. NETSCOUT said detecting and mitigating malicious traffic before it leaves an operator's network can help reduce abuse complaints and infrastructure expenses while protecting network services. The approach can also help operators address subscriber churn and regulatory risks associated with compromised devices being used in attacks.

Xiaomi develops in-house 'Xring O3' AI chip

Xiaomi has unveiled its latest in-house smartphone processor, the Xring O3, marking another step in the Chinese technology company's efforts to strengthen its semiconductor capabilities and reduce its reliance on Qualcomm and MediaTek. The new system-on-chip is designed to improve power efficiency, image processing and on-device artificial intelligence performance, according to Xiaomi. The processor is built using a 3-nanometre manufacturing process, putting it closer to the technology used in some of the latest premium chips from Apple.



Xiaomi founder Lei Jun confirmed the 3nm manufacturing process. The company has reportedly partnered with Taiwan Semiconductor Manufacturing Company (TSMC) to produce the processor. The launch puts Xiaomi among a growing group of smartphone makers investing heavily in proprietary silicon. Developing its own processors could give the company greater control over device performance and features while improving its negotiating position with external chip suppliers.

Qualys announces InstaScan to detect vulnerabilities within minutes of disclosure

Qualys has announced InstaScan, powered by Agent Insta, a new capability within Qualys Enterprise TruRisk Management (ETM) that closes the gap between vulnerability disclosure and detection by transforming the asset telemetry organizations already collect into continuous exposure visibility.

The industry's detection clock broke in 2025. In the first seven months of 2026, 46,048 CVEs were published nearly matching the total for all of 2025. For the first time, Verizon's 2026 DBIR named vulnerability exploitation the leading breach entry point, accounting for 31% of breaches, and found that AI is compressing attacker timelines from months to hours. Qualys research shows the defender side: among KEV-linked vulnerability instances ultimately remediated, median detection-to-closure held at nine days, even as KEV-linked workload grew 78% year over year. Defenders' nine days now meet attackers' hours, while the queue grows faster than conventional, human-led programs can drain it.

Tenable's open-source AI Agent Exchange to advance collective cyber innovation and defense

Tenable has launched the CyberAgents Exchange, a new open-source AI exchange created to foster industry collaboration and improve collective cyber defense. The CyberAgents Exchange, powered by Tenable, is the only purpose-built, cybersecurity-native registry for AI agents, skills, MCP servers and multi-agent playbooks in the current market.

Security teams are increasingly turning to AI to scale security operations and manage risk overload, but end up building AI agents in isolation, repeatedly reinventing the wheel. Existing AI exchanges are either general-purpose or vendor-gated, forcing security teams to wade through irrelevant use cases, waste time on duplicate design and build efforts, or accept restrictive vendor lock-in. To improve the cybersecurity industry's collective defense and outpace AI-generated threats, defenders need a unified, cyber-specific hub to accelerate development and share collective agentic tooling.



F5 announces enhancements to its AI Gateway, integrates into its security platform

F5 has introduced significant enhancements to the F5 AI Gateway and integrated the solution into the F5 AI Security Platform. The enhanced F5 AI Gateway seamlessly enforces policies on every AI request, giving enterprises a unified control plane to govern how AI models, agents, and tools are accessed and used, while optimizing the economics of AI at scale.

Enterprises have moved past AI experimentation, but governance has not kept pace. AI traffic still moves through a patchwork of standalone proxies and monitoring tools that were never built for AI, with no guardrails in between. According to F5's 2026 State of Application Strategy Report, 77% of organizations say inference, rather than model training or tuning, is now their dominant AI activity, and organizations are managing an average of seven AI models. As inference scales, tokenomics is becoming an increasingly important consideration, with every model request carrying implications for cost, performance, and security.

Cloudera announces Cloudera Anywhere Cloud for the Agentic AI era

Cloudera has announced Cloudera Anywhere Cloud, its new platform for building, deploying, and scaling production-grade data and AI applications across multi-cloud and on-premises environments. Designed to operate standalone or complement existing massive data lakes, Cloudera Anywhere Cloud is built to deliver a unified cloud experience wherever data resides. The platform combines modular agility, self-service provisioning, and automated management with complete data control and sovereignty. Powered by Cloudera's agentic copilot, Cloudera Anywhere Cloud enables teams to automate workflows, and launch advanced AI capabilities directly against their proprietary data estates without moving sensitive assets.

Organizations across every industry are racing to operationalize AI, but most remain constrained by fragmented infrastructure, lengthy platform upgrade cycles, and increasingly complex data sovereignty requirements. Recent research revealed 73% of IT leaders believe infrastructure performance constraints have hindered operational initiatives, reflecting the difficulty of scaling AI across fragmented environments.

Samsung announces AI-powered intelligent eyewear

At the Galaxy Unpacked event, Samsung unveiled its first intelligent eyewear, marking the company's entry into the AI-powered smart glasses segment. The new wearable extends the Galaxy ecosystem beyond smartphones by offering hands-free access to AI features,



navigation, communication tools and visual assistance. Built on Google's Android XR platform, it integrates Gemini AI to deliver context-aware assistance through voice, gestures and visual inputs.

Samsung says the device is designed for everyday use with a lightweight frame, multiple style options and all-day battery performance. Samsung's intelligent eyewear combines AI capabilities with a conventional eyewear design. The glasses feature a built-in camera that allows Gemini AI to understand what the user is looking at and provide relevant assistance in real time. The wearable is powered by Qualcomm's Snapdragon AR1 Gen 1 platform, which has been optimized for compact AR devices.

Apple refreshes Mac Mini and Mac Studio with new chips

Apple has updated its Mac Mini and Mac Studio desktop computers with new processor options and hardware improvements, expanding its high-performance Mac portfolio ahead of its upcoming autumn product event. The refreshed models are set to arrive in India on September 22. The new Mac Mini starts at Rs 99,900, while the Mac Studio has a starting price of Rs 2,79,900. Pre-orders are expected to open soon, giving customers access to the latest desktop configurations before the products officially go on sale.



The launch comes shortly before Apple's autumn event, where the company is expected to introduce its next-generation iPhone lineup. The desktop refresh gives Apple an opportunity to update its computing range with greater processing capacity and hardware designed to handle increasingly demanding AI and professional workloads.

SonicWall expands its MSP portfolio with simplified endpoint protection

SonicWall has announced the launch of SonicWall Endpoint Security, a unified endpoint protection solution purpose-built for managed service providers (MSPs) serving small and mid-sized businesses (SMBs). Available as a standalone Endpoint Detection and Response (EDR) tool or as a Managed Detection and Response (MDR) service, fully managed by the SonicSentry security operations center, the platform brings powerful threat protection, automated threat response and one-click ransomware restore. The solution is powered by SonicWall's patented Real-Time Deep Memory Inspection (RTDMI) engine to stop advanced threats in real time.

The launch responds to an urgent gap in the SMB security market. One in three SMBs are expected to experience a cyberattack, yet 60% of MSPs that suffer a breach never fully recover. Many affordable endpoint tools marketed to this segment are stripped-down versions of enterprise platforms, trading away the advanced detection capabilities needed to stop today's most sophisticated threats. SonicWall Endpoint Security closes that gap.

Nutanix announces MCP server for Nutanix Cloud Platform

Nutanix has announced the Model Context Protocol (MCP) server for Nutanix Cloud Platform (NCP), enabling customers to safely use AI tools to automate their daily cloud operations. The MCP server for NCP is an open-source software that implements the Model Context Protocol specification and enables AI agents and developer tools to interact with NCP through the Nutanix Prism v4 API. Nutanix customers can build agentic AI applications that have access to a robust tools layer to power secure actions on NCP, empowering IT teams to speed up daily operations across large hybrid multicloud environments without losing visibility or control.

Operating modern hybrid multicloud environments traditionally depends on deep technical expertise and strict access controls. Although AI assistants can drastically speed up how these systems are managed, enterprises need the certainty that AI actions are safe and authorized. This level of security is necessary for everyday operations, from executing major system upgrades to tracking network performance across the entire business.

PhonePe Teams Up with DPIIT to Enable Early-stage Indian Startups

PhonePe announced a strategic partnership with the Department for Promotion of Industry & Internal Trade (DPIIT), signing a two-year Memorandum of Understanding (MoU), to accelerate the growth of early-stage and high-growth ventures across the country.

Aligning directly with key national vision initiatives - including Startup India, Digital India, and Atmanirbhar Bharat, the collaboration aims to democratize access to digital payment infrastructure, technology platforms, and essential scale-up capabilities for DPIIT-recognized startups. By removing technology entry barriers, expanding market access, and equipping emerging merchants with digital tools, the partnership seeks to strengthen India's broader startup and MSME ecosystem.

Speaking on the partnership, Deep Agarwal, Head of Payments at PhonePe, said, "Partnering with DPIIT allows us to bridge the digital divide for emerging entrepreneurs by offering direct access to our core payment infrastructure, distribution channels, and hands-on guidance. Together, we are building a robust foundation that will accelerate innovation, scale local solutions, and power the next decade of India's digital growth."

Anthropic expands Claude Cowork to mobile and web

Anthropic is expanding Claude Cowork beyond its desktop environment, bringing the AI-powered work agent to mobile devices and the web. The move is aimed at allowing users to delegate tasks from their computers and continue monitoring or managing them even after leaving their desks.

Claude Cowork was introduced in January 2026 as a desktop-focused tool designed to handle a range of general work activities. With the latest expansion, users will be able to initiate a task on a computer, close their laptop and allow Claude to continue working in the background. They can then check the status of the task and access its completed output through another device.

The company described the feature as a way to make AI-assisted work less dependent on a single device. Anthropic said, "Hand Claude a task at your desk and pick up the finished work from your phone. Close the laptop, and Claude keeps going."

TP-Link Unveils Tapo H110 Smart IR & IoT Hub in India

TP-Link India announced the launch of the Tapo H110 Smart IR & IoT Hub in India. Designed to simplify everyday living, the new hub transforms traditional infrared appliances into smart devices while serving as a central control hub for the growing Tapo smart home ecosystem.



As Indian households continue to adopt connected technologies, consumers are looking for solutions that bring convenience, automation, and seamless interoperability into their homes. The Tapo H110 addresses this need by enabling users to control compatible air conditioners, televisions, fans, set-top boxes, and other IR-based appliances directly from the Tapo app or through voice

assistants such as Amazon Alexa, Google Assistant, and Siri.

Supporting 18 device categories and more than 8,000 appliance brands, the Tapo H110 offers broad compatibility with both new and existing home appliances. Users can remotely control devices, create personalized schedules, automate daily routines, and use location-based automation to ensure a comfortable home environment before they arrive.

Telegram seeks approval for new .gram internet domain

Telegram is looking to expand its presence beyond messaging with a proposed internet domain ending in .gram. The company has submitted an application for the domain zone, which could eventually allow users to create personalised web addresses and interactive online spaces linked to the platform.

Telegram founder and CEO Pavel Durov announced the development, outlining a vision in which users could obtain addresses such as yourname.gram if the proposal receives regulatory approval. The initiative could potentially be extended across Telegram's large global user base, giving individuals and organisations another way to establish an online identity.

The proposal, however, is still at an early stage. Telegram must first secure approval from the Internet Corporation for Assigned Names and Numbers (ICANN), the organisation responsible for coordinating the global domain name system.

If approved, the .gram domain could be integrated with Telegram's existing ecosystem and offer users a simplified way to establish an online presence.

Starting August 24, Govt limits SIM cards to nine per person

The Indian government is tightening norms around the number of mobile connections an individual can hold in India. Telecom operators must stop issuing new connections to subscribers who have already reached the permitted number starting August 24. They must inform these customers that they have already reached the maximum number of connections allowed in their name. The Department of Telecommunications (DoT) will use its Digital Intelligence Platform to help operators identify such customers.

DoT had set the ceiling at nine connections per person.

It is reported that according to a circular dated August 17, telecom operators have been asked to established appropriate technical and organizational measures from August 24 onwards to identify each subscriber seeking to obtain a connection beyond the prescribed limit and deny them a new SIM card.

The DoT has also put in place a mechanism to help telecom operators identify such subscribers. From August 23, a representative image of the photo of each subscriber who has already reached the prescribed limit for mobile connections in their name will be made available on the DIP.

YouTube Changes View-Counting Rules for Videos

YouTube has announced a significant change to how it counts video views. Under the new system, a view will be counted as soon as a video begins playing or when a user joins a live stream. Previously, views were generally counted after a viewer watched a video for at least 30 seconds.

The update follows YouTube's decision last year to adopt the same view-counting approach for Shorts.

The change was driven by feedback from creators seeking greater clarity around their content's reach. In a community post, the company acknowledged that it had been using different methods to count views across various formats.

The platform said creators had expressed concerns about confusion between metrics and wanted a clearer picture of their actual reach, prompting YouTube to standardise the system.

The new view-counting system could result in a major increase in YouTube's view counts, particularly for videos that don't hold viewers' attention for long.

IAMCP India unveils FY27 roadmap at Horizon'26 Leadership Connect

IAMCP India has hosted Horizon'26 Leadership Connect, its flagship FY27 kick-off event, bringing together more than 175 Microsoft partners from India, Maldives, Sri Lanka and Bangladesh. The summit focused on AI-led transformation, collaborative growth and opportunity across South Asia. Microsoft leaders, including Om Batra, Pooja Madan, Ajitabh Dwivedi, Prashant Dewangan and Ravi Mittal, addressed attendees.

Opening the event, IAMCP India President Neeraj Gargi unveiled the organisation's FY27 roadmap, centred on expanding its footprint, strengthening member value and engagement with Microsoft teams. Om Batra highlighted Microsoft's investments in co-sell motions and AI, urging partners to make Partner Center a daily priority and adopt Microsoft AI and Copilot solutions internally under the "Customer Zero" approach.

Microsoft insights shared at the summit identified a \$12 billion SMB opportunity in India, supported by more than 23 million SMEs. Batra noted that every \$1 spent on software can generate up to \$6 in services revenue. Ajitabh Dwivedi announced LaunchPad 2.0, offering referrals, joint GTM execution, AI skilling and planning. Ravi Mittal outlined Partner Center improvements and a Partner Advisory Council to strengthen feedback and roadmap alignment.

CP PLUS showcases advanced security technologies at ELCINA SES and Perimeter Conference

CP PLUS, one of India's leading security and surveillance brands, strengthened its technology leadership through a prominent presence at ELCINA's Security & Electronics Summit (SES) and the National Conference on Perimeter Security. Across both platforms, the company showcased its technology expertise and future-ready security portfolio while contributing to discussions around trusted surveillance, intelligent perimeter protection and evolving security needs of critical infrastructure.



At ELCINA's SES, CP PLUS presented an extensive range of STQC-certified products, highlighting its focus on trusted, compliant and high-performance security solutions. The showcase featured next-generation technologies designed for diverse applications across government, enterprise, institutional and critical infrastructure environments. The company also emphasised combining innovation, reliability and compliance as organisations increasingly seek secure, scalable surveillance solutions for demanding operational environments.

At the National Conference on Perimeter Security, CP PLUS contributed to discussions on protecting borders, facilities and critical infrastructure against increasingly complex threats. The company highlighted the growing role of intelligent surveillance in enabling earlier threat detection, improved situational awareness and faster response. Through its participation in both forums, CP PLUS reinforced its commitment to advancing technology-led security and supporting a more intelligent, integrated and future-ready security ecosystem in India.



ASIRT Synergy Biz Conclave 2026 unites IT channel for growth and collaboration

The Association of System Integrators and Retailers in Technology (ASIRT) recently concluded the ASIRT Synergy Biz Conclave 2026, held from August 7 to 9 at Radisson Blu Plaza Resort & Convention Centre, Karjat, Maharashtra. The three-day gathering brought together system integrators, retailers, distributors, technology brands and solution providers, with support from FAITA, to strengthen collaboration and explore business opportunities.

The conclave featured strategic discussions, networking and technology showcases spanning cybersecurity, data protection, networking, storage, identification technologies, IT infrastructure and enterprise solutions. Participating brands included Net Protector NPAV, Synology, Zebra Technologies, Sophos, Black Box, BD Software Distribution, Lenovo India, Cybird, TSC Auto ID Technology, Aegis Infoware, Goyama SecureTech, Enjay IT Solutions and Rincon India Solutions. ASIRT President Bharat Chheda, Chairman Kaustubh Kulkarni, Secretary Avinash Bankeraika and Treasurer Kartik Kaji addressed participants.

The event focused on relationship building and channel interaction, enabling partners to understand emerging technologies, evaluate solutions and identify business opportunities. Net Protector NPAV participated as Title Sponsor, while Synology served as Growth Partner. The conclave highlighted the growing importance of solution-led selling, managed services and specialised offerings, providing vendors and channel partners a platform to exchange market insights and strengthen business relationships.

TAIT Tech Connect 2026 strengthens IT partner ecosystem

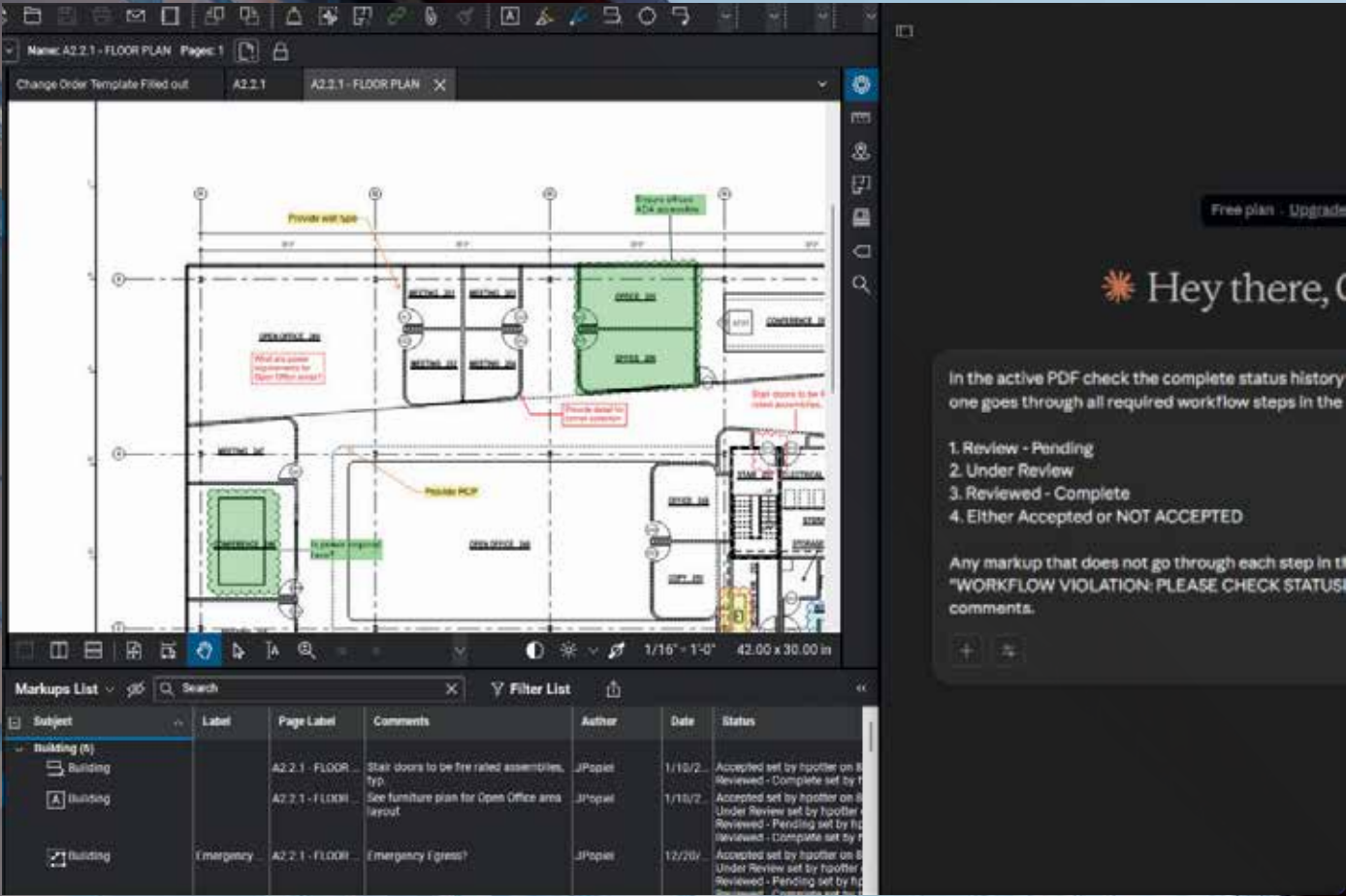
The Technology Association of Information Technology (TAIT) recently hosted Savex Presents TAIT Tech Connect 2026 at Hotel Fariyas, Khandala, bringing together more than 100 member companies and over 200 participants, including families. The two-day event combined business sessions, product showcases, networking and family activities against the monsoon backdrop of the Western Ghats.

Anchored by TAIT Director Rushabh Shah, the business sessions featured presentations from Savex Technologies, HP, NPAV, j5create, Bitdefender, D-Link and Lapcare. Savex Managing Director Jayant Goradia highlighted the need for members to explore emerging opportunities beyond traditional business models. Participating companies showcased technology, cybersecurity, networking and productivity solutions, while exclusive promotions and giveaways added to member engagement.

A specially designed Passport Scheme encouraged interactions with exhibitors, while the "Know Your TAIT Member" session helped members identify potential business opportunities and strengthen relationships. Family activities organised by Keyur Kapadia added fun and bonding. DJ Night, a Gala Dinner and a musical evening further enhanced the experience. Members appreciated the initiative and encouraged TAIT to make Tech Connect an annual event. The event was widely appreciated by TAIT members.

Talk to your construction drawings

Unleashing *Execution Intelligence* with Bluebeam MAX



The screenshot displays the Bluebeam MAX software interface. The main window shows a floor plan drawing with various annotations, including "Provide wall size", "Provide door to be fire rated assemblies", and "Provide door to be fire rated assemblies". The Markups List panel at the bottom left shows a table of markups:

Subject	Label	Page Label	Comments	Author	Date	Status
Building (B)						
Building		A2.2.1 - FLOOR	Stair doors to be fire rated assemblies.	JJPope	1/15/2	Accepted set by hpotter on 1/15/2
Building		A2.2.1 - FLOOR	See furniture plan for Open Office area layout	JJPope	1/15/2	Reviewed - Complete set by hpotter on 1/15/2
Building	Emergency	A2.2.1 - FLOOR	Emergency Egress?	JJPope	12/20/	Accepted set by hpotter on 12/20/

On the right side of the interface, there is a sidebar with a "Free plan - Upgrade" button, a greeting "Hey there, C", and a section titled "In the active PDF check the complete status history one goes through all required workflow steps in the". Below this, there is a list of workflow steps:

1. Review - Pending
2. Under Review
3. Reviewed - Complete
4. Either Accepted or NOT ACCEPTED

Below the list, there is a note: "Any markup that does not go through each step in the 'WORKFLOW VIOLATION: PLEASE CHECK STATUS' comments." and a "WORKFLOW VIOLATION: PLEASE CHECK STATUS" button.



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CADYCE Announces CA-CMP4 USB-C to HDMI (4K) & VGA Multi-Port Adapter

CADYCE has announced the CA-CMP4 USB-C to HDMI (4K) & VGA Multi-Port Adapter, a connectivity solution designed to meet the growing needs of professionals, educators, and hybrid work environments. Built for USB-C enabled laptops, tablets, and compatible devices, the adapter enables users to extend or mirror their display to both HDMI and VGA monitors simultaneously, making it suited for presentations, dual-display workstations, classrooms, conference rooms, and everyday productivity.

DISPLAY AND CHARGING CAPABILITIES

The CA-CMP4 supports Ultra HD 4K@60Hz resolution through HDMI and Full HD 1080p@60Hz through VGA, delivering crisp visuals across both modern and legacy display devices. Beyond video output, the adapter features a USB port for connecting peripherals and supports USB-C Power Delivery (PD) of up to 100W, allowing users to charge their device while working. It is designed with true plug-and-play functionality, requiring no additional drivers or software installation, and is fully compatible with both Windows and macOS.

KEY FEATURES

- HDMI output supporting up to 4K@60Hz
- VGA output supporting up to 1920 × 1080@60Hz
- Simultaneous HDMI and VGA display support
- USB-C Power Delivery (PD) charging up to 100W
- USB port for connecting peripherals
- Plug-and-play operation
- Compatible with Windows and macOS
- Compact, lightweight design for home, office, and travel



BUILT FOR MODERN WORKSPACES

The CA-CMP4 is engineered to simplify connectivity while maximizing productivity, positioning it as a companion for professionals, remote workers, educators, and business users who require reliable multi-display performance. The CADYCE CA-CMP4 USB-C to HDMI (4K) & VGA Multi-Port Adapter will be available soon through CADYCE's authorized partners and distribution network.

CADYCE delivers connectivity and networking solutions designed for modern business, enterprise, and professional environments. Its portfolio includes USB-C accessories, docking stations, KVM switches, video connectivity products, networking solutions, and AV accessories that combine reliability, performance, and ease of use.

OPEN YOUR EYES

Hikrobot India Unveils Hikpad AMR and Three New Machine Vision Products at Automation Expo

Hikrobot India showcased its latest Mobile Robot and Machine Vision solutions at Automation Expo 2026, held from 22nd to 25th July at the Bombay Exhibition Centre (BEC), Mumbai. The company's booth emerged as a major draw at the event, with live demonstrations highlighting its portfolio for smart manufacturing, logistics and industrial automation.

NEW MOBILE ROBOTICS SOLUTIONS

In the Mobile Robot segment, Hikrobot introduced the Hikpad Autonomous Mobile Robot (AMR) in India for the first time. The company also showcased Autonomous Mobile Robot and Forklift Mobile Robot variants, backed by key success stories, positioning the solutions to help manufacturers improve smart logistics, productivity, safety and operational efficiency.

MACHINE VISION PORTFOLIO ON DISPLAY

The Machine Vision segment featured the CI Series Infrared LWIR Cameras, CT Series Industrial Area Scan Cameras with Liquid Lens, and MV-ID800 Series Compact Industrial Barcode Readers. The booth also displayed Longwave and Shortwave Infrared Cameras, Area Scan Cameras, Smart Cameras, Smart Code Readers, Handheld Readers and other vision components, alongside SC2000X/SC3000X Smart Cameras, Line Scan Cameras, MV-DP Series 3D Laser Profile Sensors, ID813 and ID2023XM Smart Code Readers, HDMI Microscope Systems, third-generation CT Series Cameras with Liquid Lens and up to IP67 protection, and the MV-DB500 Series Static DWS System.

AI AND ROBOTICS REDEFINING FACTORY OPERATIONS

Speaking on the showcase, Ashish P. Dhakan, MD & CEO, Prama Hikvision India, said the company's latest products demonstrate how AI and robotics are redefining factory operations. He noted that the Hikpad AMR, launched for the first time in India, is highly useful for smart logistics, while the CI Series LWIR Cameras support precise temperature measurement and thermal-based defect detection. He added that the CT Series Cameras enable flexible machine vision, and the MV-ID800 Series Barcode Readers are built to drive higher efficiency, accuracy and safety in Indian manufacturing.

Dhakan further said these innovations are shaping the future of smart manufacturing, helping Indian factories become more productive, safer and data-driven, in line with Industry 4.0's focus on shop-floor intelligence.





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Micron unveils \$10 billion research push for AI memory

Micron Technology has unveiled Micron Research Labs, a US-based research hub backed by a planned \$10 billion investment over the next decade. The initiative will focus on developing memory and computing architectures to support increasingly demanding AI workloads, with research spanning advanced memory, memory-compute architectures, packaging and future semiconductor manufacturing.

Headquartered in Boise, Idaho, the new institution will pursue long-term research beyond current technology roadmaps and collaborate with universities, governments, startups and industry partners. Micron plans to break ground on a new Boise research facility in 2027, designed to accommodate hundreds of researchers, alongside university collaborations and satellite labs globally.

The investment highlights the growing strategic importance of memory in AI infrastructure, where bandwidth, capacity, latency and energy efficiency can constrain performance. Micron said the move reflects its broader commitment to US semiconductor leadership, with more than \$250 billion planned for US manufacturing and R&D.

Xiaomi develops in-house 'Xring O3' AI chip to challenge Qualcomm and MediaTek

Xiaomi has unveiled its proprietary Xring O3 smartphone processor, manufactured on TSMC's 3-nanometer node. The new system-on-chip marks a strategic step toward reducing reliance on external suppliers like Qualcomm and MediaTek by enhancing power efficiency, image processing, and on-device artificial intelligence capabilities.



Focusing on architectural performance and local AI execution, the chip minimizes reliance on cloud-based processing. While Xiaomi will continue sourcing a significant portion of its mobile processors from established silicon partners due to limited initial production volumes, custom silicon grants the company

tighter hardware-software integration and improved supply chain bargaining leverage.

The launch comes as Xiaomi navigates market pressures, including recent smartphone shipment declines in China and margin scrutiny in its electric-vehicle business. Developing custom processors forms part of Xiaomi's broader, long-term strategy to establish technological independence and achieve distinct product differentiation across flagship devices.

AWS and NVIDIA deepen alliance to build full-stack AI infrastructure

AWS and NVIDIA have significantly expanded their long-standing partnership into an integrated full-stack AI infrastructure alliance. The deal centers on deploying two million additional NVIDIA GPUs—including Blackwell Ultra and Rubin architectures—during 2027–2028, pushing total announced capacity past three million units. The collaboration also introduces NVIDIA Vera CPUs to power complex agentic AI workflows and integrates NVHBM memory with Amazon's future Trainium chips.

Beyond enterprise hardware, the partnership carries national security weight with plans for secure 100,000-GPU AI factories for U.S. government workloads. Software, data processing, and physical AI are integrated equally aggressively through NVIDIA Nemotron models, cuDF acceleration, and Amazon Robotics adopting Omniverse and Isaac tools.

By co-engineering every layer—from compute and custom memory to robotics—AWS and NVIDIA reflect a shifting landscape where full-system integration, rather than standalone GPU performance, dictates AI economics at scale.

Google expands custom AI silicon push with Marvell

Google is strengthening its custom silicon strategy through a new partnership with Marvell Technology as demand for specialised AI processors accelerates. Under the agreement, Marvell will support technologies for Google's custom AI chips, while Google has an option to acquire a significant stake in Marvell worth about \$12.2 billion if fully exercised.

The partnership could generate around \$120 billion in revenue for Marvell through fiscal 2033, subject to agreed conditions. Google will receive a warrant to purchase up to 58.97 million Marvell shares at \$206.58 each, potentially making it Marvell's fifth-largest investor. The arrangement highlights the growing commercial ties between AI companies and semiconductor suppliers.

The collaboration will support Google's Tensor Processing Units and related AI infrastructure, including technologies for processing workloads, data storage and networking. The move reflects growing efforts to develop specialised silicon that can improve efficiency and performance for AI inference and other workloads.

OpenAI, Google, Microsoft join push to counter AI cyber threats

More than 100 technology companies, including OpenAI, Anthropic, Google and Microsoft, have signed an open letter calling for coordinated action by the private and public sectors to address growing AI-related cyber threats. Cybersecurity companies such as CrowdStrike, Okta and Fortinet have also endorsed the initiative.

The letter warns that AI-enabled cyberattacks are likely to become more frequent and sophisticated as AI models advance. It highlights risks to critical infrastructure, including hospitals, water treatment facilities and internet services, while recent incidents involving autonomous AI agents have demonstrated how traditional cybersecurity defences are being challenged.

The signatories are calling for stronger cybersecurity measures, greater cooperation among governments and new partnerships to raise security standards and develop solutions for emerging threats. The push comes as AI companies continue developing advanced models while also exploring their defensive applications through initiatives such as OpenAI's Daybreak, Anthropic's Mythos and Microsoft's Perception cyber platform.

Fortinet strengthens AI security with Virtue AI acquisition

Fortinet has acquired Virtue AI, an innovator in AI runtime protection, automated AI validation and security for autonomous AI systems. The acquisition strengthens Fortinet's broader Security for AI strategy and its vision for securing the agentic enterprise, complementing its existing portfolio, including FortiAIGate and FortiGate Hyperscale Firewall.



As organisations deploy AI applications and autonomous agents, their attack surface is expanding to include prompts, models, agents, Model Context Protocol tools, APIs and AI infrastructure. Virtue AI extends protection across AI models, applications and agentic systems, from development through runtime, while providing visibility and governance over AI agents and tools.

Its capabilities include agentic system red-teaming across sandboxed environments, continuous AI validation, automated testing across hundreds of attack vectors and real-time guardrails. Fortinet said the technology will help customers govern and protect AI systems throughout their lifecycle. The acquisition further strengthens runtime security alongside coordinated enforcement and FortiGuard Labs threat intelligence.

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1 Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2022. Actual results may vary.
2 Dell vs. Dell



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Salesforce and Anthropic bring Claude deeper into enterprise workflows

Salesforce and Anthropic have announced Claudeforce, an expanded strategic partnership combining Claude's reasoning capabilities with Salesforce's enterprise data, workflows, business logic and governance. The initiative aims to make trusted enterprise information and actions securely accessible across agentic experiences and workplace environments.



The partnership launches with Salesforce in Claude, a plugin featuring 37 prebuilt sales skills, including meeting preparation, deal health and pipeline reviews. Sellers can use Claude to reason over live revenue

context, automate pipeline updates and take governed actions through Salesforce. The companies plan to expand integrations across Claude, Salesforce and Slack. The collaboration also brings Claude into Salesforce, where it serves as a reasoning model for the Atlas Reasoning Engine and powers Agentforce Vibes and Agentforce Coworker. Through Amazon Bedrock, Claude is available within the Salesforce Trust Boundary, enabling customers, including regulated organisations, to deploy domain-specific AI while maintaining data and AI workload security.

US targets China polysilicon with 15% tariff, price floors

The Trump administration has introduced new trade measures targeting polysilicon, a key raw material used in semiconductor and solar panel manufacturing and predominantly produced by China. The measures include a 15% tariff on polysilicon-based products and price floors aimed at supporting domestic production.

President Trump issued the measures under Section 232 of the Trade Expansion Act of 1962, citing the need to strengthen US chip and solar supply chains and reduce dependence on China. The administration said the move would support the commercial viability of domestic polysilicon production and related materials considered important to economic and national security.

Polysilicon is processed into wafers used to manufacture solar cells and semiconductor components. While the semiconductor industry consumes only about 2.4% of global polysilicon output, the much larger solar sector supports the broader production base. Despite growing US solar manufacturing capacity following 2022 tax incentives, domestic producers remain dependent on imported wafers and solar cells, highlighting gaps in upstream manufacturing.

Anthropic appoints first global affairs chief as AI regulation intensifies

Anthropic has appointed Mariano-Florentino Cuellar as its first Chief Global Affairs Officer, strengthening its focus on public policy, regulatory engagement and international government relations. The newly created role comes as governments increase scrutiny of advanced AI systems and introduce regulations covering safety, transparency and responsible deployment.

Cuellar will oversee Anthropic's engagement with policymakers, regulators and government agencies worldwide, while helping the company navigate evolving AI rules across markets. He will report directly to Anthropic President Daniela Amodei and manage relationships with the US government and international policymakers as Anthropic expands its operations globally.

Cuellar brings experience spanning government, academia and national security. He previously served as a Special Assistant in the Obama administration and co-chaired a US national security and nuclear non-proliferation task force at the Carnegie Endowment for International Peace. He also served on Anthropic's Long-Term Benefit Trust, an independent governance body supporting the company's public-benefit mission.

SpaceX acquires Cursor to strengthen AI computing and coding push

SpaceX has completed the acquisition of Cursor, the AI coding startup behind a popular software development tool. The companies had agreed to collaborate on technology, alongside an option for SpaceX to acquire Cursor for \$60 billion. The deal brings together SpaceX's growing computing infrastructure and Cursor's AI-powered coding capabilities.

SpaceX has been expanding its computing infrastructure and renting capacity to major AI companies, including Anthropic and Google. Cursor's tools rely on substantial computing resources to support AI-assisted software development, making access to large-scale infrastructure strategically important as demand for AI computing grows.

Cursor said SpaceX is building the computing capacity needed to scale intelligence beyond current levels, with Cursor providing an avenue for that intelligence to become useful. The acquisition gives SpaceX a proven software product while providing Cursor access to extensive computing capacity. The combination could enable closer integration between AI software development and the infrastructure powering it.

HCLTech, NetApp join hands to scale enterprise AI with flexible storage

HCLTech and NetApp have expanded their collaboration to provide enterprises with hybrid cloud storage-as-a-service (STaaS), aimed at organisations scaling AI, generative AI and data-intensive workloads without significant upfront infrastructure investments. The offering combines HCLTech's Utility for Everything (U4X) digital infrastructure framework with NetApp Keystone's pay-as-you-go storage model.

The approach enables businesses to adjust storage capacity, performance and data services according to changing workload requirements. Integrated with HCLTech's AI Factory portfolio, the offering is designed to support emerging AI applications and established enterprise workloads while aligning technology investments with actual usage and operational needs.

The companies said the model can help enterprises manage data more efficiently while maintaining governance requirements and reducing unnecessary data movement. HCLTech and NetApp highlighted its potential to help organisations transition from AI experimentation to broader deployment through flexible, consumption-based infrastructure. The expanded collaboration builds on existing deployments across food and beverage and telecommunications sectors.

TCS, Google Cloud expand AI innovation footprint with Mexico Experience Center

Tata Consultancy Services (TCS) and Google Cloud have launched a new Gemini Experience Center (GEC) in Mexico City, the second in Latin America and ninth globally. Located at TCS' Mexico City office, the facility aims to help organisations accelerate AI adoption and develop solutions focused on innovation, productivity and data-driven decision-making.

The center features more than 3,000 industry- and context-aware AI agents built by TCS with Gemini Enterprise. Demonstrated solutions include intelligent process assessment, fraud investigation for financial institutions, automated insurance claims processing and generative AI-powered data acceleration. The facility will combine TCS' consulting, engineering and innovation capabilities with Google Cloud's technology ecosystem. The GEC will support industry-specific AI solutions across financial services, retail, manufacturing, healthcare and life sciences, and energy and utilities. TCS said the center will help organisations move from experimentation to scalable implementation while addressing regional business needs. The launch follows TCS' first Latin American GEC, opened in Sao Paulo in 2025.

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AI Ignites India's \$300 Billion Data Centre Revolution



India is witnessing an unprecedented data centre revolution, powered by artificial intelligence, cloud computing, digital payments, 5G, data localisation and the growing need for sovereign digital infrastructure. With the market expanding at an estimated two to three times the global average, data centres are becoming critical infrastructure for India's digital economy. According to Anarock Capital, the country's data centre footprint could surge from about 27 million square feet today to more than 100 million square feet by 2030, potentially attracting nearly \$300 billion in investment.

AI is fundamentally changing the scale and architecture of this infrastructure. Training and running advanced AI models requires thousands of GPUs, high-density computing clusters, sophisticated cooling systems and enormous amounts of electricity. India already has approximately 1.7 GW of operational IT capacity, with substantial additional capacity under construction or planned. Consequently, the data centre industry is evolving from conventional server hosting toward AI factories capable of supporting large-scale training, inference and agentic AI workloads.

Indian data centre operators are responding aggressively. Sify Technologies operates facilities across Mumbai, Chennai, Noida, Hyderabad, Bengaluru and Kolkata and is developing additional AI-ready capacity, including projects in Navi Mumbai and Chennai. CtrlS Datacenters is expanding across Hyderabad, Mumbai, Chennai, Bengaluru, Noida, Kolkata, Ahmedabad and Patna while targeting more than 4 GW of AI-ready infrastructure. NTT DATA, which incorporates the former Netmagic business, continues to strengthen its presence across major markets, including significant facilities in Noida and Kolkata.

The next phase is being shaped by AI-focused and sovereign-cloud infrastructure. Yotta Data Services operates hyperscale facilities in Navi Mumbai and Greater Noida, alongside GIFT City, and plans edge locations including Jaipur, Nagpur, Indore, Kochi, Coimbatore, Bhubaneswar, Patna and Guwahati. Its deployment of more than 20,000 NVIDIA Blackwell Ultra GPUs in Greater Noida illustrates how quickly demand is shifting toward accelerated computing. ESDS, meanwhile, continues expanding its sovereign cloud and data centre capabilities while identifying multiple Tier-2 cities as future growth markets.

Global hyperscalers are simultaneously making India a strategic pillar of their AI infrastructure plans. Google's planned \$15 billion AI hub in Visakhapatnam could transform the city into a major computing and international connectivity gateway, supported by large-scale infrastructure and subsea cables. Microsoft has committed \$17.5 billion toward cloud and AI infrastructure, skilling and operations in India, while expanding its cloud-region footprint. AWS is also increasing investments across its Mumbai and Hyderabad regions as enterprise demand for cloud and AI capacity accelerates.

Importantly, India's data centre map is beginning to move beyond Mumbai, Chennai, Bengaluru, Hyderabad and Delhi-NCR. Visakhapatnam is emerging as a major new investment hotspot, while cities such as Bhubaneswar, Ahmedabad, Jaipur, Patna, Kochi and Guwahati offer opportunities for edge and regional facilities. Bhubaneswar is particularly promising, with CtrlS and Yotta identifying the city in their expansion strategies. Lower land costs, improving fibre connectivity, state incentives and proximity to growing digital populations could make Tier-2 cities increasingly important to India's distributed computing infrastructure.

The opportunity nevertheless brings major challenges around power, cooling, water, cybersecurity and sustainability. AI data centres consume substantially more energy than traditional facilities, making renewable power, advanced storage and next-generation semiconductor technologies increasingly important. Infineon's move to acquire Bengaluru-based C2i Semiconductors reinforces India's growing role in developing power technologies for AI infrastructure. India's data centre boom is therefore no longer simply a real-estate or cloud story—it represents the convergence of AI, semiconductors, energy, connectivity and cybersecurity, creating the digital backbone required for India to emerge as a global AI powerhouse.

Nxtra sees itself as India's digital infrastructure partner for the AI journey

Nxtra's role is going to be much more than just building data centers. We see ourselves as the digital infrastructure partner for India's AI journey, combining AI-ready, sustainable data center capacity with Airtel's pan-India networks, global subsea systems, and cloud and cybersecurity capabilities. We are investing to move from roughly 300 MW today to 1 GW over the next few years, as India positions itself as a global hub for data centers and AI infrastructure, helping customers build and run AI workloads reliably, securely and at scale.

Sustainability is a core pillar of our growth strategy. As we scale towards 1 GW, we are guided by our commitment of Net Zero by 2031, 100% renewable energy through RE100, and SBTi-aligned climate targets. Our facilities are intelligently designed with modular architecture, liquid-ready cooling for high-density GPU workloads, and resilient low-carbon power systems. They incorporate cold aisle containment, free cooling, and AI/ML-driven thermal optimisation, with AI-driven energy optimisation enabling predictive operations and dynamic cooling to reduce energy consumption and lower PUE.

Demand for AI-ready data centers in India is exploding, with industry estimates suggesting overall data center capacity will grow by 30-40 per cent annually over the next few years, with AI and high-density workloads taking a larger share. Customers want scalable, GPU-ready capacity with the right power, cooling and connectivity guarantees. At Nxtra, we are staying ahead by building high-density, AI-ready campuses with clear headroom to keep adding capacity as India's AI needs scale up.



ASHISH ARORA
CEO, NXTRA BY AIRTEL

Architecting the network foundation for India's next-generation AI infrastructure

"India's data centre sector is moving beyond a capacity-led growth story. AI, cloud and hyperscale computing are changing infrastructure requirements, driving higher compute densities, power intensity, connectivity, advanced cooling and higher expectations around resilience and uptime. For Invenia-STL Networks, this plays to our strengths—our heritage in connectivity means we architect the network as part of the foundation, not a downstream layer. Combined with capabilities across data centre infrastructure, systems integration and managed services, we address the infrastructure lifecycle holistically. Power availability, grid connectivity, speed of deployment and specialised talent will determine how quickly capacity comes online.

The next phase of growth has to balance scale with sustainability, resilience and trust. Our focus is on designing energy-efficient infrastructure from the outset, through optimised PUE, advanced cooling and renewable integration. Resilience and security must be built in by design, through robust network architectures, redundancy, disaster recovery and managed services, while embedding cybersecurity across interconnected environments. Data sovereignty matters, for government, defence and regulated industries, with capabilities giving organisations control over their data.

India's installed capacity is projected to grow from around 1.8 GW in 2026 to over 8-12 GW by 2030, driven by AI adoption, cloud migration and digitisation. The challenge will be keeping pace—addressing power availability, grid readiness, land approvals and skilled talent. We are strengthening capabilities across the digital infrastructure stack, designing for higher compute densities, advanced cooling and renewable integration."



CHANDRASEKHARA RAO BATTULA
WHOLE TIME DIRECTOR & INTERIM CEO, INVENIA-STL NETWORKS

Workload readiness, not just capacity, will define the future of India's data centers

"AI, cloud, and hyperscale computing are reshaping the engineering requirements of digital infrastructure, from power density and cooling to network bandwidth, storage I/O, and automation. At Pi, our strategy focuses on building infrastructure that supports today's mission-critical workloads while staying ready for the higher-density computing environments emerging with AI. Our cumulative footprint stands at 590,000 sq. ft. and 70 MW of live capacity, scalable to 140 MW.

AI is changing the data center equation. GPU-intensive workloads demand a fundamentally different approach to power distribution, thermal management, networking, and capacity planning. We see AI infrastructure as an integrated stack spanning data center, compute, GPU, network, storage, cloud, and managed operations, not just GPU deployment. Our green energy roadmap shifts consumption toward renewables through conservation-led design and modular expansion. Resilience comes from 2N architecture, independent power routes, and N+1 backup, while our SCADA/DCIM layer monitors both efficiency and faults. Cybersecurity and data sovereignty are equally strategic. Pi is MeitY-empaneled across public cloud, government VPC, and government community cloud, with ISO 27001, 27017, 27018, 22301, SOC 2 Type II, and PCI-DSS certifications. The greatest opportunity is the convergence of AI, cloud, sovereign infrastructure, and India's digital economy. Challenges include power availability, grid connectivity, cooling, capital efficiency, cybersecurity, talent, and evolving compute architectures. Our focus remains building scalable, automated, resilient, AI-ready infrastructure, anchored in efficiency, security, sovereignty, and cost discipline."



KALYAN MUPPANEENI
FOUNDER, CHAIRMAN & CEO, PI DATA CENTERS

HPE's engineering depth in India is key to building AI-ready data centers

“India is at a pivotal stage in its digital infrastructure journey. The rapid expansion of AI, hybrid cloud adoption, Global Capability Centers (GCCs), digital services, and sovereign workloads is driving unprecedented demand for scalable, resilient, and AI-ready data center infrastructure. At HPE, we believe India is entering a new era of AI-led growth, and we are evolving our strategy accordingly. Our focus is on building AI-native, hybrid-by-design environments supporting enterprise applications, hybrid cloud workloads, AI training, and inferencing. Through GreenLake, we deliver a cloud operating experience across private, colocation, edge, and sovereign environments.

A key differentiator for HPE is our deep engineering presence in India, one of our largest global innovation hubs, combined with our Compute portfolio spanning ProLiant servers, AI-optimized systems, HPC infrastructure, storage, and hybrid cloud solutions. Solutions such as HPE Private Cloud AI and HPE AI Factory enable organizations to accelerate AI adoption while maintaining control, security, and governance. HPE also invests in energy-efficient infrastructure, advanced cooling, and secure-by-design architectures, with GreenLake and the HPE Sustainability Insight Center giving visibility into energy usage and carbon footprint.

Looking ahead, we see opportunities in Enterprise AI and inferencing, sovereign cloud, and growth of hyperscale, neo-cloud, and GCC ecosystems. The industry must address challenges around power, energy efficiency, cybersecurity, talent, and data sovereignty. Through our technology portfolio and A&PS expertise, HPE is helping customers build AI-ready, resilient, future-proof data centers.”



KAMAL KASHYAP
SENIOR DIRECTOR, COMPUTE & HVS, HPE INDIA

India poised to strengthen its position as a leading digital infrastructure market

“India's digital economy is at an important point in its growth, with data centres increasingly becoming the foundation that supports this progress. The rise of cloud adoption, AI, digital payments, e-commerce and data-driven services is creating steady demand for infrastructure that is reliable, scalable and secure. AI and data-intensive workloads require significantly higher compute, storage and network capacity than traditional applications, making advanced infrastructure critical to business operations. Customers also expect high availability, strong security and energy efficiency for long-term goals.

India's policy environment is helping accelerate this growth, strengthening the country's cloud, AI and digital ecosystem. As demand for compute grows, the industry must balance expansion with responsible development—investing in energy-efficient technologies, renewable energy, advanced cooling and resilient design, while cybersecurity and data sovereignty remain central. At Fujitsu, we view data centres as far more than physical infrastructure; they are a critical enabler of innovation, and the focus is shifting towards infrastructure that combines performance, resilience, security and sustainability.

Looking ahead, India has a significant opportunity to strengthen its position as a leading digital infrastructure market. The growth of AI, cloud and hyperscale computing will raise expectations around performance, sustainability and resilience. The biggest challenge will be scaling infrastructure at the pace required while remaining commercially viable and environmentally responsible. Collaboration across technology providers, customers, policymakers and infrastructure players will be key to building a dependable digital foundation.”



M G REJITH
HEAD - HIT & DWP SERVICE LINE, GLOBAL DELIVERY UNIT, FUJITSU

Our focus is building an ecosystem, not just square footage

“Data centers have become the AI spine of India's economy, and our strategy has evolved alongside that shift. Today we run five IBX facilities across Mumbai and Chennai, offering more than 14,000 cabinets on an investment of over USD 365 million. Enterprises require dense interconnection and flexibility to run AI, cloud and hybrid workloads. Our focus at Equinix is building an ecosystem rather than just square footage.

None of that scale means much if it is not built responsibly. Our Yavatmal solar project came online in November 2025, a 26.4 MWp facility under a long-term power agreement with CleanMax, supporting our push to achieve 100% renewable energy coverage by 2030. We have applied this to resilience and data sovereignty. Our infrastructure supports AI workloads that cannot go down, while helping customers work within India's data localization rules. Security is part of facility design from day one. Customers care about trust as much as capacity.

Over the next five years, India has an opportunity to become a digital hub, driven by AI infrastructure and cloud adoption. The industry must address constraints around power availability, sustainable energy, and talent. Policy will matter. The evolving tax framework is encouraging, but clarity will affect how fast capacity can come online. We are leaning into ecosystem partnerships, renewable energy investment, and infrastructure ready for AI from the ground up, so customers can scale securely, efficiently, and with confidence.”



MANOJ PAUL
MANAGING DIRECTOR - INDIA, EQUINIX

Building infrastructure that is efficient, resilient, sovereign and AI-ready

“RackBank is evolving from a conventional data center operator into an integrated, AI-focused digital infrastructure platform. Together with NeevCloud, our sovereign cloud and AI compute business, we are creating an ecosystem combining data center infrastructure, accelerated computing, cloud services and managed solutions. Our strategy focuses on developing AI data center parks across key locations, including Naya Raipur, Navi Mumbai and Indore, designed to support high-density GPU clusters, AI workloads and hyperscale computing, with investments in scalable infrastructure, advanced cooling, high-density power and networking capabilities. Sustainability, resilience and security are embedded in our infrastructure strategy. Our facilities are designed with a target PUE of approximately 1.20, with nearly 90% of cooling requirements addressed through liquid-cooling technologies, including closed-loop systems that improve energy efficiency and reduce water consumption. We are also adopting a more horizontal rather than vertical development approach, allowing better distribution of high-density AI loads and greater operational flexibility. Cybersecurity and data sovereignty remain fundamental, supported by information-security standards, continuous monitoring and audited controls, while keeping critical data and AI workloads within India.

India can become a hub for AI computing, sovereign cloud and digital services, though challenges include reliable power availability, sustainable energy, long-term financing, connectivity and skilled manpower. We are preparing through scalable campuses, stronger power and connectivity arrangements, high-density liquid-cooled infrastructure and technology-flexible designs, collaborating with customers, partners, investors and government stakeholders to build infrastructure that is efficient, resilient, sovereign and AI-ready.”



NARENDRA SEN
FOUNDER & CEO, RACKBANK & NEEVCLOUD

Western Digital sees storage strategy as a key differentiator for India’s AI data infrastructure

“India’s data center ecosystem is entering a defining phase as AI, cloud and digital services accelerate demand for data infrastructure. As AI adoption grows, the challenge is no longer just about adding compute. It is about building data infrastructure that can efficiently store, manage, and move data efficiently at scale. At WD (Western Digital), our focus is on helping customers build storage architectures that support the entire AI lifecycle, balancing performance, capacity and economics across enterprise, cloud and hyperscale environments.

Architecting for AI means making deliberate decisions about how and where data is placed and retained to support increasingly complex workloads. High-performance storage accelerates active tasks, while high-density, energy-efficient capacity storage handles growing volumes of training data and long-term retention. Getting those tiers right is also how operators address power and sustainability pressures: the more efficiently you store data, the less energy and physical footprint you consume as workloads grow, making storage design a critical factor in infrastructure planning.

The opportunity ahead is significant: India has the data volumes, the regulatory momentum, and the investment pipeline to build world-class AI infrastructure. The challenge is doing so sustainably, economically and securely, at scale and speed. That is where storage strategy becomes a competitive differentiator, not just a procurement decision, as organizations look to scale their AI capabilities.”



OWAIS MOHAMMED
SALES DIRECTOR - INDIA, MIDDLE EAST, AND AFRICA, WD

From a capacity story to a compute, intelligence and resilience story

“India’s data-centre ecosystem is moving from being primarily a capacity story to becoming a compute, intelligence and resilience story. At ESDS, our strategy focuses on building an IT ecosystem supporting next-generation AI and cloud workloads. We aim to expand large-scale GPU clusters and AI SuperPODs, leveraging advanced NVIDIA and AMD accelerator platforms for model training, inference and high-performance computing. We are also scaling Swaraj Cloud, our AI-Autonomous Architect Cloud Platform featuring over 30 services and 80 integrated capabilities across cloud, AI, security and compliance. Its Prompt-to-Production architecture reduces complexity, supporting public-cloud spending projected to reach \$17.5 billion in 2026, growing 28.1%. Significant opportunities lie in the rapid expansion of AI infrastructure, enterprise AI adoption, data localisation, and hyperscale and edge data centres. As AI embeds across BFSI, government and enterprise applications, demand will rise for high-density compute, GPU infrastructure and distributed capacity. Evolving regulatory requirements around data protection and localisation will accelerate the need for infrastructure enabling organisations to maintain greater control over their data environments.

However, this growth brings challenges around power availability, energy efficiency, cooling, cybersecurity and rapid technological change. Protecting critical infrastructure against sophisticated AI-enabled threats requires sustained innovation. ESDS is responding through continued investment in AI-ready data centres, GPU clusters and SuperPODs, including the upcoming CEL-ESDS green data centre in Sahibabad, while expanding the Swaraj portfolio across cloud, AI operations, database security and privileged access management.”



PIYUSH SOMANI
PROMOTER, MD AND CHAIRMAN, ESDS SOFTWARE SOLUTION LTD.

Securing reliable power at scale is critical as AI drives data centre demand

“India's data centre industry is entering a period of unprecedented growth. Operational capacity has increased from approximately 375MW in 2020 to nearly 1.5GW today and is projected to exceed 4GW by 2030, driven by cloud adoption, the rapid emergence of AI workloads, increasing digitalisation, and demand for local data processing and storage. Large enterprises and hyperscale cloud providers now require scalable infrastructure capable of supporting cloud growth, high-performance computing and AI workloads. Our strategy is centred on meeting these requirements through continued investment in capacity and AI-ready data centre environments.

A key part of this strategy is our continued investment and expansion within India. Our Mumbai data centre campus, currently comprising Mumbai 1 and 2, will deliver 22MW of IT capacity upon completion and forms the foundation of a larger campus with potential to support approximately 148MW. Our newest facilities are designed using our Global Reference Design (GRD) to support dense computing through hybrid cooling architectures combining air cooling with liquid-to-chip cooling, enabling customers to deploy AI applications efficiently while providing the performance required for mission-critical environments.

Sustainability and energy efficiency are important as infrastructure scales. Mumbai 1 has achieved IGBC Platinum Rating pre-certification, with Mumbai 2 to follow. The campus is powered by 100% renewable energy, supporting our ambition to achieve Net Zero Carbon aligned with SBTi. Looking ahead, ensuring access to reliable power at scale will be critical as AI and high-performance computing drive demand for data centre capacity.”



PRATAP MANE
PRESIDENT & COUNTRY HEAD - INDIA, COLT DATA CENTRE SERVICES

Altos Computing prioritizes secure, energy-efficient infrastructure for India’s evolving data centers

“At Altos Computing, our focus is on supporting India's data center growth as AI, cloud, and high-performance computing workloads grow. We are strengthening our portfolio with scalable server, storage, and infrastructure solutions for diverse workloads, from enterprise and cloud applications to AI and data-intensive computing. Our emphasis is on performance, flexibility and reliability, while working closely with partners, system integrators and customers to enable scalable deployments.

Sustainability, energy efficiency, resilience, and security are increasingly important as data centers scale to support AI and high-performance workloads. We focus on delivering server and infrastructure solutions that balance performance with efficiency, reliability, and scalability, while adapting to evolving workloads. Cybersecurity and data sovereignty are equally critical, and we work with customers and technology partners to enable secure infrastructure deployments, with a strong focus on data protection and control over critical workloads. The biggest opportunity for India's data center industry is the rapid growth of AI, cloud and high-performance computing, which will drive demand for scalable, efficient and secure infrastructure. Key challenges include energy efficiency, infrastructure scalability, cybersecurity and managing complex workloads. We are preparing by strengthening our server, storage and infrastructure portfolio, working closely with partners and customers, and focusing on solutions that offer performance, flexibility and reliability. As India's data center ecosystem matures, our priority is to deliver secure, resilient, energy-efficient and future-ready infrastructure that enables confident adoption of AI and cloud technologies.”



PRIYA KRISHNAMURTHY
DIRECTOR, ALTOS INDIA

Our strategy is to build ahead of the AI and hyperscale demand curve

“India's data center market is entering a new phase, shaped not only by cloud adoption and digitalisation, but increasingly by AI and accelerated computing. These workloads require a different infrastructure profile—higher power densities, advanced cooling, larger campuses, and faster capacity delivery. At CtrlS, our strategy is to build ahead of this demand curve, developing AI- and GPU-ready, high-density infrastructure across key markets, while extending into Tier 2 and Tier 3 cities. Speed to market, engineering depth and the ability to support power-intensive workloads will be critical differentiators as demand accelerates.

Sustainability is being built into this expansion rather than addressed separately. Our flagship captive solar initiative, GreenVolt, recently became fully operational at 100 MW AC / 137.5 MWp DC capacity—a step towards our 2030 goal of 100% renewable energy. We continue to focus on energy-efficient design, advanced cooling, water efficiency and resilient infrastructure. As more financial services, government, cloud and AI workloads are hosted domestically, cybersecurity, resilience and data sovereignty are becoming fundamental requirements.

Over the next five years, India has an opportunity to emerge as a global hub for AI and digital infrastructure, supported by its digital economy, engineering talent and policy environment. The challenge will be translating demand into capacity at pace. Power availability, transmission infrastructure, land and skilled talent will determine industry growth. For CtrlS, staying ahead means preparing for these constraints before demand arrives.”



RISHIK TEEPIREDDI
VP - BUSINESS STRATEGY AND RENEWABLE ENERGY, CTRLS DATACENTERS

Lenovo accelerates Hybrid AI Advantage to power India's growing data center ecosystem

“India's data center landscape is expanding at an unprecedented rate, and Lenovo is seeing incredible market momentum. Our global infrastructure business achieved record quarterly revenue of \$8.5 billion in Q1 FY26-27, nearly doubling year-over-year, and our CIO Playbook 2026 shows 99% of Indian organizations plan to increase AI budgets this year. With 80% of Indian enterprises standardizing on hybrid deployment models, our strategy centres on a hybrid AI approach, delivering a full-stack, AI-ready infrastructure portfolio anchored in our Hybrid AI Advantage, connecting data across edge, data centre and cloud environments.

As AI models become more complex, high-density compute facilities demand massive power, making energy efficiency and data protection critical. We continue investing in high-performance AI infrastructure and advanced cooling technologies such as Neptune 6th Gen, reducing power consumption by up to 40%. Data privacy and regulatory compliance remain primary drivers for on-premises deployments in India. We are embedding secure-by-design principles, zero-trust architectures, and auditable supply chain safeguards, ensuring data sovereignty without compromising AI performance.

Over the next five years, the biggest opportunity is the shift from AI training and experimentation to large-scale production inferencing, alongside a 139% increase in focus on Agentic AI in India. Organizations face challenges integrating legacy infrastructure, ensuring data quality, and establishing responsible AI governance. We are pairing AI-ready infrastructure with flexible as-a-service consumption models and a robust partner ecosystem to build India's AI-first digital foundation.”



SRINIVAS RAO
MANAGING DIRECTOR, LENOVO ISG INDIA

At Everpure, we're focused on getting more value from every watt in India's data centers

“India's data center ecosystem is entering a critical phase as AI, cloud and hyperscale computing drive unprecedented demand, constrained by power, cost, cooling and supply. The answer is not simply building more capacity, but getting more useful work from every watt, rack and square foot we already have. Much of the waste is architectural: siloed systems, redundant copies and stranded capacity consume power and floor space without creating proportional value. An Enterprise Data Cloud addresses this by letting organisations manage data as a unified, virtualised cloud across environments with consistent governance.

The underlying storage technology matters too. Storage represents around 20% to 25% of the energy consumed inside a data center, yet an estimated 80% of the world's data still sits on hard disk drives, a mechanical technology some 70 years old. Consolidating onto all-flash reduces floor space and power draw, cutting energy use and carbon emissions by up to 85% compared with competing platforms. Systems designed for modular, non-disruptive upgrades generate at least three times less e-waste. Terabytes per watt should sit alongside performance and cost as key metrics.

Duplication is also a governance problem. Through data primacy and Everpure Data Intelligence, organisations can discover, classify and contextualise data across environments without wholesale migration, reducing redundant data while supporting DPDP Act compliance and sovereign AI strategies. India's opportunity is to use capacity more productively—getting more value from every watt.”



SUDARSHAN ARAVAMUTHAN
HEAD - SYSTEMS ENGINEERING, INDIA, EVERPURE

India's AI Opportunity Demands Infrastructure Built Ahead of Demand

“India is at an important inflection point in its digital infrastructure journey, as the convergence of AI and cloud creates an opportunity to build not just infrastructure but a foundation to become a global hub for AI and compute. At Yotta, we are building an integrated sovereign AI infrastructure platform bringing together hyperscale, AI-ready data centres, high-performance GPU compute, sovereign cloud and AI platforms. We have committed US\$6 billion over the next 12 to 24 months, over and above the US\$1.8 billion already invested, because India's AI opportunity demands infrastructure built ahead of demand.

Our campuses in Navi Mumbai and Greater Noida are designed around AI workloads, where power density, cooling, connectivity and resilience are critical. As we deploy liquid-cooled GPU racks, we expect PUE levels below 1.2. For more than three years, around 80% of our power has come from green sources, with facilities designed without dependence on continuous water supply or local power distribution lines. Through Shakti Cloud, Shakti Studio and our token factory, we are building the platform layer that lets enterprises use AI without heavy upfront investment.

India has the talent, demand, policy momentum and power infrastructure to play a larger role in the global AI economy. Building this capacity sustainably, strengthening specialised talent, and industry-government collaboration can help India move from a consumer of digital technology to a global centre for AI infrastructure and innovation.”



SUNIL GUPTA
CEO AND MD, YOTTA DATA SERVICES

THE NEW-AGE CMO

FROM INSIGHTS TO BUSINESS IMPACT

Data. Insight. Experience. Trust. Revenue. Growth.



The role of the Chief Marketing Officer (CMO) is being fundamentally redefined. Once focused primarily on advertising, communications and brand visibility, today’s CMO is emerging as a growth architect, customer champion, technology strategist and guardian of brand trust. Marketing leadership is increasingly expected to influence revenue, customer experience and corporate strategy while demonstrating measurable business outcomes.

At the center of this transformation is data-driven intelligence. Organizations have access to unprecedented volumes of customer, behavioral and market data, but competitive advantage comes from converting that information into actionable insights. The modern CMO must understand customer needs, anticipate changing preferences and connect marketing investments directly with acquisition, retention, pipeline, profitability and customer lifetime value. Marketing is therefore moving from measuring campaigns to influencing enterprise growth.

Artificial Intelligence is accelerating this transformation. AI is reshaping personalization, content creation, predictive analytics, customer engagement and campaign optimization. This makes AI literacy a leadership requirement for CMOs. They must understand how AI systems use customer data, what outcomes they optimize, where bias or inaccuracies can emerge and when human intervention is necessary. The challenge is to combine the speed and intelligence of AI with human creativity, judgment and brand understanding.

At the same time, the CMO is becoming the custodian of customer experience and Trust. Customers interact with brands through websites, social media, marketplaces, physical locations, partners and AI-powered platforms. Creating a consistent experience across these touchpoints requires personalization, but personalization must respect privacy. Consent, transparent data usage, responsible AI and cybersecurity are therefore becoming integral to marketing strategy. The strongest brands will be those that use customer intelligence without compromising customer confidence.

The new-age CMO must consequently collaborate closely with the CEO, CIO, CISO, Chief Data Officer, sales teams and channel ecosystem. For technology companies, this responsibility extends to distributors, VARs, system integrators, MSPs and other partners. Partner enablement, joint campaigns, demand generation and transparent engagement can transform the channel into a powerful growth engine. The CMO increasingly connects brand, technology, sales, customer experience and partnerships across the enterprise.

Ultimately, tomorrow’s successful CMO will evolve from Campaign Manager to Business Growth Leader and from Data Collector to Insight Creator. The new marketing equation transforms Data into Insight, Insight into Experience, Experience into Trust, Trust into Revenue, and Revenue into sustainable Growth.

THE NEW-AGE CMO: INSIGHTS, IMPACT, AND INNOVATION



ADITYA
KHEMKA



ANIMESH
ROLA



ANKESH
KUMAR



ARPITA
SENGUPTA



ARVIND
SAXENA



ASHU
MEHROTRA



CHANDRIKA
JAIN



DEEPAK
MATHUR



HEMENDHIRA
MURALIDHARAN



JACQUELINE
FRANKISH



KIMI
GUGLANI



KUNAL
AMAN



KUSHAGRA
SHARMA



LAKSHMI
VIKRAM



MEHUL
THAKKAR



MITHILESH
SINGH



PARAMJEET
MEHTA



PIYUSH
KUMAR



PUNEET
CHADHA



RAJASHAKHER
INTHA



RIMI
DAS



SACHIN
VIG



SHRIRANG
DESHPANDE



SOORAJ
BALAKRISHNAN



TUSHAD
TALATI

CP PLUS Leverages Data and AI to Drive More Relevant Customer Engagement

Evolving Marketing Strategy for the AI Era

The role of marketing is changing as rapidly as the technology it represents. For CP PLUS, the shift is from simply showcasing surveillance products to shaping the conversation around the future of security. AI gives us an opportunity to move from feature-led communication to insight-led storytelling—showing customers not just what a solution does, but what it enables.

This means building stronger category narratives around intelligent security, connected infrastructure, proactive protection and the convergence of physical and digital security. It also means creating different conversations for different stakeholders—from enterprises and government institutions to system integrators, installers and consumers.

Our marketing is consequently becoming more experiential and participative. Technology showcases, World Experience Centers, regional events, digital content, partner programmes and industry thought leadership allow customers to experience innovation rather than merely hear about it.

The larger ambition is to make CP PLUS not merely a company that markets security technology, but a brand that helps define where the industry is heading—and creates commercial opportunities by taking customers and partners along that journey.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

The opportunity with data is to replace generic engagement with relevance. We are increasingly using insights from digital interactions, campaign performance, product interest, and regional behaviour to understand what different audiences are looking for and tailor our communication accordingly.

AI also allows us to make the technology story itself more tangible. Instead of positioning AI as an abstract promise, our marketing increasingly demonstrates specific applications—from intelligent detection and analytics to automation and smarter decision-making. This helps customers understand value in operational terms.

For our partner ecosystem, digital platforms provide an opportunity to extend enablement beyond physical interactions. Product education, technical content, training, campaign assets, and business-development communication can reach partners faster and more consistently, while feedback from the ecosystem can flow back into our marketing and product strategy.

Customer experience is being approached similarly. Every digital touchpoint, from discovery and education to product evaluation and post-sale engagement, needs to feel connected. Trust ultimately comes from consistency: saying the right thing, demonstrating it transparently, and delivering the experience promised. Data helps us understand the customer better; digital channels help us respond faster; and AI helps us make the conversation more intelligent.



ADITYA KHEMKA
Managing Director
CP PLUS

Driving Marketing Through Data, AI and Customer Insight

Evolving Marketing Strategy for the AI Era

Marketing has evolved significantly from being a support function to becoming a business-driving function. The shift has happened because the marketer today is expected to contribute much beyond brand awareness.

Our approach is therefore increasingly centered around understanding what the customer is saying, what the market is doing, and where the competition is moving before deciding what we should communicate. The objective is not to simply launch more campaigns, but to ensure every campaign has a clear business purpose.

With the availability of data, customer feedback, and digital intelligence, marketing can become far more calculative and outcome driven.

We believe the future belongs to marketers who can combine creativity with commercial understanding. Marketing should not just tell the market what a company does; it should help the company understand what the market wants next.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

We see AI as a tool for execution and augmentation, not a replacement for marketing thinking.

The real opportunity is to use AI to bring a marketer's idea to life faster and better. The idea, the insight, and the understanding of the customer still need human intervention. AI can help us analyze large datasets, identify patterns, personalize communication, accelerate content production, test multiple variations and improve campaign execution. But the marketer still needs to decide what should be said, why it should be said and whether it will actually matter to the customer.

Brand Positioning in Competitive Market

We believe there is an opportunity to make marketing far more calculative. Before launching a campaign, we should have enough intelligence to understand the customer, validate the proposition, study competitive activity, review previous campaign performance, and, wherever possible, get direct customer or partner feedback. These pre-checks don't eliminate risk, but they significantly improve the probability of making the right decision.

This is where data becomes extremely powerful. Instead of asking, "How many people did we reach?", we should be asking, "What did we learn? Did the audience show intent? Did the message influence behavior? Did it create an opportunity for sales? What should we change next?" For us, differentiation is therefore not about having the loudest campaign. It is about having a better understanding of the market and acting on that understanding faster than the competition.



ANIMESH ROLA
Head of Marketing
Iris Global Services

Xvantage Powering Partner Growth

Evolving Marketing Strategy for the AI Era

The fundamentals of marketing have not changed with AI — understand your customers, be present where they are, and give them a compelling reason to engage with you. What is changing dramatically is our ability to execute these fundamentals with greater intelligence, speed and relevance.

Our focus is therefore not on using AI simply because it is the latest technology trend, but on using technology to make marketing more meaningful for our partners and customers. That means sharpening our content and value propositions, becoming more contextual to different partner segments, and delivering the right engagement through the right channel at the right time.

AI and data allow us to understand intent better, personalize engagement at scale, accelerate content development and continuously optimize campaigns based on outcomes.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

We look at AI much more broadly than just using Generative AI for content creation or customer targeting. Those capabilities are increasingly becoming hygiene factors for modern marketing organizations. The bigger opportunity is embedding AI into the way we operate, transact and create value for our partners.

A good example is Xvantage, our AI-powered digital platform, where AI and data intelligence are built into the experience—helping our associates identify opportunities, provide more relevant solutions and engage customers more effectively.

Brand Positioning in Competitive Market

One of our biggest priorities is accelerating digital adoption and creating greater awareness of how Xvantage can help partners manage and grow their businesses more efficiently. We want digital engagement to go beyond transactions and become an enabler of better business outcomes.

A second priority is expanding our engagement with the SMB ecosystem and partners across Tier 2 and Tier 3 cities and emerging technology markets. India's technology opportunity is becoming increasingly distributed, and we want to make Ingram Micro's portfolio, capabilities, services and expertise more accessible to partners wherever they operate.

The third area is transforming the role of marketing itself. Our ambition is to increasingly position Ingram Micro Marketing as a Marketing-as-a-Service capability for the ecosystem.

That means bringing together To-Channel, For-Channel and Through-Channel marketing—helping technology providers reach and activate partners, helping partners build their own marketing capabilities, and enabling joint programs that ultimately reach end customers.



ANKESH KUMAR
Chief Marketing Officer
Ingram Micro India

Blackstraw Shifts from Broad Campaigns to Trust- and Insight-Led Marketing

Evolving Marketing Strategy for the AI Era

Marketing today is all about trust and relevance. Buyers are 60-70% of the way to a decision before they ever decide to partner with a vendor, courtesy LLMs. As AI reshapes buyer expectations, our strategy has moved from sending broad campaigns to sending personalized, insight-driven engagement across every touchpoint.

We use expert human inputs in deciding which challenges need to be tackled first, guided by where clients are actually feeling the pain. We use AI to accelerate content creation, uncover customer insights, and support account-based marketing. So, the content you see is anchored in highlighting measurable outcomes. At the same time, authentic human storytelling and founder-led thought leadership remain our biggest focus.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

In enterprise AI, nobody trusts a claim anymore. They trust evidence. So, we lean on data analytics first to see where clients are genuinely seeing impact, and let that tell us what to say, instead of deciding the message and hunting for proof later. AI helps us personalize at scale, but we're careful not to let that scale wash out the human voice in what we develop.

On the digital side, we've stopped chasing volume. We'd rather put one sharp, relevant proof point in front of the right decision-maker than blast a hundred people with something generic. Customer experience starts with being understood. If someone can't quickly grasp the problem we solve, no amount of digital marketing can fix that.

Brand Positioning in Competitive Market

Enterprises look for five things: trust, credibility, accountability, capability, and delivery strength. Capability alone doesn't differentiate anyone anymore. Every AI company claims GenAI, Agentic AI and automation expertise now, so these words have stopped meaning much. What we're really betting on is accountability. At Blackstraw, internally we run on a principle we call "Say: Do," and we want people outside the company to see that same discipline: in our case studies, in our slide decks, and in how our clients' outcomes actually play out, including being upfront about where AI still falls short.

We're also going deeper rather than wider in every industry vertical: retail, CPG, manufacturing, market research, financial services, supply chain, logistics, healthcare, and aerospace. Being specific and targeted earns credibility faster than trying to be the generalist AI vendor for everyone.



HEMENDHIRA MURALIDHARAN
Vice President-
Marketing
Blackstraw

Druva Positions AI Resilience as the Next Frontier of Enterprise Data Protection

Evolving Marketing Strategy for the AI Era

Our marketing is becoming much more focused on relevance, revenue and real customer challenges. AI is helping us work smarter — from brainstorming campaigns and content to identifying trends, challenges and audience segments.

For international marketing, that is particularly important. What resonates in the UK may be very different in India, ASEAN or EMEA, so we use data and AI to help us understand those differences while keeping a consistent Druva story.

Our move towards AI Resilience for the Enterprise is a great example. As AI becomes embedded in businesses, organisations need to think about the new risks around their data, security and resilience. We want Druva to be part of that conversation and help customers understand what resilience needs to look like in an AI-driven world.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

We use AI and data as tools to help us make better decisions and move faster. AI helps with everything from campaign brainstorming and content creation to spotting trends and identifying where we may need to change our approach.

Data tells us what is actually working — from engagement and MQLs through to opportunities, pipeline and bookings.

Digital channels, content syndication and targeted campaigns allow us to reach audiences at scale, while nurture and reactivation programmes help us continue conversations rather than constantly starting from zero.

For our partners, it's about making marketing easier and more commercially valuable — giving them the content, campaigns and enablement they need to engage their customers and generate their own pipeline.

Brand Positioning in Competitive Market

For me, it comes down to three things: relevance, partners and results.

We need to understand what customers are struggling with and make sure our messaging addresses those challenges. AI Resilience is a good example — it connects a major market trend with a genuine business risk.

Our partners and MSPs are also fundamental to our growth. We want to build programmes where Druva and our partners both win, helping them create demand and grow their businesses alongside ours.

And finally, marketing has to prove its value. We look beyond activity and leads to opportunities, pipeline and revenue. AI can help us be faster and smarter, but ultimately it's about combining technology with human insight, creativity and a strong understanding of our markets.



JACQUELINE FRANKISH
International Senior
Marketing Director
Field Channel & Alliances
Druva

From Linear Journeys to Intelligent Engagement: SAS's Marketing Evolution

Evolving Marketing Strategy for the AI Era

Marketing today operates in a far more dynamic environment where customer expectations, buying journeys, and technology adoption patterns are constantly evolving. As a result, our strategy has shifted to deliver more relevant, industry-focused and outcome-driven experiences across the lifecycle. Rather than taking a broad-based approach, we increasingly tailor our engagement around the specific opportunities, challenges and priorities of the industries we serve.

The traditional, linear path from awareness to consideration and purchase has become far less predictable. Customers are influenced by a wide range of interactions across digital channels, peer networks, industry communities, search, AI-powered experiences, and real-world conversations. Our focus is therefore on creating consistent, valuable engagement throughout the customer journey, recognizing that influence often happens long before it can be directly measured or attributed.

AI is playing an increasingly important role in helping us achieve this. At the same time, we continue to balance technology with human understanding. Another important evolution has been closer alignment across sales, customer success, and partner teams. Growth today is a shared responsibility, and marketing has a critical role in connecting these functions through consistent narratives, actionable insights, and coordinated engagement strategies.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

From a brand perspective, trust remains one of the most important differentiators, particularly in today's era of AI. With an emphasis on transparency, consistency, and demonstrated outcomes, these pillars ensure digital channels enable meaningful conversations with our stakeholders.

Our partner ecosystem is equally important. Technology innovation increasingly happens through collaboration, and marketing plays a key role in bringing together customers, partners, and industry communities around shared opportunities. By leveraging data-driven insights, we can better identify areas of mutual value, support joint go-to-market initiatives, and create stronger ecosystem engagement.

When it comes to customer experience, we use AI and analytics to better understand customer needs, anticipate challenges, and deliver more personalized interactions. This enables us to engage with greater relevance while ensuring that every touchpoint reinforces the trust and credibility that customers expect from us. The goal is to build lasting relationships that drive long-term value for both customers and the business.



KUNAL AMAN
Director-
Marketing & Communications
Middle East, Turkiye
Africa & India
SAS

From Backup to AI Trust: Veeam’s New Marketing Vision

Evolving Marketing Strategy for the AI Era

At Veeam, our evolution has been from campaigns and communications towards becoming a growth engine that is accountable for outcomes across the customer lifecycle.

Our starting point remains human-first. We first understand the customer’s pain points, business priorities and the challenges they are trying to solve, rather than immediately positioning a solution. AI and data then help us scale that understanding through deeper insights, hyper-personalisation and more agile customer journeys. AI is an amplifier of human intelligence and creativity, not a substitute for either.

This becomes particularly important as enterprises move from experimenting with AI to deploying agentic AI. Veeam’s shift towards becoming the Data and AI Trust Company reflects this changing landscape, with trust, resilience and governance becoming critical to responsible AI adoption. The same principle applies within our own marketing organisation. We are increasingly looking at AI not simply as a tool for faster content creation, but as a way to redesign repeatable workflows, automate low-value tasks and give teams more time for strategic thinking and creativity.

Ultimately, I believe marketing has to move beyond visibility and vanity metrics. We look at brand equity, customer lifetime value, marketing ROI, pipeline, retention and renewals. Growth is important, but sustainable growth comes from earning customer trust and building relationships that last.

Brand Positioning in Competitive Market

Our first priority is to sharpen Veeam’s market narrative as it evolves into the Data and AI Trust Company. We want to move beyond the traditional backup and recovery conversation and build stronger associations with data resilience, trust and confident AI adoption, while making these themes relevant to customers, partners and the wider ecosystem. As the category becomes more complex, clarity itself becomes a differentiator. Customers need a simple way to understand what matters, particularly as data resilience increasingly converges with security, governance and AI.

The second priority is commercial accountability. Marketing needs to demonstrate a clear connection to business performance, which means looking beyond visibility metrics to marketing ROI, customer lifetime value, pipeline, revenue contribution, retention and renewals. At the same time, I believe sustainable growth comes from loyalty and renewals rather than simply chasing one-off wins.

The third is to use marketing as a platform for ecosystem impact and industry influence. Through initiatives such as Bharat CyberSuraksha and the DSCI partnership, we can engage with broader conversations around cyber resilience, data governance and secure AI adoption.



KUSHAGRA SHARMA
Director and Head of Marketing
India and SAARC
Veeam Software

From Technology to Outcomes: A Customer-Centric Marketing Strategy

Evolving Marketing Strategy for the AI Era

At Alcatel-Lucent, our marketing strategy is becoming increasingly customer-centric and insight-driven. Rather than focusing on technology alone, we focus on the business outcomes customers are looking to achieve, whether that is improving operational efficiency, enabling hybrid work, or accelerating digital transformation.

Our purpose remains unchanged: to make everything connect (people, devices and processes) in a way that is human, secure and sovereign. AI is how we bring that to life, both in the products we build and in the way we take them to market.

In our portfolio, AI removes the complexity that has always sat between an IT team and its network. Our platforms can be managed, configured and operated in natural language: the administrator describes the intent, the system turns it into configuration. AI then analyzes network behavior, traffic and bandwidth usage as well as where anomalies appear, and recommends the corrective action instead of leaving a team to interpret raw data. For a hospital, a school district or an airport running a lean IT team, that changes what a handful of people can operate and secure.

Alongside these capabilities, we continue to focus on thought leadership, customer success and partner-led initiatives that demonstrate real-world value. For us, meaningful engagement is built on relevance and trust, not simply reach.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI and data analytics are enabling us to make smarter marketing decisions while creating more personalized experiences for customers and partners. We use data to better understand audience interests, optimize campaign performance, and deliver timely, relevant communications across digital channels.

AI is also changing how the marketing organization operates. We are automating repetitive parts of our workflows: campaign setup, lead routing and scoring, reporting, asset versioning and approval cycles.

Equally important is our partner ecosystem. Our partners play a critical role in bringing our solutions to market, so we work closely with them through joint marketing initiatives that help deliver consistent customer experiences. Across these initiatives, transparency, security, and customer trust remain fundamental.



LAKSHMI VIKRAM
Marketing & Communications
MEITA
(Middle East India, Turkey & Africa)
Alcatel-Lucent

Beyond the Threat: Sophos' Outcome-Led Marketing Strategy

Evolving Marketing Strategy for the AI Era

Our marketing strategy is evolving from broad product-led communication to a more outcome-led, insight-driven approach that helps customers understand how AI is changing both the threat landscape and the way cybersecurity can be delivered. The focus is on connecting Sophos' technology story to clear business priorities: reducing cyber risk, simplifying security operations, improving resilience and enabling organisations to adopt AI with greater confidence.

In practical terms, this means using market insights, customer pain points and Sophos threat intelligence to shape campaigns that are more relevant to different audiences, from CISOs and security practitioners to business decision-makers and channel partners. Rather than simply promoting AI as a feature, our marketing explains how AI-native capabilities such as Sophos Fusion can help create a more connected security architecture across endpoint, network, email, cloud, identity, XDR and MDR.

For India and SAARC, the approach is also becoming more localised and partner-centric. We are developing data-led content, digital engagement and channel marketing that translate Sophos' global AI and cybersecurity proposition into locally relevant business conversations.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI, data analytics and digital channels are helping us make marketing more relevant, responsive and useful for customers and partners. In cybersecurity, trust is earned by showing that we understand the risks organisations are facing and can help them respond with confidence. That is why we use insights from Sophos threat intelligence, customer behaviour and campaign performance to shape sharper, more timely engagement.

For customers, this means delivering the right guidance through the right channels, from practical threat education to outcome-led content that helps business leaders and security teams make informed decisions. For partners, especially in India and SAARC, it means better enablement, stronger co-marketing and more localised conversations that support customer growth.

Brand Positioning in Competitive Market

- Focus on measurable outcomes: We focus on demonstrating tangible outcomes such as stronger prevention, faster detection and response, reduced complexity and better cyber risk management.
- Strengthen local relevance: Our messaging needs to reflect the realities of the local market, including regulatory requirements, technology environments, buying journeys and digital maturity.
- Enable our partner ecosystem: We continue to invest in training, co-marketing, technical support and localised resources to help partners deliver greater value to customers

Also, our priority is to differentiate Sophos through the value we deliver, combining strong technology, actionable intelligence, market relevance and a well-enabled partner ecosystem to drive measurable customer outcomes and sustainable growth.



MEHUL THAKKAR
Sr. Manager Marketing
India & SAARC
Sophos

Asus India Looking at Marketing Performance Beyond Traditional Measures

Evolving Marketing Strategy for the AI Era

Our marketing strategy is evolving from being primarily product-led to becoming much more use-case-led. As AI becomes an increasingly important part of the technology experience, consumers are keen to know more beyond specifications alone and develop an understanding of how these capabilities can solve different daily tasks and requirements, whether that is improving productivity, enabling creativity, enhancing gaming and entertainment, or making everyday computing more seamless and mobile.

At the same time, we are looking at AI as an ecosystem story rather than simply a hardware proposition. ASUS is part of a broader AI PC ecosystem that brings together devices, applications and experiences. Our role as a technology brand is to make that ecosystem tangible and show consumers what they can actually do with AI rather than simply telling them that a device is AI-enabled.

This also means making our communication more relevant to different audiences. A student, creator, professional, gamer or first-time PC buyer will have very different expectations from AI, and our messaging needs to reflect those distinct use cases and motivations.

Considerably, experiential marketing is becoming an important part of this approach. Through retail demonstrations, hands-on experiences, influencer-led content and initiatives such as ASUS Live, Spotlight and ProArt Live, we can allow consumers to experience AI capabilities first-hand, both virtually and physically. Ultimately, the role of marketing is not just to generate awareness, but to move consumers from understanding the technology to considering it and experiencing its value.

Brand Positioning in Competitive Market

Our priority is to create clear differentiation across our portfolio, with each product line having a distinct consumer proposition.

At the brand level, we also want to strengthen ASUS perception as a technology and innovation leader while making that innovation accessible to a wider range of consumers across price segments. Differentiation today is not only about having advanced technology; it is about making that technology relevant and accessible to different consumer groups. Retail excellence is another key priority because the last mile can have a significant influence on the purchase decision. We are focused on strengthening the in-store experience through better-trained ASUS Solution Experts, stronger product visibility, hands-on demonstrations and clearer communication around financing and offers. India-specific relevance also means ensuring that technology is accessible beyond the largest cities. Ultimately, we are looking at marketing performance beyond traditional measures such as reach and awareness. The focus is on whether our efforts are improving consideration, driving engagement and retail footfall, generating quality leads and contributing to conversion and sustainable business growth.



PARAMJEET SINGH MEHTA
Product and Marketing Head
Consumer and Gaming Business
ASUS India

Kaspersky Scales AI While Keeping Human Judgement at the Core

Evolving Marketing Strategy for the AI Era

On the product-messaging side, our language is shifting from generic "AI-powered protection" claims to being specific about the detection layers actually doing the work.

On the marketing operations side, AI is changing three things for us. Instead of one nurture track per persona, we can build content paths based on a prospect's vertical, company size, and stage in the buying cycle, across web, email, and ad creative. Second, for account-based marketing, AI-assisted intent and firmographic signals help us prioritize where sales and marketing effort actually goes, instead of running one broad campaign at everyone. Last, AI can also be used to pilot experiences at trade shows and owned events.

But none of this replaces judgment. AI can suggest a next-best asset, but it can't decide what claim is defensible in front of a CISO. In fact, I feel judgement has more value now since some parts of execution can be automated by AI.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

In the content pipeline, AI compresses the first-draft stage rather than replacing judgment — threat research summaries, first-pass social copy, and meeting notes turned into follow-up briefs are AI-assisted now, which frees the team to spend more time on strategy and message calibration instead of drafting from a blank page. On the analytics side, predictive lead scoring, so sales teams prioritize accounts with real buying signal instead of working through raw lead volume, also helps. But especially for the latter, the tools are only as good as the data feeding them.

Brand Positioning in Competitive Market

Mindshare is deliberately the first one. India's enterprise and government security market has more vendors competing for the same budgets than most CISOs can realistically evaluate. Being remembered and trusted by the time a shortlist gets built matters as much as any single campaign.

The second is vertical specificity. "Enterprise cybersecurity" isn't one buyer — a BFSI CISO, a manufacturing OT security lead, and a government PSU IT head care about different threats, different compliance pressure, and different proof points. We're moving away from one-size-fits-all messaging toward vertical-specific narratives, and this is especially relevant now that India's data protection framework is speeding up.



PIYUSH KUMAR
Marketing Manager
Kaspersky

From Promoting Products to Orchestrating Growth

Evolving Marketing Strategy for the AI Era

The most important change is not simply the use of AI in marketing. It is the transformation of marketing's role in an AI-driven enterprise.

Marketing can no longer operate as the communication layer that enters after the business strategy has been decided. It must help identify growth opportunities, shape the go-to-market model, mobilise the partner ecosystem and connect every marketing investment to a measurable customer or business outcome.

At Redington, our strategy is evolving from promoting products to orchestrating growth. Our enduring purpose is to reduce technology friction, while our Unlock Next-Orchestrating Growth Across the Technology Ecosystem positioning expresses how we bring that purpose to life. We connect technology brands, channel partners, ISVs, hyperscalers, customers, platforms, services and market intelligence so that innovation becomes accessible, understandable and deployable.

There are four important shifts within this strategy.

- Demand Generation at Scale - AI and analytics allow us to move from broad campaigns to intelligent, account-level engagement. We can combine market intelligence, behavioural signals, third-party intent data and historical performance to identify which accounts are showing an inclination to buy, what business problem they may be trying to solve, and which partner is best positioned to engage them. AI can help personalise communication, optimise media and accelerate lead qualification, while integrated lead assignment and sales feedback create a closed loop from engagement to opportunity and closure. The objective is not to produce more leads. It is to produce better opportunities, improve conversion velocity and enable our sales and partner teams to have more relevant conversations.
- Corporate storytelling to ecosystem storytelling - Through Unlock Next, the partner and customer become the heroes of the story. Technology matters, but what people remember is the hospital that improved patient care, the manufacturer that reduced downtime, the small business that reached a new market or the channel partner that built an entirely new services practice. Our role is to make these stories visible and repeatable across the ecosystem.
- Democratising marketing capability - Many capable channel partners have deep customer relationships but may not possess sophisticated marketing teams, automation platforms or content studios. Through Marketing-as-a-Service, structured partner-growth programmes, joint demand generation and smarter deployment of market-development funds, we can give them access to strategy, content, campaigns, analytics and lead generation as a shared capability. MDF must increasingly be treated as growth capital, not merely as reimbursement for completed activities.
- Connecting digital engagement with physical experience - AI cannot be understood only through presentations. It must be experienced. Our AI Exchange, Academy, digital platforms and planned AI experience centers and launchpads are intended to help partners move through a practical journey: discover a use case, see it working, build capability, engage a customer and scale the solution. For me, the most inspiring possibility is democratisation. A partner serving customers in a Tier-2 or Tier-3 city should not feel that the AI revolution is happening somewhere else. That partner should be equipped to become the most trusted AI adviser in the local market. The real test of technology leadership is not how many people are impressed by AI. It is how many people are empowered by it.



PUNEET CHADHA
Global Chief Marketing Officer
Redington

AI Becomes Cyble’s Marketing Engine for Smarter Demand and Buyer Engagement

Evolving Marketing Strategy for the AI Era

We have made a deliberate shift from a visibility-first playbook to a decision-first strategy. In threat intelligence, commoditization is the enemy - everyone claims real-time, predictive, and autonomous. The differentiator is no longer how much intelligence you surface, but how effectively you help security teams act on it.

Visibility still matters. What it has to achieve has changed. It should create credibility, consideration, and pipeline - not traffic and engagement metrics.

Our strategy is built around helping security leaders move faster from threat detection to business impact. That means positioning Vision and Blaze as decision engines rather than data feeds, and Titan as endpoint defense built on silicon attestation rather than another agent on the stack. Different capabilities, same underlying promise: reduce risk with more speed and more confidence.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI is not a layer we added to marketing. It is how the function runs.

AI as evidence, not adjective: Our threat telemetry and research data feed original benchmarking, threat landscape reporting, and customer-facing insight. AI helps us process that volume at a speed no analyst team could match - clustering campaigns, surfacing sector-level patterns, translating raw intelligence into narratives a CISO can take to a board.

AI in the demand engine: We use AI across the funnel - ICP scoring and account prioritization, intent signal enrichment, campaign performance analysis, and content variant testing at a scale manual workflow cannot support. It compresses the loop between what the market responds to and what we produce next. The judgment stays human. The throughput is machine-assisted.

Optimizing for how buyers actually search now: A growing share of the enterprise buying journey starts inside AI assistants rather than a search bar. We treat answer engine visibility as core infrastructure - structured data, entity consistency across knowledge sources, and content built to be cited accurately when a security leader asks an AI system how to evaluate a threat intelligence platform. If the machine reading the market gets Cyble wrong, the buyer does too.

Partners as a growth engine: We are expanding beyond traditional channel relationships into deeper integrations across SOAR platforms, MDR providers, MSSPs, and other security ecosystems. These partnerships extend reach while making Cyble more relevant inside the workflows customers already use.



RAJASHAKHER INTHA
Head of Global Marketing
Cyble

Everpure Moves Beyond Storage to Build an AI-Ready Data Infrastructure Narrative

Evolving Marketing Strategy for the AI Era

Marketing is no longer measured simply by leads, events or campaign reach. The focus is shifting toward pipeline contribution, customer acquisition, expansion, retention and revenue impact. Every marketing investment needs a clear connection to business priorities. The conversation is moving beyond "storage" toward the bigger enterprise challenges: AI readiness, data infrastructure, cyber resilience, modernisation, sustainability and data sovereignty. This positions Everpure as a strategic technology partner rather than simply a storage vendor.

AI enables marketing to understand customer behaviour, intent and business priorities at a much deeper level. The objective is to deliver the right insight, to the right persona, at the right moment—rather than pushing generic campaigns. This matters because we increasingly see unified data as the foundation for personalised, two-way engagement.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

For India, we translate that intelligence into a highly localized, digital-first customer experience. We use digital channels, account intelligence, content personalization, social engagement, webinars, executive programs and targeted campaigns to meet customers where they are—whether the conversation is around AI, cyber resilience, modernization or data analytics.

In an AI-driven market, customers don't need more technology messaging—they need evidence, expertise and outcomes. So our content strategy increasingly focuses on customer stories, industry proof points, executive thought leadership and practical AI and data insights rather than simply talking about products.

Brand Positioning in Competitive Market

Position Everpure as a strategic data and AI infrastructure partner, moving the conversation from storage specifications to outcomes such as faster AI adoption, cyber resilience, operational simplicity, agility and lower TCO.

Develop industry-specific thought leadership, executive conversations and customer proof points that establish Everpure as an AI-ready data infrastructure leader.

Shift marketing measurement from registrations, impressions and event attendance toward pipeline contribution, MQL-to-SQL conversion, influenced revenue, new-logo acquisition and customer expansion.

Scale joint GTM programs with strategic partners and technology alliances.

The priority is to make Everpure the most credible and differentiated data infrastructure brand for the AI era in India—while turning that brand preference into measurable pipeline, customer acquisition, partner growth and revenue.



RIMI DAS
Head of Marketing
India Region
Everpure
Inc. (formerly Pure Storage)

SUSE Focuses on Building an AI-Ready Partner Ecosystem for Scalable Growth

Evolving Marketing Strategy for the AI Era

In today's AI-centric landscape, our growth strategy extends beyond simple marketing; it is fundamentally a go-to-market imperative. We operate on a 100% indirect model, and our partners are the force multiplier that lets us engage customers at scale across five distinct routes to market, from resellers and cloud marketplaces to MSPs and ISVs.

As AI moves from experimentation to real deployment, we're seeing customers lean harder into partners who can offer AI-ready, GPU-backed infrastructure, so our strategy has shifted toward enabling and certifying that ecosystem rather than just broadening our reach. It's less about chasing volume and more about backing the 20% of partners who drive 80% of outcomes with the right skills and tools to have credible AI conversations with customers.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

Trust, for us, starts with compliance and openness. We're EAL4++ certified, and with India's DPDP Act coming into effect next year, data sovereignty has become a real differentiator. Customers want infrastructure that keeps their data private and auditable, and our open, non-proprietary architecture is built for exactly that.

On the partner side, we invest heavily in enablement, training, and certifying engineers in DevOps and DevSecOps, because while there is a big appetite for open source in the market, enterprises are equally requiring skilled hands to implement it. That combination of regulatory readiness and partner capability builds durable trust with customers, more than any single marketing channel.

Brand Positioning in Competitive Market

Openness is our sharpest differentiator. SUSE's integrated portfolio, spanning Linux, Kubernetes, and Edge solutions, empowers enterprises to build, deploy, and manage AI-driven applications with consistency and scale. In a market still dominated by proprietary lock-in, we give customers the freedom to choose their own stack, their own LLMs, and their own path, without being tied to a single vendor. Beyond that, our ecosystem priorities for the next 12-18 months are about deepening our presence in BFSI, manufacturing, government, and PSUs- the verticals with the clearest near-term demand and expanding into 15-20 additional tier 2 and tier 3 cities to capture growth beyond the metros.

On outcomes, we're pushing every AI conversation from proof-of-concept to production via initiatives like the SUSE AI Factory with NVIDIA, because that's ultimately what customers and the market will measure us on: not pilots, but tangible results.



SACHIN VIG

Director-
Strategic Channels & Alliances
(Indian Subcontinent)
SUSE

Vertiv India Leverages AI to Drive Infrastructure Efficiency, Uptime and Customer Value

Evolving Marketing Strategy for the AI Era

At Vertiv India, we follow a customer-centric go-to-market approach tailored to each segment's needs. We engage directly with large enterprises, telecom operators, and colocation providers to understand their infrastructure requirements and deliver solutions aligned with their business outcomes. For mid-market enterprises, we leverage a channel-driven strategy, working closely with system integrators and partners to extend our reach and deliver measurable value at scale.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI is embedded across how we build, support, and communicate around our infrastructure. We have developed sovereign AI models built to support our business context, improving internal productivity, customer response times, and the quality of technical collateral our teams produce.

On the services side, Vertiv Next Predict applies AI-powered predictive maintenance through continuous equipment monitoring and anomaly detection to flag early deviations from expected performance. Root cause analysis prioritizes response based on operational risk. Rather than replacing service engineers, it provides them with earlier, more precise signals to act on. This builds trust with partners and customers through predictability and uptime backed by data.

We are implementing next generation AI analytics tools to improve efficiency metrics like time to first token for deployment speed and tokens per watt as compute density in AI infrastructure continues to rise. Visual AI for quality control improves productivity and cycle time. Across all of this, the goal remains consistent: use data to make infrastructure more predictable and support decisions with evidence, not projections.

Brand Positioning in Competitive Market

We differentiate through four core priorities. First, we design converged infrastructure solutions that span field to factory rather than addressing each domain separately. Second, we develop reference architectures aligned with current and anticipated silicon generations, ensuring designs remain relevant as compute requirements evolve. Third, we adapt our offerings rapidly for new silicon generations, directly supporting faster deployment and improved performance. Fourth, we continuously optimize our capacity footprint and supply chain to deliver reliable, on-time fulfilment.

These priorities converge on a single differentiator: consistency. We design for what's coming and back that commitment with the supply chain discipline and operational execution to deliver.



SHRIRANG DESHPANDE

General Manager-
Strategic Planning
Vertiv India

Beyond Specifications: Acer’s Strategy to Build a Stronger Technology Brand

Evolving Marketing Strategy for the AI Era

Our marketing strategy is evolving to keep pace with the way consumers are experiencing technology today. As AI becomes an increasingly important part of the PC experience, we are moving beyond communicating specifications and focusing more on how technology can make a tangible difference to consumers’ everyday lives. Our communication is therefore centred on practical AI use cases, productivity, creativity, gaming and personalisation, making the benefits of AI easier to understand and more relevant to different consumer segments.

At the same time, we are strengthening our digital, social, retail and experiential engagement to create more meaningful interactions with consumers.

We want customers to not just hear about AI, but see, experience and understand its value through our products and content. For Acer, the larger objective is to build a stronger, more contemporary technology brand by combining product innovation with consumer-led storytelling and deeper engagement across the entire customer journey.

Technology-driven Trust, Partner Ecosystems, and Customer Experience

AI, data analytics, and digital channels are helping us make customer engagement more relevant, responsive, and personalised. We are using consumer insights and market data to understand evolving preferences, identify emerging trends and sharpen how we communicate with different audiences. AI is also enabling us to create more engaging content and experiences while helping customers better understand the value that technology can bring to their everyday lives.

Digital platforms also play an important role in strengthening engagement with our partners and creating a more connected ecosystem. By bringing together insights, communication and engagement across digital and physical touchpoints, we can create greater consistency in the customer journey.

Brand Positioning in Competitive Market

Our key priority is to differentiate Acer through a combination of product innovation, meaningful technology experiences and strong consumer relevance. As the PC market becomes increasingly competitive, we are focused on delivering products that address evolving consumer needs across segments, while building stronger differentiation around areas such as AI, gaming, performance, design and mobility. Equally important is ensuring that our brand communication goes beyond product specifications and clearly demonstrates the value and experiences our technology delivers.

From a business perspective, we are focused on turning these efforts into measurable outcomes through stronger consumer engagement, improved product consideration, deeper channel relationships and sustained market growth. We are also placing greater emphasis on data-led decision-making, ensuring that our marketing investments are closely connected to business objectives and that we can measure their impact across the customer journey.



SOORAJ BALAKRISHNAN
Head of Marketing
Acer India

Epson Embraces AI to Make Marketing More Intelligent, Predictive and Relevant

Evolving Marketing Strategy for the AI Era

AI is changing Epson’s marketing in many ways, and we are looking at different ways to harness its benefits. The first and most obvious is that AI is changing how people discover our brand. People are increasingly asking AI platforms questions rather than simply typing keywords into a search engine. This means our marketing has to think beyond traditional SEO and consider how Epson and our products are represented in AI-generated answers. Being visible and credible in these new search environments has become an increasingly important part of brand building and demand generation.

The creative process is changing too. AI allows us to take a core idea and quickly develop different messages and executions for different audiences.

We operate with a relatively lean marketing team supported by a network of specialist agencies, so AI is also becoming an important enabler in the way we work. We are using it across creative strategy, content, PR, marketing communications, web and technology-related activities.

As we move forward, we are looking to use AI to understand customers better and make better decisions. For example, we want to bring together signals from website behaviour, search, content engagement, CRM and other interactions that previously sat in different places.

If someone is researching high-volume printing, repeatedly looking at cost-per-print information and downloading product specifications, that should tell us much more about their intent than simply knowing they are an SMB customer. We can use those signals to make our communication more relevant and, through Account-Based Marketing, identify high-value businesses and tailor our approach around their specific needs.

The next step is to move from understanding behaviour to predicting it. AI should help us identify which customers may be ready for an upgrade, which prospects are more likely to convert, or where an emerging demand may be developing. That can influence not just marketing, but where sales focuses, which partners we activate and where we invest. It also helps us get closer to measuring marketing by actual business outcomes rather than just clicks, impressions or engagement.

For us, the real opportunity is not simply to make marketing faster. It is to make it more intelligent, more predictive and more closely connected to business growth.



TUSHAD TALATI
Director-
Brand & Communication
Epson India

To be contd. — (Sept. 2026)

BUILDING TRUST IN THE AGE OF AI: WHY ROLE OF OEMS MATTER

Artificial intelligence (AI) has become both the engine of innovation and a powerful tool for cybercriminals. From deepfakes and synthetic identities to autonomous AI-powered attacks, the same technologies transforming businesses are also creating unprecedented risks. As digital trust becomes a competitive differentiator, securing AI is no longer optional.



As AI becomes more widely used across businesses, organisations are focusing on a simple question: can they trust the data that their operations, decisions and AI systems depend on? As organisations move AI from experimentation into critical business processes, the quality, integrity, provenance, security, and governance of data become fundamental to business outcomes.



AI can generate powerful insights and automate complex decisions, but its effectiveness ultimately depends on the integrity of the data behind it. Organisations therefore need to look beyond simply securing data to establishing its provenance, accuracy, authenticity, and governance—ensuring that the data powering both business decisions and AI systems remains trustworthy throughout its lifecycle.



ROLE OF OEMS AS GUARDIANS OF TRUST

OEMs sit at a critical point in this ecosystem, with the ability to embed security, privacy, authenticity, and resilience into the technologies that businesses and consumers increasingly depend on. Their role is therefore evolving—from technology manufacturers to architects of trust. They therefore, now have to play a pivotal and a meaningful role -



Security by design:

OEMs have a pivotal role in embedding security, privacy, and responsible AI principles into products and platforms from the outset, rather than treating them as add-ons.



Authenticity and integrity:

As AI makes it easier to generate deepfakes, synthetic content, and sophisticated cyberattacks, OEMs can help establish mechanisms to verify the authenticity of devices, software, data, and digital identities.



Securing the AI lifecycle:

Trust must extend across the entire AI stack—from chips and infrastructure to models, applications, endpoints, and cloud environments. OEMs are uniquely positioned to strengthen security across these layers.



Transparency and accountability:

Customers increasingly want to know how AI systems use data, make decisions, and manage risk. OEMs can build greater transparency, explainability, and accountability into their technology ecosystems.



Privacy and data sovereignty:

With regulations evolving globally, OEMs must help organizations maintain control over sensitive data while ensuring that AI systems comply with local requirements.



Supply-chain resilience:

The growing complexity of technology supply chains makes hardware, firmware, software, and third-party components potential attack vectors. OEMs can play a crucial role in ensuring the integrity and security of the technology supply chain.

The core idea is that OEMs are no longer just technology providers; they are becoming critical custodians of trust in an AI-driven ecosystem.

The future belongs to technology leaders who can deliver responsible AI while protecting customers from rapidly evolving AI-driven threats.

TURNING RESPONSIBLE AI INTO THE NEXT LINE OF DEFENSE



Sujit Shetty
Channel Director – Indian Subcontinent,
Alcatel-Lucent Enterprise

“ AI security cannot be an afterthought. At Alcatel-Lucent, we embed security, privacy and responsible AI principles across the architecture and lifecycle of our AI-enabled solutions. We apply AI where it delivers measurable business and operational value while maintaining strong controls around data, identity, access

and infrastructure. Our generative AI capabilities, including ALIE chatbot powered by our PythiALE engine, are designed for controlled enterprise environments with encryption, least-privilege access and data protection, while taking into account GDPR and EU AI Act considerations.

Deepfakes and synthetic identities are challenges to trust. Securing AI therefore means securing the entire ecosystem around it - people, devices and data - through network visibility, behavioral analytics and Zero Trust principles. AI should not only be protected from attacks; AI should become part of the defense mechanism.

TRANSFORMING AI FROM AN ATTACK SURFACE INTO A DEFENSE LAYER



Aditya Khemka
Managing Director
CP PLUS

“ As AI becomes increasingly capable, the security challenge is no longer limited to protecting systems from conventional attacks. The industry must also address manipulated identities, deepfakes, adversarial inputs and increasingly autonomous cyber threats. At CP PLUS, our approach is to build security into the

architecture of our AI-enabled surveillance ecosystem rather than treating it as an additional layer.

Our AI solutions are designed around trusted hardware, secure device architectures and controlled data flows. CP PLUS Trusted Core (CTC) Technology strengthens the device foundation through mechanisms such as secure boot, hardware-level protection and encryption, helping establish confidence that the device and its firmware have not been compromised. We are also strengthening our capabilities in AI-driven video analytics, intelligent detection and authentication while focusing on the provenance and integrity of data feeding these systems.

MOVING BEYOND DETECTION TO CONTINUOUS VERIFICATION IS THE NEW SECURITY NORM



Huzefa Motiwala
Senior Director, Technical Solutions, India
and SAARC, Palo Alto Networks

“ Palo Alto Networks is securing against threats like deepfakes and synthetic threats by protecting the AI ecosystem at multiple layers. Prisma AIRS provides visibility and runtime controls across AI applications, models, data and agents, including defenses against prompt injection, data leakage, identity

impersonation and unsafe tool use.

For autonomous threats, we treat AI agents as privileged identities: they need verified identities, tightly scoped permissions, continuous monitoring and the ability to stop unauthorized actions in real time. Our Unit 42 research shows why this matters. AI can compress attack timelines dramatically, while enabling highly convincing deepfakes and autonomous, multi-step attacks. Our approach is therefore not simply to detect malicious content, but to continuously verify identity, behavior, access and intent across the AI environment.

INVESTING IN NEXT FRONTIERS OF SECURITY

We see sovereignty and security as increasingly interconnected with the adoption of AI. Our approach to Sovereign AI is broader than simply hosting an AI model locally. It is about creating the secure digital infrastructure, connectivity, cloud environment and governance required for organizations to adopt AI while maintaining control of data and operations. Zero Trust and privacy are equally important. Intelligent, continuously monitored networks with behavioral analytics, segmentation, identity-aware access and proactive threat detection will be essential to securing AI-driven environments. Finally, we view post-quantum security as an important long-term priority. We are focused on building secure, standards-based, and upgradeable infrastructure that enables customers to adapt their security architecture as quantum threats and cryptographic standards evolve.”

AI AS THE NEW FRONTLINE OF CYBER DEFENSE

The differentiation for CP PLUS when it comes to AI strategy will not come from adding AI as a feature, but from creating an integrated ecosystem where AI, hardware, cybersecurity, cloud and surveillance work together reliably at scale. Through CP PLUS.AI and our expanding portfolio of AI-enabled cameras and solutions, we are bringing intelligence closer to the edge and enabling faster detection, smarter analytics and more efficient security operations while reducing unnecessary movement of data. Our approach to compliance is not to view regulation as a constraint on innovation, but as an essential design parameter. We are investing in secure-by-design engineering, responsible data practices and stronger technology governance so that innovation remains accountable.”

REDEFINING SECURITY THROUGH ZERO TRUST, PRIVACY AND QUANTUM READINESS

Palo Alto Networks is investing in Zero Trust by treating every user, device, workload and AI agent as an identity that must be continuously verified and granted only the access it needs. This is especially important as autonomous agents gain the ability to access data and systems on behalf of users. On privacy, the focus is on securing data wherever it moves and is processed, with visibility and controls designed to prevent sensitive information from being exposed through cloud, AI and network environments. Post-quantum security is also becoming a practical priority. We have introduced PQC capabilities across our Next Gen Firewall, Prisma Access and Prisma SD-WAN, including hybrid encryption and PQC-aware TLS inspection. This helps organizations prepare for “harvest now, decrypt later” attacks while maintaining visibility into encrypted traffic.”

PRIVACY IS NOW A CORE PILLAR OF CYBERSECURITY



Bikramdeep Singh
Vice President of India & SAARC
Proofpoint

“AI is supercharging threats we have been dealing with for years—making phishing, impersonation, social engineering and other attacks faster, more convincing and easier to scale. At the same time, autonomous AI agents can now reason, plan and act across enterprise systems on behalf of users.

Proofpoint’s 2026 AI and Human Risk Landscape report shows how quickly this is happening in India: 94% of organisations have deployed AI assistants beyond the pilot stage, while 88% are piloting or rolling out autonomous agents. Yet 63% report having experienced a suspicious or confirmed AI-related incident, and 26% are not fully confident their existing controls would detect a compromised AI. Proofpoint continuously evaluates whether a human or an AI agent’s behaviour aligns with the original request, policy and intended purpose, including across multi-step agent workflows.

FROM DATA SECURITY TO DATA TRUST



Himanshu Kathpal
VP, Product Management, Platform
and Technologies, Qualys

“Our approach when it comes to securing our products against deepfakes, synthetic identities, and autonomous cyber threats combines identity security, continuous monitoring, threat intelligence, and behavior-based detection with automated response. We are extending identity risk coverage beyond human

users to non-human and AI identities — service accounts, API keys, and autonomous agents — since these are increasingly the vector for synthetic-identity and impersonation attacks. Our agentic AI capabilities apply this same automation to defense - continuously validating exposures, prioritizing real risk over noise, and triggering remediation with minimal manual intervention.

As autonomous threats grow more sophisticated, we are focused on improving anomaly detection and attack-pattern recognition across the environment, while keeping human oversight in the loop for high-risk decisions. The goal is to match the speed of AI-driven attacks with equally autonomous, intelligence-led defense.

BALANCING AI INNOVATION WITH TRUST AND COMPLIANCE



Deepak Puligadda
Global CTO
Redington Limited

“We have come to realize lately that the same technologies that champion innovation are also being weaponized against the systems that use them. We believe that security has to be built into every product, platform, and process from the start.

Internally, we follow a Zero trust security model, embedding AI into our own security operations - from identity verification and behavioral analytics that help detect deepfakes and synthetic identities, to AI-driven threat detection that responds at machine speed. When attacks become autonomous, defense has to become autonomous too. As a technology orchestrator, we work closely with OEMs and cybersecurity innovators to ensure the solutions we take to market are secure by design. Through platforms like the CloudQuarks and Redington AI Exchange, we curate and validate AI solutions before they reach partners and customers, so that trust travels with technology.

FUTURE-PROOFING SECURITY

Proofpoint is investing in a unified approach to data security that helps organisations discover and classify sensitive data, prevent its loss, and detect risky behaviour by careless, compromised or malicious users. India is an important part of this global shift. The country is simultaneously experiencing rapid AI adoption, a fast-growing digital economy and an evolving data protection environment through the Digital Personal Data Protection Act. We are investing in India accordingly. Proofpoint has had a local data centre supporting Indian customers since Q3 2025, helping address data residency and sovereignty requirements. We also just announced the expansion of our engineering presence in Hyderabad with a new AI Security Engineering Centre of Excellence, alongside our existing Pune capabilities.”

INVESTING IN ZERO TRUST, PRIVACY & POST-QUANTUM SECURITY

Zero Trust underpins our security architecture, with ongoing investment in identity-centric controls — privileged access, continuous verification, and non-human identity governance — alongside network security. We are extending role-based access control and identity risk management across both human and machine identities as environments grow more agentic and interconnected.

On post-quantum readiness, we are strengthening our PKI and certificate lifecycle management with a focus on cryptographic agility, so our internal and external certificate infrastructure can transition to post-quantum algorithms as standards mature. This lets customers move to stronger cryptography without disruption, while continuing to protect sensitive data and privacy throughout the shift.”

TRUST & COMPLIANCE ARE THE STRATEGY

Our AI strategy is built on a simple belief: the real challenge today is not access to AI, but adoption with confidence. That is what differentiates Redington. This plays out in two ways. Horizontally, we are infusing AI into our own core processes - credit, presales, sales, and our digital platforms - with equal investment in security and governance, so we use AI responsibly ourselves before asking customers to. Vertically, through the Redington AI Exchange, our AI Centres of Excellence, and CloudQuarks, we enable partners to discover, validate, and deploy AI solutions that are secure and compliant by design. Trust and compliance are not constraints on this strategy; they are the strategy.”

SECURING CONNECTIVITY WITHOUT COMPROMISING INNOVATION



Dipesh Kaura
Country Director, India and SAARC
Securonix

“Physical AI, including robots, industrial cobots, and autonomous systems, is expanding the attack surface across both digital and physical environments. Traditional security architectures were not designed to protect machine identities, automated decisions, and AI-powered workflows at this scale.

Cyber resilience now requires security operations that can detect, investigate, and respond across this broader threat landscape while maintaining governance, accountability, and human oversight.

Securonix Unified Defense SIEM provides the operating foundation for the modern SOC. The cloud-native platform brings together detection, investigation, and response through Agentic AI, with Sam, the AI SOC Analyst, performing Tier 1 and Tier 2 work across triage, investigation, and response. Sam operates within the Agentic Mesh, which coordinates specialized agents across the threat lifecycle. Every action is policy-bound, auditable, explainable, and subject to human oversight. Built on an open architecture, Securonix integrates with existing tools and data sources, adapts to

each customer’s threat landscape, and supports flexible deployment at scale. Organizations can reduce response times, cut through noise, improve SOC efficiency, and demonstrate measurable cyber resilience to the board.

BALANCING SECURITY, GOVERNANCE AND INNOVATION

Governance must move past manual controls and become part of every stage of the security lifecycle. Securonix Agentic Mesh provides that governance layer by ensuring actions remain controlled, auditable, explainable, and aligned with defined policies. Within this framework, Sam, the AI SOC Analyst, performs investigative work with built-in guardrails, transparent reporting, and human oversight across every workflow. Organizations can track completed work in real time, understand how decisions are made, and measure productivity against defined analyst outcomes. ”

BUILDING RESILIENCE FOR AN EVOLVING DIGITAL WORLD



Justin Henkel
Chief Information Security Officer
SolarWinds

“As identity becomes the primary attack surface, we focus on continuous verification, controlled access, and full auditability rather than assuming AI can operate autonomously without oversight. To stop automated attacks from sneaking malicious code into updates, our Next-Gen Build System compiles

software in isolated, temporary environments simultaneously. If the outputs don't match the exact cryptographic signature, the build halts instantly. We block synthetic identity fraud through a Zero Trust architecture, strict access controls, and hardware-based MFA.

AI can guide, recommend, and prepare actions, but effective remediation still requires human oversight and decision-making. Human oversight takes time, while threat actors are increasingly using AI to automate attacks, enabling them to move faster and adapt in real time. No organization is completely immune from attack. What separates resilient organizations from vulnerable ones isn't whether they get hit. Trust in these systems has to be earned incrementally, through consistent, observable behavior over time, not assumed upfront.

From a Zero Trust and privacy perspective, organizations need to be continuously challenging their assumptions. That means clear access controls, appropriate data protection, regular auditing, and understanding where sensitive information is being used and stored. These cannot be treated as ‘set and forget’ measures. The same thinking applies to quantum readiness. We may not know the exact timeframe for when quantum computers will become powerful enough to overcome today’s widely used public-key encryption, but the preparation cannot wait until that point. The objective is not simply to prepare for one technology shift, but to build the operational resilience to adapt as the technology and threat landscape evolve. ”

RETHINKING IDENTITY SECURITY IN THE AGE OF AI



Aaron Bugal
Field CISO, APJ
Sophos

“Deepfakes and synthetic identities are getting a lot of attention, but the real challenge is trust. Organisations need visibility into human and non-human identities, continuous assessment of their risk, and controls that reduce the blast radius if an identity

is compromised. If something malicious happens, the goal is to ensure it can't move freely through the environment and cause broader damage.

oversight, and accountability are also essential to ensuring data is handled securely and responsibly. From a post-quantum perspective, the focus has shifted from whether organisations should prepare to when. Government agencies and industry bodies are already recommending that organisations begin planning their transition to quantum-resistant cryptography.

Sophos is actively preparing for that transition. We already provide visibility and control over post-quantum cryptographic traffic, track emerging NIST standards, and are undertaking a broader program to migrate cryptographic dependencies across products and services toward quantum-safe standards. Organisations should be inventorying their cryptographic use today and developing migration plans now, rather than waiting for quantum computing to become a mainstream reality. ”

PREPARING TODAY FOR TOMORROW'S SECURITY CHALLENGES

As organisations manage growing numbers of human and non-human identities, continuous verification and visibility become increasingly important to reducing cyber risk. Strong governance,

KEEPING INNOVATION AHEAD OF AN EXPANDING THREAT LANDSCAPE



Selvakumar Natesan
Technical Partner and Director
Thoughtworks

“Physical AI and autonomous agents fundamentally change the way enterprises need to think about cyber resilience. Security can no longer sit around applications but must be engineered into the architecture from the outset. Many enterprises still rely on architectures designed for predictable, human-driven workflows. AI-powered environments are dynamic, distributed

and constantly evolving, requiring platforms that can detect, respond and recover without disrupting business operations.

At Thoughtworks, we believe cyber resilience must become a core engineering capability. Organisations that embed security, resilience and responsible AI practices into modern digital platforms will be far better equipped to innovate confidently as Physical AI becomes mainstream. As AI systems begin making decisions, interacting with connected devices and operating with increasing autonomy, organisations need continuous verification of identities, data, models and system behaviour. This calls for a zero-trust approach, real-time observability, secure software supply chains and resilience that is built into every stage of software development. Along with these

BEYOND DATA SECURITY: BUILDING LONG-TERM TRUST



Sharda Tickoo
Country Manager for India and SAARC
TrendAI

“AI has fundamentally changed the threat landscape, so our approach is to use AI to defend against AI. Through Trend Vision One™, we provide unified visibility across endpoints, cloud, email, networks, identities, and AI systems, enabling organizations to detect and respond to emerging threats before

they become business risks. TrendAI has introduced advanced deepfake detection capabilities that go beyond traditional image analysis by incorporating behavioural indicators to identify AI-generated fraud and impersonation attempts.

To address synthetic identities and autonomous attacks, we combine AI-powered threat intelligence, risk-based analytics, XDR, and continuous attack surface management to identify anomalous behaviour, privilege misuse, and adversary activity at speed. The objective is to empower organizations with a unified visibility, context basis prioritized threats, and intelligence needed to establish trust in an environment where digital deception is becoming harder to detect.

SECURING DATA TODAY, TRUSTING IT TOMORROW



Sandeep Bhambure
Managing Director and Vice President
– India and SAARC, Veeam

“AI is making cyberattacks more convincing and easier to scale. Deepfakes, synthetic identities and AI-driven impersonation attacks are making it harder for people and organisations to know what information and interactions they can trust.

For organisations, the challenge is not only preventing attacks, but is also understanding what data is being accessed, how it is being used, and how quickly they can recover if something goes wrong. The reality is that no organisation can assume it will stop every attack. EPL Limited, an Indian specialty packaging manufacturer, reported recovering from a cyberattack within four hours with no data loss. It is a reminder that resilience is not just about keeping threats out, but about being able to restore operations quickly when an incident occurs.

techniques, teams need to have the processes and runbooks established and practiced for patching production systems swiftly before they can be exploited when new security vulnerabilities are identified.

BALANCING SECURITY, GOVERNANCE AND INNOVATION

As AI, connected devices and edge computing expand the attack surface, organisations need governance that is automated, continuous and embedded into engineering workflows rather than applied through periodic reviews. We are seeing increasing adoption of policy-as-code, automated compliance, DevSecOps, software supply chain security and AI governance frameworks that enable continuous risk management. And the new channels for accessing the system demand the security control measures applied at the right layer in the architecture, rather than Perimeter-based security.”

FUTURE-PROOFING SECURITY

Our investment strategy is centered on building cyber resilience for the AI era. We continue to expand Trend Vision One™ with Zero Trust Secure Access capabilities that continuously verify users, devices, applications, and AI interactions, enabling least-privilege access and real-time risk-based decision-making.

On privacy, we are focused on securing data wherever it resides, helping customers gain visibility into sensitive information, prevent data leakage, and govern AI usage responsibly. At the same time, we are investing in AI security, cyber risk exposure management, and platform consolidation to eliminate operational blind spots and strengthen trust across digital ecosystems. As quantum computing advances, we are actively monitoring and preparing for post-quantum security requirements through our research-led approach to future cryptographic risks.”

BUILDING RESILIENCE WITH ZERO TRUST, PRIVACY, AND POST-QUANTUM SECURITY

The common thread across all three areas - Zero Trust, privacy, and post-quantum security - is trust. With Zero Trust, the principle is straightforward: access should be continuously verified rather than automatically assumed. As organisations become more distributed and data moves across multiple environments, that approach becomes increasingly important. On privacy, organisations are under growing pressure to understand where sensitive data resides, who has access to it and how it is being used. Those challenges become even more important as AI is adopted across everyday business processes. Post-quantum security is about looking beyond today's threat landscape and thinking about the long-term protection of data. One of the concerns organisations are increasingly discussing is the possibility that data stolen today could be stored by an attacker and decrypted years later as computing capabilities advance.”

When MACHINES FIGHT MACHINES

As global tech majors sign a rare joint pledge on AI-era cyber defense, India's system integrators and resellers find themselves holding the front line

In late August, more than 130 companies did something the technology industry almost never does: they put their names on the same page. OpenAI, Anthropic, Microsoft, Google, AWS, IBM, Cisco, Palo Alto Networks, Cloudflare, CrowdStrike, and dozens of others — fierce competitors on any given Tuesday — co-signed an open letter titled "A call for collective action on cyber defense." The letter is a call from industry, government, and AI leaders for collective action to strengthen cyber defenses and protect the critical infrastructure that societies depend on.

For channel partners in India — the system integrators, managed security providers, and value-added resellers who actually deploy and maintain security stacks for hospitals, banks, utilities, and mid-sized enterprises — the letter is less a Silicon Valley press moment and more an early warning siren. The signatories are, in effect, telling the market: the threat landscape is about to change speed, and most organizations are not ready.

THE WARNING BEHIND THE LETTER

The letter's opening line is blunt. It states that in the coming months, AI-enabled cyberattacks will become far more widespread and sophisticated as models around the world grow increasingly capable, putting the companies and public services communities depend on — from hospitals to water treatment plants to the infrastructure powering the internet — at risk. But the signatories also frame this as an opportunity rather than pure doom: today's AI advances are already giving defenders new ways to fix weaknesses that have accumulated for years, and decisive action now could use this "defenders' window" to make the digital world substantially more secure.

That phrase — the defenders' window — is worth sitting with. It implies a narrowing gap between the moment AI gives attackers new capability and the moment it gives defenders equivalent or greater capability. Whoever moves first in that window sets the terms for the next several years of enterprise risk.

Three principles anchor the letter. First, that status-quo security will not be enough — longstanding bugs, excessive permissions,

misconfigurations, unpatched software, weak authentication, and legacy technical debt have already left systems exposed, and historically under-resourced security teams need a surge in tools and resources, particularly in critical infrastructure. Second, that AI itself should be used to multiply the number of capable defenders — bringing specialist skills to more defenders, making core security tasks faster, cheaper, and better, and letting one organization's fixes protect many others through shared tools and verified playbooks. Third, that this cannot be solved by any single company or country — cyber capabilities are advancing globally, which the letter frames as a net positive so long as no single company controls the future, but which also demands new cross-border partnerships to raise security standards.

The letter then assigns homework to four constituencies: every organization, cybersecurity vendors and technology partners, governments, and frontier AI companies themselves. Organizations are told to treat cyber defense as an immediate leadership priority, fix their highest-risk weaknesses with the urgency of an active incident, raise the security bar for everything they buy, build, or deploy — including AI-generated code — and apply compensating controls where systems cannot be patched without disrupting essential services. Cybersecurity companies and technology partners are asked to test their defenses continuously against frontier-level attack capability, make AI-powered defense accessible to critical-infrastructure operators who cannot afford it outright, and measure their own success by how many organizations they actually protect. Governments are called on to coordinate defense across local, national, and international channels, fund cyber defense for essential services that lack budget or staff, and give hospitals, water utilities, and local governments access to defensive AI and hands-on support through trusted partners. Frontier AI companies, for their part, commit to providing model access, funding, and hands-on support to under-resourced defenders, building observability tools, and sharing threat assessments with governments and open-source maintainers.

It is, in short, a coordination document. And coordination documents only matter if someone downstream actually implements them.

ONE SIGNATORY'S DEEPER ARGUMENT

Among the 130-plus signatories, identity-security firm SpecterOps offered one of the more candid explanations of why it put its name on the letter. Jason Frank, the company's co-founder and COO, wrote that SpecterOps signed because it agreed with the letter's three central premises, framing the choice as agreement that "the weaknesses already exist, advanced AI needs to reach more defenders, and the response must be collective and widespread."

Frank's argument goes a layer deeper than the open letter itself. His point is that attackers still need a path to what matters — that enterprise environments are dense webs of identities, permissions, and trust relationships, and that a misconfiguration trivial on its own becomes dangerous only once it connects to several others. AI agents, he notes, are adding still more identities and delegated permissions to that web, which is precisely why he argues security leaders should be measuring progress not by tools deployed but by a sharper question: how many dangerous paths to their most critical assets have actually been eliminated.

It's a useful corrective for Indian security buyers wading through a wave of "AI-powered defense" marketing this year: the letter's principles are only as good as an organization's ability to see its own attack surface clearly enough to act on them.

WHY THIS LANDS DIFFERENTLY IN INDIA

Read against India's own numbers, the letter's urgency stops feeling like Silicon Valley theatre and starts looking like a fairly accurate diagnosis of a market already under strain.

Start with volume. According to the Data Security Council of India's 2025 India Cyber Threat Report, cited in recent reporting, behaviour-based cyber threat detections in India jumped from 13 million in 2022 to 54 million by the end of 2024 — a more than fourfold increase in two years, well before the current generation of agentic AI tools became widely available to attackers. That trajectory is precisely the "far more widespread and sophisticated" curve the OpenAI-led letter is warning about, except it is already underway rather than hypothetical.

Then there is the AI-specific anxiety. The Thales 2026 Data Threat Report found that 64% of Indian organizations now rank AI-enabled attacks as their single biggest data security risk — marginally ahead of the 70% global figure, but notable because it places AI risk above ransomware, insider threat, and supply-chain compromise in the minds of Indian security leaders. The same study found that 65% of Indian organizations reported experiencing deepfake-driven incidents, and that credential theft — now increasingly automated and personalized using AI — is the leading attack technique against cloud infrastructure in India, cited by 68% of respondents. Only 30% of companies globally, India included, have set aside a dedicated AI security budget; the majority are still stretching existing security spend to cover a fundamentally new threat class.

Layer on top of that a widely reported talent shortfall: India currently has roughly 350,000 professionals working in cybersecurity, against an estimated market demand for around one million engineers — a gap that industry stakeholders say has persisted and even widened as attackers weaponize generative AI faster than institutions can train defenders. Most available cybersecurity credentials in India remain short-form certificates rather than the deep, CISO-track qualifications that critical infrastructure operators actually need.

CERT-In, for its part, has been vocal about India's cybersecurity ecosystem crossing the \$20 billion mark, powered by more than 400 startups and roughly 6.5 lakh professionals, and about its own growing use of AI-driven analytics for real-time incident detection and response. That is real institutional momentum. But it also underscores a structural truth the OpenAI letter gestures at directly: government agencies, however well-resourced, cannot single-handedly close a defenders' gap this wide. The letter's insistence that "no single company should control the future" of cyber capability applies with equal force to no single agency carrying the entire defensive burden.

WHERE THE CHANNEL FITS

This is the part of the letter that VAR's in India should read most closely — not the signatures, but the second item on the list: cybersecurity companies and technology partners.

Globally, that category is being asked to do three things: continuously test its own defenses against frontier-level attack capability, embed AI into existing tools rather than treating it as a bolt-on, and — critically — make AI-powered defense deployable for organizations that cannot afford to build it themselves, with hands-on help rather than just a license key.

In India, that third clause is where the channel earns its relevance. Hospitals, municipal utilities, mid-market manufacturers, and regional banks are exactly the kind of "critical infrastructure with limited budgets" the letter references, and they are precisely the customers who do not buy directly from Palo Alto Networks, Cisco, or Microsoft — they buy through, and are supported by, Indian system integrators, MSSPs, and value-added resellers. If the defenders' window the letter describes is real, it will not be won in Redmond or San Francisco. It will be won or lost in the implementation work done by partners who show up on-site, patch the unpatched system, tune the SIEM, and explain a compensating control in language a hospital administrator or municipal engineer can act on.

That is also where the opportunity sits. AI-native security tooling — automated triage, agentic patch verification, natural-language threat hunting — is rapidly lowering the cost of delivering enterprise-grade defense to organizations that could never previously afford a full-time SOC. Partners who build AI-augmented managed security offerings now, rather than waiting for demand to force their hand, stand to capture a genuinely under-served segment of India's critical infrastructure and mid-market. Partners who treat this as someone else's problem — a hyperscaler's marketing exercise, a CERT-In compliance checkbox — risk watching that segment get served by faster-moving competitors, Indian or otherwise.

THE HONEST CAVEATS

It would be naïve to read the letter as pure altruism. Every signatory on that list also sells security products, cloud infrastructure, or AI models, and a public commitment to "collective cyber defense" is, among other things, good positioning ahead of a wave of enterprise AI security spending. Critics of this genre of open letter — and there have been several in the AI industry over the past two years — note that broad, principle-level commitments are easy to sign and hard to audit; the letter itself offers no binding targets, timelines, or enforcement mechanism, only a shared statement of intent.

For Indian buyers and partners, that is a reason for healthy scepticism, not dismissal. The underlying diagnosis — that AI is accelerating attacker capability faster than most organizations' defenses, that legacy technical debt remains the biggest single point of failure, and that under-resourced critical infrastructure needs external help it currently is not getting — holds up independently of who signed the letter, because India's own threat data says the same thing.

WHAT COMES NEXT

The letter closes with an instruction that reads almost like a mandate to the channel, even if it was not written with India specifically in mind: fix the most dangerous weaknesses, verify the fixes, and share what works so others can build on it. For India's resellers and integrators, that is a fair summary of the next eighteen months of work — less about waiting for a global coordination framework to materialize, and more about using the AI-native tools now reaching the market to close a defenders' gap that the country's own numbers show is already wide open.

Whether India's channel treats this moment as a compliance update or a genuine market opening will likely determine which partners are still relevant to critical infrastructure security by the time the "defenders' window" the letter describes closes.



After a year of serving as Head of Product at X, Nikita Bier steps down

Nikita Bier has stepped down as Head of Product at Elon Musk-owned social media platform X, ending a tenure of just over a year in the role. Announcing his departure via a post on X, Bier said he would remain associated with the company as an advisor while stepping back from day-to-day product leadership.

"It's time to pass the torch and demote myself to my natural state: a poster," Bier wrote on X. "I'll be stepping back from leading product for X and will continue on as an advisor."

"Serving the X community has been the privilege of a lifetime. X is, and will remain, the most important communication technology in history. But running this app is a 24/7 job and it's now time for me to take a breather," Bier posted, adding, "The app is seeing unprecedented growth in new users & engagement. We continue to break records every month. We've climbed 70 spots in the App Store since this time last year."



Ericsson appoints Randeep Raina as Head of Customer Unit Vodafone Idea

Ericsson today announced the appointment of Randeep Raina as Head of Customer Unit Vodafone Idea (Vi).

Randeep brings with him more than 27 years of experience across technology, sales, strategy and business development and will be based in Mumbai. He will report to Andres Vicente, CEO

of Market Area Southeast Asia, Oceania and India, Ericsson and will be part of the regional leadership team. Randeep succeeds Krishna Patil, who has been appointed Executive Advisor to Andres Vicente.

Prior to joining Ericsson, Randeep has served as Head of Telco and Strategic Partnerships at Google India and has previously held the role of Chief Technology and Strategy Officer at Nokia Networks India.

In his new role, Randeep will lead Ericsson's engagement towards Vi, working closely with the service provider to support its network evolution and accelerate the delivery of next-generation connectivity solutions.



Quick Heal Technologies ropes in Rajiv Sreekantan to lead enterprise growth

Quick Heal Technologies has announced the appointment of Rajiv Sreekantan as Senior Vice President – Enterprise Sales. He will lead Sales teams worldwide driving the company's next phase of growth through a sharper go-to-market strategy, a stronger partner and channel ecosystem, and scaled enterprise customer

acquisition, retention and expansion for Seqrite, the enterprise arm of Quick Heal.

In this role, Rajiv will be responsible for driving enterprise business growth across SMB, Large Enterprise (LE), Mid-Market (MM), Government/PSU and other strategic customer segments, while strengthening strategic customer relationships and building a high-performance enterprise sales organisation.

Rajiv brings 30 years of experience across sales, revenue growth, and strategic customer engagements in the technology sector. He joins Quick Heal from IBM, where he was India & South Asia Head of Enterprise Storage for the Hybrid Cloud & AI Business Unit.

Sunil Mittal to step down as Airtel Payments Bank Chairman

Airtel Payments Bank is set for its first major leadership transition in a decade as Sunil Bharti Mittal will stepping down as its Non-Executive Chairman. He will exit the Board on September 30, with Shabnam Sinha taking charge the following day. Sinha will however, serve as Chairperson for a three-year term beginning October 1, 2026.

Mittal, the founder and chairman of Bharti Enterprises, had led Airtel Payments Bank as its Non-Executive Chairman since April 2016.

Under his leadership, the Bank grew to become India's largest payments bank by revenue, with a strong presence across both consumer and enterprise businesses. Today, the Bank serves over 121 million monthly active users and nearly 30 million bank account customers through Airtel Thanks App and a network of over 500,000 banking points, largest network in the country, reaching three out of four villages across India.



Mayank Bhatia joins Forcepoint as Channel Manager – North & East, India, Bangladesh and Nepal

Forcepoint has appointed Mayank Bhatia as Channel Manager for North & East India, Bangladesh and Nepal. In his new role, Bhatia will be responsible for strengthening the company's channel engagement and partner network across the region.

Bhatia joins Forcepoint with extensive experience in channel sales across the IT and cybersecurity industry. His professional experience spans channel management, alliance development, etc., across multiple technology organizations.

Prior to joining Forcepoint, Bhatia served as Channel Account Manager at Accops, where he was responsible for driving partner-led growth across North and East India as well as the government sector.



Ciena names Prashant Ramesh Malkani as Vice President and Country Leader for India

Ciena has named Prashant Ramesh Malkani to lead its India business. He reports to Amit Malik, Ciena's Vice President and General Manager, Asia Pacific, Japan, and India.

Malkani joins Ciena with more than 25 years of leadership experience spanning the telecommunications and technology sectors. Most recently, he served as Head of Nokia India's Network Infrastructure business. Throughout his career, he has played an active role in advancing network innovation and customer success across service provider and enterprise segments. He holds an MBA in Marketing Management and a Bachelor's degree in Electronics and Telecommunication Engineering.

"Prashant brings an exceptional combination of industry expertise, customer focus, and business leadership, and he will help us strengthen our customer relationships and expand our presence in this critical market," said Amit Malik, Ciena's Vice President and General Manager, Asia Pacific, Japan, and India.



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