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THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



**THEME : BALANCING INNOVATION
AND SUSTAINABILITY**

4TH JULY 2025

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EMBRACING CHANGE: CHANNEL PARTNERS RISE WITH THE TIDE OF EMERGING TECHNOLOGIES

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Sachin Katti is Intel's new CTO and AI Chief

Intel has appointed Sachin Katti as its new Chief Technology Officer (CTO) and AI Chief, signaling a major leadership shift under CEO Lip-Bu Tan. This move is part of a broader reorganisation to streamline operations and strengthen Intel's focus on AI. Formerly head of Intel's networking and edge division, Katti will now lead the company's AI strategy, product development, and Intel Labs. He will also manage relationships with startups and developer communities, playing a key role in driving innovation and restoring Intel's competitive edge in AI.



Samsung to invest ₹1,000 crores in Tamil Nadu plant

South Korean electronics major Samsung Electronics will invest ₹1,000 crores in its facility in Tamil Nadu's Sriperumbudur. The announcement comes just months after Samsung's plant faced employee protests following a wave of suspensions. Following the strike, the electronics manufacturer agreed to address several of the workers' demands.

TRB Rajaa, Minister for Industries, Investment Promotion and Commerce, took to X to share the investment news. He wrote, "The company's additional investment reinforces their faith in the labour force of Tamil Nadu. He also said Samsung would create 100 additional jobs at the facility. However, the minister did not give details about the time frame of the investment."



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INDIAN TELCOS BATTLE TO TACKLE SPAMS WITH AI & REGULATIONS

India's telecom sector is engaged in an aggressive campaign to tackle the rising menace of spam calls and messages. The increasing abuse of digital communication channels has prompted both regulatory bodies and telecom operators to implement decisive measures aimed at protecting consumers and preserving the integrity of mobile networks.

The Telecom Regulatory Authority of India (TRAI) has responded with a revised regulatory framework that introduces stringent compliance standards. A key highlight is the graded penalty mechanism—imposing fines of ₹2 lakh for a first offense, escalating to ₹10 lakh for repeated violations if spam volumes are misrepresented by telecom operators. This structure places a strong emphasis on operator responsibility and transparency.

To enforce these rules, TRAI has mandated that telcos perform real-time analytics on calling and messaging behavior. The parameters include high-frequency calling, brief call durations, and disproportionate outbound-to-inbound call ratios. These indicators help filter out fraudulent behavior from legitimate usage patterns, ensuring accurate detection and faster intervention against unsolicited commercial communication (UCC).

Bharti Airtel has emerged as a pioneer in deploying advanced technological solutions in this domain. In September 2024, the company unveiled an AI-driven detection system capable of scanning 1,560 calls every second. Since its deployment, over 27.5 billion calls have been flagged, reducing spam for its user base by a notable margin and affirming the tool's operational strength.

Bharti Airtel has announced a major upgrade to its AI-based spam detection tool, expanding its capabilities to identify spam calls originating from international numbers. This enhancement aims to tackle the growing threat of cross-border spam, which has seen a notable increase in recent months.

In a move to improve accessibility and user experience, Airtel has also introduced multilingual spam alerts. Users will now receive notifications in ten Indian languages: Hindi, Marathi, Bengali, Gujarati, Tamil, Kannada, Malayalam, Telugu, Punjabi, and Urdu. This update ensures that subscribers across different regions can easily understand and respond to spam warnings in their preferred language.

This feature, available for Android users and automatically enabled, enhances inclusivity and ensures that users from different regions can understand and act on warnings effectively.

The growing incidence of international spam calls presents a new and complex threat. Over the past half-year, there has been a 12% uptick in such cases, as fraudsters increasingly utilize foreign networks to evade domestic monitoring systems. In response, Airtel has broadened the scope of its AI tool to examine and flag potentially harmful communications originating from outside India.

This move reflects the evolving nature of spam, which now includes cross-border manipulation and fraud attempts. By addressing this trend, Airtel reinforces its commitment to safeguarding subscribers against advanced and dynamic threats that transcend geographical boundaries and bypass conventional controls.

Behind the scenes, Airtel's engineers and data scientists continue to optimize the platform through an iterative development model. The system integrates insights drawn from user reports and behavioral trends to anticipate and neutralize newer spam tactics. This adaptive learning approach keeps the detection algorithm agile and responsive to the ever-changing threat landscape.

Launched in September 2024, Airtel's AI-powered anti-spam tool identifies 1,560 spam calls per second, reducing unwanted communications by 16%. Enhancing accessibility, Airtel now offers multilingual spam alerts. All new features, including international spam detection, are automatically activated for customers at no extra cost, ensuring a safer digital experience.

The TRAI's firm regulatory hand is not limited to Airtel; it extends to all Indian telcos including Reliance Jio, Vodafone Idea, and BSNL. By holding operators accountable and demanding advanced analytic capabilities, TRAI ensures that anti-spam efforts are standardized across the industry, preventing any operator from circumventing obligations.

This alignment of policy and innovation is gradually creating a more secure digital communication environment. As spam call rates begin to decline, users are experiencing fewer disruptions, and trust in telecom services is on the rise. Such progress also underlines the effectiveness of combining rule enforcement with smart technologies.

However, challenges persist, and the fight against spam is far from over. While AI-powered tools and financial deterrents have contributed to measurable improvements, the growing use of over-the-top (OTT) platforms for spam dissemination calls and expanded regulatory coverage are more comprehensive strategies.

Going forward, a multi-pronged approach will be essential to keep pace with sophisticated spam mechanisms. This includes ongoing system upgrades, broader collaboration between telcos and regulators, and active consumer participation. Reporting spam, remaining alert, and enabling protective features will empower users to contribute to a safer telecom ecosystem.

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Publisher: Dr. Deepak Kumar Sahu
Editor: S Mohini Ratna
Executive Editor: Dr. Vijay Anand
Consulting Editor: Gyana Swain
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Assistant Editor: Ramesh Kumar Raja
Art Director: Rakesh Kumar
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BUSINESS:
Commercial Manager: Amit Kumar Jha
Circulation Executive: Manish Kumar

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

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

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

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

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

Kolkata: Bureau office
Marketing Officer: Sunil Kumar
Correspondent: B Kiran Dutta
Megatherm Electronics Pvt. Ltd.
6th Floor, Megatherm Tower, Electronics Complex,
Plot L1, Sector -5, Kolkata - 700091
Mobile: 08100298033, E-mail: sunil@varindia.com
Mobile: 09903088480, E-mail: kiran@varindia.com

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

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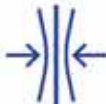
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OVHcloud Strengthens APAC Footprint with New Data Centers and Local Partnerships

OVHcloud operates 43 data centers across four continents, serving over 160 million customers in 140 countries. With 25 years of experience in the trusted cloud industry, the company prioritizes secure, innovative, and sustainable cloud services, particularly for partners developing solutions for end users. As a European hyperscaler, OVHcloud fully complies with GDPR to ensure data privacy and non-interference. Their proprietary water-cooling technology, achieving a PUE of 1.26 and WUE of 0.37 l/kWh, supports sustainability while ensuring fair pricing and high performance. Below are excerpts...

JEFF LEE
PARTNER PROGRAM LEAD FOR APAC



Which are the four global regions OVHcloud currently serves or targets? What is your target for Indian businesses?

OVHcloud operates across four global regions: North America, Europe, the APAC region (including both Asia and Australia), and India. With 43 data centers worldwide, our current focus is on the APAC region, where we've launched six new data centers in the past two years. In 2023, we opened a data center in Mumbai, and we now have two in Singapore and three in Sydney. For India, we recognize its rapid digital growth and aim to bring OVHcloud's services closer to local customers. Our strategy involves working with partners to offer a wide range of solutions, including both public and private cloud services through our Bare Metal offerings. We are committed to supporting India's digital transformation by providing core services tailored to the country's needs, ensuring flexibility and choice for businesses undergoing rapid technological advancements.

Does your cloud services include CPU based service or GPU service also?

Yes, we offer both CPU- and GPU-based services based on customer demand. This aligns with our core belief in providing the freedom to choose. We offer a wide range of product suites and options, allowing customers to select what best fits their needs and helps them develop their solutions effectively.

Could you highlight some key VAS that OVHcloud offers specifically for the Indian market?

OVHcloud's partner program focuses on collaboration, offering value-added services (VAS) in the Indian market. We don't compete with our partners but rely on them to serve our mutual customers. Key services include cost-effective cloud migration and expert guidance for selecting optimal cloud solutions, especially for server optimization and cost efficiency. Our partners also provide AI solutions leveraging OVHcloud's infrastructure. Additionally, we offer managed Kubernetes and over 80 other services. Our Mumbai data center supports data residency for customers requiring local data storage. With our French origins, OVHcloud is also GDPR-compliant in Europe, ensuring strong data protection. We maintain a strict no-access policy to customer data, offering clients full control over how and where their data is processed.

What is the size of your team in India?

We have a point of presence in Mumbai, where our data center operates in collaboration with a local partner. Some of our team members managing the data

center are based there. Additionally, we have a full-fledged team in Bangalore, comprising 60 professionals who form the backbone of our operations. They provide essential support across India and beyond, covering research and development, dedicated cloud solutions architecture, sales, our Startup Program, and customer support functions. Being based in Bangalore allows us to stay close to our clients and partners in India and offer them seamless support.

How well-defined your Indian channel policies are?

We collaborate closely with our channel partners, offering a comprehensive partner program. Initially, the program focused on value-added resellers and managed service providers. However, at the start of last year, we revamped it to include specialized partner tracks, adding referral partners such as consulting companies. In our roadmap, we plan to include distributors in the future. Additionally, we've introduced an Elite partnership level, providing exclusive benefits, enhanced training specifically for partners, and co-marketing support. This approach aims to empower businesses within the cloud ecosystem and strengthen our partnerships.

What are your investment plans for India?

We are strategically expanding services in our Mumbai data center and strengthening our team for enhanced support. Our local presence and commitment to active listening ensure we stay aligned with the Indian market, allowing for regular program adjustments. Recognizing the value of collaboration, we've allocated a dedicated Marketing Development Fund (MDF) for joint marketing efforts with our partners in India. Additionally, we offer financial incentives on eligible products to drive mutual growth and success in the region.



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Delhi
Bhushan KR Saxena +91 97174 74061
bhushan.kumar@tp-link.com

Delhi
Vivek Kumar - +91 9971750670
vivek.kumar@tp-link.com

South
Sunil Nair +91 96111 13909
sunil.nair@tp-link.com

Banglore
Srikanth S +91 99852 15156
srikanth.s@tp-link.com

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

Hyderabad
Srikant R +91 94825 57627
srikanth.r@tp-link.com

East
Satish Panda +91 91639 33951
satish.panda@tp-link.com

Kolkatta
Abinash Roy +91 95236 53074
abinash.roy@tp-link.com

Hyderabad
Srikant R +91 94825 57627
srikanth.r@tp-link.com

West
Mohit Maheshpuria +91 98199 87178
mohit.m@tp-link.com

West
Sanjay Shinde +91 97697 79085
sanjay.shinde@tp-link.com

Pune
Sumeet Lambe +91 89995 64587
sumeet.lambe@tp-link.com

GROK: THE NEW ANIMAL ON THE BLOCK

The other day, a friend of mine complained that he had a sleepless night. He told me that at the instance of a close friend, throughout the night, he was interacting with GROK, the chatbot, a generative AI-driven platform that has captured the imagination of all - politicians, businessmen, people occupying high ranking positions, film actors, and ordinary folks.

I asked why he wanted to pose so many questions on the virtual platform and how he knew the questions that were put across were answered correctly. He did not have a clear answer for that, and yet the responses that he had received from GROK were not very illuminating for him. I did not ask him any further questions, thinking it would be an invasion of his privacy, nor did he show an interest in sharing the questions he asked.

I recall writing a few columns on AI on this platform, and I tried to see each column was different from the other in its subject matter, whether it was ChatGPT, DeepSeek, or varied applications of AI. I feel there is no end to that since the traction AI is getting is growing by leaps and bounds, and its uses and applications are proliferating.

Elon Musk's company, which has a huge presence in the global media for various reasons, developed the Chatbot and launched it in 2023 as a large language model and named it after an imaginary character in the 1961 science fiction *Stranger in a Strange Land*. The story is that of an alien who comes to Earth in early adulthood after being born on Planet Mars. I am sure many of our esteemed readers would have read the novel and seen a few movies that were made in various languages, including a blockbuster with Amir Khan.

While reading about GROK and its responses laced with humour, which at times become sarcastic, I was imbued with a few thoughts, which I would share with my esteemed readers. I wanted to know how GROK communicates. It offers a variety of features, such as summarizing websites from the cloud and translating them into different languages. Summarising the contents of websites is not an easy task within seconds. Python coding enables quick data mining and fast analysis. Many feel that configuration-wise it is a class above the most recent version of ChatGPT because of its added features. I have a feeling that the next generation of GROK may be more powerful than the present one, and it may have the added advantages that can be used for several applications.

Secondly, GROK will motivate another group to come out with another sophisticated version, which can be an improvisation and have new features. It can be in terms of cutting down the time for data mining and giving responses, or it can be accurate in giving responses and predictions. For certain, GROK is not the last one that is going to be there in the language landscape. There will be many more such disruptions that are awaiting.

I am taken by a strange feeling; amidst all these developments, what is the relevance of language? Translation from one language to the other is not a new thing. Print translation used to take time and was a laborious process of knowing the language, semantics, context, etc. But simultaneous oral translation is still in vogue for meetings where people from different nationalities attend. Possibly, such endeavours may have limitations that can happen due to non-familiarization of accent or due to human error. These things can be taken care of by a coded machine, which can help give a more accurate outcome.

If such breakthroughs are happening on the language front, why should we impose languages on people? For instance, I feel a button-like instrument that can be inserted in the ear for accessing translatable mode from any language may be a possibility soon. It is not necessary to know Japanese or Mandarin to transact business either in Japan or China. Against this backdrop, I wonder why so much talk, action, and friction on the ideal language formula, which is eluding a consensus in the Indian context. Should we not focus on more development issues, putting these matters on the backburner?

The other thought that is haunting me is about the name GROK. It is an imaginary name from science fiction. I am reminded of Jules Verne, a science fiction writer, who long ago predicted that man would land on the Moon, taking away the mystical appeal of the planet. That became a reality later. Now, the concept of Man from Mars is an imaginary one. When will that become a real one? I am not the only one who



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

is propounding that theory. There are many, including top scientists, who share that view. Somewhere in the universe, there will be a planet like Earth where humans exist. It may be in the same form or a different shape and format with variations in physical form.

It is not a new idea. For millennia, people believed in supernatural life, and that fired their imagination, which gave rise to many literary creations. I always feel that the concept of the future world germinates first among the storytellers and later becomes a reality.

Coming back to AI, I feel the obsession with AI will continue and guide us to a new and innovative paradigm, which we thought a century ago could exist only in fairy and dreamlands. These are becoming realities now in one form or the other.

And yet, with all these technological developments, I yearn to see a world free from friction and tension, where human values are respected and given primacy. Will that ever come? I do not know because the world that boasts of superlative innovations and discoveries also witnesses happenings that are primitive, such as the recent earthquake in Thailand and Myanmar, which stole precious lives and made millions homeless and living on the brink. That is the paradox: the anachronistic co-existence of most modern transformative concepts like AI and tectonic happenings like earthquakes that sow seeds of misery in the world. That is the cardinal principle of existence, which humanity cannot get rid of.

Acer's Commitment to Empowering India's Digital Future

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As India's laptop market surges, Acer remains committed to empowering businesses, students, and creative professionals with innovative, high-performance solutions tailored to their evolving needs. The Indian laptop market has grown substantially, driven by digital adoption, increasing enterprise demand, and government initiatives. In 2024, the market was valued at over USD 6.82 billion and is projected to grow at a CAGR of 4.2%, reaching approximately USD 10.02 billion by 2034.

To cater to businesses, we offer secure, high-performance laptops like the Aspire TravelLite, Acer TravelMate, Chromebook, and Tablets, designed to enhance productivity and collaboration with advanced security, long battery life, and seamless performance for hybrid work environments. For students, our lightweight and long-lasting laptops, such as the Aspire 3, 5, and 7 series and Swift Go, ensure smooth multitasking, extended battery life, and immersive experiences, supporting a digital-first education landscape. Creative professionals benefit from high-performance devices like ConceptD, Aspire SpatialLabs, and Swift GO AI, which feature advanced graphics, high-resolution displays, and optimized processing power, making them ideal for video editing, 3D rendering, and content creation.

As demand continues to grow, Acer is investing in innovation, expanding distribution networks, and strengthening after-sales support to ensure every user experiences seamless computing. Our mission remains clear: to equip India with technology that fuels productivity, creativity, and innovation, helping users stay ahead in an ever-changing digital world.

What safety features like fingerprint locks or virus protection are you adding to your laptops?

With online security threats on the rise, Acer is committed to equipping its laptops with advanced hardware and software protection to keep users safe. Our devices

feature a power keycap fingerprint reader with on-chip matching, ensuring fast and secure authentication. To enhance privacy, a built-in camera shutter prevents unauthorized webcam access.

For data security, Acer laptops integrate Discrete Trusted Platform Module (TPM) solutions and firmware-based TPM 2.0, strengthening encryption and ensuring system integrity. Select models also include a Kensington lock slot for added physical security. Additionally, our intelligent system automatically locks the device when the user steps away, enhancing security while optimizing battery life.

With biometric authentication, advanced privacy controls, and real-time threat protection, Acer laptops offer comprehensive security for businesses, students, and creative professionals. As cybersecurity challenges evolve, we continue to innovate, ensuring users stay protected at every level.

How are you using AI to help your laptops work faster, last longer on battery, and handle many tasks at once?

AI is transforming laptop performance, making devices faster, more efficient, and smarter than ever. Through AI-driven optimizations, our laptops enhance speed, battery life, and multitasking, ensuring a seamless and intuitive user experience. For peak performance, AI-powered system tuning dynamically adjusts processing power based on workload, delivering ultra-fast speeds and smooth multitasking. AI-driven power management learns user habits to optimize energy consumption, extending battery life without compromising efficiency. To support heavy workloads, AI-based resource allocation ensures intelligent cooling, adaptive memory management, and predictive task scheduling, enabling effortless multitasking.

Additionally, Acer AI Zone software fine-tunes AI features, personalizing and enhancing the computing experience. With cutting-edge AI capabilities, our laptops set a new benchmark for speed, efficiency, and intelligent performance, redefining the next generation of computing.



How is your brand helping the environment by using recycled materials and saving energy in your laptops?

Acer is dedicated to sustainability through our Earthion initiative, which drives eco-friendly innovation by incorporating sustainable materials, energy-efficient designs, and responsible manufacturing practices. As part of this commitment, we continually enhance our laptops to minimize environmental impact.

A standout in our sustainability efforts is the Acer Aspire Vero, crafted using post-consumer recycled (PCR) plastics in the chassis, screen bezel, and keycaps—helping reduce plastic waste. It holds EPEAT Silver certification and meets Energy Star standards, ensuring superior energy efficiency and environmental responsibility. Designed for longevity, the Aspire Vero features an upgrade-friendly design, allowing users to easily replace components and extend the device's lifespan, thereby minimizing electronic waste.

Beyond materials, we optimize power efficiency across our laptops with AI-powered energy management, which intelligently adjusts power consumption to extend battery life and reduce overall energy use. Our commitment also extends to sustainable packaging, with the Aspire Vero shipped in 100% recyclable packaging that can be repurposed into a reusable laptop stand.

By integrating recycled materials, energy-saving innovations, and sustainable design practices, Acer is making technology more environmentally responsible while delivering high-performance devices for modern users.

IBM Unveils Dedicated Microsoft Practice to Accelerate AI and Cloud Transformation

IBM Consulting has announced the launch of a dedicated Microsoft Practice, reinforcing its long-standing partnership with Microsoft to deliver transformative business outcomes across cloud, AI, and security domains. This move aligns with IBM's strategy to help enterprises navigate complex digital transformation journeys by leveraging combined strengths in AI, data, cloud, and cybersecurity.



The new practice integrates IBM's industry expertise and consulting capabilities with Microsoft's robust technology ecosystem, including Microsoft Copilot, Azure OpenAI Service, Azure Cloud,

Microsoft Fabric, Microsoft Sentinel, and Azure Marketplace. A key highlight of this collaboration is the integration of Microsoft Copilot technologies into IBM Consulting Advantage, the firm's AI-powered delivery platform, enabling businesses to tailor and deploy intelligent solutions while ensuring enterprise-grade security and governance.

Backed by over 33,000 Microsoft-certified professionals worldwide, IBM Consulting will offer clients a unified approach to strategy, implementation, and optimization. The initiative builds on the momentum of existing tools such as IBM watsonx, Red Hat OpenShift, and IBM Copilot Runway, which are already empowering clients to scale generative AI and drive innovation in sectors like financial services, retail, government, consumer goods, and supply chain.

Tesla explores chip sourcing in India with Micron, CG Semi, Tata

Tesla is reportedly in advanced talks with key players in India's semiconductor sector—including Micron, CG Power and Industrial Solutions (CG Semi), and Tata Electronics—to source critical components for its electric vehicles. The move signals Tesla's intent to diversify its chip supply chain amid global disruptions and reduce reliance on traditional hubs.

Micron's upcoming Sanand facility in Gujarat is expected to focus on automotive-grade chip assembly and testing, aligning with Tesla's need for memory and logic chips. CG Semi, backed by OSAT partnerships with Renesas and Stars Microelectronics, is positioning itself for high-volume EV chip production. Tesla has also partnered with Tata Electronics, which is investing in advanced semiconductor packaging and fabrication.

This shift comes as India emerges as a promising semiconductor hub, bolstered by skilled talent and supportive policies. Tesla CEO Elon Musk is expected to visit India soon, with semiconductor collaboration likely high on his agenda.

India nearing completion of electronics components manufacturing scheme

India is advancing its electronics sector with the upcoming Electronics Components Manufacturing Scheme, aimed at boosting local production of components like PCBs and camera modules. The initiative targets exports to countries such as Japan and emphasizes innovation, design, and intellectual property to create a self-reliant supply chain. IT Minister Ashwini Vaishnaw announced that guidelines will be released soon, along with a portal for applications.

Approved by the Union Cabinet in March with a Rs 22,919 crore outlay, the scheme is part of India's broader goal to achieve \$500 billion in electronics exports by 2030-31. Minister Vaishnaw highlighted that India's electronics production has grown fivefold over the last decade, now surpassing Rs 11 lakh crore. He credited the Make in India initiative for this growth, positioning India as a competitive global electronics manufacturing hub with strong export potential.

BD Software to empower secure email signature solutions in India

BD Software Distribution has joined hands with Crossware to revolutionize Email Signature Management Software. This collaboration empowers businesses with advanced email signature management, ensuring brand consistency and regulatory adherence. Crossware is a globally recognized provider of email signature management solutions, enabling businesses to seamlessly create, manage, and customize email signatures.

Zakir Hussain Rangwala, CEO of BD Soft, said, "The partnership between BD Soft and Crossware is a strategic step toward strengthening email security, ensuring brand consistency, and streamlining corporate communication. This collaboration empowers businesses with innovative solutions, combining advanced technology and compliance-focused features to enhance professionalism and protect against evolving cybersecurity threats."

Crossware ensures brand consistency, incorporates legal disclaimers, and facilitates targeted marketing campaigns through email. With a focus on compliance and professionalism, it enhances corporate communication across all outbound correspondence.

NTT DATA and Neysa to invest in AI data centre in Hyderabad

NTT DATA and AI startup Neysa Networks have partnered with the Telangana government to build a state-of-the-art AI data centre in Hyderabad. The Rs 10,500 crore project, announced after a high-level meeting in Tokyo, aims to establish a 400 MW data centre cluster equipped with 25,000 GPUs for advanced AI processing and high-performance computing.

This collaboration blends NTT DATA's global expertise in data centres with Neysa's AI acceleration platform, enabling the creation of AI-first solutions and boosting India's growing tech ecosystem.



The project is expected to position Hyderabad as a leading hub for AI innovation, aligned with India's vision to become a global AI powerhouse. The AI data centre will generate high-value employment, attract foreign investments, and catalyse growth in AI and cloud computing. This partnership represents a major step in strengthening India's digital infrastructure and advancing its AI-driven technological future.

Reddit rolls out AI-powered Answers feature in India

Reddit has expanded its AI-powered feature, Reddit Answers, to India and other global markets, aiming to rival platforms like ChatGPT, Claude, and Perplexity. Now in beta on desktop, iOS, and Android, Reddit Answers uses a conversational interface to provide users with curated summaries from relevant discussions across the platform. It pulls information from posts, comments, and threads to deliver real advice, recommendations, and insights based on authentic user experiences.

The tool is designed to surface the most relevant content from Reddit's vast communities, presenting it in a user-friendly format with links to original posts for further exploration. Currently, users can ask up to 10 questions per week, while logged-in users have a limit of 20 per day, and Premium subscribers can ask up to 100 questions daily, making the feature both informative and scalable.

Accenture acquires deep-tech edtech firm TalentSprint from NSE

Accenture has acquired TalentSprint, a deep-tech edtech firm formerly part of NSE Academy, to boost its learning and development capabilities. This strategic move enhances Accenture LearnVantage, the company’s recently launched learning platform. TalentSprint is known for its partnerships with premier academic institutions and tech leaders, offering advanced certifications and immersive bootcamps in AI, data science, cybersecurity, and software engineering. The acquisition aims to strengthen industry-focused education and better align professional training with evolving tech demands.

By integrating TalentSprint’s expertise, Accenture is expanding its ability to deliver hands-on, impactful learning for both enterprises and government agencies. The deal reflects Accenture’s broader commitment to workforce development through upskilling and reskilling, particularly in fast-changing technology sectors. With this move, Accenture reinforces its position in the global education space, addressing the growing need for job-ready, future-focused tech talent in India and beyond.

PhonePe goes public ahead of IPO, targets \$15B valuation

PhonePe has officially converted into a public limited company, signalling a major step toward its much-anticipated IPO. Backed by Walmart, the fintech firm has filed the necessary documents with the Registrar of Companies, rebranding itself as PhonePe Limited. The transition, approved during an Extraordinary General Meeting on April 16, now awaits final clearance from the Ministry of Corporate Affairs. With a projected valuation of around \$15 billion, the PhonePe IPO is poised to be one of the largest in India’s tech landscape, aligning with a broader trend of digital-first companies heading to the capital markets for expansion.

To ensure a smooth listing, PhonePe has enlisted top financial advisors—Kotak Mahindra Capital, JP Morgan, Citi, and Morgan Stanley. Their global expertise will guide regulatory processes, investor outreach, and valuation planning. With over 500 million users and dominance in UPI transactions, PhonePe is well-positioned to attract strong investor interest.

Govt to revise Aadhaar law for DPDP compliance

India’s Aadhaar law is set for a major revamp to align with the Digital Personal Data Protection (DPDP) Act, 2023, as confirmed by Union IT Minister Ashwini Vaishnaw during the recent Aadhaar Samvaad event. Emphasizing the need for a modern legal framework, Vaishnaw noted that when the Aadhaar Act was first enacted, India lacked a comprehensive data protection law. With the DPDP Act now in place and rules soon to follow, a revised Aadhaar law will focus on enhancing privacy, user rights, and data security.

The Unique Identification Authority of India (UIDAI) has been asked to draft the updated law, prioritizing consent, transparency, and accountability in data handling. Alongside this, the government is testing a new Aadhaar mobile app featuring face ID authentication. Designed to reduce identity misuse, the app allows users to share only essential information with explicit consent, further reinforcing digital privacy.



Tech Data partners with NVIDIA with new distribution agreement in India

Tech Data Advanced has signed a distribution agreement with NVIDIA to offer its data center solutions in India, aiming to accelerate AI adoption and infrastructure performance across industries. The partnership allows Indian channel partners to deliver full-stack generative AI solutions, backed by NVIDIA’s globally recognized AI platform. This includes tools like CUDA-X libraries for faster data processing and NVIDIA NIM microservices for building AI assistants and workflows with enterprise-grade efficiency.

According to Sundaresan K., VP and Country GM at Tech Data Advanced, the collaboration—complemented by local expertise and a strong partner network—will help bridge infrastructure gaps and drive AI-led innovation in India. Tech Data will also leverage its partnerships with Dell’s AI Factory and ISVs to expand market opportunities. Having already partnered with NVIDIA in Europe and North America, this move reinforces Tech Data’s AI capabilities in India through its Destination AI Program.

Tamil Nadu gets south India’s biggest AI data center

Sify Infinet Spaces Limited has inaugurated South India’s largest AI-ready data center campus in Siruseri, Tamil Nadu, launched by Chief Minister Thiru M. K. Stalin. The CM called it a “futuristic centre” that strengthens Tamil Nadu’s role in global digital infrastructure. This green data center, developed at a cost of Rs 1,882 crore, is the first of three planned towers and reflects Sify’s commitment to sustainability, with 60% of its 130 MW IT power to be sourced from renewable energy.

Industries Minister T R B Rajaa noted it’s the first Indian facility to receive the NVIDIA DGX-Ready Data Centre certification, built to power next-gen AI workloads. The project, signed during the Global Investors Meet in January 2024, is expected to generate over 10,000 direct and indirect jobs. It also features India’s only integrated open cable landing station, boosting global connectivity and supporting high-volume digital applications.



STQC-certified CP Plus powers India’s move towards trusted surveillance

CP Plus is at the forefront of transforming India’s surveillance sector with its STQC-certified cameras, built to meet the newly enforced ER IoTSCS standards by the Ministry of Electronics and IT. These standards require surveillance products for critical infrastructure, smart cities, and government projects to undergo rigorous security tests. CP Plus has embraced these standards, offering PTZ and IPC camera ranges that ensure end-to-end security, firmware integrity, and seamless integration with India’s smart infrastructure.

Proud of its commitment to indigenous, secure, and AI-powered surveillance solutions, CP Plus designs and manufactures its cameras in India. Deployed across a range of sectors, from bustling cities to remote locations, CP Plus cameras set new benchmarks for security and resilience. By ensuring its products meet these high standards, CP Plus is not just adhering to regulations but actively shaping the future of India’s digital security infrastructure.



Motorola enters India’s PC market with Moto Book 60

Expanding its product portfolio in India, Motorola has officially launched its first-ever PC, the Moto Book 60, along with a powerful new tablet, the Moto Pad 60 Pro. The announcement marks the brand’s entry into the Indian PC market, further cementing its commitment to offering a comprehensive tech ecosystem. The Moto Book 60



is powered by Intel’s latest Core Ultra Series 2 processors, with configurations including either the Core 5 Processor 210H or the Core 7 Processor 240H. It features a 14-inch OLED display with 2.8K

resolution, a 120Hz refresh rate, and up to 500 nits brightness, offering an immersive viewing experience for both productivity and entertainment. Buyers can choose between 16GB or 32GB of DDR5 RAM, and storage options of 512GB or 1TB, with two additional PCIe slots for future upgrades.

TCS Unveils India-Centric Cloud Suite

Tata Consultancy Services (TCS) has launched the TCS SovereignSecure Cloud, along with TCS DigiBOLT and the TCS Cyber Defense Suite, marking a significant leap toward building a sovereign, secure, and sustainable digital infrastructure for India. Introduced at the “Accelerating India” event in New Delhi, these India-first solutions reflect TCS’s commitment to self-reliant digital transformation in alignment

with national priorities.

The SovereignSecure Cloud is engineered to comply with India’s Digital Personal Data Protection Act, featuring zero-trust architecture, minimal latency, and net-zero emission goals by 2030. It supports mission-critical applications and integrates seamlessly with existing IT ecosystems.

TCS DigiBOLT, a low-code AI-enabled platform, accelerates digital innovation, while the TCS Cyber Defense Suite strengthens enterprise security with AI-driven threat protection. Tailored to India but built to global standards, these offerings reaffirm TCS’s role in empowering government and industry to lead in an AI-first, digitally sovereign future—fueling innovation, economic growth, and secure data governance.

AMD expands its mobile gaming portfolio with Ryzen 8000HX Series

AMD has introduced new AMD Ryzen 8000 HX Series mobile processors, continuing to drive elite-level gaming in top-of-the-line notebooks. Designed to be paired with the latest mobile graphics processors, notebooks powered by Ryzen 8000 HX Series processors deliver desktop-level performance in portable form factors for gamers and creators on the go. AMD continues the legacy of



the Ryzen HX Series mobile processors with new 8000 HX Series processors designed to deliver the same trusted performance for gaming enthusiasts fit for a new era of elite gaming notebooks. Built on the advanced “Zen 4” architecture and 5nm process technology, Ryzen 8000 HX Series processors feature up to 16 cores and 32 threads for ultra-fast and smooth gameplay, incredibly fast rendering, and responsive multitasking for top-tier mobile performance.

HP Omen Max 16 launched in India with AI-powered tools

HP has officially launched its powerful new gaming machine, the HP Omen Max 16, in India, setting a new benchmark for AI-integrated gaming experiences in 2025. Targeted at serious and professional gamers, this high-performance HP gaming device combines cutting-edge hardware with advanced AI tools for gamers to optimize performance and responsiveness during intense gaming sessions.

Packed with top-tier specifications, the HP Omen Max 16 India launch introduces gamers to a powerhouse that features the Intel Core Ultra 9-275HX CPU, paired with the ultra-powerful Nvidia GeForce RTX 5080 GPU. It supports up to 64GB of DDR5 RAM and offers a 1TB SSD, ensuring lightning-fast loading times, seamless multitasking, and ample storage for large game files. Omen AI dynamically adjusts system performance, thermals, and power consumption in real-time to provide smoother gameplay, better frame rates, and more efficient resource allocation.



Qualcomm launches Snapdragon 8s Gen 4 with improved performance

Qualcomm has announced a new high-performance mobile System-On-Chip (SoC), the Snapdragon 8s Gen 4. The successor to 8s Gen 3, the new chip is built with the older Kryo CPU instead of the Oryon core found in the Snapdragon 8 Elite chipset. Qualcomm has claimed to have improved the 8s Gen 4’s CPU and GPU performances by 31% and 4% respectively. It has also improved its AI capabilities by 44%. The new Snapdragon 8s Gen 4 chip is expected to power gaming smartphones that are more affordable than flagship handsets that are equipped with Qualcomm’s top-of-the-line Snapdragon 8 Elite SoC.

Unlike the Snapdragon 8 Elite, which is produced using TSMC’s 3nm process technology, the new Snapdragon 8s Gen 4 is a 4nm chip. The chipset supports up to 24GB LPDDR5x RAM and UFS 4.0 storage.

Lenovo launches Legion Tower 5i in India with RTX 50 GPUs

Lenovo has launched the Legion Tower 5i (30L, 10) in India, its latest high-performance gaming desktop powered by the latest NVIDIA GeForce RTX 50 series GPUs and up to Intel Core Ultra 9 processors. The tower is available exclusively through Lenovo’s



‘Custom to Order’ (CTO) program on Lenovo.com and at Lenovo Exclusive Stores, giving users complete freedom to personalize their setup with doorstep delivery in just 20 days. Designed for gamers, content creators, and power users exploring AI-driven workflows, the Legion Tower 5i aims to offer exceptional performance, flexibility, and future-proof features.

Ashish Sikka, Director and Category Head at Lenovo India, stated, “The Legion Tower 5i brings our vision to life — as the first pre-built desktop in India to feature RTX 50 series GPUs with full ‘Custom to Order’ flexibility.”

MediaTek releases its latest Kompanio Ultra chips for AI-powered Chromebooks

MediaTek has introduced the Kompanio Ultra, its latest milestone in high-performance, AI-powered Chromebooks. Leveraging MediaTek's proven expertise in flagship innovation, this powerful new platform brings fantastic on-device AI capabilities, superior computing performance, and industry-leading power efficiency to the newest Chromebook Plus devices. The Kompanio Ultra is MediaTek's most powerful Chromebook processor to date, integrating 50 TOPS of AI processing power to enable on-device generative AI experiences.

"The Kompanio Ultra underscores our commitment to delivering groundbreaking computing performance and efficiency that MediaTek has shown as a leader in the mobile compute space for many years," said Adam King, Vice President & General Manager of Computing and Multimedia Business at MediaTek. "We worked closely with Google to ensure the newest Chromebook Plus devices enjoy next-generation on-device AI capabilities, superior performance per watt, and immersive multimedia."

Kaspersky Research Sandbox 3.0 receives new update

Kaspersky has launched a major update to Kaspersky Research Sandbox, introducing version 3.0 with advanced capabilities for deeper file analysis, interactive threat investigation, and significantly reduced hardware requirements. Designed for security teams and threat researchers, the enhanced solution provides more flexibility, efficiency, and cost-effectiveness in detecting and analyzing modern cyber threats.



Kaspersky Research Sandbox has been developed directly out of the company's in-lab sandboxing complex, a technology that's been evolving for over two decades. It incorporates all the knowledge about malware behaviors acquired through continuous threat research, allowing Kaspersky to detect 400,000+ new malicious objects every day. The updated sandbox now also offers the option to work with Kaspersky Security Network (KSN) as an alternative to Kaspersky Private Security Network (KPSN). This flexibility provides a more cost-effective and faster deployment option which is particularly useful for pilot projects.

Huawei expands its smartwatch portfolio in India with HUAWEI WATCH FIT 3

Huawei has officially launched the HUAWEI WATCH FIT 3 in India, bringing its globally acclaimed smartwatch experience to fitness enthusiasts and lifestyle-conscious consumers. Boasting an ultra-slim design along with the 1.82-inch AMOLED display the smartwatch is encased in a lightweight aluminum alloy body with a smooth metal buckle. Combining aesthetic appeal with advanced fitness tracking, the smartwatch is designed for fitness enthusiasts.



Equipped with 100+ workout modes, the HUAWEI WATCH FIT 3 ensures that every fitness routine is optimized for maximum performance. Along with auto-detection of exercises, the smartwatch also features a newly introduced Track Run mode that leverages high-precision GPS tracking to calibrate lap distances and map running routes accurately. Going beyond standard fitness tracking, the HUAWEI WATCH FIT 3 serves as a virtual coach, offering exclusive animated guides for warm-ups and cool-downs across multiple workouts.

Dell powers AI Innovation with India's most advanced PC ecosystem

Dell Technologies India has launched its most powerful and expansive AI PC portfolio to date, offering users unmatched performance, choice, and flexibility. Designed for professionals and organizations aiming to embrace AI-first computing, the new range includes laptops, desktops, and monitors built with cutting-edge technologies to meet the demands of the modern workplace. At the heart of this launch are Dell Pro and Dell Pro Max—AI-powered PCs available with Intel Core Ultra, AMD Ryzen, and Snapdragon Copilot+ processors.



To support developers and power users, Dell also introduced the Dell Pro AI Studio, a complete toolkit that helps build, test, and deploy AI applications quickly and easily. This makes it a valuable resource for businesses looking to accelerate innovation and improve operational efficiency with AI.

BenQ launches GV50 - the ultimate portable projector for comfort and convenience

BenQ has unveiled the GV50 Smart FHD Laser portable projector, designed with ultra-flexible projection angles and exceptional audio-visual features to provide the ultimate comfortable viewing experience on the 120" Screen, anywhere, anytime.

As the new flagship portable model, the GV50 retains the 135° vertical projection flexibility of BenQ's popular GV portable projector series while introducing significant upgrades in brightness, and onboard system capabilities featuring a Laser Light Source (up to 30,000hrs of Lifetime) for sharper details. Intelligent screen adaptation technologies, including auto-focus, auto 2D keystone correction, and obstacle avoidance, provide an easy/effortless experience, regardless of room size or projection surface. It also comes with 150 minutes of video playtime or 280 minutes of Bluetooth music playback. The GV50 delivers unparalleled audio-visual quality, top-notch service standards, and exceptional color accuracy.

Fortinet announces enhancements to FortiAI across its Security Fabric platform

Fortinet has announced significant FortiAI innovations embedded across the Fortinet Security Fabric platform to enhance protection against new and emerging threats, simplify and automate security and network operations, and secure employee use of AI-enabled services.



"Fortinet's AI advantage stems from the breadth and depth of our AI ecosystem—shaped by over a decade of AI innovation and reinforced by more patents than any other cybersecurity vendor," said Michael Xie, Founder, President, and Chief Technology Officer at Fortinet "By embedding FortiAI across the Fortinet Security Fabric platform, including new agentic AI capabilities, we're empowering our customers to reduce the workload on their security and network analysts while improving the efficiency, speed, and accuracy of their security and networking operations. In parallel, we've added coverage across the Fabric ecosystem to enable customers to monitor and control the use of GenAI-enabled services within their organization."

Piyush Goyal discusses satellite internet rollout in India with Starlink executives

In a significant step towards bridging India's digital divide, Union Commerce and Industry Minister Piyush Goyal recently held discussions with top Starlink India executives, including Vice President Chad Gibbs and Senior Director Ryan Goodnight. Minister Goyal posted on social media platform X (formerly known as Twitter), "Met a delegation from Starlink, comprising of Vice President Chad Gibbs & Senior Director, Ryan Goodnight. Discussions covered Starlink's cutting-edge technology platform, their existing partnerships & future investment plans in India."

The meeting focused on Starlink's high-speed, low-latency satellite internet technology, global partnerships, and strategic investment opportunities in the country. This high-level dialogue underscores the Indian government's commitment to advancing satellite broadband in India, especially across rural and remote areas. The move aligns with broader Indian telecom updates aimed at boosting next-gen internet access nationwide.

The meeting comes at a time when Indian telecom giants like Airtel are in discussions with the US-based Starlink to explore launching satellite telecom services in India. Vodafone Idea has also confirmed it is in talks with Starlink for similar collaborations.

Acer enters the smartphone market in India

Acer has officially entered the competitive Indian smartphone market with the launch of its new "Super ZX" series, introducing two Android phones: the Super ZX and the Super ZX Pro. Designed to appeal to different segments, the Super ZX targets budget buyers in the sub-₹15,000 range, while the Super ZX Pro aims to challenge flagship devices with premium features at a mid-range price. The smartphones are launched by Indkal Technologies under the Acer brand in India.



Both Acer smartphones bring exciting specifications to the table. The Super ZX features a large 6.78-inch FHD+ display with a smooth 120Hz refresh rate, ensuring a vibrant viewing experience. It is powered by the MediaTek 6300 processor and boasts a triple rear camera setup, headlined by a 64MP Sony LYTIA sensor. The phone also supports 33W fast charging, which adds to its appeal among users looking for quick power boosts during the day. With multiple RAM and storage configurations, and three stylish colour options, Acer aims to stand out in the crowded Android phones 2025 segment. While full specifications of the Pro variant are yet to be revealed, early indications suggest that it will cater to power users seeking value-packed premium smartphones.

Google Enhances Android Security

With Android 16 and the latest Google Play Services update (v25.14), Google is introducing powerful new security enhancements to protect user data across more Android devices. The Identity Check feature, initially exclusive to Pixel phones, now extends to mid-range and budget devices. It uses biometric authentication—fingerprint, facial recognition, or device PIN—to verify users before allowing sensitive actions like app installations, password access, or purchases. Third-party developers can now integrate Identity Check using the Android Identity Services API, bringing secure authentication to apps in banking, shopping, and messaging.

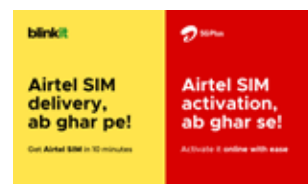
Simultaneously, Google is rolling out an auto-reboot feature that restarts a device if left locked for 72 hours. The phone then enters the "Before First Unlock" (BFU) state, keeping all data encrypted and inaccessible without the user's passcode. This silent update strengthens defenses against unauthorized access via forensic tools. While the move underscores Google's commitment to privacy, reactions are mixed—some users with rarely used devices find the reboot more disruptive than helpful.

Now get Airtel SIM in 10 minutes through Blinkit

In a pioneering move, Bharti Airtel has launched a first-of-its-kind initiative by partnering with quick commerce platform Blinkit to deliver SIM cards to customers within just 10 minutes. The service, currently live across 16 cities in India, is set to expand to more locations in the near future.

This collaboration marks a significant milestone enabling customers to receive SIM cards at their doorstep in a minimal 10 minutes at a nominal convenience fee of ₹49. Post the delivery of the SIM card, customers can activate the number using a simple activation process through Aadhaar-based KYC authentication. Customers will have the option to choose from both postpaid and prepaid plans or trigger an MNP for porting into the Airtel network. To streamline the process, customers can access the online link and view the activation video for a seamless activation experience.

Additionally, for all such activations, All Airtel customers have the option to access the help center through the Airtel Thanks App for any assistance they may need. New customers can contact support by calling 9810012345 if they require help. Post-delivery of the SIM card, it will be mandatory for customers to activate the SIM within a 15-day window to ensure a smooth and hassle-free transition.



Govt Seeks Telcos' Disclosure on Chinese Equipment Use

In a bid to bolster telecom security, India's Department of Telecommunications (DoT) has asked major operators—Reliance Jio, Bharti Airtel, Vodafone Idea, and BSNL—to disclose details of any Chinese telecom equipment still in use across their networks.

Though vendors like Huawei and ZTE are banned from India's 5G rollout, their equipment is still present in legacy 2G, 3G, and 4G infrastructure. The move aims to assess vulnerabilities tied to such gear, especially amid escalating US-China trade tensions and rising cybersecurity concerns.

As per current rules, Indian telecom companies must source equipment only from 'trusted vendors' approved by the National Cyber Security Coordinator. However, older hardware from Chinese companies remains deeply embedded in many networks. The government intends to use the data to shape a roadmap for more secure telecom upgrades and compliance. While phasing out Chinese equipment may raise costs for operators, industry experts view it as essential to safeguard the integrity of India's digital infrastructure.

BIF Urge Indian Govt to Delicense 6 GHz Wi-Fi Band

The Broadband India Forum (BIF), backed by leading global technology firms including Meta, Google, Amazon, and Microsoft, has strongly advocated for the delicensing of the 6 GHz Wi-Fi spectrum (5925–7125 MHz) in India. In a letter dated April 11 addressed to Communications Minister Jyotiraditya Scindia, BIF warned that continued policy delays in opening up the band are stalling the nation's digital progress and costing the Indian economy an estimated Rs 12.7 lakh crore annually.

The BIF highlighted that the 6 GHz Wi-Fi band plays a crucial role in supporting next-generation digital technologies such as augmented and virtual reality (AR/VR), smart glasses, and Wi-Fi 6E and Wi-Fi 7 compatible devices. These innovations depend on high-speed, low-latency connectivity—something that can be effectively delivered through the 6 GHz spectrum when it is made available for unlicensed use.

BIF emphasized that delicensing this band will not only help in expanding high-speed Wi-Fi access in public and private spaces, but also support India's Digital India mission and Make in India initiative by encouraging local innovation and hardware manufacturing.

Sheeltron Digital with Seagate to Offer Enterprise Data Storage Solutions in India

Sheeltron Digital Systems Pvt Ltd. has collaborated with Seagate Technology to deliver Seagate's cutting-edge enterprise data storage solutions to India. With this agreement Sheeltron Digital Systems incorporates Seagate's enterprise data storage solutions into its comprehensive suite of IT services and solutions, further enhancing its offerings to meet the growing storage demands of businesses in India.

Chandraprakash Parekh, Director of Sheeltron Digital Systems, said, "We are delighted to collaborate with Seagate, a leader in mass-capacity data storage, to offer advanced, scalable and secure storage solutions to our diverse customer base, including SMEs, public companies and government agencies in India, addressing the evolving market demands."



Sameer Bhatia, Director of Asia Pacific Consumer Business

Group and Country Manager for India & SAARC, Seagate, said, "As India continues to embrace digital transformation and AI, Seagate is committed to delivering breakthrough technology that help businesses navigate the evolving data landscape. With Sheeltron Digital Systems' local expertise and Seagate's industry-leading solutions, we are confident that businesses in India will be well-positioned to navigate their evolving data challenges and achieve sustainable growth."

With over 45 years of innovation, Seagate is a global leader in mass-capacity data storage solutions. Its enterprise data storage systems portfolio is uniquely designed to address the storage challenges businesses face in managing, accessing, and protecting their data. This includes Seagate's Exos CORVAULT, a self-healing, high-performance, efficient, and durable multi-petabyte capacity block storage system.

Ingram Micro's Xvantage Wins Three 2025 iF Design Awards

Ingram Micro's Xvantage digital experience platform has won three prestigious iF Design Awards 2025 in the User Experience category, recognized for its Mobile, Email to Order, and Insights & Recommendations features. The iF DESIGN AWARDS, presented by the iF International Forum Design GmbH, have honored excellence in UX/UI, product design, and innovation for over 70 years, with past winners including Google, Meta, and Samsung.

This recognition highlights Ingram Micro's commitment to redefining distribution by removing friction from traditional B2B transactions through cutting-edge design. The award-winning solutions help channel partners streamline operations, make smarter, data-driven decisions, and improve overall business efficiency. Innovations such as AI-powered insights, mobile accessibility, and seamless ordering workflows enable customers to capture value more easily and accelerate growth.

"The user experience and speed to value are critical components of platform companies, and these honors validate the hard work and focus our teams have placed on driving innovation in this crucial area. We thank iF International Forum Design GmbH for their recognition of our achievements in design and elevating the user experience to a new level of engagement," said Sanjib Sahoo, President of Global Platform Group, Ingram Micro.

Competing against nearly 11,000 entries from 66 countries, Ingram Micro's features stood out to an international jury of 131 independent design experts from 23 countries. The winning entries included, Xvantage Mobile, Email to Order and Insights & Recommendations.

FUJIFILM India to distribute Spectra Logic's Tape Storage in India

FUJIFILM India has announced a strategic distribution partnership with Spectra Logic. As part of the agreement, FUJIFILM India is now authorized to promote and sell the full range of Spectra tape libraries and related software to the Indian market. The collaboration aims to empower Indian organizations with secure, scalable, and energy-efficient long-term data storage solutions.

"This partnership will strengthen Spectra's channel presence and ensure customers have access to powerful, scalable tape libraries backed by certified media and expert support," said Craig Bungay, Vice President of Sales, EMEA and India, Spectra Logic.

This distribution agreement marks a significant step forward in strengthening the data storage ecosystem in India. By bringing together Spectra Logic innovative tape storage technologies with FUJIFILM India's extensive market reach, the partnership aims to offer end-to-end solutions that ensure data integrity, long-term preservation, and seamless scalability for customers.



This collaboration is expected to contribute to FUJIFILM India's Recording Media division's vision to transform from Media Selling to Solution Selling primarily to contribute towards the pressing need of clients in having robust, scalable and cyber resilient data management infrastructure.

Redington to boost scalable cloud security across India

Redington has entered into a strategic partnership with US-based cybersecurity firm Banyan Cloud to accelerate the adoption of secure cloud infrastructure across India. As part of the collaboration, Redington will act as a value-added distributor (VAD), bringing Banyan Cloud's comprehensive suite of security solutions to businesses of all sizes.

The partnership is aimed at simplifying cloud security and enhancing compliance, offering Banyan Cloud's integrated tools for unified visibility, threat protection, and regulatory adherence. The alliance focuses on critical sectors like BFSI, IT/ITeS, Healthcare, Government, and Retail, utilizing Redington's broad network of partners and resellers to drive faster and more efficient cloud adoption.

"Cloud security is becoming a critical priority for Indian enterprises as the adoption of diverse cloud solutions accelerates. This calls for a stronger cloud security posture and comprehensive, integrated protection. Our partnership with Banyan Cloud reflects our commitment to supporting secure digital transformation. By leveraging Banyan Cloud's advanced Zero Trust and Cloud Security Posture Management (CSPM) capabilities, along with Redington's robust channel ecosystem, we aim to deliver future-ready cybersecurity solutions tailored to the evolving needs of the Indian market," said Sridhar S, Head Software Solutions Group (SSG)- India, Redington Limited.

With the rise of cloud usage, organizations face risks like misconfigurations, shadow IT, and compliance gaps, which Banyan Cloud's solutions are designed to address. This collaboration will help businesses strengthen their cybersecurity and mitigate risks while enabling Banyan Cloud to expand its footprint in India.

EU fines Apple \$570 million, Meta \$228 million for breaching bloc rules

The European Union has fined Apple \$570 million and Meta \$228 million for violating the Digital Markets Act (DMA), aiming to curb Big Tech's dominance and enforce fair digital market practices. Apple was penalized for restricting users from sideloading apps—downloading apps from outside its App Store—and for limiting developers from directing users to cheaper options elsewhere. The EU has instructed Apple to lift these restrictions, which it argues stifle competition and consumer choice.

Meta was fined for failing to offer users the option to use its services without merging personal data across platforms like Facebook and Instagram. Both tech giants criticized the decisions. Apple called the ruling unfair and harmful to user privacy and product integrity, vowing to challenge the fine. Meta accused the EU of unfairly targeting US companies while allowing European and Chinese firms to operate under different standards, heightening US-EU digital tensions.

UN sounds alarm on surging global cybercrime fuelling billion-dollar scams

A billion-dollar global scam industry is rapidly expanding, prompting a stark warning from the United Nations. Cybercrime gangs, originally based in Southeast Asia, are now spreading to Africa and South America. These organized groups operate scam centers where thousands—many trafficked—are forced to run online scams, including fake romance schemes and cryptocurrency fraud.

The UN Office on Drugs and Crime (UNODC) reports that these scam centers first appeared in remote, poorly governed areas of Myanmar, Cambodia, and Laos. Despite crackdowns, the syndicates relocate to evade law enforcement. In 2023 alone, the US lost over \$5.6 billion to such scams. Experts say these operations grow fast due to low setup costs and reliance on the internet rather than physical goods. The UN warns the crisis is at an "inflection point" and urges stronger international cooperation to disrupt scam networks and block their financial lifelines.

China hosts first-ever Human vs Robot half-marathon

Beijing recently hosted the world's first Human vs Robot marathon, featuring over 20 humanoid robots racing alongside thousands of human runners in a 21-kilometer half-marathon. The event, known as the China Robot Marathon, tested the endurance and coordination of bipedal robots, which relied solely on legged locomotion. These robots, ranging from 3'9" to 5'9" in height, navigated the course with occasional support from human trainers.



A standout moment was Tiangong Ultra, a humanoid robot that completed the race in 2 hours and 40 minutes, rivalling amateur human runners. This achievement showcased the rapid progress in robotics, where machines mimic human motion and endurance. The event marked a milestone in robot sports, blending human athleticism with technological innovation. China's leadership in AI and robotics was on display, setting a global precedent for future hybrid sports events combining humans and robots.

South Korea flags DeepSeek over unauthorized data transfers

South Korea has launched a formal investigation into Chinese AI startup DeepSeek over allegations of unauthorized data transfers involving user information and AI prompts. Led by the Personal Information Protection Commission (PIPC), the probe revealed that DeepSeek violated local privacy laws by transmitting sensitive data to companies in China and the US without user consent. The issue surfaced after DeepSeek's app launch in South Korea in January 2025, prompting authorities to suspend new downloads in February.



The PIPC found DeepSeek shared user data, including AI prompts, with third-party firms like Beijing Volcano Engine Technology. The company admitted to routing data to enhance AI performance but now recognizes it bypassed critical user consent protocols. DeepSeek has halted data transfers and pledged to follow global standards like those of Google AI. The case has reignited debate over AI regulation and the need for stronger cross-border data protection laws.

Moscow court slaps Google with fine over leaked military data

A Moscow court ordered Google to pay 3 million rubles (\$32,000) for allegedly disclosing personal data of Russian troops killed in Ukraine, according to TASS news agency. The case involved a YouTube video purportedly revealing servicemen's identities and death records, violating Russia's strict military data laws.

This marks Google's latest penalty in Russia's ongoing crackdown on foreign tech firms since launching its Ukraine offensive in 2022. Authorities have increasingly targeted Western platforms over content related to what Moscow terms its "special military operation." The Kremlin accuses Google and others of distributing prohibited war information and pushing "false narratives," with Putin alleging they serve as Washington's political tools. While individual fines remain small, analysts note their cumulative effect in Russia's campaign to control digital information flows and shape wartime public perception through tightened internet regulations and platform restrictions.

Japan orders Google to end preferential treatment of its own services on Android

Japan's Fair Trade Commission has issued a cease and desist order against Google, accusing the company of pressuring smartphone manufacturers to prioritize its apps on Android devices. This is Japan's first antitrust action against Google and signals a shift in how regulators are scrutinizing big tech. Regulators claim Google struck deals with phone makers to push its apps, such as Google Search and Gmail, as defaults, sidelining competitors and limiting consumer choice.

The commission has mandated that Google appoint a third-party monitor to review its practices in Japan, ensuring compliance with the ruling. This action is part of a broader global effort to regulate tech giants like Google, Apple, and Amazon, whose market dominance has raised concerns. The ruling could influence future regulations and alter Google's business practices, promoting more competition in the digital market.

Baidu launches new AI models to keep itself ahead in the AI race

Amid growing competition in China's AI sector, Baidu has launched Ernie 4.5 Turbo and its advanced reasoning model, Ernie X1 Turbo. Announced by CEO Robin Li, the models are designed to boost performance in multimodal understanding, logical reasoning, and tool integration. Baidu claims they rival the best global AI benchmarks. X1 Turbo will power Baidu apps like its cloud drive and content platform Wenku, with global rollout expected via its Qianfan cloud platform.

Notably, X1 Turbo is highly cost-effective—processing 1 million input tokens for just \$0.14 and output for \$0.55, undercutting DeepSeek R1 by 25%. Baidu was first to launch a ChatGPT-style bot in China with Ernie 4.0 in 2023, but its lead has since narrowed as rivals like DeepSeek gain traction. With the Turbo models, Baidu aims to reclaim momentum and provide accessible, high-performance AI solutions for developers, researchers, and enterprises.

OpenAI developing its own social network, potential rival to X

OpenAI is in the early stages of building a social media platform similar to X (formerly Twitter), according to reports. CEO Sam Altman has privately sought external feedback, though it remains unclear whether the network will launch as a standalone app or be integrated into ChatGPT, which recently became the most downloaded app worldwide.

The concept is said to have been inspired by OpenAI's latest image-generation tool, launched in March. If realized, this new platform could escalate tensions between Altman and Elon Musk, OpenAI's co-founder, who left the company in 2018. Musk has since filed a lawsuit accusing OpenAI of straying from its nonprofit roots, while OpenAI has countered with legal action alleging harassment. A jury trial is set for next year.

The initiative may also challenge Meta, which is reportedly working on its own AI-powered social platform. As competition heats up in generative AI, OpenAI's social network could serve as both a data source and user engagement hub.

JD Vance backs stronger India-US trade

US Vice President JD Vance emphasized deepening economic and strategic ties between the two nations during his recent visit to India. Speaking in Jaipur, he called the US-India relationship vital for global peace and prosperity in the 21st century. His remarks come as both countries aim to finalize a key trade agreement before looming tariff rollbacks.

Vance highlighted US interest in boosting energy exports and defence sales to India, aligning with India's clean energy and defence goals. He also met privately with Prime Minister Narendra Modi to discuss trade, tech, and defence cooperation. The visit, seen as a show of goodwill and strategic intent, reinforces the US Indo-Pacific focus and positions India as a key partner. With deadlines approaching, Vance's strong backing could accelerate efforts toward a historic trade pact, marking a pivotal moment in strengthening bilateral trust and global economic resilience.



Yahoo joins OpenAI in bidding interest for Chrome if Google sells

Yahoo has now joined the growing list of potential buyers for Google's Chrome browser, which may be put up for sale following the US Department of Justice's antitrust trial against Google. Brian Provost, general manager of Yahoo Search, confirmed during a recent hearing in Washington that Yahoo, along with its parent company Apollo, would seriously consider bidding for Chrome. He called it "arguably the most important strategic player on the web," and noted it could be worth tens of billions of dollars.



Previously, OpenAI and Perplexity also expressed interest. OpenAI, which offers ChatGPT Search, sees Chrome as a powerful tool to challenge Google's dominance. The trial centres on Google's alleged practice of paying billions to companies like Apple and Samsung to maintain its search engine as the default. As the DOJ pushes for a breakup, Chrome's potential sale could reshape the competitive landscape of the search and browser market.

Microsoft tops phishing charts in Q1 2025, Mastercard returns to the hit list

Cybercriminals are increasingly exploiting the credibility of top global brands to carry out phishing attacks, reveals Check Point Research's Q1 2025 Brand Phishing Report. Microsoft emerged as the most impersonated brand, accounting for 36% of phishing attempts. Google followed with 12%, while Apple came in third with 8%, underscoring how tech giants remain prime targets.

Interestingly, Mastercard re-entered the top five most spoofed brands with a 3% share, indicating a growing wave of financially motivated fraud. Other frequently mimicked brands included Amazon, WhatsApp, Facebook, LinkedIn, and Adobe. Among the most notable scams were phishing campaigns mimicking OneDrive and Mastercard login portals, designed to steal user credentials and payment data. Several attacks specifically targeted users in Japan.

Although many of the fake domains were swiftly taken down, cybersecurity experts caution that phishing remains a major threat. As digital reliance deepens, individuals and organizations are urged to implement robust, layered security measures and verify web authenticity before entering sensitive information.

Zuckerberg acknowledges user decline amid FTC trial

During the FTC's antitrust trial against Meta, CEO Mark Zuckerberg admitted a decline in user time on Facebook and Instagram, attributing it to competition from TikTok and YouTube. He revealed that YouTube now commands more user time than both Meta platforms combined, highlighting the growing challenge Meta faces in retaining engagement. The FTC argues that Meta holds a monopoly in the "personal social networking" market, stifling competition to maintain dominance.

Meta counters, asserting that platforms like TikTok and YouTube are significant rivals. Zuckerberg emphasized Meta's ongoing investments in innovation to adapt to the evolving digital landscape. Despite lower engagement, Meta points to continued user growth and rising advertising revenue, suggesting it remains a dominant player. The trial could lead to significant outcomes, potentially forcing Meta to divest Instagram and WhatsApp, which would reshape the digital monopoly landscape.

CADYCE CA-ADPHDC: A High-Quality DisplayPort to HDMI Cable for 4K Experience

CADYCE, a well-known brand in connectivity solutions, has introduced the CA-ADPHDC (2m/3m), an Active DisplayPort™ to HDMI Cable designed for seamless high-definition visuals and superior audio performance. This cable is ideal for professional workstations, gaming, business presentations, and home entertainment.

SUPERIOR 4K VISUALS & CLEAR AUDIO

The CA-ADPHDC supports 4K x 2K (3840x2160@60Hz) resolution, delivering sharp and lifelike visuals. It is compatible with DisplayPort 1.2 and HDMI 1.4 standards, ensuring wide-ranging device support. DPCP and HDCP protection allows secure media streaming.

"At CADYCE, we focus on creating reliable and high-performance connectivity solutions," said Gautam Shah, MD & CEO, CADYCE. "The CA-ADPHDC enhances video and audio quality, making it a must-have for both professional and personal use."

KEY FEATURES:

4K Ultra HD Resolution – Crystal-clear visuals at 3840x2160@60Hz.

Secure Streaming – Built-in DPCP & HDCP protection for safe content transmission.

Premium Audio – Supports 8-channel LPCM, 24-bit audio at 192 kHz, and 7.1, 5.1, or 2-channel configurations.

Plug-and-Play Setup – No drivers needed for easy installation.

Bus-Powered – Operates without an external power adapter.

The CADYCE CA-ADPHDC features a DisplayPort™ Male input and an HDMI Male output, supporting 4K x 2K (3840x2160@60Hz) resolution for high-quality visuals. It is compatible with DisplayPort 1.2 and HDMI 1.4 standards, ensuring seamless connectivity across various devices. Available in 2-meter and 3-meter lengths, the cable is CE, FCC, and RoHS certified, meeting international safety and quality standards.

IDEAL FOR:

- Home Entertainment – Watch 4K movies and videos on large screens.
- Business Presentations – Display



- professional visuals on projectors.
- Gaming – Enjoy smooth gameplay with clear audio.
- Workstations – Expand your display for better productivity.

The box includes, CADYCE CA-ADPHDC (2m/3m) Cable and a user manual. The CADYCE CA-ADPHDC is now available for purchase via authorized distributors and online platforms.

TECHNOMANIA

Whispers of Tomorrow: Guarding Identity in the Age of AI-Powered Presence

In the near future, you might not just receive a call from someone who sounds like your parent, colleague, or CEO—you could receive a video call where their face moves, eyes blink, voice matches, and their digital presence feels unmistakably real. But it's not them. It's synthetic.

Welcome to the age of AI-powered presence—where hyper-realistic voice, face, and behavior cloning blur the boundary between truth and fabrication. No longer confined to Hollywood or deepfake memes, these technologies are rapidly entering mainstream platforms, reshaping how we perceive identity and trust.

This isn't a warning about the far future. It's a call to action for the now. With AI-generated avatars, holograms, and context-aware responses, we risk an era where digital impersonation becomes indistinguishable from reality. Our deepest relationships—personal, professional, and societal—could be manipulated by invisible hands unless we reimagine how we secure trust in a post-biometric world.

Rethinking Digital Trust in the Era of AI Presence:

1. **Authenticate the Experience:** Don't

rely on voice or face alone. Trusted interactions must include real-time authentication mechanisms—like AI detection layers, watermarking, or behavioral verification—embedded into communication platforms.

2. **Digital Literacy is the New Firewall:** Communities, organizations, and governments must embed AI-awareness education into digital literacy programs. Knowing how synthetic media works is the first defense.
3. **Build for Verifiability:** Developers must architect systems that prioritize verifiability—not just convenience. Real humans need digital "signatures" that can't be faked: cryptographic ID tokens, real-time provenance tags, or decentralized identity markers.
4. **Empower Human Skepticism:** The most powerful defense isn't tech—it's a thoughtful, alert human. Encourage conscious hesitation: verify, pause, and cross-check, especially during emotionally charged or urgent requests.

The Human Signal in a Synthetic World

As synthetic presence becomes indistinguishable from the real, the question



DR. DAMODAR SAHU
CO-FOUNDER & CHIEF GROWTH
OFFICER, DATA SAFEGUARD

isn't just can you trust the voice or the face—but can you verify the origin, intent, and context? In this unfolding reality, trust is not automatic—it's earned, protected, and co-created.

We must evolve—not just our tools, but our instincts. Because the future won't just hear us. It will look like us. Talk like us. Pretend to be us.

Let's ensure it never fools us.

Unifying threat defence and compliance in an era of escalating cyber risk with ManageEngine Log360

In today’s hyper-connected cybersecurity landscape, organisations face a dual crisis: Cyberattacks now at an average cost of USD 4.88 million per breach, and non compliance penalties have also surged.

For managed service providers (MSPs) and system integrators (SIs)—tasked with safeguarding vast, distributed datasets across client networks—the stakes are even higher. Legacy approaches, reliant on disjointed tools and reactive workflows, are no longer sufficient. The market demands a unified lens to monitor security telemetry, detect threats in real time, and automate remediation across hybrid environments, all while ensuring adherence to evolving regulations.

At ManageEngine, we recognised this urgent need for convergence. That’s why we engineered Log360, a unified SIEM platform designed to dismantle the barriers listed above. By combining threat detection, investigation, and response (TDIR) with proactive compliance automation in a single solution, Log360 empowers MSPs, SIs, and enterprises to secure hybrid environments—on-premises, cloud, or SaaS—with agility and precision.

TDIR: PRECISION IN THE FACE OF COMPLEXITY

Often, security operations centres spend much of their valuable time pursuing false alarms—a problem that becomes catastrophic when teams are understaffed and lack robust automation. Compounding this challenge, cybercriminals now weaponise AI to launch hyper-targeted attacks at an unprecedented scale.

In this high-stakes environment, traditional alerting systems are obsolete. Organisations need more than notifications; they require contextual intelligence, real-time agility, and orchestrated responses to outpace adversaries and secure their ecosystems.

HIGHLIGHTS OF LOG360’S TDIR CAPABILITIES

1. Accurate detection: By integrating



MANIKANDAN THANGARAJ
VICE PRESIDENT, MANAGEENGINE

advanced correlation, ML-driven behaviour analytics, and signature-based detection, Log360 identifies stealthy threats, including slow-burning APTs, that evade conventional tools. It also improves the accuracy of detection through trusted integrations with threat intelligence and dark web feeds.

- 2. Fewer false positives: A multilayered validation system enriches alerts with contextual data (like user roles, device health, and threat intelligence) to prioritise genuine risks, eliminating noise.
- 3. Contextual investigation: Log360’s Incident Workbench unifies security telemetry, user data, device statuses, and dark web insights onto a single timeline, accelerating root cause analysis.

4. Automated containment: Prebuilt

playbooks enable seamless integrations with existing tools (like firewalls and endpoint detection and response systems) for automatic threat remediation (like isolating compromised devices or revoking access) within seconds.

COMPLIANCE: FROM A BURDEN TO A COMPETITIVE ADVANTAGE

Compliance is now vital for resilience and credibility, not just a box-ticking exercise. At ManageEngine, we recognise that compliance must evolve from a reactive obligation to a proactive driver of excellence. Log360 bridges this gap with its:

- Risk assessment to identify GDPR, HIPAA, PCI DSS, and ISO 27001 gaps, offering remediation for improved security.
- Prebuilt audit templates for mandates such as NIST CSF, SOC 2, CCPA, PCI DSS , and more. These templates reduce audit preparation costs and eliminate human error, ensuring audit submissions are both accurate and defensible.

LOG360: ENGINEERING THE FUTURE OF UNIFIED CYBERSECURITY

At ManageEngine, we recognise that fragmented data silos and tool sprawl remain critical barriers to effective cybersecurity. To address this, Log360 is engineered as a unified security platform anchored on four foundational pillars, enabling organisations to consolidate defences, streamline operations, and scale securely.

- 1. Extensibility: Log360’s core capabilities—detection engineering, forensic investigation, and SOAR—are designed to adapt and expand.
- 2. Integration: By adopting open API standards, Log360 seamlessly integrates with tools and devices for data transfers. This eliminates data silos, enabling secure, bidirectional data sharing across the ecosystem for holistic visibility and context-rich analytics.
- 3. Customisation: Every organisation demands unique data narratives. Log360 allows users to tailor their data ingestion, enrichment, and visualisation to their needs, transforming raw telemetry into actionable insights.

4. Programmability: In our ongoing efforts, we’re implementing Zoho Circuit to create a low/no-code platform that will enable security teams to build their own threat-response automation playbooks.

The future of cybersecurity hinges on adaptability. Log360’s unified security platform ensures organisations don’t just respond threats, but anticipate them, turning resilience into market leadership. ManageEngine isn’t just delivering a tool; we’re engineering resilience, fostering trust, and driving growth in a volatile digital world.

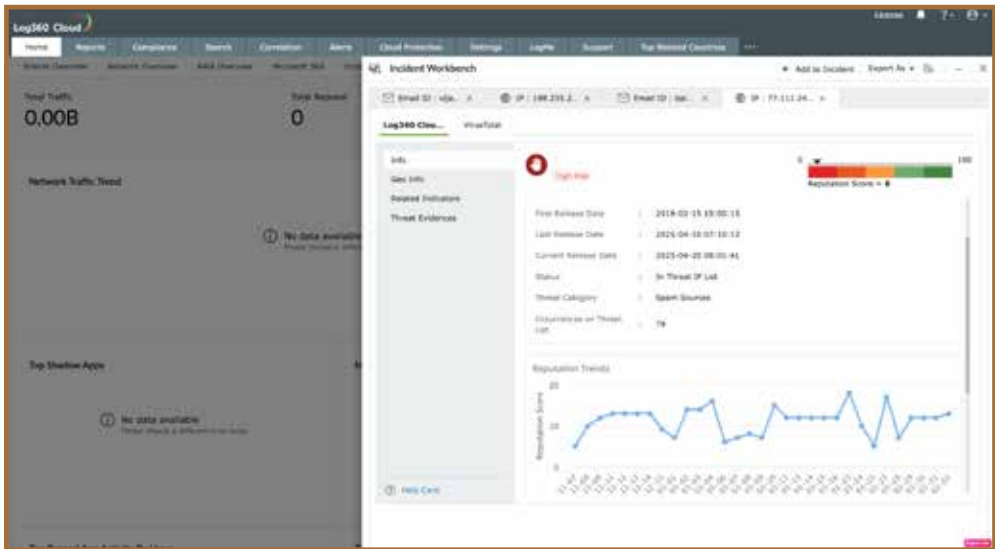


Figure 1: Log360's Incident Workbench bringing in contextual data from threat feeds

EMBRACING THE 'DIRECT TOUCH, INDIRECT FULFILLMENT' BUSINESS APPROACH

PETER JAY, VICE PRESIDENT & MANAGING DIRECTOR OF SOUTH ASIA & APAC CHANNELS, JABRA, EXPLORES THE COMPANY'S CHANNEL BUSINESS IN INDIA AND HOW IT HAS CONTRIBUTED TO ITS SUCCESS OVER THE YEARS -



PETER JAY
VP & MD OF SOUTH ASIA & APAC CHANNELS, JABRA

How has Jabra's channel business in South Asia & APAC transformed and expanded over the past ten years?

We have been in India and the rest of the South Asian market for the last 25 years; essentially we came in to cater to the needs of the contact center, when it was a booming industry in India. What this industry required was essentially very good audio devices which could provide crystal clear voice to their customers and also comfort to their agents. Globally, we have always been 100% indirect and would always work along with our partners. We have this model which we call 'Direct Touch, Indirect fulfillment', which enables us to engage with end customers along with our partners to understand their needs, understand the pain points, and define the solution. But the transaction thereafter and the fulfillment is done only by our partners.

During this time, there was a big move towards Unified Communication as lots of industries, especially the IT industry started embracing it. So that's when we started working with a lot of these partners who provide IT equipment and supporting services to these multinational and software companies, besides the non IT sector and small and medium businesses. So that's how we expanded our growth in the last 10 years and our main focus has always been to have a trained partner base.

How does Jabra customize its products to meet the unique needs of various industries?

Jabra has been one organization which has always placed great emphasis on innovation. We always ensure to go to the customers first and study the market to understand the workplace trends every six months. So our products and solutions are based on those findings. In line with the new trends that we saw in the working space, Jabra launched its first range of Evolve products, which was also fueled by the UC growth. Then during the Covid times, almost 100% of the global workforce was working from home. This necessitated different styles of working and different kinds of need came into the picture. That's when we built the second generation of the Evolve products (Evolve2). We had both wired and wireless headsets, starting from Evolve2 30, Evolve2 40, Evolve2 50 in the wired category and Evolve2 65, Evolve2 75 and Evolve2 85 in the wireless category catering to different needs. During the same time, Jabra also developed the PanaCast range of video bars which was an all-in-one video bar with excellent microphone quality, and speakers as an easy-to-use meeting room solution.

How is Jabra empowering its channel partners and fostering strong partnerships in this region?

As we started signing up and expanding our partner base, we realized that it was very important to equip them with knowledge and tools for them to go and interact with the customers. So this

knowledge transfer is a continuous process that we do with our partners. We also help our partners in generating leads, whether it is with their existing customer, or helping them get new potential customers. Then we have something called account management, where we work with a set of premium partners. Our account managers would interact with them frequently and help them build account plans. Then we also work with them for joint promotional events or marketing campaigns. We also have this partner portal called YellowHub, where our premium partners are registered, and they get access to all the information. There are also online training courses available which partners can go through and get certified. So these are some of the things we have to equip and empower our partners.

JABRA EMPHASIZES GROWTH, INNOVATION AND MUTUAL SUCCESS FOR ITS PARTNERS

SANJAY KUMAR, PRACTICE HEAD, TEAM COMPUTERS SHARES HOW THE COMPANY'S PROFESSIONAL JOURNEY WITH JABRA HAS BEEN LIKE AND HOW IT CONTINUES TO KEEP THIS RELATIONSHIP GOING -



SANJAY KUMAR
PRACTICE HEAD
TEAM COMPUTERS

Could you let us know the importance of using professional headsets?

A professional headset is a high quality audio device, especially designed for tasks such as business, communication, gaming, broadcasting or audio production. These headsets come with advanced features, comfortable ergonomic designs and reliable connectivity options. Professional headsets are very important for the organization because it gives clear communication, improved focus, comfort level for extended hours and a superior sound quality.

How has the Jabra Evolve series revolutionized the audio industry?

The Jabra Evolve series has been a game changer in the world of professional headset and celebrating the 10th anniversary is a testament of this enduring impact. It continues to be a success for over the past decade and boasts of great quality and innovation. It gives you improved communication, while also promising an increased comfort level, versatile connectivity features and above all reliability and durability of the devices.

How has collaborating with Jabra helped your business grow?

Jabra is known for fostering a strong collaboration with businesses by offering innovations in audio and video solutions and targeting professional needs. They emphasize growth, innovation and mutual success, providing all kinds of tools and support to the partner through initiatives like the yellow page portal. So when you talk about the value and the connect that Jabra has in India, it highlights their dedication to both the local and the global market.

Jabra GN
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Meetings. Reinvented.

PANACAST 50





Product Categories

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

Assessing India's Tech Landscape Evolution: The Role of Channel Partners

Digital transformation remains a pivotal force in shaping modern business strategies, with value-added resellers (VARs) and channel partners driving growth for OEMs and vendors.

In the Channel Scorecard story for April 2025 issue, we tried to explore how forging strategic channel partnerships create unique opportunities for OEMs and that these channel partners continue to play a critical role in delivering exceptional customer experiences. They are instrumental to the growth and success of corporations. They act as an extension of the company's sales and distribution network, leveraging their expertise, resources, and relationships to reach customers and markets that might otherwise be difficult to access directly.

However, the fact that remains unchanged is that the success of the channel relies heavily on strong support from OEMs and vendors. This support includes pre-sales and post-sales assistance, marketing development funds, and specialized training. And equally important is the distributors and value-added distributors (VADs) executing strong corporate growth strategies, which automatically passes on to the channel partners.

UNDERSTANDING THE PULSE OF THE INDIAN CHANNEL

The dynamics of channel sales in India are rapidly changing owing to factors that include digital transformation and shifting consumer behaviors. The Indian retail landscape traditionally dominated by brick - and - mortar establishments is now witnessing a surge in online shopping. This is compelling businesses to rethink their distribution strategies. Understanding these dynamics in an ever-evolving marketplace is therefore becoming crucial for businesses.

Moreover, in an evolving technology landscape, where emerging technologies such as Cloud, AI, IoT, and Blockchain are becoming increasingly central, the channel partners have come to transform themselves from mere facilitators or resellers to strategic advisors who guide their customers in their digital transformation journey. They are evolving into trusted consultants who also help in co-creating solutions and

end-to-end solution integration for their customers. With customers increasingly adopting the latest technologies, partners are playing a critical role in bridging the gap between technology adoption and business outcomes.

It is thus a symbiotic relationship that OEMs share with the partner community. Ultimately, OEM business in the market will thrive only when partner businesses see themselves growing. Also on the part of the channel, partners with strong technical knowledge and vertical expertise will be indispensable in co-innovating solutions and ensuring long-term customer resilience.

CHANNEL SCORECARD 2025

Based on our latest survey, it will be safe to deduce that OEMs indeed have deep faith in the partner ecosystem and they will not cease to leverage their support for sales and e-commerce sales in India, at least not in the near future.

Joining hands with channel partners enables corporations to extend their market presence, enter new territories, and boost sales more effectively. This partnership creates a mutually beneficial dynamic, enhancing market coverage and improving customer satisfaction for both parties.

As mentioned earlier, distributors and VADs are equally integral to a corporation's broader growth strategy. Serving as intermediaries between OEMs/vendors and end customers, they offer essential services including warehousing, logistics, credit support, technical assistance, and market insights.

The channel scorecard is a powerful tool to help track key performance indicators (KPIs), transparency, and the understanding between corporates and their channel partners that automatically align with partner goals. By systematically evaluating these KPIs, we are provided with clear insights into the needs, and expectations of the channel partners.

The scorecard survey further shows that channel partners are gradually shifting focus to high-growth areas like Cybersecurity, AI, GenAI, Cloud, and Cloud Repatriation — this reflects the rising demand and digital transformation opportunities that channel

partners can leverage. It also underscores the evolving landscape of technology and the growing demand for solutions in different areas. These technologies are at the forefront of innovation and are critical for addressing modern challenges in various industries.

As part of the survey, VARINDIA assessed the following 20 categories of technology that show significant potential for growth and channel (resellers, system integrators, consultants, MSPs) opportunities vendors) going forward. Each category is evaluated based on its market potential, channel opportunities, maturity, and key drivers –

IN INDIA'S FAST-EVOLVING DIGITAL ECONOMY, VALUE-ADDED RESELLERS (VARs) AND CHANNEL PARTNERS HAVE EMERGED AS CRITICAL ENABLERS OF GROWTH FOR OEMs. AS ENTERPRISES ACCELERATE TECHNOLOGY ADOPTION, STRATEGIC ALLIANCES AND THE EXPANDING ROLES OF DISTRIBUTORS ARE SHAPING HOW BUSINESSES SCALE OPERATIONS, CO-INNOVATE SOLUTIONS, AND ENHANCE CUSTOMER ENGAGEMENT ACROSS DIVERSE AND DYNAMIC MARKETS.

Digital Transformation, AI, and Local Infrastructure to Propel Cloud Adoption Across Industries

TRENDS & OUTLOOK

- IMARC Group expects, the Indian cloud computing market was valued at USD 29.5 billion in 2024 and is projected to reach USD 232.78 billion by 2033, growing at a CAGR of 25.8% from 2025 to 2033.
- According to IDC, the public cloud services market is expected to grow to USD 25.5 billion by 2028, with a CAGR of 24.3% from 2023 to 2028.
- According to a Report Roots Analysis, the cloud migration services market is anticipated to reach USD 3.36 billion by 2030, expanding at a CAGR of 30.6% from 2025 to 2030.

MARKET DRIVERS

- **Digital Transformation:** Organizations across sectors are increasingly adopting cloud solutions to enhance scalability, efficiency, and innovation.
- **Government Initiatives:** Programs like "Digital India" and "Make in India" are encouraging cloud adoption, especially among small and medium enterprises (SMEs), to enhance digital infrastructure and foster tech innovation.
- **AI Integration:** The rise of artificial intelligence (AI) is driving demand for cloud services, with AI-enabled Software as a Service (SaaS) solutions gaining traction.
- **Local Data Centers:** Investments in local data centers by global tech giants, such as Amazon Web Services' (AWS) USD 8.2 billion investment in Maharashtra, are enhancing cloud infrastructure and supporting data localization efforts.

KEY VENDORS



The expanding digital ecosystem fueling the demand for cloud security solutions

TRENDS & OUTLOOK

- The India cloud security market generated a revenue of USD 1,659.3 million in 2023 and is expected to reach USD 4,959.7 million by 2030.
- The cloud security market has witnessed significant growth driven with the adoption of multi-cloud environments, the expansion of development security operations (DevSecOps) practices, increased use of artificial intelligence (AI) and machine learning (ML) for cloud security, and the rising trend of Bring Your Own Device (BYOD) and Choose Your Own Device (CYOD) policies.
- While cloud security solutions were the largest revenue generating component in 2023, the services also remain the most lucrative component segment registering a quick growth.
- AI-driven security in cloud security solutions is enhancing threat detection and response capabilities.

MARKET DRIVERS

- **Digital Transformation:** The shift towards digital platforms and services is increasing the demand for robust cloud security solutions.
- **Hybrid Work Models:** The prevalence of remote and hybrid work arrangements is driving the need for enhanced security measures for cloud environments.
- **Regulatory Compliance:** Stringent government regulations and data protection laws are prompting organizations to invest in comprehensive cloud security frameworks and solutions.

KEY VENDORS



Organizations prioritizing investments in cyber security resulting in its market growth

TRENDS & OUTLOOK

- India Cybersecurity Market size is estimated to be USD 4.70 billion in 2024, and it is expected to reach USD 10.90 billion by 2029, at a CAGR of 18.33% during the forecast period 2024-2029, according to Wright Research.
- India's cybersecurity market is expected to account for 5% of the global market by 2028.
- The enforcement of the Digital Personal Data Protection Act, 2023 will further give a boost to the cyber security frameworks and personal data protection in the country.
- There is a growing reliance on managed security services due to the cybersecurity talent shortage, with managed detection and response (MDR) services projected to grow by 42.3%.
- Banking, Financial Services & Insurance (BFSI) and Information Technology /ITeS sectors are the leading verticals spending on cybersecurity, driven by stringent and high cyber maturity.

MARKET DRIVERS

- **Digital Transformation:** The rapid adoption of digital platforms across sectors like BFSI, IT/ITeS, and government services has increased the demand for robust cybersecurity solutions.
- **Digitization policies of the government:** The Indian government’s unwavering commitment to digitization, coupled with progressive policies, has created an environment conducive to increased investment in cyber security.

KEY VENDORS



India's Data centre boom story to continue

TRENDS & OUTLOOK

- The India datacenter market size, estimated to be at 2.01 thousand MW in 2024, is anticipated to reach 4.77 thousand MW by 2029, growing at a CAGR of 18.79%, according to Mordor Intelligence.
- As data centres form the backbone of modern technology infrastructure, India’s data centre market is poised for significant expansion in the coming years.
- Organizations are increasingly embracing hybrid and multicloud approaches, combining public and private clouds with on-premises infrastructure.
- On the global map, construction delays and global supply chain pressures amid renewed U.S. tariff uncertainty loom large on the overall data centre market.

MARKET DRIVERS

- **Vertical growth:** From the demand perspective, BFSI and technology sector companies in India are anticipated to drive the data centre space in the coming year.
- **Growth in hyperscale data centres:** Cloud service providers are seen investing in hyperscale data centers on a large-scale as the need to handle huge amounts of data and deliver scalable resources to enterprise customers grows.
- **Edge Data centres:** To meet the demand for low-latency applications, businesses are seen investing in edge data centers to support localized data needs.
- **AI data centre growth:** The surge in interest around generative artificial intelligence is driving the need for numerous high-density data centers.

KEY VENDORS



DATA PRIVACY

Businesses increasingly prioritizing data privacy to comply with evolving regulations

TRENDS & OUTLOOK

- PwC India's 2024 survey has revealed that 82% of Indian consumers prioritize data protection, with 75% planning to spend higher on data privacy measures.
- Organizations are adopting privacy-by-design frameworks to ensure data privacy is integrated into their operations from the outset.
- With the growing amount of personal and sensitive information being collected and stored by companies, governments, and other organizations, the risk of data breaches and misuse of data has become a major concern for individuals and society as a whole. Regulators are thus seen taking significant steps to enforce data privacy regulations and guidelines.
- Tools and platforms enabling efficient management of consumer consent are gaining traction to ensure compliance with the required guidelines.
- With the further advancement of technology, especially with the adoption of AI, policymakers will have to focus on updating the law accordingly at regular intervals.

MARKET DRIVERS

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

KEY VENDORS



DATA PROTECTION

India's data protection market undergoing significant transformation

TRENDS & OUTLOOK

- According to IMARC Group, the India data protection market size reached USD 5.34 Billion in 2024, and is expected to reach USD 27.77 Billion by 2033, exhibiting a growth rate (CAGR) of 18.30% during 2025-2033.
- The current legal structure mandates organizations to adopt rigorous data governance policies, perform regular audits, and guarantee that data security practices comply with both national and international standards. Businesses are progressively looking to implement technologies and solutions in order to fulfill the required regulatory obligations, thus lessening the likelihood of non-compliance.

MARKET DRIVERS

- **Unauthorized access & threats:** With the rising instances of unauthorized access, ransomware attacks, and other cyber threats, organizations are proactively investing in security measures to prevent data breaches.
- **Regulatory impact:** The DPDP Act, enacted in August 2023, mandates that businesses obtain explicit consent from individuals before processing their personal data and establishes penalties for non-compliance. The rules aim to balance individuals' data protection rights with the need for lawful data processing.
- **Consumer Awareness:** Increasing consumer awareness about data privacy rights is prompting organizations to adopt transparent data handling practices.
- **Digital Transformation:** Adoption of digital technologies across sectors is expanding the data footprint, necessitating enhanced data protection strategies.

KEY VENDORS



Building India's Digital Infrastructure with Advanced Data Storage

TRENDS & OUTLOOK

- According to Research and Markets, the Indian data storage market was valued at USD 22.8 billion in 2024 and is projected to reach USD 50.79 billion by 2030, growing at a CAGR of 14.11%.
- At the same time, Mordor Intelligence claims that the data center storage segment is expected to grow from USD 2.9 billion in 2025 to USD 6.6 billion by 2031, at a CAGR of 14.68%.
- The global data backup and recovery market is projected to grow from \$14.95 billion in 2024 to \$16.66 billion in 2025, at a CAGR of 11.5%. The Business Research Company estimates that the market is expected to reach \$29.31 billion by 2029, growing at a CAGR of 15.2%.
- The next-generation storage market, encompassing technologies like NVMe and flash storage, is valued at USD 5.9 billion in 2023 and is forecasted to grow at a CAGR of 15.2% through 2029.

MARKET DRIVERS

- **Digital Transformation:** The surge in digital services across sectors like e-commerce, BFSI, and healthcare is increasing demand for robust storage solutions.
- **Cloud Adoption:** Major investments, such as Amazon Web Services' planned \$8.2 billion investment in Maharashtra, are expanding cloud infrastructure.
- **Regulatory Initiatives:** The Reserve Bank of India's upcoming pilot for local cloud services aims to support data localization and affordability for financial institutions.
- **Cybersecurity Concerns:** The rise in cyber threats and data breaches is prompting organizations to invest in reliable backup and recovery solutions.

KEY VENDORS



From CCTV to Smart Surveillance: India's Shift to Intelligent Security

TRENDS & OUTLOOK

- **Electronic Security Market:** Mordor Intelligence projects the market to grow from USD 3.16 billion in 2025 to USD 9.11 billion by 2030, at a CAGR of 23.57%.
- According to Grand View Research the video surveillance market in India is expected to reach a projected revenue of US\$ 5,260.3 million by 2030. A compound annual growth rate of 16.9% is expected of India video surveillance market from 2025 to 2030.
- **CCTV Camera Market:** According to Persistence Market Research, the market is expected to reach USD 6.86 billion by 2032, with a CAGR of 18.2%. Several factors, including the increasing need for public safety, rapid urbanization, technological advancements, and government initiatives, will continue to fuel this growth.
- **Access Control Systems:** This segment is anticipated to grow at approximately 27% CAGR during 2024-2029, driven by the adoption of advanced biometric and AI-powered authentication methods.

MARKET DRIVERS

- **Smart Cities Mission:** Government initiatives like the Smart Cities Mission are fueling the deployment of surveillance systems to enhance urban safety and infrastructure.
- **Technological Advancements:** Integration of AI, IoT, and cloud computing is enhancing surveillance capabilities, enabling real-time analytics, facial recognition, and behavior analysis.
- **Infrastructure development:** Rising concerns over crime and public safety are leading to increased adoption of surveillance systems in public spaces, transportation hubs, and commercial establishments.
- **Increased Security Concerns:** Rising crime rates and the need for public safety are driving demand for surveillance systems.

KEY VENDORS



Ethernet switching represents a rapidly evolving sector

ETHERNET SWITCHES

TRENDS & OUTLOOK

- The Indian Ethernet switch market is poised for continued growth, supported by technological advancements and increasing infrastructure investments. The shift towards higher-speed and PoE-enabled switches is expected to dominate the market landscape in the coming years.
- The key industries that contributed to the switching business include services, finance, telecom, and manufacturing.
- The global ethernet switch market size was valued at USD 14.1 Billion in 2023 and the total Ethernet Switch revenue is expected to grow at a CAGR of 5 % from 2024 to 2030, reaching nearly USD 19.37 Billion by 2030, according to MMR survey.

MARKET DRIVERS

- **A rise in internet users:** The expansion of the Ethernet switch market is primarily driven by the rising demand for greater bandwidth and faster data speeds, fueled by the continuous growth in global internet users.
- **Emerging technologies:** The market is expected to witness steady growth, further propelled by the increasing adoption of emerging technologies like cloud computing, IoT, and mobile connectivity.
- **Data centre & government infrastructure projects:** The growth of cloud services and data centres is also fueling the need for high-capacity Ethernet switches. Government projects aiming to enhance urban infrastructure are driving the demand for advanced networking solutions.

KEY VENDORS

ARISTA

BROADCOM

CISCO

Hewlett Packard Enterprise

JUNIPER NETWORKS

tp-link

From Compliance to Cloud: UTM in India

FIREWALL/ UTM

TRENDS & OUTLOOK

- 2024 Market Evaluation: Approximately USD 276.5 million.
- The Indian UTM and Firewall market is expected to reach USD 811.9 million by 2030. The market is projected to grow at a CAGR of 14.4% during the period 2023 to 2030.
- This growth is attributed to the escalating demand for integrated security solutions that can address the evolving threat landscape.
- The market is likely to see further innovation in UTM and firewall technologies, including the integration of AI and machine learning for threat detection and prevention.

MARKET DRIVERS

- **Rising Cybersecurity Threats:** The increasing frequency and sophistication of cyber-attacks are prompting organizations to invest in robust security infrastructures.
- **Regulatory Compliance:** Government mandates and data protection regulations are compelling businesses to adopt advanced security measures.
- **Digital Transformation:** The rapid digitization across various sectors necessitates secure and reliable network infrastructures.
- **Adoption of Cloud Services:** The shift towards cloud computing requires enhanced security solutions to protect data and applications.
- **Technological Advancements:** The development of next-generation firewalls (NGFWs) and advanced security features within UTM solutions is attracting businesses seeking more sophisticated security.

KEY VENDORS

CISCO

CHECK POINT

FORTINET

paloalto NETWORKS

SONICWALL

SOPHOS

Hyper-Convergence in India: Driving Scalable, Smart, and Cost-Efficient IT

TRENDS & OUTLOOK

- According to Grand View Research, the global Hyper-Converged Infrastructure (HCI) market is projected to grow from USD 17.72 billion in 2024 to USD 22.42 billion in 2025, at a CAGR of 26.5%.
- The Business Research Company estimates that by 2029, the market is expected to reach USD 65.08 billion, growing at a CAGR of 30.5%.
- The Asia-Pacific region, including India, is witnessing rapid adoption of HCI solutions, with a focus on data center modernization and cloud integration.

MARKET DRIVERS

- **Data Center Modernization:** Organizations are upgrading legacy systems to improve scalability and efficiency.
- **Cost Efficiency:** HCI reduces capital and operational expenditures by consolidating IT resources.
- **Enhanced Security:** Built-in data protection features like snapshots and encryption address growing cybersecurity concerns.
- **Cloud Integration:** HCI facilitates seamless hybrid cloud deployments, enabling better resource management.
- **Edge Computing & Remote Work:** The rise in remote work, IoT, and edge computing applications is driving adoption of HCI, which offers centralized management and localized computing power at remote sites.

KEY VENDORS



India's Digital Shift: Laptops are Revolutionizing Consumer and Commercial Sectors

TRENDS & OUTLOOK

- According to IDC, the traditional PC market in 2024 grew 3.8% YoY with 14.4 million units shipped. Notebooks led the surge, especially premium ones, up 13.8%. Consumer and commercial segments grew steadily, boosted by eTailers, enterprise, and government demand. Workstations saw the highest growth at 10.9% YoY.
- The consumer laptop market is projected to reach around 6.5 million units in 2025 and is expected to grow to approximately 8.1 million units by 2030 with a CAGR of approx. 4.36%.
- The commercial laptop market is expected to stand at approximately 8.1 million units in 2025 which is expected to hit approximately 9.6 million units by 2030 with a CAGR of 3.46%.
- For commercial segment, Supply Chain Disruptions, Cost Constraints and Technological Obsolescence remain as challenges, while Supply Chain Disruptions and Price Sensitivity create troubles for consumer segment.

MARKET DRIVERS

Consumer segment:

- Growing internet penetration and the widespread use of digital platforms for education, entertainment, and work, combined with rising disposable income—particularly in Tier 2 and Tier 3 cities plus affordable financing options are making laptops more accessible to a wider consumer base.
- Government initiatives like Digital India, alongside the continued adoption of hybrid and remote work models, will drive sustained consumer demand for laptops, especially in rural areas, smaller cities, and for personal, educational, and professional use.

Commercial segment:

- Continued demand from enterprises and SMBs in India is expected to drive investment in commercial laptops with cloud connectivity and enterprise-grade specifications to support remote and hybrid working.
- As companies focus on improving employee efficiency and satisfaction, there is a shift towards higher-end, durable, productivity-optimized laptops, while increased cybersecurity concerns are driving businesses to opt for laptops with enhanced security features such as biometric authentication, encryption, and built-in security software.

KEY VENDORS



Advancements in printing technology opening up new possibilities

PRINTER

TRENDS & OUTLOOK

- The printing industry is gradually drifting towards multifunctional printers that combine printing, scanning, copying, and faxing capabilities.
- There has been a noticeable surge in the demand for 3D printing technology across various industries. Wireless and mobile printing solutions are gaining popularity for their convenience and connectivity.
- The popularity of ink tank products has been on the rise, while demand for ink cartridges continues to decline due to reduced home printing usage. Additionally, laser products may face challenges as demand weakens in the commercial segment, with companies increasingly adopting digital solutions at scale.
- Sustainability has taken center stage in the printer market, with manufacturers and consumers placing greater emphasis on environmentally friendly practices.
- One of the key factors that hinders the growth of the printer market is the high operating costs of the printer.

MARKET DRIVERS

- **Hybrid Work Culture:** The shift towards remote and hybrid work models has increased demand for home and small office printers, especially multifunction and wireless models.
- **Government Initiatives:** Programs like Digital India and Smart Cities are driving demand for high-volume printers in administrative offices.
- **E-commerce Boom:** The rise in online retail has increased the need for label and barcode printers for packaging and logistics.

KEY VENDORS



ROUTER

Accelerating Connectivity: India's Router Market on the Rise

TRENDS & OUTLOOK

- As per the TechSci Research, the India router market is anticipated to project robust growth in the forecast period with an impressive CAGR of 9.91% in the forecast years and is expected to reach around USD645.42 million through 2028.
- Enterprise Routers: According to Knowledge Source, the enterprise router market in India was valued at USD 1.561 billion in 2022 and is projected to grow at a CAGR of 7.48% from 2024 to 2029.
- India's router market is highly price-sensitive, especially in residential and SME segments. Consumers often prioritize affordability over advanced features, making it difficult for premium brands to penetrate without significant localization or pricing strategies.

MARKET DRIVERS

- **Digital Expansion:** The surge in internet usage and broadband subscriptions across India is fueling demand for routers.
- **Government Initiatives:** Programs like Digital India, BharatNet and the National Broadband Mission aim to provide high-speed internet and digital services, particularly in rural and remote areas (enhancing connectivity infrastructure), which boosts router adoption.
- **Remote Work and Learning:** As remote work, e-learning, and smart devices become more common, consumers and businesses alike are shifting to wireless solutions, making it the most rapidly expanding segment in the market.
- **Smart Home Integration:** The rise of smart devices necessitates robust and efficient home networking, driving router sales.
- **IT and Telecom Sectors Drive Demand:** India's IT and telecom sectors are key drivers of router demand, powered by expanding data centers, cloud migration, and 5G rollout. These industries require robust, scalable, and secure networking infrastructure, placing routers at the core of operations.

KEY VENDORS



SERVER

India's Server Landscape: Government Regulations, SMB Adoption, and Technological Advancements

TRENDS & OUTLOOK

- As per Grand View Research, the private cloud server market generated USD 12.3 billion in 2023 and is expected to reach USD 35.2 billion by 2030, growing at a CAGR of 16.2%.
- According to Statista, revenue in the Servers market is projected to reach US\$2.02bn in 2025. Revenue is also expected to show an annual growth rate (CAGR 2025-2029) of 10.26%, resulting in a market volume of US\$2.98bn by 2029

MARKET DRIVERS

- Indian government's focus on data sovereignty and regulations requiring data to be stored locally is driving investments in local data centers and server infrastructure. Regulations like the Personal Data Protection Bill (PDPB) are encouraging Indian enterprises to build and host their servers within the country, boosting the demand for local server installations.
- Dominated by large enterprises, the server market in India is now seeing increased adoption by SMBs, who are investing in affordable server solutions to improve data control, enhance security, and support digital transformation.
- The adoption of Hyperconverged Infrastructure (HCI) is another emerging trend in India's server market.
- The rise of technologies like Artificial Intelligence (AI), Machine Learning (ML), and 5G is leading to increased demand for more powerful, specialized servers. This is driving innovation in server technology, particularly in high-performance computing (HPC) and GPU-based servers.

KEY VENDORS



STORAGE

The NAS Boom: High-Capacity Storage for Modern Living

TRENDS & OUTLOOK

- Market Size: The global Consumer Network Attached Storage (NAS) market's Estimate for 2024 range from USD 6.1 billion to USD 33.7 billion, depending on the scope and segmentation considered.
- Projected Growth: As of 2024, the global Consumer Network Attached Storage (NAS) market was valued at approximately USD 6.1 billion and is projected to reach USD 12.04 billion by 2030, growing at a Compound Annual Growth Rate (CAGR) of 12.1% from 2025 to 2030.

MARKET DRIVERS

- The 1 TB to 20 TB storage capacity segment dominates the market, catering to home users and small businesses.
- Standalone NAS devices are preferred for their user-friendly, plug-and-play functionality, making them ideal for home users and small businesses.
- The 2-bay NAS devices segment is expected to grow rapidly due to their balance between storage capacity and cost-effectiveness.
- With 4K/8K video, gaming, and smart home devices becoming more common, consumers need high-capacity, high-speed storage solutions.
- NAS systems are increasingly used to store and manage data from home surveillance systems and other IoT applications.

KEY VENDORS



Structured Cabling 2.0: Empowering India's Digital Dreams

TRENDS & OUTLOOK

- 2024 Market Valuation: Structured cabling market stood at approximately USD 739.9 million in 2024. It reached USD 823.5 million in 2025
- Projected 2030 Valuation: The market is expected to reach USD 1,505.2 million. Compound Annual Growth Rate (CAGR) is anticipated to grow at 12.8% from 2025 to 2030.
- Southern India is the largest market while Eastern India is the fastest growing.

MARKET DRIVERS

- **Digital Infrastructure Expansion:** The rollout of 5G networks, development of smart cities, and increased internet penetration are fueling the need for robust cabling solutions.
- **Data Center Proliferation:** The surge in data center establishments, propelled by cloud computing and data localization mandates, is boosting demand for structured cabling.
- **Government Initiatives:** Programs like Digital India and the Smart Cities Mission are promoting the deployment of advanced IT and communication infrastructures.
- **Enterprise IT Modernization:** Businesses are upgrading their IT systems to support higher bandwidth requirements and ensure seamless connectivity.
- The increasing demand for copper structured cabling is attributed to its ability to support higher bandwidth and transmission rates.

KEY VENDORS



With emphasis on customer experience, the UC market poised for continued growth

TRENDS & OUTLOOK

- Driven by the increasing adoption of cloud-based solutions, the rise of remote and hybrid work models, and advancements in digital collaboration technologies, the Unified Communications (UC) market in India experienced significant growth in 2024.
- According to Imarc, the India UC market reached USD 4.9 billion in 2024 and is projected to grow at a compound annual growth rate (CAGR) of 15.11%, reaching USD 18.1 billion by 2033.
- The UCaaS segment also has been a significant growth contributor.

MARKET DRIVERS

- **Fostering better collaboration and communication:** Integration of various communication channels like voice, video, messaging, etc. into a single platform is driving the market.
- **Remote and Hybrid Work:** The shift towards remote and hybrid work models has increased the demand for integrated communication platforms that facilitate seamless collaboration across various locations.
- **Focus on enhanced customer satisfaction:** The growing emphasis on customer experience is driving businesses to invest in UC solutions to enable seamless interactions with clients and partners.

KEY VENDORS



UPS demand showing a steady upward trend over time

TRENDS & OUTLOOK

- The need for uninterrupted power supply in critical sectors such as healthcare, IT, and education will continue to drive demand.
- With approximately 70% of Indian households experiencing frequent power outages, there is a growing demand for UPS systems and solutions, especially in semi-urban and rural areas.
- Market players will continue to focus on energy-efficient, smart, and AI-integrated UPS solutions are expected to gain a stronger foothold in the industry.

MARKET DRIVERS

- **Rise in digital infrastructure & 5G roll out:** India's expanding digital infrastructure, including a 15% year-over-year increase in data center capacity and the rollout of 5G technology across 50 major cities, has significantly boosted demand for reliable power backup solutions.
- **Smart UPS Systems:** Integration of IoT and AI technologies that enables remote monitoring and predictive maintenance is reducing downtime and enhancing operational efficiency.
- The market has also rebounded to pre-pandemic levels after being moderately impacted by COVID-19 in 20201, owing to factors like favorable government initiatives, and growing demand for power backup solutions etc.

KEY VENDORS



Zero trust becoming a fundamental security framework in the evolving digital landscape

TRENDS & OUTLOOK

- Zero trust security is becoming a vital strategy in today's interconnected digital landscape, helping organizations fortify their defenses and mitigate risks effectively.
- BFSI, Telecom, IT/ITeS, Retail & eCommerce, Government are the key verticals driving the growth for Zero trust security.
- The incorporation of AI and ML technologies into Zero Trust Security solutions is enhancing real-time threat detection and response capabilities, thereby improving the overall security posture.
- The zero trust security market in India is expected to reach a projected revenue of US\$ 5,635.5 million by 2030, according to Grand View Research.
- In terms of revenue, India accounted for 4.4% of the global zero trust security market in 2024.

MARKET DRIVERS

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

KEY VENDORS



OEM INSIGHTS

Empowering partners to lead with next-gen technology

MITESH JAIN
REGIONAL VP, AKAMAI INDIA

“Akamai’s channel strategy plays a pivotal role in advancing enterprise-level objectives by aligning partner capabilities with its core mission to deliver secure and high-performing digital experiences. Rather than treating partners as extensions of sales, Akamai views them as strategic collaborators who contribute to long-term growth. This alignment is driven through the Akamai Partner Program, which is designed to promote consistency, scalability, and innovation. It empowers partners with deep technical enablement, access to solution roadmaps, and joint go-to-market planning. This structured collaboration ensures that Akamai’s solutions are effectively deployed across diverse customer environments, supporting strategic goals like global reach, accelerating digital transformation, and enhanced customer lifetime value.



BUILDING A ROBUST CERTIFIED PARTNER ECOSYSTEM

Akamai’s channel ecosystem is instrumental in expanding its presence in emerging markets and smaller cities by leveraging the local knowledge and networks of certified partners. To support this ecosystem, Akamai has built a comprehensive Channel Partner Directory - a resource that enhances discoverability of regional experts, helping businesses in Tier 2 and Tier 3 cities access global-grade technology through trusted local intermediaries, thereby accelerating inclusive digital adoption.

Our partner ecosystem helps in extending the reach of Akamai’s cloud computing, security, and content delivery capabilities to enterprises navigating complex digital landscapes. They are evolving from traditional resellers to trusted advisors who co-create tailored solutions that address unique customer challenges. For instance, they leverage Akamai Guardicore Segmentation and API Security to enhance compliance and operational efficiency for clients.”

Powering India's Digital Future: Channel Partners are our Biz Catalysts

RAHUL SHARMA
VICE PRESIDENT - UAE & INDIAN SUBCONTINENT
ALCATEL-LUCENT ENTERPRISE

Alcatel-Lucent Enterprise (ALE) fuels business growth in India through a robust channel-centric approach, empowering local partners with collaboration, upskilling, and shared success models. By enabling tailored, future-ready solutions across sectors like Transportation, Education, Healthcare, and Government, ALE drives deeper regional penetration and accelerates digital transformation. Its skilled sales team actively supports partners, building strong end-customer relationships to understand project dynamics better—budgets, needs, and timelines. Complemented by localized training, marketing support, and performance-driven incentives, ALE ensures its partners thrive across India’s diverse markets, including emerging Tier 2 and Tier 3 cities.



ADAPTING TO EVOLVING MARKETS AND TECHNOLOGIES

At ALE, we take a capability-led approach to selecting and onboarding channel partners for emerging technologies like GenAI and Cloud Repatriation. We seek partners with strong innovation skills, domain expertise, and a focus on co-creating value. Through targeted programs, hands-on training, and early access to solutions, we prepare partners to deliver real business outcomes. As digital transformation accelerates, our partners are evolving into strategic advisors, helping customers integrate AI, cloud, and IoT solutions. By continuously upskilling them and encouraging co-innovation, we are building a future-ready partner ecosystem that will drive agility, sustainability, and industry-wide digital transformation.

Channel strategy deeply embedded in BPE’s business DNA

GIRISH CHANDRA
DIRECTOR GLOBAL DATA CENTER INFRASTRUCTURE AND ENTERPRISE, BPE

“At BPE, our channel strategy is deeply embedded in our business DNA. As a B2B company, our channel partners are key drivers of growth and operational efficiency. We have strategically appointed segment-based partners in select metros to engage enterprise customers with the right solutions and services. This targeted approach ensures alignment between our business objectives and the needs of our customers, helping us deliver consistent value and performance.



A WELL-EQUIPPED PARTNER ECOSYSTEM

We have a strong presence across India, with the majority of our channel partners based in tier 2, 3 cities—where disposable incomes are rising, and infrastructure development is accelerating. These cities are major growth hubs for us. To ensure rapid response and uninterrupted service, our partners are well-equipped with training, spare parts, and service capabilities that maintain the desired uptime for customers in these markets. Our channel partners are increasingly transitioning from being simple resellers to solution providers. Many of our IT and power VARs (Value Added Resellers) now offer comprehensive, end-to-end digital transformation solutions to customers. We support them with regular training and enablement, helping them become a one-stop destination for power quality and infrastructure needs. This collaborative model not only strengthens our ecosystem but also enhances their value proposition to customers. Our onboarding process includes alignment with our national distributors (NDs) and focused training programs to ensure they can deliver high-quality, future-ready power solutions. This approach helps us stay agile in fast-evolving tech ecosystems.”

Channel Partners: The Backbone of Our Expansion Strategy

ALOK NIGAM
MANAGING DIRECTOR, BROTHER INDIA PVT. LTD.

At Brother International, our channel partners are at the heart of our growth plans. We support them with competitive pricing, detailed training, and strong customer support, so they can serve customers better. By working closely with our partners, we are reaching new markets and moving towards our goal of tripling our business by 2025.

Our partners are especially important in tier 2 and tier 3 cities. With the help of a strong dealer network, local marketing activities, and better service support, we have built a strong presence in these areas. Our Toner Box Series, known for cost-effective printing, has been very successful in these markets.

HELPING PARTNERS ADAPT TO DIGITAL CHANGES

One challenge we face is that not all partners adopt new technology at the same speed. While many are quick to use digital tools, others need extra training and support. We are committed to helping all our partners grow in this area.

PARTNERS AS FUTURE SOLUTION PROVIDERS

As the market changes, our partners will not just sell products but offer complete solutions. They will play a major role in providing secure, cloud-based printing and tech-savvy services. Their ability to offer fast, personalized support will help meet the growing needs of customers.



Partner-First Approach to Accelerate India's Digital Growth

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

With 45+ years of global expertise and 15,000+ patents, CommScope leads in connectivity infrastructure—designing, manufacturing, and supporting high-performance broadband, enterprise, and wireless networks. Backed by 10,000+ installation partners and field expert engineers, we deliver seamless, scalable solutions trusted worldwide.

POWERING INDIA'S DIGITAL FUTURE.

In India, CommScope is playing a vital role in building the digital backbone through its advanced structured cabling solutions. Engineered for speed, reliability, and future scalability, our solutions support critical data, voice, and video transmission across enterprises, data centers, campuses, and smart city initiatives—empowering organizations to grow in a connected world.

EMPOWERING PARTNERS, ENHANCING POSSIBILITIES

At CommScope, we believe a strong collaboration with our partners is the best way to bring connectivity solutions to our customers, and help them advance broadband, enterprise and wireless networks that will help India to progress and thrive digitally.

CommScope has built programs around our four partner types; namely Distributors, Solutions providers, Ecosystem, and Alliance to support our market solutions. Each program is designed to help our partners stand out and offer more value to our joint customers. A right channel strategy will help CommScope to capture bigger market share and making sure our solutions are readily available for our Enterprise customers. We're more than just a global name—we are a committed local partner.



Leveraging the partner ecosystem to expand across the SMB and MSME landscape

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

“Check Point follows a 100% channel-driven go-to-market strategy in India, making our channel ecosystem fundamental to our overall business performance. Our partners—including resellers, systems integrators, MSSPs, and ISVs—serve as a critical extension of our organization, ensuring that every customer engagement is backed by deep domain expertise and localized support.

EXPANSION & INVESTMENTS GO HAND IN HAND

In 2024, we introduced the New Generation Partner Program, a strategic overhaul aimed at accelerating deal closure rates, simplifying processes, and aligning partner benefits with their investment. By reducing partner tiers from six to four and enabling specialization in key solution areas, we've enhanced partner agility and improved responsiveness—both of which directly support our goals of faster customer acquisition and deeper market penetration. Partner enablement remains central to our strategy. From certifications and technical training to real-time tools like the Check Point Engage App, we equip partners to deliver value at scale.

Our physical investments in India—such as new offices in Bengaluru and Mumbai, and the first APAC R&D center in Bengaluru—further reinforce our commitment to empowering local partners and driving innovation. Our ecosystem currently includes over 600 partners, and we aim to grow this number to over 700 by the end of 2025. We are working closely with Managed Service Providers (MSPs) to deliver simplified, scalable security solutions. Our Quantum Spark 1900 and 2000 gateways, built specifically for SMBs, bring AI-powered threat prevention and automated management to the doorstep of smaller businesses, eliminating the need for extensive on-site support.”



Commvault's Channel Strategy, Boost Cyber Resilience and Digital Growth

BALAJI RAO
AREA VP, INDIA & SAARC, COMMVault

At Commvault, we are empowering our partners through strategic investments in joint go-to-market initiatives, skilling programs, and broader ecosystem alignment. These efforts are helping partners enhance cyber resilience and foster secure, sustainable growth in India's dynamic digital landscape.

Commvault's channel-first approach is redefining enterprise performance by fostering a collaborative, growth-focused ecosystem aligned with evolving business goals. Through its enhanced Partner Advantage Program, Commvault offers flexible engagement tiers, performance-driven incentives, and streamlined deal support. The company's in-region support, skilling initiatives, and demand-generation tools help partners focus on high-value solutions such as cyber resilience. Gamified engagement strategies further enhance operational efficiency and scalability, accelerating time-to-market, increasing profitability, and building stronger partner relationships. These efforts empower partners to serve as trusted advisors amid India's complex digital transformation journey.

STRATEGIC ALIGNMENT WITH LOCAL AND EMERGING TECH LEADERS

Commvault's strong collaborations with regional partners are key to expanding its SaaS-led data protection solutions in mid-market and underserved regions. These partners bring localized expertise, rapid deployment capabilities, and deep customer trust, enabling Commvault to address industry-specific challenges across BFSI, manufacturing, and public sectors. By nurturing VAD and distributor relationships, Commvault ensures alignment on co-innovation, technical enablement, and emerging trends like GenAI and cloud repatriation. Its onboarding programs combine rigorous technical training with performance metrics and early win rewards, equipping partners to lead in fast-evolving technology landscapes. Together, the ecosystem delivers secure, scalable, and simplified data management in today's digital-first world.



Our Channel Partners are the Architects of a Smarter, Safer India

ADITYA KHEMKA
MANAGING DIRECTOR, CP PLUS (ADITYA INFOTECH LTD.)

At CP PLUS, our channel strategy mirrors our larger vision—rooted in purpose, powered by technology, and strengthened by partnerships. We clearly identify enterprise verticals to target and user experiences to refine, using robust data ecosystems and cutting-edge martech tools for real-time insights. Education and upliftment remain key pillars; through workshops, webinars, and regional activations, we empower our partners to be true ambassadors of our brand across India's enterprise sectors.

We believe real growth lies beyond metro cities. Through initiatives like the Galaxy Store Network and Mission Tech program (affiliated with NSDC), we are bridging technology gaps in Tier 3 and 4 cities. These immersive experience centers and skill-building initiatives help us nurture a strong, locally available workforce, bringing world-class surveillance solutions closer to the heart of Bharat.

EMPOWERING PARTNERS THROUGH EDUCATION AND TECHNOLOGY

At CP PLUS, we see partners not merely as resellers but as catalysts of transformation. Our partner onboarding is designed to enhance capability, curiosity, and commitment, supported by CP PLUS Academy and Mission Tech programs. Partners are trained to lead in emerging areas like AI, analytics, and advanced surveillance solutions.

As automation and data-driven security evolve, our partners are becoming strategic advisors—leading cloud integrations, digital security deployments, and smart city initiatives. Together, we are building a smarter, safer, more connected India.



Dell Technologies renews its channel focus by continuing to evolve the ecosystem

VIVEK MALHOTRA
SENIOR DIRECTOR – INDIA CHANNELS, DELL TECHNOLOGIES

"The Channel ecosystem plays a pivotal role in expanding Dell Technologies' footprint. We are committed to strengthen the channel ecosystem by enhancing partner experience levels and building services led go-to-market strategies, aided by new incentives and distribution support. Our partner program has been rated as one of the best in the industry.

'TOGETHER, WE STOP AT NOTHING' – THE NEW FOCUS FOR DELL

We are focused on enhancing partner experience with a renewed focus - Together, We Stop at Nothing. Our partner program enables them to plan their resources better, decide on the opportunity strategy more accurately and have more controlled and beneficial outcomes. We launched 2025 Dell Technologies Partner Program delivering a simplified structure focused on accelerating growth and collaboration across critical technologies across Storage, Client, Networking and AI.

Dell Technologies is committed to grow this further by enhancing partner experience levels and building services led go-to-market strategies, aided by new incentives and distribution support. Our announcement on "Partner First Strategy for Storage" is a step towards this commitment. This marks a fundamental change in our go to market, resulting in over 99% of Dell customers and potential customers being considered partner first for storage. As AI reshapes IT infrastructure needs, our partners are being equipped with the capabilities to drive conversations around data management and AI lifecycle deployment. Looking ahead, Dell Technologies is committed to evolving our partner ecosystem with the same speed and precision as the technologies we deliver."



ESDS believes in fostering strong and enduring partnerships

PIYUSH SOMANI
PROMOTER, MANAGING DIRECTOR AND CHAIRMAN, ESDS SOFTWARE SOLUTION



“For ESDS, the channel network is key to driving our growth in emerging markets and Tier II and III cities. With local channel partners who strive to possess in-depth market understanding, logistical flexibility, and close customer relationships, we are positioned to enter underserved markets. Our multi-faceted growth strategy is channel-facilitated with a focus on building infrastructure, propelling AI/ML innovation, and making a commitment to sustainability. By leveraging the expertise and networks of our partners, we extend our market presence and enhance our sales and service capabilities. Through joint marketing efforts, co-selling opportunities, and collaborative product development, we foster strong and enduring partnerships.

We follow a strategic go-to-market approach when selecting and onboarding channel partners, particularly in domains such as GenAI and Cloud Repatriation. Our focus is on identifying partners who bring technical depth, and have industry experience.

SOME OF OUR NOTABLE COLLABORATIONS INCLUDE -

STPI (Software Technology Parks of India): In partnership with STPI, we deliver digital services and SaaS platforms through our jointly developed Data Centres in Bengaluru and Mohali, enabling providing digital platforms to Government entities

Core Banking SaaS Partner: We partnered with a backend IT services provider to offer managed core banking platforms to banks across India, supporting digital transformation through a pay-per-branch subscription model.

Smart City Integrations: Collaborations with leading IT service companies and firms like Larsen & Toubro Limited have enabled us to jointly execute smart city and smart metering projects, including a large-scale rollout of 5 million smart meters in Uttar Pradesh.”

Freshworks combining product simplicity with partner-led go-to-market execution

LAURA PADILLA
SENIOR VICE PRESIDENT - CHANNELS & ALLIANCES, FRESHWORKS



“Our channel strategy is a core driver of our enterprise growth. With our partner network, we are able to extend our reach and deliver high-impact digital solutions driven with AI that align directly with the evolving priorities of enterprises. The revamped Freshworks Partner Program gives us the tools to move faster and be more responsive to client needs. With flexible engagement models and stronger co-selling alignment, we can plug directly into enterprise roadmaps and deliver our uncomplicated service software to deliver outcomes that are measurable and scalable.

ENVISIONING AN EVOLVED CHANNEL ECOSYSTEM

Channel partners are no longer just resellers — they are becoming strategic advisors who guide customers through complex digital transformation journeys. As businesses increasingly adopt AI, automation, and modern CX and IT solutions, partners play a critical role in bridging the gap between technology and business outcomes. At Freshworks, we see our partners evolving into value creators — helping customers design smarter workflows, deploy faster, and unlock ROI sooner. Whether it's through cloud optimization, GenAI adoption, or industry-specific solutions, our partners are central to delivering the kind of transformation that's scalable and sustainable.

Resellers also play a key role in Freshworks' global expansion across Asia and Latin America, while also deepening penetration in growth markets like North America and Europe. With our partner's industry expertise, we are helping businesses deliver exceptional customer and employee experiences, no matter where they are located and who they cater to.”

GoTo views its partners as true extensions of its team

YVETTE MCENEARNEY
SENIOR DIRECTOR, CHANNEL SALES – APAC, GOTO



“GoTo leads with a channel-first approach, especially in fast-moving, diverse markets like APAC, where local knowledge makes a big difference. Our partners are more than just resellers, they're trusted advisors who bring years of experience and deep industry insight. They help customers make smarter decisions when going through change, whether it's scaling up, transforming digitally, or navigating a new market. While vendors often focus on product features, our partners offer a full view of the customer's environment. By making partners a core part of how we go to market, we help customers see value faster, adapt better, and build long-term success, while keeping our own strategy grounded in real-world impact.

PARTNERS HELPING TO DIVE INTO DEEPER MARKETS

We see our partners not just as sellers, but as true extensions of our team. By working closely with them, we are able to improve delivery service and help customers, especially small and medium businesses, become more tech-ready and efficient in their operations. Whether it's through traditional channel partners or independent software vendors (ISVs), we are building collaborative relationships that help us reach deeper into regional markets. These partnerships are helping us grow our presence across India and the broader APAC region, strengthening our brand and creating long-term value for our customers and partners alike. Besides, we focus on identifying partners who demonstrate technical adaptability and consultative selling capabilities. Someone with strong technical foundations who can quickly upskill in these rapidly evolving domains, as they need to navigate both technical complexities and business implications.”

For Hitachi Vantara, channel partners are strategic, trusted advisors

DARSSHAN SOMAIYA
HEAD OF STRATEGIC PARTNER & ALLIANCES FOR INDIA
AND THE SAARC REGION, HITACHI VANTARA

“Hitachi Vantara’s channel strategy is anchored in a segmentation framework that aligns partner capabilities with our broader enterprise goals. We don’t take a one-size-fits-all approach, instead, we engage with partners based on their core strengths across selling, services, or solutions delivery. This structure allows us to drive performance through focused collaboration while delivering greater value to our customers.

A STRONG CHANNEL PURPOSE

Our expansion into emerging markets is driven by a strong partner ecosystem that understand local needs and deliver tailored solutions as digital transformation expands beyond metro cities. To support our partners, we have established nine Centers of Excellence (COE) across the western, northern, and southern parts of India, empowering them to conduct technical workshops, proof-of-concept demonstrations, and drive customer success. The close collaboration between Hitachi Vantara and our partners has been instrumental in building trust, winning new opportunities and scaling across diverse markets. Our ‘Engage, Enable, and Empower’ philosophy guides this journey, we invest in onboarding, training, and access to resources that help partners stay ahead of the curve in emerging technologies.

Channel partners are evolving into strategic, trusted advisors who co-create solutions, consult on business challenges, and help implement strategies that drive outcomes. We are committed to supporting this evolution by offering them the right mix of tools, platforms, and go-to-market support. Ultimately, our ecosystem thrives when our partners grow with us, and that’s the foundation of our long-term channel vision.”



Partners working alongside IBM to future-proof customers’ business with AI

YUKTI PUNJABI
DIRECTOR, ECOSYSTEM, IBM INDIA & SOUTH ASIA

“IBM’s ecosystem strategy is centered on accelerating the adoption of AI and hybrid cloud – two of the most transformational technologies of our time – that are helping enterprises vastly enhance productivity and accelerate innovation. As part of our latest Future Proof program, we are working with our partners across India to help clients move quickly and future-proof their businesses with AI, focusing on a strong foundation, improving ROI, and fast-tracking execution.

A LONG-TERM VISION FOR IBM & PARTNERS

IBM is focused on establishing a long-term growth engine for both us and for our partners. They will be the force multiplier that furthers our charge into new markets and clients. Whatever challenges clients face, our ecosystem will bring the best of IBM to help them navigate into positions of strength, laying the foundation to drive new client acquisitions and expand our footprint through the Future Proof program.

Emerging markets across tier 2 and 3 cities in India are fast becoming growth centers with huge talent potential, lower costs and proximity to industrial hubs. To leverage this opportunity, we have been actively recruiting, onboarding, and activating a robust network of local and regional VARs, System Integrators and Managed Service Providers in these markets over the last two years.

As India moves ahead in its digital transformation journey, our business partners will play a critical role, evolving from product resellers to strategic enablers—co-creating, deploying, and scaling AI, automation, hybrid cloud, and security solutions that meet sector-specific needs.”



Aligning channel strategy with Juniper's mission of delivering experience-first networking

HARSHAVARDHAN KATHALEY
DIRECTOR - PARTNER SALES (INDIA & SAARC), JUNIPER NETWORKS

“Juniper’s channel strategy is deeply aligned with our enterprise mission of delivering experience-first networking, powered by our AI-Native solutions. Through our Partner Advantage program, we ensure that partners are not only equipped with the tools and resources to drive innovation but are also rewarded with predictable and sustainable profitability. Our structured programs—like Elite Plus and Managed Network Provider (MNP)—allow for strategic goal alignment, enabling partners to build robust go-to-market strategies that drive revenue, customer satisfaction, and long-term loyalty. This collaborative approach directly contributes to accelerated growth and market expansion.

COMMITTED TO A CHANNEL-FIRST MODEL

Our partners play a pivotal role in extending Juniper’s reach into Tier 2 and Tier 3 cities, where demand for reliable, scalable, and secure networking is growing rapidly. Through our channel-first model, we offer partners self-service tools, flexible programs, and joint go-to-market planning driven through our distributors, making it easier for them to serve customers in emerging markets. These local partners bring deep market insights, allowing us to tailor our offerings to specific business needs, while also supporting digital transformation journeys in sectors like education, healthcare, government, and small and mid-sized enterprises.

We take a value-based approach to partner selection and onboarding, especially for high-growth areas like GenAI, cloud repatriation, and AI-native networking. We also invest in cross-training to help partners build multi-domain expertise across data center, security, AI, and cloud. With Juniper’s AI-Native Networking Platform, partners can deliver outcomes like zero-touch deployments, real-time analytics, and proactive issue resolution, enabling exceptional customer experiences.”



B2B partnerships key to Kaspersky's expansion plans in India

PL SUBRAMANIAN (SUBBU)
HEAD OF CHANNEL FOR INDIA, KASPERSKY



“A channel-driven company, Kaspersky’s cybersecurity products and services are available to the enterprise segment through our technology alliance partner in India. We have developed key B2B channel partnerships in the country to expand our presence in the country and offer Kaspersky security solutions to the enterprise segment.

EXPANDING REACH THROUGH STRATEGIC PARTNERSHIPS

We recently appointed Technobind, a value-added technology services company, as our B2B, technology alliance partner in India. This strategic partnership marks a significant step in further extending Kaspersky’s reach and footprint within India’s B2B sector. They offer our comprehensive business security solutions to SMBs and Enterprise customers alike and help them navigate the ever-changing threat landscape. We also have Savex Technologies to bring a full business solution portfolio to the Indian market. They help to strengthen Kaspersky's B2B, Managed Services Provider (MSP) business in the market. Kaspersky is able to offer value-added solutions and products to Savex Technologies' channel partners, further assisting them in delivering Kaspersky services to their customers.

We have also engaged and secured partnership with the country’s leading system integrators (CSIs), as well as global system integrators (GSIs), on high-priority critical projects. And, now that Kaspersky is in the GEM (Government, Enterprise, and Mid-Market) segment, we are well-positioned to engage in large-scale government opportunities. Kaspersky is increasing its focus on India as we see a growing need for enterprise-level cyber threat intelligence services, keeping in perspective technologies like GenAI and Cloud Repatriation. We look for technology solution providers with a proven track record of offering security solutions in the enterprise space.”

Lenovo's Channel Strategy: Powering Smarter Technology and Shared Growth

ARVIND CHABRA
DIRECTOR - ONE CHANNEL, LENOVO INDIA



At Lenovo, our channel strategy is the foundation for delivering smarter technology for everyone and driving sustainable growth. Through the Lenovo 360 framework, we empower partners with the right tools, training, and insights to strengthen innovation, customer engagement, and operational excellence. This approach allows us to scale AI adoption, expand hybrid cloud solutions, and strengthen our presence in emerging markets. With agility and resilience at the core, Lenovo and its partners are better equipped to meet customers’ evolving needs in a fast-changing tech landscape.

EXPANDING REACH WITH LOCALIZED INNOVATION

Channel partners are evolving from value-added resellers to critical strategic enablers of digital transformation, as we work together in key areas like artificial intelligence, hybrid cloud and edge computing. At Lenovo, we have created the Lenovo 360 framework to provide and support partners with the necessary tools, training and insights to deliver real business outcomes. Simultaneously, the speed of commerce has transformed how people shop for technology - you can now have many Lenovo products including tablets and accessories delivered to your door in under 30 minutes in many cities! Together with channel partners, we are making this happen and enabling us to reach more customers faster and smarter.

Channel partners are key to Lenovo’s expansion into emerging markets and smaller cities. Their deep local insights, customer trust, and operational flexibility help us develop tailored solutions with strong local relevance.

The channel is pivotal to New Relics' expansion strategy in emerging markets

SIMON LEE
SENIOR VICE PRESIDENT OF ASIA PACIFIC AND JAPAN, NEW RELIC



“Channel partners are instrumental in expanding New Relic’s footprint across emerging markets and smaller cities in India and across the Asia Pacific region more broadly. By cultivating a robust network of authorized and certified partners, (including solution providers, managed service providers, and technology partners), New Relic ensures its observability solutions are accessible to a diverse range of customers.

AN ENHANCED PARTNER PROGRAM

To enable enterprises to achieve their goals, New Relic recently launched its enhanced Partner Program which has been expanded to include AI-focused sales enablement and technical certifications for channel partners. The program offers comprehensive training and accreditation, equipping partners with the necessary skills to address complex customer challenges. It empowers partners to deliver tailored solutions across various industries and geographies, enhancing customer engagement and satisfaction, while at the same time offering partners increased revenue opportunities. New Relic has also bolstered its support for the channel by hiring dedicated regional resources including partner managers and engineers. This focus on regional engagement ensures that partners in tier 1 to tier 3 cities are well-equipped to serve their local markets effectively.

New Relic’s channel partners are pivotal contributors to accelerating digital transformation across industries. To support this evolution, New Relic’s Partner Program provides extensive training and certification opportunities through New Relic University. Additionally, partners have access to co-marketing opportunities, sales tools, and technical support, enabling them to effectively represent New Relic products and services in the market. Collaboration with Global System Integrators (GSIs) and hyperscaler partners like AWS also sits at the heart of New Relic’s strategy.”

Partners playing a pivotal role in guiding Pure’s AI-ready infrastructure strategy

JITHESH CHEMBIL
HEAD- CHANNELS, PURE STORAGE INDIA

“At Pure Storage, our channel-first strategy is central to our enterprise growth in India. We’ve recently overhauled our partner program to enhance profitability and deepen engagement with top-tier partners. This transformation focuses on increasing partner profitability, greater automation, building enhanced tools, and driving partner empowerment to proactively accelerate the growth of their businesses. By delivering offerings like Pure-as-a-Service exclusively through the channel, we empower partners to address evolving customer demands and accelerate the adoption of modern, subscription-based storage solutions across enterprises.



PARTNERS HELPING IN UNLOCKING NEW OPPORTUNITIES

Our expansion into Tier 2 and Tier 3 cities is driven by regional channel partners who possess deep local insights and relationships. We provide them with tailored enablement, tools, and demand generation support to unlock opportunities in these high-potential markets. The updated partner program includes new tools for real-time insights, customer conversations, and automating the product expansion process, which are particularly beneficial for partners operating in these regions. These partners act as trusted advisors for customers embarking on their digital transformation journey, particularly in sectors like manufacturing, BFSI, and public services.

As digital transformation gains momentum, channel partners are transitioning from traditional resellers to strategic advisors and end-to-end solution providers. At Pure, we see our partners taking the lead in driving AI-ready infrastructure, hybrid cloud adoption, and as-a-Service consumption models. Their ability to help customers unlock the full value of their data is more critical than ever. The recent enhancements to our partner program, including increased automation and enhanced tools, are designed to support partners in this evolving role.”

Securonix backs its partners with innovative technology and a partner-first mindset

DIPESH KAURA
COUNTRY DIRECTOR - INDIA & SAARC, SECURONIX

“Our channel strategy plays a pivotal role in driving overall business performance and ensuring alignment with enterprise-level goals. Our approach is built on the foundation of strategic partnerships, scalability, and a deep commitment to customer success. We operate with a partner-first mindset, recognizing that our channel ecosystem extends our reach, enhances customer engagement, and accelerates adoption of our next-gen SIEM and security analytics platform. By aligning closely with our partners—including MSSPs, VARs, GSIs, and technology alliances—we ensure that our joint go-to-market efforts are targeted, effective, and value-driven.

Our channel strategy is tightly integrated with our core business objectives in ways like Scalable Growth, Customer-Centric Innovation, Operational Efficiency and Strategic Market Penetration. Our channel strategy is not a siloed function—it is an integrated lever for executing Securonix’s vision of providing scale, cloud-native, analytics-driven cybersecurity solutions.



EMPHASIZING PARTNERSHIPS REGIONALLY

With a region-specific partner focus, Securonix has built regional partnerships with MSSPs and channel partners who deeply understand local market behaviour. It then supports its MSSPs with dedicated training programs based on sector focus (e.g., BFSI, ITI, mid-market), ensuring partners are equipped to serve their specific customer base. This makes it easier for MSSPs to scale their offerings in resource-constrained environments, driving growth in smaller cities and developing regions. For broader coverage, Securonix has NSI (National System Integrator) and GSI (Global System Integrator) programs. NSIs help in national reach, including emerging cities, while GSIs based in India also serve global clients, creating a dual-layer growth engine.

Snowflake’s local partners helping chart its growth story globally

DHIRAJ NARANG
DIRECTOR AND HEAD OF PARTNERSHIPS- INDIA, SNOWFLAKE

“Snowflake’s partner ecosystem is a critical growth engine directly contributing to our customers’ business outcomes. We have built a robust Snowflake Partner Network comprising system integrators, cloud providers, advisory firms, ISVs, and resellers. Nearly 50% of Snowflake’s APJ partner ecosystem is rooted in India, underscoring the immense opportunities here and playing a crucial role in our global success. Our partners are instrumental in expanding Snowflake’s footprint across various sectors like BFSI, Retail & CPG, SMEs, and Manufacturing in India by guiding organizations through their Data and AI journeys.



ALIGNING PARTNER GOALS WITH BUSINESS OBJECTIVES

Snowflake programs are designed to align partner goals with our core business objectives, i.e., driving platform consumption, acquiring new customers, and delivering industry-specific solutions. With continuous enablement and co-innovation, we empower our partners to deliver tangible value to our joint customers while ensuring they are equipped to address evolving customer needs such as GenAI adoption, data sharing, and regulatory compliance. Our ecosystem comprises advisory partners as well as Regional System Integrators. Moreover, Snowflake recognizes the importance of cloud service providers like AWS and Microsoft in driving the success of its customers and partners. Our partnerships with companies like NVIDIA further enhance our AI capabilities.

Our shared goal is to make the Snowflake Partner Network the most impactful ecosystem for data and AI innovation globally. We have recently unveiled SPN Learn, a new partner learning platform designed to equip partners with tools for success. We also offer Snowflake University, a comprehensive educational hub containing 75+ free training modules, hands-on labs, videos, and assessments.”

Addressing the dynamics of the cybersecurity world with a strong partner ecosystem

DEBASISH MUKHERJEE
VICE PRESIDENT OF SALES, APJ, SONICWALL



“As a 30 plus year old company, SonicWall has always been a partner-centric, platform-enabled cybersecurity company that supports a community of users to take a more informed and relentless approach to cybersecurity. We have always believed that by deploying our partner-centric, platform-enabled strategy, SonicWall is positioned as a leader in the cybersecurity industry, ensuring our partners and end-users never stand alone in the face of rising cyberthreats by providing relentless security. From business focus to DE&I initiatives, SonicWall is a transforming businesses by adding more accountability, building out its product portfolio, acquiring businesses to fill gaps, partner-focus, premium support, uptime monitoring efficiency etc.

A ROBUST, RESILIENT CHANNEL ECOSYSTEM

Channel partners and their team are extended family for SonicWall and all our channel partners are well equipped with knowledge to reach out to customers and help them to support in achieving their cybersecurity needs. We have a robust channel ecosystem in place that can extend localized expertise, tailored support, and strong partnerships to businesses and individuals. Since we understand that one-size-fits-all solutions are not always effective and do not provide the right solutions, we customize our support to align with the regional requirements of each market.

Today channel partners are becoming integral to the success of digital transformation efforts, shifting from traditional sales roles to more strategic, service-oriented positions that emphasize value creation, integration, and collaboration. Being a 100% Channel centric organisation, SonicWall over the years has been upgrading and evolving its partner programs to best address the dynamics of the cybersecurity world.”

Suse committed to a 100% partner-led business model

SACHIN VIG
DIRECTOR STRATEGIC CHANNELS & ALLIANCES – INDIAN SUBCONTINENT, SUSE



“In open source, nothing is ever achieved alone. That foundational belief shapes how we work with our channel ecosystem. SUSE’s channel ecosystem represents best-in-class partners who help us extend capabilities, reach new markets, and support customers in achieving critical business goals. This is particularly important in dynamic, fast-moving regions like APAC, and especially in the fast-growing digital marketplace that is India. SUSE’s globally scaled, multi-channel go-to-market model spanning VARs, MSPs, CSPs, ISVs, and IHVs ensures that we are aligned with enterprise goals - driving transformation, enabling innovation, and delivering long-term value through the strength of our ecosystem.

A KEY GROWTH ENGINE FOR EMERGING MARKETS

Our channel ecosystem is a key growth engine for SUSE in emerging markets and smaller cities. By design, our globally scaled, multi-channel go-to-market strategy enables us to reach and serve diverse markets including Tier 2 and Tier 3 cities through a network of value-added resellers, managed service providers, and other specialized partners. Last year, we reconfigured the SUSE One Partner Program to create an additional path for organizations of different scales and specializations to collaborate in new ways. We are also deepening engagement with leading global and regional players, such as Infosys and TCS, to address local and global needs. At SUSE, we believe that the channel ecosystem is not just a component of our strategy, it's at the core of how we go to market. Our commitment to a 100% partner-led business model underscores this.”

Tenable emphasizes in enabling and working with partners across geographies

TALIB YOUSRY
CHANNEL DIRECTOR, TENABLE APJ



“Tenable is a 100% channel-first organisation dedicated to working closely with channel partners, including technology resellers, managed service providers, distributors, and ecosystem partners. Tenable’s Assure Partner Program offers greater flexibility, technical support, and business opportunities, particularly in cloud security and exposure management. To incentivize our partners, Tenable offers deal registration discounts and better pricing for deals brought in by channel partners. These initiatives enable partners to successfully sell and deploy Tenable’s exposure management platform for cloud security or full-stack risk assessment.

Tenable has small on-ground teams that interact with distributors and resellers. As a purely channel-driven business, we greatly emphasize enabling and working with partners across geographies, including India. We work alongside our channel partners to help organisations navigate cyber risk management. As our team grows, we help our partners grow in tandem. In many emerging markets, our channel partners are focused on cloud security and exposure management with the TenableOne platform. They are responsible for educating customers on moving away from traditional VM to a risk and context-based approach like exposure management.

EVOLUTION OF PARTNERS FROM RESELLERS TO STRATEGIC ADVISORS

Channel partners aren’t merely resellers in the age of AI. They are evolving into strategic advisors who guide customers through complex cyber risk management. Channel partners are essential in helping organisations expose and close cyber exposure gaps that threaten growth, reputation and trust. They are essential collaborators, who now drive innovation, enable scalable deployments, and provide critical insights to secure modern attack surfaces in an increasingly dynamic digital landscape.”

Channel strategy is a core pillar of Trend Micro’s enterprise growth

HIMANSHU KUMAR GUPTA
SR. DIRECTOR - GOVERNMENT BUSINESS & CHANNELS, INDIA & SAARC, TREND MICRO

“A strong partner program is central to Trend Micro’s business growth strategy, serving as both a market expansion engine and a customer success enabler. By aligning closely with our channel partners, we amplify our reach, deliver comprehensive cybersecurity solutions, and ensure customers are protected against rapidly evolving threats. These strategic collaborations create shared value, allowing partners to grow their businesses while enabling Trend Micro to maintain our leadership in the cybersecurity space. We see partners playing a pivotal role in helping customers navigate complex cybersecurity landscapes by aligning security strategies with broader digital goals. Amid ongoing digital transformation, the role of channel partners is evolving from traditional resellers to strategic advisors and solution consultants.



HELPING BUILD A LOCALISED APPROACH

Our channel partners play a critical role in expanding Trend Micro’s footprint in emerging markets and smaller cities by leveraging their deep-rooted presence, local expertise, and customer relationships. This localized approach not only accelerates market penetration but also ensures our solutions are accessible and relevant to businesses of all sizes, including small and Medium Enterprises (SMEs) that are increasingly vulnerable to cyber threats. Our partner ecosystem is founded on trust, joint innovation, and aligned goals. By harnessing partners’ local insights and technical strengths, we unlock new markets and deliver customized solutions that address complex and evolving cybersecurity challenges—such as securing hybrid cloud environments for financial institutions or enabling zero-trust architectures in government agencies.”

CyberArk sharing a common vision with partners to offer top-tier security outcomes

AJIT RAMNATH
SENIOR PARTNER MANAGER FOR INDIA AND SAARC, CYBERARK

“CyberArk’s channel strategy is fundamental to achieving its objectives of scaling the adoption of identity security while ensuring exceptional customer outcomes. Our partners are not only sales enablers, they also play a pivotal role throughout the customer lifecycle, from initial engagement to post-deployment support. Through strategic programs and enablement, partners are equipped with the tools to effectively address customers’ diverse identity security challenges. CyberArk leverages their expertise to penetrate new markets and enhance solution delivery. Ultimately, this alignment furthers the shared vision to deliver exceptional security outcomes for customers globally.



HARMONIZING GOALS TO TACKLE CHALLENGES

CyberArk prioritises partners who align with its vision of securing every identity, human or machine, and demonstrate expertise in addressing the challenges of emerging technologies, including AI, cloud and machine identities. The onboarding process is designed to enable partners quickly and comprehensively. This enablement also includes persona-based training, which ensures partners can effectively cater to diverse users, such as developers, workforce users, machine identities and IT teams. As digital transformation continues to reshape industries, channel partners are evolving from resellers to strategic enablers of business innovation and operational resilience. They also play a crucial role in helping organisations adopt subscription-based and as-a-service models, which are becoming the norm in sectors like retail and technology. CyberArk equips partners with tools to meet these evolving demands. Our MSP program and persona-based training prepare them to offer tailored, simplified, scalable identity security services that align with enterprise digital transformation initiatives.”

ISRO successfully completes second satellite docking in SpaDeX mission

India has achieved a significant milestone in space technology with the successful completion of its Space Docking Experiment (SpaDeX), conducted by the Indian Space Research Organisation (ISRO). The mission involved the docking and undocking of two satellites—SDX01 (Chaser) and SDX02 (Target)—in a 460-kilometre orbit, demonstrating advanced orbital rendezvous capabilities. Launched on December 30, 2024, via PSLV-C60, the satellites docked on January 16 and undocked on March 13, 2025.



Union Minister Jitendra Singh confirmed the success, stating it was accomplished in a single attempt. India now joins the United States, Russia, and China as the only nations to demonstrate space docking technology. SpaDeX is seen as a cost-effective technology demonstrator crucial for upcoming missions like Gaganyaan, Chandrayaan 4, and India’s planned space station. ISRO Chairman V Narayanan highlighted the mission’s importance in enabling complex future operations and further enhancing India’s standing in global space exploration.

GoTrust Unveils AI-Powered DPO Copilot to Streamline Privacy Compliance

GoTrust has officially unveiled the AI-powered DPO Copilot, a cutting-edge compliance tool designed to help organizations navigate the complexities of India’s Digital Personal Data Protection Act (DPDPA) and international regulations like GDPR and CCPA. Specifically developed for Data Protection Officers (DPOs) and privacy professionals, this AI-driven compliance platform automates critical privacy functions, offering a streamlined, efficient approach to data governance.

The DPO Copilot leverages artificial intelligence to perform tasks such as:

- Data discovery and classification, helping businesses identify personal and sensitive data across systems
- Consent lifecycle management, ensuring valid user consent is collected, recorded, and withdrawn as required
- Rights request handling, simplifying responses to user requests like data access, correction, or deletion
- Risk assessment and breach monitoring, enabling proactive responses to potential privacy threats

This level of data protection automation allows organizations to manage compliance obligations in real time, reducing manual workloads and significantly lowering the risk of human error.

Hikvision Strengthens its Position with New Launches and Global Certifications

Hikvision India has launched a new generation of Smart Swing Barriers and Turnstiles, offering fast, secure, and flexible entrance management solutions tailored to modern infrastructure needs. These products, equipped with advanced access control, intercom technologies, and Hikvision's proprietary motor control algorithms, reflect the company's commitment to seamless integration, robust performance, and elevated user experience.

The new solutions feature sleek, modern industrial designs and support multiple authentication methods—including palm and vein recognition—making them suitable for high-security environments. They come with built-in access controllers to provide a comprehensive, all-in-one solution. These systems are easy to install and configure, requiring just one network and one power cable, and can be managed through LAN or NFC-enabled Android devices.

To ensure long-term durability and stability, Hikvision subjects these devices to extensive testing for rain, temperature, corrosion, and vibration resistance. Their compatibility with third-party systems enhances visitor management and access flow in diverse environments such as corporate offices, educational institutions, airports, manufacturing units, banks, and public transport stations.

In parallel with this product innovation, Hikvision has also achieved two prestigious global certifications—ETSI EN 303 645 and EN 18031—from Bureau Veritas, underlining its dedication to IoT security and data protection. ETSI EN 303 645 sets benchmarks for consumer IoT privacy and cybersecurity, while EN 18031 protects radio equipment from cyber threats.

Additionally, Hikvision has partnered with Dutch cybersecurity firm Secura to support international certification efforts and further strengthen its IoT security framework. These advancements complement the company's continued innovations in AI and IoT, reaffirming its mission to deliver a safe, intelligent, and reliable ecosystem for users worldwide.



Infosys to enable companies to become AI-first enterprises with Topaz

In a bold step toward accelerating the global shift to AI-powered operations, Infosys has unveiled Infosys Topaz, a comprehensive suite of generative AI solutions designed to help organizations become AI-first enterprises. This launch signifies a major leap in enterprise AI transformation, particularly for companies migrating to SAP S/4HANA Cloud, SAP's flagship enterprise resource planning (ERP) system.

"Business AI is the biggest technology opportunity of the 21st century. The joint value proposition that Infosys brings in collaboration with SAP, will help enterprises realise the transformative power of SAP S/4HANA Cloud and Business AI through a guided approach – helping to turn AI proof-of-concepts into tangible business outcomes more quickly," said Jan Bungert, Chief Revenue Officer for SAP Business AI, SAP SE.

Topaz by Infosys combines the strengths of Infosys Cobalt cloud offerings with the capabilities of generative AI, offering an AI-first stack of services, solutions, and platforms. The suite is built to modernize core IT infrastructure, automate complex processes, and enable businesses to harness the full potential of data for real-time insights, enhanced decision-making, and innovation.

The launch of Infosys Topaz is also aligned with the rollout of the ASPIRE program, which is already helping global companies like Roche upgrade their digital landscape. By embracing the Infosys AI platform, Roche is moving toward a fully AI-enabled environment, leveraging generative AI solutions for automation, predictive analytics, and operational agility.

MSI Grows India Retail Presence with RTX 50 Series Laptop Launch

MSI is accelerating its India growth strategy by launching its next-gen RTX 50 Series gaming laptops while expanding its retail footprint across the country. The company now has a presence in over 80 Croma stores nationwide, making its high-performance products more accessible to Indian consumers.

The new MSI RTX 50 Series laptops are designed to deliver cutting-edge gaming experiences and AI-driven performance, positioning MSI as a major player in India's gaming laptop market. These laptops come equipped with NVIDIA GeForce RTX 50 Series GPUs, the latest Intel Core Ultra and AMD Ryzen 7000 series processors, and AI-optimised technologies like NVIDIA DLSS 4, offering a transformative boost in graphics rendering, AI generation, and real-time performance.

As part of its India-focused initiative, MSI has also hosted more than 20 free service events to support users with hands-on demonstrations, product education, and personalized support. These service events are not just promotional – they're interactive experiences where consumers can receive hands-on demonstrations, personalised technical support, and deep dives into MSI's advanced hardware.





In today’s hyperconnected digital ecosystem, data and network security have become non-negotiable priorities for enterprises of all sizes. As cyber threats grow in sophistication and frequency—from ransomware and phishing attacks to advanced persistent threats and zero-day vulnerabilities—organizations must reinforce their defenses to ensure cyber resilience. At the heart of this resilience lies a secure and robust data and network framework that not only prevents breaches but also enables swift recovery in the face of disruption.

Data and network security serve as the first line of defense, acting as a barrier between sensitive enterprise data and the cybercriminals determined to exploit it. With the increasing adoption of cloud, IoT, and edge computing, the threat surface has expanded exponentially. Security strategies

must now encompass a wide range of tools and technologies—from firewalls, intrusion detection/prevention systems (IDS/IPS), to zero trust network architectures—to effectively safeguard systems across distributed environments.

One of the key pillars of this protection is data integrity. Safeguarding sensitive information—whether it be customer records, financial data, intellectual property, or critical infrastructure telemetry—is vital for business continuity, compliance, and reputation management. Organizations must therefore deploy a mix of end-to-end encryption, multi-factor authentication, identity and access management (IAM), and regular auditing to ensure that only authorized users can access or modify critical information.

However, strong security isn’t just about prevention—it’s also about preparedness and response. Resilience depends not only on stopping attacks but on recovering swiftly from them. Here, practices like routine data backups, disaster recovery planning, and well-defined incident response protocols play a crucial role. These strategies help reduce downtime, restore operations quickly, and reinforce stakeholder trust even after a breach.

In the face of modern threats, companies increasingly rely on managed security services (MSS) for real-time monitoring, proactive threat detection, and expert incident response. These services, often delivered through strategic partners, help enterprises stay one step ahead of attackers without overburdening internal IT teams.

KEY CURRENT MARKET CHALLENGES IN SECURING DATA AND NETWORKS:

- **Evolving Cyber Threat Landscape:** Constantly changing attack vectors like ransomware, phishing, and zero-day exploits.
- **Lack of Skilled Cybersecurity Professionals:** Shortage of trained experts to manage advanced security systems.
- **Integration Complexities:** Difficulty in integrating multiple security solutions across hybrid IT environments.
- **Cloud Security Risks:** Increased vulnerabilities due to misconfigured cloud settings and lack of visibility.
- **BYOD and Remote Work:** Devices outside traditional networks increase attack surfaces.
- **Legacy Infrastructure:** Outdated systems often lack support for modern security protocols.
- **Insider Threats:** Employees or contractors misusing access privileges.
- **Data Privacy Regulations:** Complying with evolving regulations like GDPR, PDPB (India), etc., is complex and resource-intensive.
- **Third-party Risks:** Partners or vendors with weak security can be entry points for attackers.
- **Budget Constraints:** Limited cybersecurity budgets, especially for SMBs, restrict adoption of advanced tools.

Integrating security into existing IT infrastructure is another critical consideration. The goal is to enhance protection without disrupting business operations, ensuring that digital transformation efforts remain agile yet secure. Seamless integration allows organizations to build a unified security posture while maintaining productivity and compliance with evolving standards like ISO 27001, NIST, and GDPR.

As cyber threats evolve, collaboration becomes key. In India's diverse and fast-growing digital economy, distributors and

value-added distributors (VADs) play a pivotal role in strengthening cybersecurity resilience across the enterprise landscape. As cyber threats become more sophisticated, VADs act as trusted intermediaries between global cybersecurity vendors and Indian businesses, particularly in tier-2 and tier-3 cities where awareness and expertise are still maturing. These partners provide more than just product delivery—they offer technical consulting, pre-sales support, training, implementation services, and post-sales assistance, enabling faster and more secure adoption of advanced security solutions.

Given India's cost-conscious market, VADs also help tailor offerings to fit specific compliance requirements (e.g., RBI, CERT-In) and budget constraints, while ensuring seamless integration with legacy systems. Their local presence and multilingual support further bridge cultural and operational gaps, empowering small and mid-sized enterprises (SMEs) to build robust cyber defences without needing in-house experts. VARINDIA attempted to understand the landscape better from the eyes of the SIs, SPs and MSPs. Below are the excerpts...

KEY MARKET OPPORTUNITIES FOR SIS AND
NIS IN NETWORK AND DATA SECURITY PROJECTS:

- **Zero Trust Architecture Implementation:** Assisting organizations in adopting zero trust frameworks to enhance perimeter-less security.
- **Security Operations Center (SOC) Setup:** Designing and deploying on-premise or managed SOC's for real-time threat detection and response.
- **Endpoint Detection and Response (EDR):** Integrating EDR and XDR solutions to secure endpoints against advanced threats.
- **Secure Cloud Migration:** Providing secure cloud transition services with built-in encryption, identity management, and access controls.
- **Network Segmentation Projects:** Deploying advanced segmentation to contain breaches and limit lateral movement of threats.
- **Firewall & UTM Deployment:** Offering customized next-gen firewall and UTM solutions with AI-driven threat intelligence.
- **Data Loss Prevention (DLP):** Implementing DLP solutions to monitor, detect, and block sensitive data leaks.
- **Compliance-Driven Security Integration:** Supporting enterprises with security solutions that align with regulatory standards like GDPR, PDPB, HIPAA, etc.
- **Managed Security Services (MSS):** Delivering outsourced security monitoring and management to mid-sized businesses lacking internal resources.
- **IoT & OT Security Solutions:** Securing connected devices and industrial systems from cyber risks through tailored security architectures.

Behind the Firewall: Solution Integrators Are Redefining Security in a Connected World

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

“At Arrow PC Network, we adopt a layered security framework aligned with globally recognized standards like ISO 27001, NIST, and GDPR.”

In today's hyper-digital ecosystem, where data is currency and downtime is costly, the role of system integrators, solution partners, and network integrators has evolved beyond simply connecting systems—they are now the custodians of cyber resilience. For Arrow PC Network Pvt Ltd, this responsibility is met with precision and a forward-thinking strategy. Gurpreet Singh, the company's dynamic leader, explains how the team views security not as a post-script but as the DNA of every solution they deliver.



SECURITY BY DESIGN: NOT AN ADD-ON, BUT A FOUNDATION

At Arrow PC Network, we adopt a layered security framework aligned with globally recognized standards like ISO 27001, NIST, and GDPR. This includes end-to-end encryption, secure APIs, role-based access control, and real-time audits to ensure every digital interaction is protected.” Their solutions are designed to simplify compliance while strengthening the customer's overall cybersecurity posture—with modular tools, automated documentation, and seamless integration across on-prem, cloud, and hybrid environments.

FROM REACTIVE TO PROACTIVE: TACKLING MODERN THREATS HEAD-ON

But in a world where threats like ransomware, phishing, and zero-day vulnerabilities evolve by the hour, Arrow PC goes a step further. Their AI-powered threat intelligence, sandboxing techniques, and machine learning-driven anomaly detection ensure threats are identified and neutralized even before damage occurs. Their 24/7 Security Operations Center (SOC) doesn't just monitor—it actively hunts and responds to threats in real time.

COLLABORATING FOR RESILIENT CYBERSECURITY

Managed Security Services (MSS) offered by Arrow PC—covering SIEM, MDR, endpoint protection, and forensic analysis—give businesses the confidence to focus on growth without worrying about breaches. And while tech is vital, Singh believes in the power of partnerships. Our distributors and VADs bring early access to innovations, global insights, and implementation support. Together, we create future-ready cybersecurity stacks that are not only scalable and cost-effective, but tailored to each client's need. For system integrators like Arrow PC, cybersecurity isn't just a service—it's a promise woven into every connection, every packet, and every solution they build.

SI: Empowering Enterprises with End-to-End Security Solutions in India

CHANDRASEKAR BALASUBRAMANIAN
CHIEF BUSINESS OFFICER
FUTURENET TECHNOLOGIES INDIA PVT. LTD.

“To maintain data integrity, we enforce version control, regular backups, and data minimization principles to reduce exposure.”

As system integrators in India’s evolving digital landscape, we play a pivotal role in securing interconnected systems while adhering to global standards such as ISO 27001, NIST, and GDPR. We begin by establishing a strong governance framework—defining policies, mapping compliance, conducting periodic audits, and assessing risks aligned with the regulatory demands of both government and private sectors.

Our security architecture is built on a layered defense model comprising role-based access control, multi-factor authentication, AES-256 encryption, secure APIs, and endpoint protection. We deploy Data Loss Prevention (DLP) tools and enforce best practices such as version control, regular backups, and data minimization to ensure data integrity across BFSI, healthcare, and other sensitive sectors.

REAL-TIME THREAT DETECTION AND RESPONSE CAPABILITIES

To combat modern threats such as ransomware, phishing, and zero-day exploits, we deploy advanced technologies including Endpoint Detection and Response (EDR), Next-Gen Antivirus (NGAV), sandboxing, and spoofing protections like SPF, DKIM, and DMARC. Our 24x7 Security Operations Centers (SOCs), integrated with global threat intelligence and powered by SIEM tools, deliver real-time monitoring, incident response, and vulnerability management.

We also provide SIEM and SOC as a Service for enterprises of all sizes. User training, phishing simulations, and patch management are integral parts of our preventive and reactive strategies—ensuring clients are protected both technically and behaviorally.

SEAMLESS INTEGRATION AND ECOSYSTEM SUPPORT

Our security solutions are built for compatibility with existing IT infrastructures—legacy, hybrid, or cloud-native. With agentless deployments, open APIs, and phased rollouts, we ensure minimal operational disruption. Encryption at rest and in transit (TLS, IPsec) and identity access controls (RBAC, VPNs, MFA) further bolster resilience.

We collaborate closely with distributors and VADs for technical support, POCs, and competitive pricing—helping us deliver 360-degree security offerings that meet the needs of India’s cost-sensitive yet compliance-driven markets.



Securing the Digital Backbone: System Integrators Are Elevating Cyber Resilience for Modern Enterprises

NISHANT JALAN
DIRECTOR – CYBERSECURITY & NETWORKING,
GALAXY OFFICE AUTOMATION (P) LTD.

“At the heart of every integration we deliver a commitment to secure, compliant data flow.”

As data becomes the lifeblood of modern enterprises, system integrators, solution partners, and network experts like Nishant Jalan are ensuring security is built into the core of every solution they deliver. Working with a wide variety of brands, Nishant and his team focus on secure, compliant data flow by following globally recognized frameworks such as ISO 27001, NIST, and GDPR. Their mission: enable seamless interoperability across platforms—without sacrificing performance or compliance.

SECURITY BY DESIGN, NOT AS AN AFTERTHOUGHT

To counter the evolving threat landscape—ransomware, phishing, zero-day exploits—the team adopts a proactive, layered defense approach. This includes behaviour-based analytics, advanced detection tools, email gateways, and endpoint protection. Regular patching, threat intelligence feeds, and user awareness programs are key components in maintaining client resilience.

LAYERED DEFENSE MEETS SEAMLESS INTEGRATION

Their managed security services, delivered through a Network Operations Center (NOC), ensure real-time monitoring and rapid issue resolution. While they don’t maintain a dedicated SOC, integration with leading threat detection tools and security partners ensures robust incident response. Importantly, these solutions are designed to work within existing IT infrastructures, offering security upgrades without disrupting operations. Scalable technologies and automation ensure continuity, compliance, and efficiency.

THE POWER OF PARTNERSHIPS IN CYBER RESILIENCE

According to Nishant, distributors and VADs play a vital role in enriching their cybersecurity portfolio. These partners provide deep expertise and access to advanced tools, enabling them to offer tailored, industry-specific security solutions. With such collaboration, system integrators not only secure networks and data—they build trust, reduce risk, and future-proof digital transformation journeys for their clients.



Cybersecurity Reimagined: Seamless Integration, Stronger Together

AMARNATH SHETTY
MD, LDS INFOTECH PVT LTD

“With SIEM tools providing centralized visibility, automated alerts, and rapid response, we act as an extension of our client’s IT team.”

At LDS Infotech Pvt. Ltd., we engineer cybersecurity solutions rooted in globally recognized frameworks like ISO 27001, NIST, and GDPR, ensuring seamless compliance and uncompromised data integrity. With robust governance policies, regular risk assessments, and detailed audit trails, our systems enforce strict data classification, encryption, and access control—from storage to transmission.

FRAMEWORK-BASED SECURITY WITH FULL COMPLIANCE

Our security posture includes multi-layered defenses against evolving cyber threats such as ransomware, phishing, and zero-day attacks. Leveraging AI-powered analytics and behavioral threat detection, we proactively detect anomalies and block malicious activity in real time. Tools like sandboxing, DNS security, email filtering, and endpoint protection form the backbone of our threat prevention strategy. Swift, structured incident response protocols minimize damage and ensure business continuity.

AI-DRIVEN THREAT DEFENSE WITH 24/7 MANAGED SECURITY

Our Managed Security Services (MSS) offer 24/7 network and endpoint monitoring, powered by advanced threat detection and integrated global threat intelligence. With SIEM tools providing centralized visibility, automated alerts, and rapid response, we act as an extension of your IT team. Regular vulnerability scans and risk assessments further reinforce a proactive defense.

Before implementation, we conduct detailed infrastructure audits to identify gaps and tailor modular security frameworks compatible with both legacy and modern systems, including hybrid and cloud environments. Staged rollouts and rigorous testing ensure zero-disruption deployments, preserving operational performance.

SCALABLE, INTEGRATED SOLUTIONS BACKED BY STRATEGIC PARTNERSHIPS

End-to-end protection is achieved through advanced encryption (full-disk and file-level), Role-Based Access Controls (RBAC), centralized IAM, Multi-Factor Authentication (MFA), and SSO integrations—ensuring that only authorized personnel can access sensitive data.

Our partnerships with leading Value-Added Distributors (VADs) provide early access to emerging technologies, threat intelligence, and vendor updates. These collaborations also allow us to offer tailored solutions for diverse industry needs, bundled with services like managed firewalls, cloud security, and data loss prevention—creating a scalable, resilient cybersecurity ecosystem for our clients.



Securing India’s Digital Frontlines: Proactive Cyber Defense Is the Need of the Hour

JITEN MEHTA
CHAIRMAN, MAGNAMIOUS SYSTEMS (P) LTD.

“In today’s market, value trumps everything. If customers trust you to deliver, they’ll stay—even when the margins don’t.”

Cybersecurity has become a top priority for Indian businesses, but keeping pace with constantly evolving threats remains a challenge. Jiten Mehta from Magnamious emphasizes a proactive approach, with daily infrastructure health checks and timely patch updates across servers and endpoints. While they don’t have an in-house SOC, the company partners with OEMs for real-time threat monitoring and recommends MDR (Managed Detection and Response) solutions that come with AI-driven threat detection and breach warranties.

Clients often delay adopting robust solutions due to budget constraints, but post-breach, nearly 80% switch vendors—regardless of prior warnings. That’s why Magnamious stays on high alert and encourages clients to invest in long-term protection.

OPTIMIZING BEFORE REPLACING

When responding to cyberattacks, the first step is deploying incident response tools. However, Magnamious rarely recommends scrapping existing setups. Instead, they optimize and reconfigure current tools to enhance security without demanding fresh investments. Only when absolutely necessary are new tools introduced. The goal is clear: strengthen security using available infrastructure, whether the issue stems from a breach or internal inefficiencies.

BRIDGING THE GAP WITH ENABLEMENT AND STRATEGY

Training from OEMs is vital for both partners and customers. Magnamious regularly engages clients—especially in SMB and mid-market segments—with knowledge-sharing sessions every few months. They also conduct in-house trials and pilot runs before introducing any new solution to the market.

On the compliance front, Mehta believes India’s DPDP Act will eventually drive demand for secure environments. While enforcement may take time, Magnamious is already testing solutions to be regulation-ready. Despite shrinking margins and tough competition, Magnamious focuses on building lasting client relationships.



Partner’s Holistic Cybersecurity Approach, Empower Secure Digital Transformation

JIGAR SANGHVI
FOUNDER & CEO, SANGHVI INFOTECH PVT. LTD.

“Sanghvi Infotech leverages AI/ML-powered threat detection for behavioral anomaly recognition and unknown threat identification.”

Since its inception in 1998, Sanghvi Infotech Pvt. Ltd. has grown into a trusted technology partner, offering end-to-end solutions across IT infrastructure, software development, AI/ML, blockchain, cloud computing, and network security. The company’s commitment to digital empowerment is evident in its partnership with government initiatives such as GFGNL, where it has delivered rural internet connectivity to schools and gram panchayats—laying the foundation for a secure, connected Bharat.



PROACTIVE DEFENSE AGAINST EVOLVING CYBER THREATS

To stay ahead of advanced cyberattacks like ransomware, phishing, and zero-day exploits, Sanghvi Infotech leverages AI/ML-powered threat detection for behavioral anomaly recognition and unknown threat identification. Its advanced email security stack uses real-time phishing detection, sandboxing, and spoof protection with protocols like SPF, DKIM, and DMARC. Endpoint security is reinforced through EDR/XDR platforms that enable containment, threat hunting, and rollback capabilities. These are further backed by integrated threat intelligence from national and global CERTs, ensuring continuous threat visibility and response.

SEAMLESS INTEGRATION AND MANAGED SECURITY EXPERTISE

Sanghvi Infotech provides full-spectrum Managed Security Services (MSSP), including 24x7 SOC operations with SIEM-based monitoring, live attack dashboards, and real-time alerting. Its incident response services offer rapid triage, containment, forensics, and root cause analysis, while compliance dashboards support regulatory reporting. Designed for zero downtime, the firm’s modular architecture supports legacy, hybrid, and modern IT systems. With agentless deployment options and open APIs, businesses benefit from secure integration without disruption—especially in rural projects under GFGNL.

STRENGTHENING REACH THROUGH STRATEGIC PARTNERSHIPS

Distributors and Value-Added Distributors (VADs) are key enablers of Sanghvi Infotech’s cybersecurity resilience. By ensuring quick deployments in underserved regions, customizing solutions for local compliance, and facilitating upskilling via certifications and simulations, they enhance outreach and effectiveness. These collaborations also drive co-innovation by integrating hardware, software, and analytics into comprehensive, future-ready cybersecurity solutions tailored for India’s digital journey.

Security Without Disruption: How Channel Safeguard Your Business

RAUNAQ SINGH
DIRECTOR & CEO,
TARGUS TECHNOLOGIES PVT. LTD.

“We promote user awareness through training and disaster recovery plans to maintain business continuity during cyber incidents.”

Targus Technologies adopts a comprehensive approach to cybersecurity by identifying risks, addressing system vulnerabilities, and implementing robust protections. They use data encryption both at rest and in transit to prevent unauthorized access. Data is classified by sensitivity, with varying protection levels based on the importance of the information. Strict access controls, role-based permissions, and regular system checks ensure that data remains secure and traceable. Targus follows global security standards like ISO 27001, NIST, GDPR, HIPAA, and PCI DSS. They provide ongoing staff training and conduct regular system reviews to stay ahead of evolving threats.



STRATEGIC & SECURED ENABLEMENT

Targus employs a multi-layered security framework to combat threats such as phishing, ransomware, and zero-day attacks. Their integrated tools, including firewalls, intrusion prevention systems, SIEM, and endpoint detection, provide proactive threat detection and mitigation. The Security Operations Center (SOC) offers 24/7 monitoring and rapid response to incidents. Regular vulnerability assessments and patch management, along with email filtering and backup systems, add extra layers of defense. Additionally, Targus promotes user awareness through training and disaster recovery plans to maintain business continuity during cyber incidents.

To secure data access, Targus utilizes advanced authentication methods such as OAuth 2.0, Multi-Factor Authentication (MFA), Single Sign-On (SSO), biometric verification, and token-based systems. They apply the “least privilege” principle, ensuring users only have access to the necessary resources. Attribute-Based Access Control (ABAC) provides further control based on user characteristics and resource types. Public Key Infrastructure (PKI) ensures secure communication and identity verification. These security measures are implemented across both cloud and on-premise environments, ensuring comprehensive protection.

PARTNERSHIP IS CRUCIAL

Distributors and Value-Added Distributors (VADs) play a critical role in enhancing cybersecurity resilience. They bridge the gap between vendors and integrators, offering access to advanced technologies, expert training, and technical support. VADs also provide additional services like custom solutions, certifications, and threat intelligence, helping businesses create scalable, compliant, and secure cybersecurity frameworks. By acting as strategic partners, VADs strengthen businesses’ cybersecurity posture and support rapid response to emerging threats.

Reimagining the future of Enterprise Tech Infrastructure space

Lenovo has always been known for bringing out world class high quality products in the market. The Infrastructure Solutions Group (ISG) team at Lenovo is focused around marketing the 4P principle - having the right Product at the right Price, and Promoting it the right way, at the right Place. Lenovo makes sure that its channel and its customers benefit from this marketing principle.

Charles Ferland, Vice President - ISG Category, Lenovo shares about the unique perspectives that Lenovo's ISG team is bringing to the enterprise tech landscape with its products and solutions and aligning them with the broader interests of the channel ecosystem with offerings like Top Choice Express -

KEY PRIORITIES FOR LENOVO'S INFRASTRUCTURE SOLUTION

There is a large velocity of growth happening in the SMB and at the large and small enterprise space. These businesses are seen creating workflows on the cloud or some AI projects that they are benefitting from, because of which they need IT infrastructure. So the ISG category team always positions itself to be closer to the customer by having the product placement through the right channel. India is largely a channel driven market and so the market is compatible with Lenovo's channel first strategy. Lenovo is focused around bringing more and more innovations from India. The company has an R&D lab in Bengaluru and will be soon opening a factory in the country to better address the current IT requirement.

TOP CHOICE EXPRESS VS TRADITIONAL CHANNEL PARTNERSHIP MODEL

Lenovo's infrastructure solution portfolio is diverse in the sense that it offers a lot of options for every business. However, the Top Choice Express model provides a curated list of options from Lenovo and its industry-leading partners that are the best of the lots for small and mid-level enterprises. The options specially hand-picked by Lenovo offer the best price with the best delivery times that proves to be beneficial for both customers and channel partners. It is designed to drive sales volume for partners and subsequently reduce costs. It is something new and unique in the sense that partners can have top choice inventory with a wider range of industry solutions to choose from and with quick delivery options. The order to ship date has drastically been brought down, with Lenovo optimizing a fast delivery option to deliver its solutions to market in very less time. The price has also been negotiated with Lenovo's suppliers to have the best pricing possible.

"Since this is a new initiative, we have started promoting this with new marketing campaigns for our partners," says Charles Ferland, Vice President - ISG Category, Lenovo. "Lenovo partners who already use our DSC too will automatically land in the Top Choice category. Partners can always go back to the full mode and have all of the options available at any time. However, a partner who has been doing business with Lenovo will have the default Top Choice Express model to be a part of."

REDESIGNING AGILE IT SOLUTIONS

Lenovo has developed a set of best practices that is available through the Partner Hub so that they can benefit from pre-tested, validated design reference architecture around most of the workloads that are supported in the industry today. So for partners looking at selling AI solutions, might require very specialized resources that are



CHARLES FERLAND
VICE PRESIDENT - ISG CATEGORY, LENOVO

rare in the market. Lenovo has therefore tapped into the network of ecosystem partners to its own data scientists inside Lenovo in order to create these validated reference designs and making them available in the Lenovo Partner Hub. That is one of the benefits that can accelerate the Time to Market for the partners.

LEVERAGING THE POWER OF AI

"Outcome driven is the name of the game here when it comes to leveraging AI. AI is a wonderful technology but what outcome does it provide. About 3-4 years ago, we invested over a billion dollars into our AI ecosystem and recently extending that to a hundred million more into AI innovation. As a result, Lenovo has today four AI innovation centers around the world, where we have brought in data scientists. We asked them to initially test and validate if whether this technology will bring in any financial stability to the company in future, and this was done vertical wise - retail, manufacturing, healthcare and education. Of course, we realized that there is a lot of risk as this is a very dynamic ecosystem, but we wanted to validate the foundation first. And once these criteria were met, the AI innovation lab put together an outcome based solution. So, for instance, the Lenovo Hybrid AI Advantage with Nvidia helps customers turn data and intelligence into outcomes faster, while enabling them to benefit from pre-validated and industrialized solutions for accelerated deployment. So we are not just selling a technology but we are reinventing computing and accelerating businesses and industries globally with the help of AI," explains Charles.

AND SO

Lenovo believes in leading in the market through partnerships and collaborations. As an innovator and a technologist, Lenovo has always worked alongside the channel with a profound understanding of the local market and their needs and delivered ground-breaking solutions as a solution to those problems.

Embracing Change: Channel Partners Rise with the Tide of Emerging Technologies

In today’s fast-evolving digital economy, emerging technologies are no longer just transforming business operations—they are reshaping the future of channel partners. Distributors, Value-Added Distributors (VADs), and system integrators are seizing new opportunities by aligning with cutting-edge innovations that enterprises now demand.

As customer expectations grow more sophisticated, businesses increasingly seek more than just products; they look to channel partners for strategic advisory, managed services, and customized solutions. This shift is pushing partners to upskill, invest in certifications, and form deeper alliances within the broader tech ecosystem. Those who stay ahead in areas like AI, Cloud, Cybersecurity, and Edge Computing are best positioned to lead the next wave of digital transformation.

Recognizing this pivotal moment, VARINDIA engaged with some of the leading channel partners, especially Value-Added Distributors, to capture their perspectives on navigating this transformation. The conversations focused on key questions: Which emerging technologies are they prioritizing in their business strategies—and why? How prepared are they to offer cybersecurity-as-a-service to meet growing customer concerns over data protection and compliance? What customer demand trends are they seeing around hybrid cloud adoption or cloud repatriation? And how are they enhancing their teams' capabilities through certifications and skill-building initiatives? Their perspectives reflect a broader industry reality: the partners who embrace continuous learning and adapt to emerging technologies will be the ones driving future growth in an increasingly competitive digital marketplace.



Revolutionizing technology distribution with AI and cloud services

NAVNEET SINGH BINDRA
SVP & CHIEF COUNTRY EXECUTIVE, INGRAM MICRO INDIA



We are aiming to revolutionize the entire technology distribution sphere, and we will continue leveraging every digital technology that can help us embrace and drive an industry-wide transformation. Our self-learning, intelligent digital experiential platform, Ingram Micro Xvantage, leverages the power of AI to deliver a personalized experience to our customers. We are continuously working to optimize this platform to make it more enriching and seamless not only for our customers but also for our associates, partners, and vendors. It’s an evolving ecosystem that reflects our commitment to innovation and customer-centricity.

SCALING CLOUD, EDGE, AND SECURITY

Similarly, we have started offering a wide range of Cybersecurity, Edge Computing, and Cloud Services to help our customers accelerate their digital transformation journeys. As the demand for Cloud, Cybersecurity, and digital services continues to grow exponentially, we are taking every necessary action to ensure that our customers are equipped to leverage these technologies effectively and stay ahead in the digital curve.

TAILORED BUSINESS CYBER DEFENCE

The rapid expansion of the digital world has exposed organizations to a wide range of potential security threats. Whether it’s a large enterprise or a small or medium-sized business, every organization is looking to reinforce its security posture, safeguard its critical infrastructure and digital assets, and ensure compliance with regulatory frameworks across jurisdictions. That’s why we have developed a comprehensive and specifically curated portfolio of Cybersecurity solutions to help our customers with round-the-clock monitoring, endpoint protection, threat intelligence, network security, and compliance-driven security frameworks. Our strong partnerships with leading security OEMs and the expertise of our in-house cybersecurity teams enable us to deliver top-tier services to customers across industries, regardless of their current stage in the digital maturity lifecycle.

BUNDLED SOLUTIONS AND SUPPORT

In recent years, we’ve also seen increased demand for hybrid cloud models. Organizations prefer hybrid cloud for its agility, control, flexibility, and cost-efficiency. The combination of public cloud scalability and private cloud performance and security makes it highly attractive. Alongside this, we’re also seeing a growing conversation around cloud repatriation, as businesses reassess their public cloud commitments. Our role is to offer bundled solutions, expert consultation, and comprehensive post-sales support to help our partners make the best choices.

Future-ready technology at the core of Iris Global's innovation

SANJIV KRISHEN
FOUNDER CMD, IRIS GLOBAL SERVICES



Iris Global has always been at the forefront of delivering innovative and future-ready technology solutions that meet the dynamic needs of our partners and the wider channel ecosystem. Today, Artificial Intelligence (AI) stands out as a major priority for us, driven by a sharp increase in demand for intelligent, reliable solutions that enhance end-customer experiences and generate new revenue opportunities. Alongside AI, we continue to see strong momentum in Cloud and Cybersecurity, especially with new regulatory frameworks like the Digital Personal Data Protection (DPDP) policy gaining prominence. Edge Computing, too, is critical, as businesses expand into multi-location, multi-platform operations requiring smarter, faster solutions. Collectively, these emerging technologies form the cornerstone of our growth strategy and value proposition.

BUILDING A SECURE FUTURE

Cybersecurity has become an essential focus area for organizations across industries, and at Iris Global, we are fully geared to meet this rising demand. We have developed a strong Cybersecurity product portfolio that enables our partners to deliver Cybersecurity-as-a-Service (CSaaS) offerings to their customers. A key part of our strategy involves supporting Made in India solutions, which are particularly important for government and federal projects. Through our extensive partner network, we are helping deliver advanced, compliance-driven cybersecurity services that not only protect sensitive data but also create new avenues for sustainable growth and profitability.

DRIVING HYBRID CLOUD & REPATRIATION

We are seeing significant growth in demand for hybrid cloud solutions as well as cloud repatriation services, driven by the need for greater agility, data sovereignty, and cost management. Iris Global has curated a wide portfolio of cloud products to address public, private, and hybrid cloud requirements. Our channel partners are fully equipped to offer hybrid deployments and help customers repatriate workloads back on-premises when needed, ensuring they retain control over critical data assets. This flexible, customer-centric approach strengthens both customer satisfaction and partner capabilities.

UPSKILLING FOR FUTURE TECH

At Iris Global, continuous learning and upskilling are deeply embedded in our culture. With a strong presence across over 70 global IT brands – including Dell, HP, and Acer – we consistently invest in certification programs and skill-building initiatives. Collaborating closely with OEMs and solution providers, we ensure our teams are fully prepared to deliver cutting-edge solutions in AI, Cloud, Cybersecurity, and Edge Computing. This commitment to upskilling not only sharpens our execution but also reinforces our position as a trusted, future-ready technology enabler in the market.

Cloud, cybersecurity, and certifications fuel iValue's vision

R VENKATESH
CHIEF REVENUE OFFICER, IVALUE GROUP



We are currently prioritizing Cloud as a core focus area in our business strategy. Hybrid cloud, in particular, is becoming increasingly relevant for a wide range of customers. Many organizations are finding it to be the ideal approach, especially when it comes to balancing mission-critical applications that need to stay on-premise with the flexibility of running other workloads in the cloud. This hybrid model offers the right mix of control, scalability, and efficiency—giving businesses the agility they need without compromising on management or performance.

MEETING MODERN THREATS WITH SERVICES

Cybersecurity-as-a-service is another space where we've seen strong growth and interest. Over the past two to three years, customer confidence in this model has grown significantly. Several of our offerings are already aligned to deliver cybersecurity as a service, and this is a trend we expect will continue. As cybersecurity threats become more sophisticated and compliance requirements more demanding, it's becoming increasingly difficult for organizations to handle all aspects internally. Outsourcing these services to trusted partners ensures better protection while reducing the burden on internal teams.

HYBRID AND REPATRIATION SURGE

When it comes to cloud services, we're witnessing growing demand in two key areas—hybrid cloud adoption and cloud repatriation. Businesses are increasingly turning to channel partners for strategic guidance on their cloud journeys. Hybrid cloud allows companies to retain sensitive or legacy systems on-premise while leveraging the cloud for innovation and scale. At the same time, cloud repatriation—where workloads are moved back from public cloud environments—is gaining momentum, particularly in regulated sectors like BFSI. Large enterprises are also considering it for cost optimization, enhanced control, and performance benefits. This shift highlights the need for nuanced, well-crafted cloud strategies that go beyond one-size-fits-all solutions.

SKILLS THAT DRIVE IMPACT

We take skill-building very seriously and have embedded certification and learning programs into our Key Result Areas. This applies not only to our technical teams but also to our sales teams. Since we work with state-of-the-art technologies, it's essential that our teams are well-equipped to support our partner ecosystem. Partners frequently turn to us for technical insights and deployment support, and we ensure that our teams have the expertise to meet those expectations consistently.

Leading the way in hybrid cloud and cybersecurity

BHARATH POOVAIAH
BUSINESS HEAD, TEXONIC INSTRUMENTS



We are strategically aligned with technology vendors who specialize in AI, Cybersecurity, Cloud, and Edge computing. These pillars are central to how we enable channel partners to deliver value-added solutions to their customers. By focusing on these domains, we aim to provide our partners with future-ready offerings that address both current business challenges and long-term growth objectives. Everything we do is designed to help partners serve their customers more effectively, and that continues to be our core mission.

CO-CREATING CYBERSECURITY EXCELLENCE

Texonic Instruments does not offer cybersecurity-as-a-service directly. Instead, we enable channel partners to build their own managed security services by collaborating with top-tier cybersecurity vendors offering scalable, service-oriented solutions. We support partners in delivering offerings such as threat detection, compliance, Zero Trust architecture, endpoint and network protection, OT/IoT security, and vulnerability management. As end customers seek more than just products—looking for ongoing services, strategic guidance, and compliance support—our expert team works closely with partners to co-create tailored cybersecurity solutions that meet specific industry needs, helping them deliver long-term value in a fast-evolving digital landscape.

GUIDING SMART CLOUD DECISIONS

We are seeing increasing demand for hybrid cloud architectures as organizations seek to blend the flexibility of public cloud with the control of on-premise infrastructure. More businesses are shifting to “cloud-smart” strategies instead of strictly “cloud-first” approaches. Interest in cloud repatriation is also rising, particularly among mid-to-large enterprises optimizing costs or addressing latency, data residency, and compliance concerns. Customers are pursuing workload-specific deployments, and we help channel partners guide those decisions. Texonic Instruments supports this shift by enabling partners to build hybrid and multi-cloud environments with analytics, cost modelling, and migration support to achieve strategic customer outcomes.

UPSKILLING FOR PARTNER SUCCESS

Continuous learning is a core part of our value proposition to partners. Our internal teams regularly undergo certifications and product training to stay aligned with the latest technology trends. In turn, we extend this knowledge to our partners through enablement workshops, vendor-led sessions, and hands-on labs—ensuring that our entire ecosystem is technically empowered to deliver high-impact solutions to customers. By investing in upskilling, we help partners stay agile, credible, and competitive in a rapidly evolving technology landscape.

Committed to empowering secure digital transformation globally

VEERANNA GANIGERE
COUNTRY MANAGER - INDIA, EXCLUSIVE NETWORKS



At Exclusive Networks, our business strategy is deeply rooted in prioritizing cybersecurity as the foundational layer for all emerging technologies we engage with. While AI, Cloud, and Edge computing are reshaping the global tech ecosystem, our role as a trusted global cybersecurity specialist positions us uniquely to ensure these technologies are delivered securely, scalably, and successfully. Through our exclusive go-to-market model, global reach, and local expertise, we remain committed to being the most trusted cybersecurity specialist in the channel—empowering our vendors and partners to capitalize on innovation securely.

SECURING TOMORROW, AS-A-SERVICE

In an era where digital transformation is accelerating and cyber threats are growing more sophisticated, businesses are under immense pressure to protect sensitive data, ensure regulatory compliance, and maintain operational resilience. We are strategically and operationally well-prepared to address these evolving customer concerns by delivering cybersecurity-as-a-service (CaaS)—a scalable, adaptive, and outcome-driven approach to modern security challenges. Exclusive Networks is not only prepared—we are leading the transformation of cybersecurity into an as-a-service model. Through our platforms, partnerships, and people, we are enabling the secure digital future businesses demand, with a clear focus on protection, compliance, and value delivery.

NAVIGATING THE CLOUD SHIFT

We are seeing a clear evolution in how enterprises approach their cloud strategies—particularly with rising interest in hybrid cloud architecture and a growing trend of cloud repatriation. These shifts are not just technical, but strategic, increasingly influenced by factors such as cost optimization, regulatory compliance, performance management, and most critically, data sovereignty and security. As a cybersecurity specialist with a global footprint, we are uniquely positioned to help partners and customers navigate this complexity securely, efficiently, and confidently. Through our specialist vendor portfolio, global services infrastructure, and digital platforms like X-OD, we empower partners to secure the hybrid future of IT—where cloud flexibility meets on-premises control, and where security is never compromised.

SKILLS FOR THE FUTURE

We recognize that our ability to deliver cutting-edge cybersecurity and emerging technology solutions is only as strong as the skills, knowledge, expertise, and agility of our teams. As the global tech ecosystem evolves—with innovations in AI, Cloud, Edge Computing, and Cybersecurity—our teams are actively undergoing certifications, continuous learning, and structured skill-building programs to ensure we stay ahead of the curve—and more importantly, ahead of customer expectations.

Securing the Cloud, Empowering the Channel

HARIKRISHNA PRABHU
COO, TECHNOBIND SOLUTIONS



At TechnoBind, our focus has always been on the entire data lifecycle—from creation to management, protection, and archival. Within this lifecycle, security plays an integral role, becoming increasingly critical as data environments grow more complex and distributed. Recognizing the rising threat landscape and the growing need for specialized expertise, we established a dedicated cybersecurity business unit three years ago. Since then, it has become our fastest-growing and largest revenue contributor, clearly reflecting the urgency with which enterprises are approaching cybersecurity today. Our ongoing efforts are directed at expanding and evolving this portfolio—not just to address today’s risks but to enable our partners to deliver more robust, scalable solutions to their customers. By doing so, we ensure cybersecurity remains a core pillar of digital transformation, embedded across cloud, AI, and data-driven environments.

ENABLING SERVICE-LED CYBERSECURITY

Cybersecurity-as-a-Service is still an evolving concept, and we are seeing growing interest from both partners and customers. At TechnoBind, we work closely with our cybersecurity vendors to channel back inquiries, share ground-level feedback, and co-develop service models where relevant. We’ve already executed service-led engagements on a case-to-case basis, depending on the specific needs and complexity of the customer environment. These have included areas such as managed endpoint protection, identity governance, and cloud security monitoring. Our role is to enable partners to explore and build these service models themselves while we support them through vendor alignment, solution packaging, and technical guidance. This also ties into our broader effort to grow and skill our cybersecurity team to empower partners to meet evolving security demands.

OPTIMIZING WORKLOADS ACROSS CLOUDS

There is a strong uptick in hybrid cloud adoption, especially in data-sensitive sectors like BFSI and healthcare. Organizations are realizing that “cloud-first” doesn’t always mean “cloud-only.” Enterprises are reassessing workloads for performance, cost, and regulatory needs, which is driving demand for cloud repatriation and hybrid optimization. This is creating opportunities for security-focused conversations around data sovereignty, CASBs, identity management, and workload migration.

PRIORITIZING SKILLS AND CERTIFICATIONS

We are an enablement-first distributor. Our teams and partners consistently undergo certifications and workshops with OEMs. From zero-trust to data protection, encryption, identity management, and compliance, skill-building remains a continuous and strategic priority. Technical depth sets true VADs apart in cybersecurity enablement success.

Empowering partners with AI, cybersecurity, and hybrid cloud

RAJESH KUMAR
SR. VP - TECH BUSINESS UNIT, INFLOW TECHNOLOGIES



While AI, Cloud, Cybersecurity, and Edge are all crucial and interconnected, cybersecurity has to be a foundational priority. As businesses adopt more digital infrastructure, their vulnerability to cyber threats grows significantly. A major breach can lead to catastrophic operational disruptions, financial losses, and reputational damage. Therefore, robust cybersecurity isn't merely a tech concern—it's essential for business continuity, resilience, and long-term risk mitigation across the entire digital ecosystem.

AI-FIRST CLOUD STRATEGY

Cloud adoption is often the enabler for leveraging AI and scaling Edge deployments effectively. It provides the necessary scalability, flexibility, and access to powerful computing resources and managed services needed for modern applications, data analytics, and AI model training/deployment. AI is arguably the technology with the most transformative potential currently. Businesses are prioritizing AI to unlock new efficiencies (automation), gain deeper insights from data (analytics, prediction), enhance customer experiences (personalization, chatbots), and create innovative products/services. While Cybersecurity and Cloud are often foundational, AI is frequently the key driver for competitive advantage and future growth.

EXPERTISE-DRIVEN CYBER DEFENCE

As a value-added distributor, Inflow possesses significant technical expertise across a wide range of cybersecurity vendors within its portfolio. Our technical teams are skilled in understanding, configuring, and supporting these technologies for both customers and partners. Inflow’s core strength lies in its portfolio of leading cybersecurity technologies—including SIEM, SOAR, EDR, firewalls, cloud security, DSPM—and the strong technical team that knows how these tools integrate to address data protection and compliance concerns effectively.

HYBRID STRATEGY, SKILLED EXECUTION

Hybrid cloud remains the dominant strategy for a majority of medium and large enterprises. The demand now focuses on seamless integration, management, and optimization across environments. There is huge interest in solutions like SD-WAN, SASE, hybrid cloud security, and unified threat visibility. Additionally, demand for cloud repatriation is growing—not to abandon cloud—but to correct earlier strategies and rebalance workloads. We also see increasing demand for tools that enable secure data movement and application integration. As a VAD, we place a strong emphasis on continuous learning by investing in regular certifications and structured upskilling programs. This ensures that both our internal teams and channel partners remain equipped with the latest knowledge, technical expertise, and capabilities to address evolving customer needs and technology landscapes.



AI at the Wheel: How Netradyne is Driving the Global Road Safety Revolution

In a world increasingly dominated by intelligent technologies, the road to safer and smarter transportation is being charted by companies that merge innovation with purpose. Among them, Netradyne, a global provider of AI-powered fleet and driver safety solutions, stands out as a pioneer leveraging artificial intelligence (AI), edge computing, and real-time analytics to tackle one of the world's most pressing issues—road safety.

With operations already spread across ten countries, Netradyne is gearing up to expand its presence to 15 nations by 2026, setting its sights next on Japan and Spain in 2025, followed by Ireland, France, and Italy in 2026. As roads become more crowded and driver fatigue more common, the company's flagship solution, Driver•i, is positioned not just as a product—but as a transformative movement.

GLOBAL MOMENTUM ROOTED IN INDIAN INNOVATION

Founded in San Diego, Netradyne maintains a global presence through offices in San Diego, San Francisco, and Bangalore. The Bangalore office is not just a satellite hub but the core of Netradyne's R&D engine, where AI models, computer vision algorithms, and edge computing architectures are built to scale globally.

"India remains a critical R&D hub, playing a central role in developing technology that has a global impact," said Durgadutt Nedungadi, Senior Vice President, EMEA and APAC, Netradyne.

Today, more than 650 of the company's 850 global employees are based in India, underpinning its significant contribution to the company's research and development. The country's status as a strategic brain trust for the company aligns with its global growth strategy—scaling up quickly through remote-first international teams without relying heavily on physical infrastructure.

DRIVER•I: BEYOND THE DASHCAM

At the heart of Netradyne's offerings lies Driver•i, an advanced fleet safety platform that uses AI and edge computing to analyze 100% of driving time. Unlike traditional dashcams that record incidents passively, Driver•i goes several steps further by actively interpreting road and driver conditions in real time.

Driver•i employs a combination of smart cameras, sensors, and onboard processing to detect dangerous behaviors such as: Distracted driving, Speeding, Harsh braking and Fatigue or drowsiness.

What makes Driver•i unique is its proactive approach. Using contextual data, including road and traffic conditions, the system offers predictive analytics that help fleet managers coach drivers before risky behavior leads to accidents.

By processing data locally through edge computing, the system reduces latency and ensures real-time decision-making—critical in situations where milliseconds matter.

“Solutions like Driver•i are becoming necessary tools as global fleet operators are under pressure to improve safety standards, lower insurance costs, and strengthen driver retention,” said Nedungadi.

PARTNERING FOR SAFETY: EMINENT TRANSIT JOINS HANDS WITH NETRADYNE

In a significant move to deepen its influence in India’s corporate fleet sector, Netradyne has entered into a partnership with Eminent Transit, a company providing corporate and employee transportation services in over 160 Indian cities.

With a fleet of more than 1,500 vehicles and a clientele of over 70 corporations, Eminent Transit is embedding Driver•i into its operations to enhance not only safety and efficiency but also passenger comfort, especially for women employees traveling late at night.

“Safety is a non-negotiable expectation from our clients, and Netradyne’s technology ensures we meet and exceed those standards,” said Ravi Kiran, CEO of Eminent Transit.

“With our AI-powered Driver•i technology, we’re helping elevate those experiences further—by enabling safer, smoother, and more secure rides,” Nedungadi added.

This collaboration is more than a commercial agreement—it is a statement of intent about the growing necessity for AI-driven solutions in India’s transport ecosystem, particularly in corporate travel, a sector that is projected to grow rapidly with urban expansion and hybrid work models.

A GROWING FOOTPRINT WITH GLOBAL PARTNERSHIPS

Netradyne’s global traction is both impressive and instructive. The company now serves over 3,000 businesses worldwide, and its technology runs in more than 450,000 vehicles across North America, Europe, Asia-Pacific, and Oceania.

Among its prominent Indian clients are Shell, Indian Oil Skytanking, Writer Safeguard, and Greenline—a testament to the trust major corporations place in the platform’s reliability and precision.

Additionally, Netradyne is also collaborating with government agencies like NITI Aayog and the Ministry of Road Transport on critical initiatives, including driver drowsiness detection and policy-oriented safety enhancements.

Such initiatives align with growing global trends where governments and regulators are increasingly mandating higher road safety standards, and corporate ESG goals demand demonstrable investments in operational safety.

ENTERING THE UNICORN CLUB: A TESTAMENT TO VISION

Earlier in 2024, Netradyne crossed a significant milestone by

securing \$90 million in Series D funding, propelling its valuation to \$1.34 billion and cementing its status as a Unicorn in the deep tech space.

This funding will not only support global expansion but will also fuel advancements in AI model sophistication, data security, and international compliance—crucial areas as the company prepares for regulatory scrutiny in diverse markets.

“We are increasing our presence to scale efficiently in various countries. In many global markets, we already have on-ground employees working remotely, ensuring presence without heavy infrastructure investment,” said Nedungadi.

THE ROAD AHEAD: AI-DRIVEN TRANSFORMATION

The future of Netradyne is not limited to fleet management. With an eye on autonomous vehicle monitoring and enhanced driver-assist technologies, the company is pushing the boundaries of what’s possible with edge AI.

The focus on real-time coaching, incident prevention, and driver well-being places Netradyne at the center of a mobility safety revolution, especially as urban mobility systems move toward automation and digital transformation.

The company’s edge-first architecture ensures that even in areas with poor connectivity, mission-critical computations can be performed on-device. This is a major differentiator in emerging markets like India, Mexico, and parts of Africa and Southeast Asia, where latency and data reliability remain key challenges.

WHY NETRADYNE MATTERS IN TODAY’S AI LANDSCAPE

At a time when AI is often discussed in abstract terms—chatbots, image generators, or algorithmic trading—Netradyne represents a real-world application that saves lives, protects drivers, and boosts business efficiency.

From empowering corporate fleets in India to transforming transportation logistics across the U.S. and Europe, the company is a living example of how deep tech can solve deep-rooted problems.

As road fatalities remain high globally—over 1.3 million people die each year due to road traffic crashes according to WHO—solutions like Driver•i offer a timely and necessary intervention.

CONCLUSION: DRIVING THE FUTURE, ONE MILE AT A TIME

Netradyne’s mission to make roads safer using AI is not just about business expansion—it is a vision for a world where technology and human behavior co-exist for safer mobility. With deep roots in Indian innovation and eyes set on global impact, the company is creating a new standard for fleet and driver safety—intelligent, responsive, and responsible.

As the company expands into new territories and strengthens its partnerships, its technology is poised to influence not just how fleets are managed, but how the world thinks about responsible driving, corporate duty of care, and AI’s role in public safety.

In the words of Nedungadi, “As road safety becomes a global priority, our AI-driven solutions offer a compelling case for adoption.”

Indeed, Netradyne isn’t just on the road to success—it’s helping pave that road for everyone else, too.



Foxconn announces First Woman Rotating CEO

Foxconn has named Kathy Yang Chiu-chin as its rotating CEO, making her the first woman to hold the position in the company's history. Starting April, she succeeds C C Lin under Foxconn's rotating leadership model, where executives from its six major business units—such as smartphones and televisions—take turns leading the company.

Her appointment reflects Foxconn's growing emphasis on gender diversity in leadership. The rotating CEO model aims to equip senior executives with top-level management experience, building a strong pipeline of future leaders. Chairman Young Liu said the approach strengthens both execution and strategic oversight.

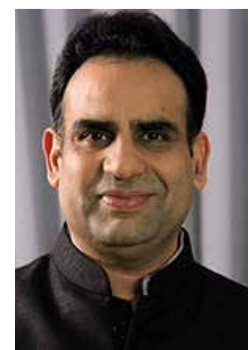
Foxconn is actively working to increase female representation, with women comprising 30% of its 48,000-strong Indian workforce as of August 2024. Chiu-chin was present at a Chennai event last year where this commitment was reaffirmed. In addition to her new CEO role, Chiu-chin also serves as Global Chief Campus Operation Officer, Chief Logistics and Trade Compliance Officer, and CEO of Foxconn's logistics arm, JUSDA.



Barracuda names Ketan Tailor as Chief Customer Officer

Barracuda Networks has announced the appointment of Ketan Tailor as Chief Customer Officer. With more than 20 years of leadership experience, Tailor joins Barracuda at a pivotal time as it elevates customer experience initiatives amidst accelerating growth of its cybersecurity platform.

"Ketan's leadership will ensure that we not only meet the evolving needs of our customers but also continue to exceed their expectations, delivering exceptional value as we expand our global reach," said Hatem Naguib, CEO at Barracuda Networks. Prior to joining Barracuda, he served as VP of Global Support at Ping Identity, where he successfully transformed the support function into a high-growth revenue engine and played a critical role in post-merger integration. His leadership was instrumental in scaling global operations and enhancing customer satisfaction by creating tiered service offerings that provided customers with the right level of engagement and support.



Ajay Bhadoo Named CEO of GeM

The Government of India has appointed IAS officer Ajay Bhadoo as the new CEO of Government e-Marketplace (GeM), effective March 3, 2025. He will hold the post alongside his role as Additional Secretary in the Department of Commerce. Bhadoo, a 1999 Gujarat cadre officer, brings over 20 years of experience across governance, infrastructure, and policy implementation.

His appointment comes as GeM, India's largest public procurement platform, undergoes a major digital revamp led by Tata Consultancy Services (TCS). GeM recently reported a Gross Merchandise Value (GMV) of ₹4.58 lakh crore—a 28.65% year-on-year growth.

Previously, Bhadoo served as Deputy Election Commissioner and held key roles including Joint Secretary to President Ram Nath Kovind, CEO of the Gujarat Maritime Board, and Municipal Commissioner in Rajkot and Vadodara. His leadership is expected to further modernize and scale GeM's digital ecosystem.

Chris Bell Joins Sophos to Drive Global Channel Strategy

Sophos has appointed Chris Bell as Senior Vice President of Global Channel, Alliances, and Corporate Development to lead the next phase of its global channel strategy. This move underscores Sophos' strong channel-first commitment and aims to elevate its partner experience. He joins Sophos following its acquisition of Secureworks, where he served as Chief Strategy Officer.

In his new role, Bell will focus on expanding Sophos' market reach and empowering partners through streamlined operations and enhanced partner support. Key initiatives include boosting Managed Service Provider (MSP) and Managed Security Service Provider (MSSP) offerings, developing partner training programs, and improving profitability for channel partners. He will also leverage the combined strengths of Sophos and Secureworks to deliver top-tier security solutions, expand technology alliances, and grow Sophos' presence across marketplaces, cyber insurance, and OEM ecosystems—positioning partners to better protect organizations of all sizes.



Tenable announces 2 new Co-CEOs

Tenable has announced that its Board of Directors has unanimously appointed Steve Vintz and Mark Thurmond as co-Chief Executive Officers on a permanent basis. Following an extensive search process that considered both internal and external candidates, the Board concluded that Vintz and Thurmond are best positioned to move the company forward. The decision reflects the Board's confidence in the strength of their leadership following a successful interim period during which they drove significant operational and strategic momentum.

In a joint statement, Vintz and Thurmond said, "We are honored to lead Tenable as co-CEOs and energized by the opportunity ahead. We have tremendous belief in Tenable's mission, team and market position, and we're excited to build on our momentum to deliver meaningful outcomes for our customers, employees and shareholders."

Under their interim leadership, Tenable has expanded its customer footprint, with strong adoption of the Tenable One Exposure Management platform and growing momentum behind Tenable Cloud Security.



TP-Link elevates Sanjay Sehgal as CEO & MD, Bijoy Alaylo as COO

For the first time in the history of TP-Link, the US network equipment maker has named an Indian, Sanjay Sehgal as its local chief executive and managing director. The executive reshuffle comes amid the company doubling down on the country, entering new product segments on the face of high growth prospects.

Sehgal, who was the company's chief operating officer, will be succeeded in the role by Bijoy Alaylo, a former vice president of the surveillance business. Alaylo brings with him extensive experience in the networking and surveillance space, and his appointment is expected to further strengthen the company's operational strategy and product expansion efforts.



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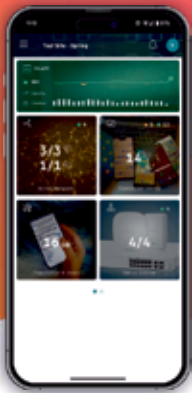
- SFP model: 8-port
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POE models

- 8-port: 124W
- 24-port: 195W, 370W
- 48-port: 370W

Key features to help unlock your business potential

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- Jumbo frame
- Connectivity texts
- Authentication and security (802.1x)
- Power schedule
- Loop protection



- Managed through web GUI or Mobile app
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Office No.1-4, 2nd Floor, Siddhivinayak Arcade, Akurli Cross Road No.1,
Near Kandivali Station, Kandivali (E), Mumbai - 400 101, India.
CIN: U36100MH2009PTC190094

Corporate Office:
Oberoi Commerz II, International Business Park, 18th Floor, Near Oberoi Mall,
Off. W. E. Highway, Goregaon (East), Mumbai - 400063, India.
Board No.: +91-22-4041 9900, +91-22-6855 9900 | **Web:** www.hikvisionindia.com



Technical Support: +91-22-6822 9999, +91-22-4068 9999
Email: support@pramahikvision.com



Sales: +91-22-4041 9944, +91-22-6822 9944
Email: sales@pramahikvision.com



RMA Support: +91-22-6822 9977, +91-22-4068 9977,
+91-250-663 6677 | **Email:** rma@pramahikvision.com



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