



CHANNEL LEADERSHIP SURVEY 2023

What has helped businesses to be more efficient and productive in today's rapidly changing world? The answer is definitely technological innovation. Businesses that do not embrace digital transformation are at a significant disadvantage. Today, technology is used to provide employees and customers with real-time information about products, services, and inventory levels. It helps to collaborate with partners and suppliers to streamline operations and improve efficiency.

In a nutshell, technology helps organizations to do more with less.

The Annual Channel Leadership Survey (CLS) 2023 is an integrated report we are bringing out in the 24th Anniversary Special Issue in the month of September. This is the 16th year that we are publishing the annual survey, which is focused on the emerging technologies and contemporary product evolution (hardware/software/services) by technology vendors for addressing the needs and challenges of today's customers. The VARs and partners in the country have shared their feedback in choosing their favourite OEMs through this survey.

The 24th Anniversary issue also delves at length of how 200 Channel Partners are considered as the role model by the leading vendors in the country on their anticipation about tomorrow. Besides we have also considered various reports of Gartner, IDC, Marketandmarkets, Future Market Insights, Mordor Intelligence and others to understand the market landscape in 2022-23. CLS 2023 report will also make us understand who is ruling the roost.

After the release in the VARINDIA September 2023 issue, there will be another survey to find out the real leader in the Industry in terms of overall Sales performance, Service support, Product availability, Channel initiatives and Partner incentives.

During the survey, certain critical issues came to light. Several channel partners raised issues pertaining to lack of information like technical, stock, dispatch information, and many basic and transactional information. To address these issues, companies have taken initiatives to create partner portals that will have all basic technical information, marketing information etc.

There also arise situations when the channel hesitates to share customer data or more details as they don't trust the sales person or organization as they fear of losing business to other channels. It therefore becomes critical for the vendor to create a transparent channel policy and a leakproof system which can eliminate this barrier.

Selecting and recruiting the right channel partner is the first step in realizing the channel potential. The vendors who fail to assess the partner's potential capabilities end up incurring losses in revenue and new business expansion. On the basis of the channel feedback, OEMs continue to make improvements to processes to increase simplicity, besides showing deep commitment to growing revenue through the channel.

A few of the leading OEMs in the industry present their insights on how they view the channel fraternity and what kind of support they offer to help them build their capabilities –

CP PLUS is dedicated towards realizing India's inherent potential to become a world leader

ADITYA KHEMKA
MANAGING DIRECTOR, CP PLUS (ADITYA GROUP)

“We, at CP PLUS, have always strived to come up with simplistic, optimized solutions to deal with the complex surveillance issues of the modern world. We are in the business that not just ensures the community's safety but also empowers our society. We are aspiring here to flood the market with increasingly proficient solutions to spread a sense of security to every corner and make CP PLUS a household name throughout the world. And our partners have always been vital in helping us understand what the people need.

Further, we are focused on offering new and proficient solutions that cater to their evolving requirements. Through helping us bring these leading-edge solutions to the furthest corners of the country, our partners are helping us extend our reach to Indians who struggle to utilize emerging technologies. We also have been conducting a number of partner-focused programs for training and educating them on various technologies.

Becoming Atmanirbhar is the first step to make India Atmanirbhar and CP PLUS is dedicated towards strengthening the nation and realizing India's inherent potential to become a world leader. Taking our partners on the road to self-reliance has been playing the most critical part in our endeavours. Considering the accelerated global growth scenario, CP PLUS has invested heavily to build the world's 3rd largest manufacturing facility for surveillance products in India. We are further investing hundreds of crores in R&D with the mission of making India truly Atmanirbhar as soon as possible by continuously developing technology, innovations indigenously.”



Partners continue to be the driving force behind Dell Technologies' business growth

ANIL SETHI
VICE PRESIDENT & GENERAL MANAGER,
CHANNELS INDIA - DELL TECHNOLOGIES

“The Channel ecosystem has played a pivotal role in expanding Dell Technologies' footprint. We are 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 recent 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.

Channel partners have always been the driving force behind Dell Technologies' business growth, and we are committed to further strengthening this ecosystem, with ample growth opportunities. To complement industry needs, we have also streamlined and enhanced the partner experience across multiple program tracks allowing solution providers, CSPs and OEM partners to enjoy one regional incentive structure, one tier structure, and one set of tier requirements. We make sure that partners are engaged and understand all the capabilities that we have. We listen to our partner's feedback, and we will continue to review our operational model to ensure we're optimizing and simplifying our engagement with partners.

We launched our 2023 Partner Program in February with a renewed focus - Together, We Stop at Nothing. This celebrates the sixth anniversary of the program and its continued success with the partner community. Partners are also leveraging next-gen solutions through our collaborations with OEMs like Microsoft, VMware, Red Hat and others.”



SonicWall helping to build partner capabilities to address customers better

DEBASISH MUKHERJEE
VP SALES APJ - SONICWALL

“Partners look for simplicity. They are appreciating our channel program because of this simplicity. But at the same time, they want to build their capability so that they can address the customer requirement. Today, the market is shifting from a general partnership to a specialized partnership. After taking feedback from the partners and taking inputs from the customers, we have come out with a new initiative in the last one year called outside-in approach. We are designing our new partner program based on their requirements. We are in the process of designing this new program globally and while it is already announced in the US, we are about to announce it in the APJ region in not less than a year. We understand that not every element fits into the same thing; likewise, while the broad line program will remain the same for everyone but the requirements will vary as we look into partners region wise. The 47 countries that come under the APJ market for SonicWall will all have different requirements and needs.

There are two types of partners – while some are working for volume business, the other partner is looking at adding value. So, we are looking at both these types of partners and try to address their requirements and needs separately, which in turn help them to cater to their customers better. SonicWall being a 100% channel company, partners are always our baseline. For us, channel is always important and they always come first. Partner First is always the terminology that is coming up in our next partner program.”



Lenovo firmly believes in a partner-first strategy

AMIT LUTHRA
MANAGING DIRECTOR- INDIA, Lenovo
INFRASTRUCTURE SOLUTIONS GROUP

“Lenovo works closely with its partners. We recognize that they come from diverse backgrounds -while some excel in artificial intelligence deployments, others in high-performance computing, and some have expertise in machine learning and other AI-related areas. But we collaborate with all our partners to enable and facilitate transformation, sharing our experiences and insights on how to make transformation a reality. It therefore goes without saying that our partners play a pivotal role in our strategy. Lenovo has always adopted a partner-first approach. We firmly believe in a partner-first strategy.

We rely heavily on our partner ecosystem, with approximately 90% of our business conducted through partners. Partners often have strong relationships with their customers, which makes them excellent at identifying opportunities. Some partners have gone the extra mile, acquiring the necessary skills to meet the evolving needs of digital transformation. We provide support and training programs to assist them in filling any skill gaps. Ours is a symbiotic relationship, and we try to prioritize our partners which becomes crucial for our partner-first strategy to thrive. We also take a customer-centric approach. Together with our partners we try understanding the customers' requirements, which is the key to delivering the right solution. Lenovo works closely with customers from the inception stage of an opportunity to fully comprehend their needs. On the basis of our vast experience and industry knowledge, we strive to provide the best solution on the first attempt. This approach ensures a superior cloud-as-a-service experience.”



Varonis recognizes India as a strategic market and commits for substantial investments

MAHESWARAN SHANMUGASUNDARAM
COUNTRY MANAGER, S. ASIA - VARONIS

“Varonis is 100% channel driven. Our goal is to work in tandem with our channel partners for world-class data security. Some of key initiatives undertaken for the partners are - Partner Program Enhancements; Sales and Technical Support; Channel Partner Portal; Regular Communication and Recognition and Rewards. Varonis is establishing a strong foothold in the Indian market. We already have some key customers who have partnered with us to meet their cybersecurity needs. We offer scalable and customised solutions that cater to the specific needs and budgets of Indian SMEs, besides providing educational resources, webinars, workshops, and training materials to help SMEs understand cybersecurity threats and best practices.

With regards to our channel policy, the Varonis Partner Program is a highly effective pathway to accelerate sales growth. Our solutions have gained widespread acceptance in the market, with a strong presence in thousands of customer environments spanning diverse industries. In essence, the program is more than just a collaboration; it's a partnership that provides the tools, knowledge, and support needed to thrive in a dynamic and competitive market.

Varonis entered the Indian market in March of the previous year and swiftly expanded its team and channel network. During the past 15 months, Varonis has successfully onboarded numerous customers from diverse industries, experiencing substantial business growth this year. Varonis recognizes India as a vital strategic market and remains committed to making substantial investments to further develop our presence in the region. This includes strengthening relationships with our valued customers and partners.”



Hitachi Vantara designs the partner program in line with business needs

DARSSHAN SOMAIYA
PARTNER SALES ORGANISATION - HITACHI VANTARA

“Hitachi Vantara has strengthened the channel partner organization with customer support and services capabilities in the last few quarters. This year pre-sales and post-sales individuals of the key channel partner organizations are being trained on Hitachi Vantara's operating systems, thus forging the growth of midrange storage solutions, along with the data virtualization concept. The Partner technical advisor committee has been formed for 12 plus months with key channel eco system partners. These channel partners have certainly confirmed that we are creating and delivering value for end customers and are on the right path as a company.

In India, we are focused on the end customers of our channel partners in the commercial segment, which constitutes around 65% of the India SMEs. We have high visibility and investment in the midrange storage offerings, helping the channel eco-system stay ahead of the curve in the commercial segment. Our partnership models of resell, deliver, managed services and co-create are all based on the three pillars of PREDICTABLE < PROFITABLE and PROFITABLE. The key step is to take the best industry parties in account and help our partners grow their leverage with their customers.

As an example, we help our partners align with our OEM alliance partners to expand the offering and leveraging the eco system. We offer various models of consumption to our partners and customers by way of our offerings under Everflex. The partner program is always designed with the changing needs of the businesses and partners.”



Check Point looks to fostering closer collaboration with partners through programs and tools

MANISH ALSHI
EXECUTIVE DIRECTOR, CHANNELS & EMERGING TECHNOLOGIES,
INDIA & SAARC, CHECK POINT SOFTWARE TECHNOLOGIES LTD.)

“Check Point has one of the ‘strongest balance sheets in the industry’ when it comes to operating margin, gross margin, cash on hand, and lack of debt. Additionally, we offer one of the industry's finest professional services training and shadowing programs.

In addition, we provide our channel partners with a wealth of tools, including over two dozen designed to assist them to ensure they can more easily support our joint customers. Some of these tools are intended for partners to use with their own customers, such as assessments and security check-ups, while others, like dashboards and quarterly business reviews, are meant for the solution providers themselves. An exemplary resource in this regard is our Check Point Partner MAP, an exclusive Partner Portal that centralizes access to Partner Program benefits. The Check Point Partner Program fosters closer collaboration with our partners, granting partners access to expert support and resources that expedite customer sales cycles. Our Whitespace program further presents opportunities for Check Point's partners to expand their share of their existing customers' budgets through joint security projects, generating revenue for both the partner and Check Point.

In 2022, we successfully engaged with over 400 transacting partners, and we welcomed over 130 new partners who conducted transactions with us for the first time. Further plans for 2023 include the introduction of a series of updates to our current partner program, to make it more robust and affordable for partners to upskill their sales and technical teams on Check Point products.”



A direct channel engagement model helps TP-Link understand the partner’s mutual objectives

SANJAY SEHGAL
DIRECTOR, TP-LINK INDIA

“Identification and classification of partners based on primary objectives has been the key to formation and development of our channel partner ecosystem. The Primary objectives are penetration in to specific market segment/vertical or new territory. Having enrolled them in channel partner ecosystem we –

- Establish routine communication and be clear about priorities and expectations from the start.
- Be consistent in partnership goals, aligning partner incentives with our sales principles.
- Invest in sales training
- Make it easy for customers to find partners by promoting their services and sharing their contact information directly on our website.
- Sales support and account management

We have a direct partner engagement model wherein our team engages with key focussed partners to understand the goal and vision of their organisation and then builds the support plan around it to meet mutual objectives.

With respect to helping small and medium businesses stay ahead of the curve with the right implementation and optimal utilisation of digital infra, we conduct road shows, trainings, seminars for end customers to help them choose the most optimal solutions for their business needs rather than over budgeting on both technical as well as financial front.

Education, Hospitality and logistics are the top 3 verticals adopting digital transformation at present, while Cloud computing, Artificial intelligence and product management are amongst the top trending technologies in 2023.”



Acer's channel policy embodies its principles of collaboration, transparency and mutual growth

SANJEEV MEHTANI
CHIEF SALES OFFICER, ACER INDIA

“Acer is committed to strengthening the network of our partners and fostering collaborative relationships to achieve mutual success. We offer our channel associates the latest product knowledge, technical training, and sales strategies through comprehensive empowerment programs. We boost our customer outreach and leverage our brand influence through innovative co-marketing initiatives. We keep communication lines open for feedback, allowing us to provide tailored support to different market segments. With continuous enhancements and flexible strategies, we are confident in our ability to reach substantial growth milestones in partnership with our allies.

We ensure that our field sales team is well aligned with channel partners in addressing customers jointly and supporting them technically to sell the extensive range of Acer products. This helps partners to work seamlessly with the brand, fostering common ideology and business growth.

Acer's channel policy is a cornerstone of our strategy, embodying principles such as collaboration, transparency, and mutual growth. Our primary goal is to foster long-lasting partnerships that benefit both our partners and Acer. We prioritize selecting strategic partners who align with our core values, offering them comprehensive training and resources to support their success. We maintain open channels of communication, enabling continuous improvement and the adaptation of solutions to meet diverse market needs. We actively seek partners who share our vision of pushing the boundaries of technology and promoting innovation. This policy nurtures a flourishing ecosystem where partners thrive, customers receive exceptional value, and Acer drives advancements in the IT industry.”



ESDS is not just channel-friendly but a channel champion!

PIYUSH SOMANI
CHAIRMAN AND MANAGING DIRECTOR ESDS SOFTWARE SOLUTION

“ESDS excels in marketing our platform and products through our direct sales team, channel partners, and various free traffic sources, with a strong emphasis on our channel ecosystem's pivotal role. We are agile in adapting to evolving customer demands and preferences, proactively addressing changes in business models to enhance channel execution, align sales strategies with our strategic objectives, and reinforce our capabilities in key areas.

ESDS is not just channel-friendly; we are channel champions! Beyond our direct sales prowess, we have forged strategic alliances that redefine the landscape of indirect sales, including our trusted channel partnerships. We have engineered a robust channel program, ensuring our partners feel confident and reap the rewards with more substantial ROI and flourishing business bonds. With the right technology, top-notch technical support, joint initiatives, and precise product training, we arm our channel partners to conquer new horizons and make acquisitions that turn heads.

In 2021-22, Indian SMEs boasted a significant contribution of substantial 29.2% to the national GDP. However, only 3% of these SMEs had adopted digital operations. At ESDS, we understand that SMEs need more than just technology; they require a trusted partner to guide them through the entire digital transformation journey. Our comprehensive suite of products and services, tailored to their unique needs, includes specialized solutions, seamless cloud migration, ongoing customer feedback, and round-the-clock technical support, ensuring that we are there for every step of their cloud adoption and migration journey.”



India with its impressive customer base serves as a strategic market for Oracle

SIDDHARTH IDNANI
ALLIANCE & CHANNELS - ORACLE INDIA

“Oracle’s relentless commitment to innovation and delivering impactful solutions to our esteemed clientele in India has been a driving force behind our remarkable growth journey. India occupies a pivotal role as a strategic market for us, characterized by a robust workforce of over 45,000 dedicated professionals and a customer base exceeding 20,000. Our dedication to serving the needs of small and medium-sized businesses in India has been significantly amplified, with a keen awareness of its profound influence on enhancing operational efficiency, stimulating innovation, and providing a firm foundation for expansion. To cater specifically to SMBs, we have established Oracle Digital Prime, a specialized team comprising sales and technical experts wholly dedicated to midsize enterprises. This initiative plays a crucial role in assisting Micro, Small, and Medium Enterprises (MSMEs) in their digital transformation journey.

Furthermore, Oracle's Digital Hubs have extended their offerings beyond streamlining procurement processes, presenting an extensive suite of cloud applications, platforms, and infrastructure services, which can be accessed individually or as bundled packages. Collaborating with a network of over 600 channel partners, encompassing prominent IT service providers, consulting firms, independent software vendors (ISVs), and platform companies, we are committed to their capacity building and joint go-to-market endeavors.

As a responsible corporate entity, we remain steadfast in our commitment to the "Make in India" initiative. Our investments in data centers and support for the growth of innovative startups underscore our dedication to this national agenda.”



Fortinet continues to be a leading innovator in cybersecurity

VIVEK SRIVASTAVA
COUNTRY MANAGER, INDIA & SAARC, FORTINET

“At Fortinet, innovation lies at the heart of everything we do. As a security engineering company founded and led by engineers, we understand that the threat landscape changes fast and that security companies must innovate even faster to protect their customers. Fortinet has a proven track record of innovating the best security products on the market, reflected in our unparalleled number of current and pending patents. It is that focus and execution to deliver ongoing value to our customers that is our biggest competitive advantage.

Founded in 2000, Fortinet now boasts the most extensive portfolio of network security technologies in the world. Most of this technology has been built from the ground up, and if not, it has been fully integrated into the Fortinet Security Fabric—something most other organizations struggle to achieve. Fortinet spearheaded the doctrine that a broad, integrated, and automated cybersecurity mesh platform is essential to reducing complexity and increasing overall security effectiveness across today’s expanding networks.

Fortinet stands for more than just technology innovation. We continue to work to meet our own sustainability goals and help our customers and partners do the same through our dedication to improving the performance and energy efficiency of our products. Our approach has earned Fortinet several industry recognitions and ranking among the world’s top sustainable companies in the software and services industry.”



With a robust channel eco-system, CommScope strives to address every opportunity

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

“CommScope is a supporter and participant in various large infrastructure projects that are currently underway. To address these projects and others, we have built our eco-system to address every state in India over the last few years. Eco-system partners across India can now rely on the same level of service not limited by geographies across which they operate. We have also strengthened our ecosystem and operation capabilities to support partners that would undertake projects across multiple geographies when the project demands it.

In addition, we have introduced specialized training programs for our partners in cutting-edge network technologies focused on Data Centres, high-speed edge networks, campus connectivity and security and intelligent network management systems so we can serve our customers better. CommScope has a multi-tier channel policy in India, encompassing distribution & logistics, system integration, installation and design. Each program comes with its own set of check and balances of technical capabilities, formal training and legal compliance requirements. We also conduct periodic trainings and seminars that update our partners on the industry’s best practices as well as performance standards set by CommScope.

To support India's digital transformation journey requirements, in 2017, we established our first multi-million-dollar R&D and operations center in Bengaluru and in 2018 we added an India Innovation Center in the Goa facility. We are also working with DoT under the PLI scheme to promote local manufacturing, where network technologies will be developed and designed in our R&D facilities.”



Securonix aims to take its India revenue shares up to 30-40% from current 20%

HARSHIL DOSHI
COUNTRY DIRECTOR- INDIA, SECURONIX

“Securonix has a 100 percent channel-driven strategy and we owe a large part of our growth to our excellent channel partner ecosystem. Wipro is one of our largest MSSP and SI partners globally. Apart from that, we work with PwC India as a strategic MSSP, LTI is a global SI and so on. In India, we also have a partnership with Valuepoint Systems to expand our SIEM offerings. Globally, 50 to 60 percent of our business comes through MSSPs or resellers and we want to reach a stage where about 80-90 percent of our business comes through our channel partners as it is difficult to have feet on the street for a company of our scale.

Some of the key initiatives that we undertake to maintain a strong channel ecosystem are: Partner Recruitment and Selection, Training and Certification; Marketing and Sales Support; Technical Support; Deal Registration and Protection; and Collaborative Development. The Securonix Fusion Partner program provides a foundation for Securonix and its partners to build long-term relationships. The program has a tiered structure with distinct partnership categories and corresponding levels of commitment, which include a wider array of benefits and more exposure through Securonix channels.

Securonix has a strong base in India with offices across Bangalore and Pune. We started operations in India in 2019 and today about 20 percent of Securonix’s revenue comes from the country. In the future, we plan to invest more in India as we are looking to quadruple our business.”



Tenable with partners helps organizations understand cyber risk better

KARTIK SHAHANI
COUNTRY MANAGER, TENABLE INDIA

“Tenable is 100% channel-centric and committed to collaborating with leading security technology resellers, distributors and ecosystem partners globally. Together, Tenable and its partners help organisations of all sizes reduce their cyber risk. The Tenable Assure partner program is designed to make it easier than ever for Tenable technology and channel partners to build and deliver innovative solutions to customer problems. It partners with more than 100 total ecosystem partners and 200 integrations with security leaders. From ingesting third-party data to enriching third-party systems, Tenable’s ecosystem connects disparate solutions and creates the world’s richest set of exposure data to analyse, gain context and take decisive action to better understand and reduce cyber risk.

When it comes to customers, Tenable One offers customers a contextual view of all assets and associated software vulnerabilities, configuration vulnerabilities and entitlement vulnerabilities, whether on-premises or in the cloud, to help them understand where they are most exposed to risk. This allows channel partners to be more strategic with customers in answering the question ‘how secure are we’. Taking a platform-first approach with Tenable One, also essentially opens up a whole new revenue opportunity for our partners.

In addition, Tenable offers customers access to the Tenable Community, a critical resource for technical answers, expert advice and end user forums. Tenable also provides extensive product education for customers to quickly ramp up on key capabilities through on-demand videos, instructor-led courses and monthly “what’s new” customer webinars.”



ViewSonic with its partners caters to the diverse demands of its consumers

SANJOY BHATTACHARYA

DIRECTOR OF SALES & MARKETING, IT BUSINESS - VIEWSONIC INDIA

“ViewSonic is actively enhancing its channel ecosystem and has redefined the strategy to expand its customer base and bolster its market visibility. The brand is working with national distributors and setting up seven regional distributor groups in different areas. ViewSonic is partnering with over 7,000 partners to reach more customers and grow its market presence. The brand collaborates with distributors while establishing seven regional distributor groups across various geographical areas. ViewSonic has formed partnerships with a network of over 7,000 partners with the aim of expanding its customer reach and strengthening its market presence.

ViewSonic's extensive partner network, updated channel policy, and a broad selection of monitor solutions reflect the company's dedication to growing its market share and satisfying the various needs of its clients. It is working to increase its market penetration by regularly engaging with dealers and end consumers. The brand offers an incredible selection of displays, with over 50 models divided into seven categories. With a steadfast commitment to addressing its customers' requirements, ViewSonic has implemented a product segmentation strategy tailored to fulfil these distinct needs. This approach underscores the company's dedication to catering to the diverse demands of its consumer base.

The ViewSonic partner site serves as a representation of the brand's advanced channel collaboration as it involves building an extensive network. The Brand has over 235 service centres covering around 20,572 pin codes across India. The brand has established seven new Regional Importer and Distributor (RID) entities to strengthen its global presence.”



Kaspersky takes pride in consistently enhancing its channel program

JAYDEEP SINGH

GM, SA - KASPERSKY

“Kaspersky has unveiled two new specializations for partners that provide substantial advantages when selling and delivering corporate solutions - corporate specialization for Gold and Platinum partners and Enterprise+ for Platinum partners. These specialisations entitle partners to additional rebates to promote Expert product sales, priority presale assistance from Kaspersky, cooperative marketing initiatives for corporate solutions, and other advantages. Partners who provide sophisticated cybersecurity services to their customers, including the deployment of Kaspersky systems, are eligible for the Enterprise+ specialism. Partners with this specialization will be entitled to remuneration for POC services and deployment, technical training vouchers, and many other perks. The distributor program currently includes two specialisations.

The Value Added Distributor (VAD) specialisation compensates partners for sales of specialised enterprise solutions, whereas the Specialist specialisation rewards distributors for deployment and proof of concept (POC) services on behalf of the partner. Distributors with VAD specialisations are focused on boosting enterprise product sales to the market, whereas distributors with Specialist specializations are keen to provide deployment and additional services to customers. The Kaspersky LMP (License Management Portal) is becoming simpler to use and search for clients. MSP partners can purchase an SKU Plus licence, which entitles them to 24/7 phone assistance from the Kaspersky team instead of the regular ticketing system.

Kaspersky takes pride in consistently enhancing its channel program as a 100% channel-driven company. The Kaspersky United partner program now includes a redesigned rebate structure, expanded training sessions, and additional incentives for managed service providers (MSPs).”



NetApp aims to redefine its work equation with partners through its program

GANESAN ARUMUGAM

DIRECTOR – CHANNELS, NETAPP INDIA

“The NetApp Partner Sphere Program is a key initiative we have undertaken to strengthen the channel ecosystem and empower our partners to address the complex requirements of today's customers. The program offers a unified engagement model that enables partners to move between sell-to, sell-through, and sell-with sales motions – accelerating their revenue through outpacing the competition and driving customer-based outcomes. Through NetApp Partner Sphere, we aim to redefine how we work with our partners, to create real competitive advantage, and to ensure significantly enhanced business outcomes for customers and channel partners alike.

Given that cybersecurity, particularly ransomware protection, is a significant concern for organizations across sectors, we are committed to offering our customers robust data protection and ensuring quick and painless recovery of their data in the event of an attack, to facilitate a swift return to normal operations. This commitment is backed up by the NetApp Ransomware Recovery Guarantee – a warranty on Snapshot data recovery on our customer's primary and secondary ONTAP storage. Thus, if we are unable to recover our customers' data, we will compensate them for the same.

Another key offering we have recently introduced is the NetApp AFF C-Series, to deliver on organizations' requirements for enhanced data center performance. The AFF C-Series provides more cost-effective and efficient flash performance, with a smaller storage footprint and a lower total cost of ownership (TCO). It also enables seamless scalability on-premises, allowing customers to scale both capacity and performance as their data expands.”



ANTI-VIRUS

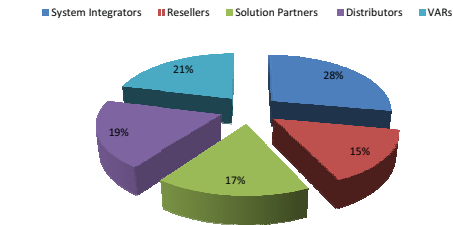
Increase in the number of cyber-attacks to drive the antivirus market

The antivirus market is driven by an increase in the use of mobile devices and the emergence of innovative viruses and cyberattacks. Additionally, the high rise in the number of Internet population is anticipated to boost the growth of the market as well. The evolution of the cyber-security threat landscape in India over the past few years is another factor that is adding to its growth.

Enterprises are also investing heavily in anti-virus solutions by increasing their security budgets. Talking about devices, the growth of this market in India is led by laptops, followed by smartphones and the tablet PC segment. The availability of third party or pirated antivirus software in the market continues to pose a major challenge to the market demand for antivirus.

KEY TAKEAWAYS: The global antivirus software market, according to Research And Markets, grew from \$4.06 billion in 2022 to \$4.25 billion in 2023 at a compound annual growth rate (CAGR) of 4.5%. It is expected to grow to \$5.06 billion in 2027 at a CAGR of 4.5%. Cloud-based antivirus is a trend gaining popularity in the antivirus software market that offloads the work to a cloud-based server instead of bogging down the computer with an antivirus suite. The rise in the number of cyber-attacks is expected to drive the growth of the antivirus software market in the coming years.

KEY VENDORS: Kaspersky, Norton, Quick Heal, BitDefender, Sophos, Trend Micro, McAfee, ESET and K7 Computing.



APPLICATION DELIVERY NETWORK

Rise in integration of IoT and connected devices will enhance the demand for ADN services

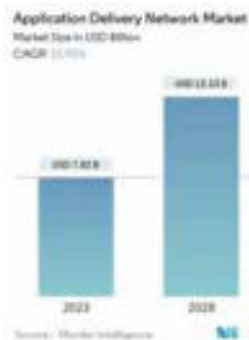
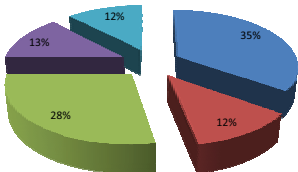
Application Delivery Network (ADN) solutions today find application in verticals such as healthcare, Retail, Government, BFSI and media & entertainment that are undergoing rapid digital transformation. An ADN network ensures the availability, speed and security of applications.

According to a study by Future Market Insights, the global ADN market is projected to increase from a valuation of US\$ 8,046 million in 2023 to US\$ 22,710 million by 2033. The ADN market accounted for around 30% of the Content Delivery Network market. A significant driver for the market is the growth in the number of applications hosted in the cloud. With the demand for cloud-based application delivery services expected to increase in future, ADN will see a further boost.

KEY TAKEAWAYS: India will continue to contribute exponentially to the growth of ADN sales globally while creating a million dollar opportunity. The rise in integration of IoT and connected devices and increasing consumption of web and application-based media will further enhance the demand for ADN market. However, factors such as lack of skilled workforce and the absence of standards and protocols limit the growth of the market. Also, complex integrated systems and the integration AND into the existing systems is a difficult task that confines the growth.

KEY VENDORS: F5 Networks, Cisco, Citrix, Array Networks, Radware, Fortinet and Akamai.

System Integrators Resellers Solution Partners Distributors VARs



CLOUD SECURITY

The role of the Government is becoming crucial in implementing cloud security

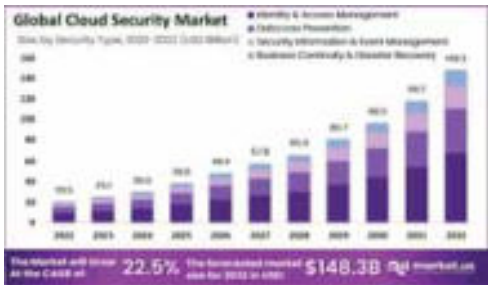
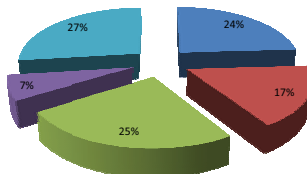
The global cloud security market size is projected to grow from US\$ 40.7 billion in 2023 to US\$ 62.9 billion in 2028 at a CAGR of 9.1, as forecasted by MarketsAndMarkets. Also called cloud computing security, it includes a wide set of policies, technologies and applications used to protect data, applications, virtualized IP, services and the associated infrastructure of cloud computing.

An increasing popularity of multi-cloud environments, the integration of DevSecOps practices, the utilization of AI and ML technologies for cloud security adoption and the adoption of BYOD and CYOD trends will push the market for cloud security in India. Increase in efforts by the government to support cutting-edge infrastructure projects, growing popularity of social media apps, secure operating systems, and online financial applications offer promising opportunities for cloud security providers. Corporate cybercrime campaigns are helping developed and developing countries to increase demand and contribute to the growth of the global cloud security market.

KEY TAKEAWAYS: Increasing cybercrime and targeted attacks, the rise in digital transformation projects in the education, telecom industry, media & entertainment sectors are going to be some of the major factors that will drive the growth of the Cloud Security Market in India.

KEY VENDORS: Cisco, Cloudflare, DXC Technology, OpenText, Fortinet, Check Point, Sonicwall and Sophos.

System Integrators Resellers Solution Partners Distributors VARs



CYBER SECURITY

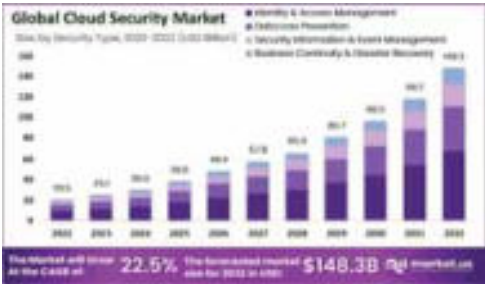
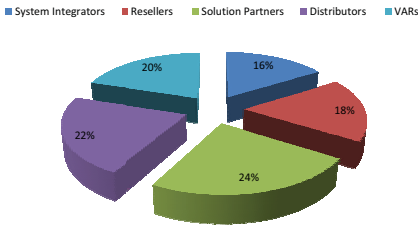
Indian cybersecurity industry poised to grow in double digits

The global cyber security market size is projected to grow from \$172.32 billion in 2023 to \$424.97 billion in 2030, at a CAGR of 13.8%, according to Fortune Business Insights. Increasing implementation of enterprise security solutions in manufacturing, Banking, Financial Services, and Insurance, and healthcare is expected to facilitate market development for cyber security. Key market players have been integrating advanced technologies such as IoT, machine learning, and cloud-based technologies, which will drive the market in the long run.

KEY TAKEAWAYS: The India cybersecurity market is poised to grow in big numbers, owing to cyber security threats today looming large and becoming even more sophisticated and complicated. The India Cybersecurity Market size is estimated at USD 3.97 billion in 2023, and is expected to reach USD 9.21 billion by 2028, growing at a CAGR of 18.33%, according to Mordor Intelligence report.

India’s cyber security landscape is going through an interesting phase. While on one hand India happens to be one of the largest markets for internet usage in the world, the passing 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.

KEY VENDORS: Cisco, CrowdStrike, Check Point, Palo Alto Networks, Kaspersky, Fortinet, Sophos, Varonis and Databricks.



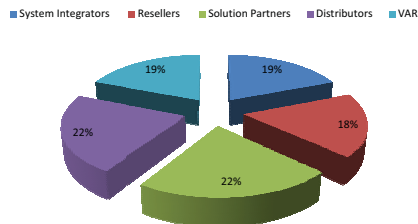
DATA CENTRE

India will witness many greenfield data centres coming up in the next few years

Rapid digital transformation, accelerated by the pandemic, is stimulating a surge in demand for data processing and data storage capacity among consumers and enterprises alike globally. According to a study by S&P Global, data center capacity will grow at a compound annual growth rate of between 10% and 25% in South and Southeast Asia (except Singapore) over the next few years, spurring investment and funding opportunities. Additionally, investing in data centers will allow providers such as telcos and real estate companies to diversify their revenue and assets.

KEY TAKEAWAYS: According to real estate firm, in the first half of FY 2022, the data centre capacity exceeded 9 million sq ft with more than 600 MW capacity in India, while by 2024, this capacity is expected to nearly double, with more than 400 MW currently under-construction. India is currently the world’s 13th largest market, with 138 data centres and 45 new data centres expected to come up by the end of 2025, as per research by ANAROCK-Binswanger. Many domestic infrastructure firms, from Adani Group to L&T to Hiranandani Group to global giants such as NTT, Google, Microsoft and Amazon, have plans to create greenfield data centres in the country.

KEY VENDORS: NTT, Sify, CtrlS, ESDS, Airtel Nxtra, IBM, Yotta and Web Werks



DATA BACK-UP / RECOVERY

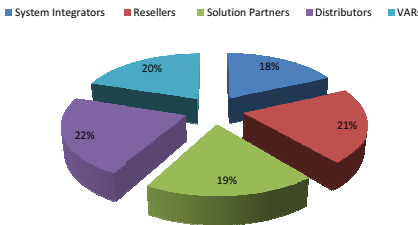
Data back-up market poised to drive revenue growth for businesses

The Data Backup and Recovery Market is anticipated to grow at a rate of USD 8892.2 million by 2028 with CAGR of 9.8% during the forecast period 2022-2028, according to research done by Business Research Insights.

Owing to factors like risks of data breaches, rising adoption of cloud data backup, and increasing digitalization trend catching up, the back-up market in India is poised to grow manifold and drive revenue growth in the coming years. Businesses are seen investing a significant amount of effort in developing and storing exclusive data and information. Loss of this data due to threats or catastrophes can result in dissatisfied customers, lost income, and perhaps insolvency of the company. Data protection is therefore becoming a dynamic challenge.

KEY TAKEAWAYS: There is a rising investment seen happening in sectors such as BFSI, telecommunication, healthcare, aerospace, and other end-user industries in the data backup & recovery space. In India, government initiatives towards technological innovations such as introduction of ‘Digital India’ initiatives are creating new opportunities for data back-up companies across the country. However, concerns about data security and severe data security regulations are expected to be a major restraint in the market growth.

KEY VENDORS: Veeam, Dell Technologies , Commvault, Oracle, Veritas, IBM, HPE and Arcserve.



DATA LOSS PREVENTION (DLP)

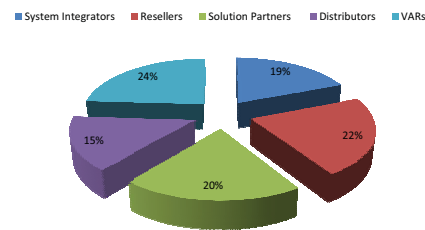
DLP market emerging as a critical security strategy for mid-sized enterprises

The Data Loss Prevention (DLP) market size is expected to grow from USD 2.28 billion in 2023 to USD 6.22 billion by 2028, at a CAGR of 22.29% during the forecast period (2023-2028), according to Mordor Intelligence. Many Fortune 500 large enterprises have invested in the DLP market for over a decade. The market is gradually emerging as a critical security strategy within reach of mid-sized enterprises.

The increasing demand for Bring Your Own Device (BYOD) is raising the concern among key enterprises regarding data security, with data leakage or loss being at the top of the list of security concerns. IT and Telecommunication, BFSI, Government, Healthcare, Manufacturing, Retail and Logistics and other end-user industries are a few of the key takers of DLP solutions.

KEY TAKEAWAYS: As businesses grow worldwide, new threats such as zero-day malware, trojans, and advanced persistent threats have exposed critical data to risk. This trend has encouraged organizations to deploy DLP solutions to safeguard their data within endpoints and networks against potential attacks. There has also been a double-digit growth in the number of endpoints, primarily due to the rapidly increasing adoption of automation. The need to protect the vulnerability of data and devices and deploy tools to recognize attacks and minimize the damage is critically important.

KEY VENDORS: Forcepoint, Netskope, Trellix, Broadcom, Microsoft, and Check Point Software.



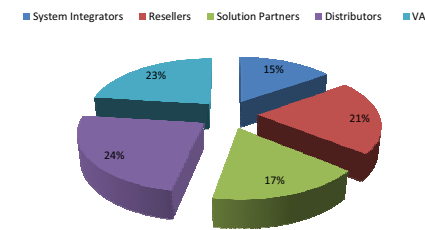
ELECTRONIC SECURITY

Spending by state governments to drive the market for electronic security in India

The Regional Research Reports states that the global electronic security market size is estimated to be USD 48.4 billion in 2023 to USD 125.54 billion by 2033, exhibiting a CAGR of 10.0% from 2023 to 2033. On the other hand, India's Electronic Security Market that was valued at USD 1.32 billion in 2021 is expected to reach USD 4.90 billion by 2027, at a CAGR of 24.37%, according to a study by Mordor Intelligence. This can be attributed to the increasing demand for electronic security solutions and services across the country with the rise in urbanization and subsequent crime rate. Electronics security solutions are also increasingly used in smart city and large infrastructure developments projects.

KEY TAKEAWAYS: The state governments in India are increasingly adopting video surveillance equipment to improve security and safety. Many cities have incorporated advanced video surveillance solutions in their region given the increasing emphasis on smart cities and integrated security surveillance. The growth of vendors offering video surveillance backed by AI-driven video analytics systems, which require less manual intervention, is going to be a key trend dominating the video surveillance market.

KEY VENDORS: Honeywell, CP Plus, Hikvision, Axis Communications, D-Link, HID and Sparsh.



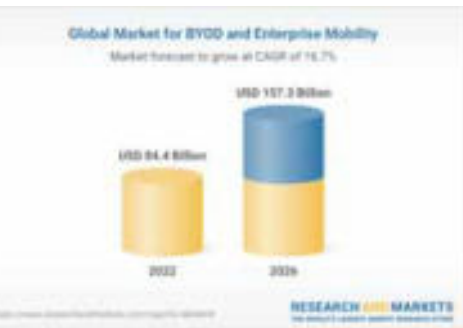
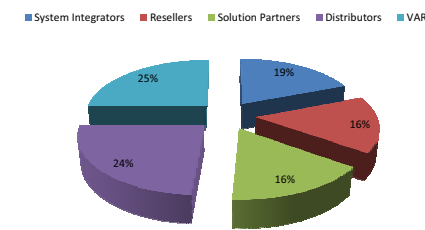
ENTERPRISE MOBILITY

Asia Pacific region is emerging as a potentially lucrative market for enterprise mobility

Not only large enterprises but the high demand for enterprise mobility solutions is also coming from SMEs, who are fast adopting cloud-based services. Various other sectors such as energy & utility, healthcare & life sciences, media & entertainment, retail and consumer goods, IT and telecommunication, and transportation & logistics are also increasingly using enterprise mobility solutions. The global enterprise mobility market size reached a value of USD 32.8 billion in 2022 and is expected to grow at a CAGR of 24.40% during the period from 2023-2028, reaching a value of USD 124.1 billion by 2028, according to Expert Market Research.

KEY TAKEAWAYS: The Asia Pacific region is emerging as a potentially lucrative market for enterprise mobility, fuelled by remarkable expansion of the IT sector. Enterprises are seen fast embracing enterprise mobility, with the sole reason to increase productivity and achieve greater operational efficiencies. It is becoming a top priority for large organizations, both for workforce mobilization and customer engagement. There is no doubt that the Bring Your Own Device (BYOD) culture has helped a great deal in augmenting the market for enterprise mobility. Additionally, the security concerns related to enterprise mobility will also get resolved as companies are employing advanced techniques to resolve this issue.

KEY VENDORS: VMware, Cognizant, Accenture, SAP, Microsoft, Infosys, IBM, Samsung, SOTI and ManageEngine.



ERP

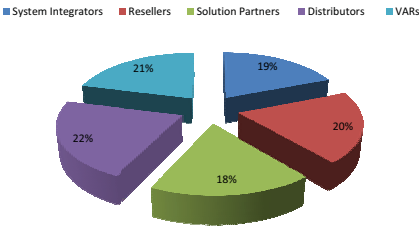
The transition to cloud ERP is going to accelerate in coming years

The enterprise resource planning (ERP) solutions have expanded their reach to support many business functions, from back-end processes like accounting, HR, procurement and manufacturing to front-office functions such as sales force automation, marketing automation and ecommerce.

The Indian ERP market is expected to be driven owing to the growing demand among enterprises to improve operational efficiency and streamline business processes. The growth of the cloud ERP industry is another trend witnessed. The global cloud ERP market is expected to grow 13.6% annually and reach \$40.5 billion by 2025, as per Statista.

KEY TAKEAWAYS: As per ResearchAndMarkets report, the India ERP market is expected to grow at a CAGR of 11.9% over the forecast period 2019-2027, which will account for US\$ 712.7 Bn in 2027. Its size was valued at US\$ 375.20 Mn. in 2020. ERP is further integrating with other technologies, such as internet of things (IoT) devices and social media, to automate and provide better customer experience. Two-tier ERP is one of the top ERP trends to look for in 2023, where organizations leverage their investment in existing ERP systems at the corporate level (tier 1), while subsidiaries and divisions operate using a different ERP solution (tier 2), which is often cloud-based.

KEY VENDORS: Microsoft, SAP, Tally, Oracle, Ramco and Deskera.



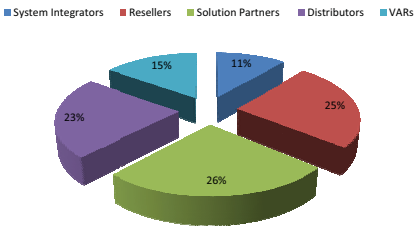
END POINT SECURITY

The need for endpoint security solutions is felt across diverse industries

The global endpoint security market is projected to grow from \$13.60 billion in 2023 to \$25.71 billion by 2030, at a CAGR of 9.5%, according to Fortune Business Insights. According to IDC, around 70% of breaches targeted endpoint devices in 2020 during the pandemic. The massive shift toward a temporary work from home policy has forced businesses to remodel their business strategies and increase their spending on security products. This increase in investment by key players is expected to drive the demand for security solutions post pandemic too. The surge in implementation of Bring your own device (BYOC) policy is expected to propel the growth of the market.

KEY TAKEAWAYS: The increasing need for security solutions is felt across diverse industries and hence every key security player is developing advanced security solutions. Emerging technologies like cloud, AI, Internet of Things and others are immensely integrated with solutions. Within the endpoint security market, the Endpoint Detection and Response (EDR) segment is expected to be the fastest growing segment owing to the growing need for detection and remediation of threats during any endpoint security breach. The adoption of cloud-based endpoint security solutions is expected to grow further.

KEY VENDORS: Fortinet, Trellix, Palo Alto Networks, SentinelOne, Sophos, Microsoft, CrowdStrike, Trend Micro, ESET, Cisco and Check Point Software.



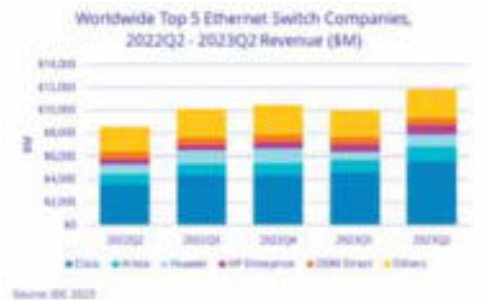
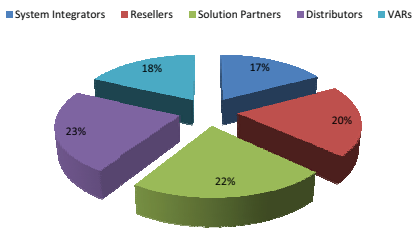
ETHERNET SWITCHES

Adoption of emerging technologies to result in the growth of Ethernet Switches

According to IDC's Worldwide Quarterly, Switching business in India had a strong 30.4% YoY growth by vendor revenue during 3Q22. Ethernet Switch market in India stood at USD 203.7 million (by vendor revenue). The overall strong growth in the switching segment pushed up the growth for both DC and Non-DC switching at similar levels of 30.4% and 30.5% respectively. The key industries that contributed to the switching business include services, finance, telecom, and manufacturing. While Cisco continued to lead the Ethernet Switch market with a 56.9% share during 3Q22, Hewlett Packard Enterprise (HPE) and Arista came in second and third spot respectively.

KEY TAKEAWAYS: Globally, the ethernet switching market was valued at US\$ 5.59 Bn. in 2022 and is expected to reach US\$ 7.40 Bn. by 2029, at a CAGR of 4.07% during a forecast period, according to reports by Maximize Market Research. The growth of the Ethernet Switch market is led by the demand for bandwidth and high data speed continuously increasing along with growing numbers of internet users across the globe. This space is further expected to experience a decent growth owing to increased adoption of emerging technologies such as cloud, IoT, mobility, etc. This would also continue to drive incremental revenues for this market.

KEY VENDORS: Cisco, HPE, Arista, Juniper, Broadcom, CommScope, D-Link, Allied Telesis and TP-Link.



FIREWALL /ADVANCED THREAT PROTECTION (ATP)

Technological innovation to further optimize the performance of ATPs and firewalls

A network firewall can be configured so that any data entering or exiting the network has to pass through it. When properly configured, a firewall keeps out unwanted users, hackers, viruses, worms, or other malicious programs trying to access the protected network. Technological innovation and advancement will further optimize the performance of network firewall, enabling it to acquire a wider range of applications in the downstream market.

According to HTF Market Intelligence, the Global Advanced Threat Protection (ATP) market will witness a CAGR of 20.5% during forecast period of 2023-2028. It is estimated to increase by USD 67 Billion at a CAGR of 20.5% from 2023 to 2028. The increase in the number of security breaches and advanced cyberattacks such as zero-day exploits, persistent threats, malware, and ransomware are seen as some of the major factors driving this market.

KEY TAKEAWAYS: The Firewall market is expected to witness significant growth in the coming years, primarily driven by the growing demand from sectors like BFSI, E-commerce & Retail, Information Technology, Telecommunication, Manufacturing, Healthcare, Media & Entertainment, Education, Travel and Logistics. However, as compared to rest of the countries in APAC, in India the market remains relatively small as there is still a lack of specific legislation on data breach disclosures or privacy protections despite the increasing number of cyber security threats.

KEY VENDORS: Check Point, Fortinet, Cisco, Juniper, SonicWall, Forcepoint, Sophos and PaloAlto.

GRAPHIC CARD

There has been a rising demand for high-performance graphic cards

The global Graphic card market size is projected to reach \$200.85 billion by 2027, growing at a CAGR of 33.6%. Demand for GPUs has witnessed a sudden spike over time.

Though graphic cards are designed specifically for professional customers in video editing, animation software, graphic design, and multimedia industries, they have also been a necessary asset for mining cryptocurrencies. This increases the demand for GPUs further. During periods of increased cryptocurrency value, there is heightened demand from miners looking to capitalize on mining opportunities. As a result of the demand for high quality graphic cards, graphic processor vendors have been forced to increase their production of GPUs that are compatible with high memory graphics.

KEY TAKEAWAYS: Graphic cards will continue to play a crucial role in presenting immersive, prominent, and realistic experiences in virtual reality and greater reality applications. With VR and AR growing in popularity across various industries, including gaming, entertainment, education, healthcare, and engineering, there is an increased need for powerful graphic cards capable of rendering complex virtual environments. The rise of eSports, virtual games tournaments, and competitive gaming programs have driven the demand for high-performance graphic cards. However, the rising prices of these graphic cards is still a deterrent for its growth.

KEY VENDORS: NVIDIA, AMD, Broadcom, Qualcomm and ARM.

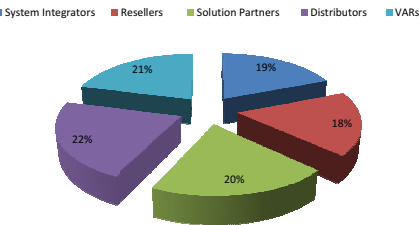
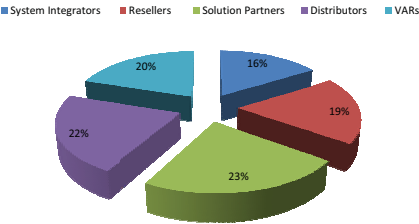
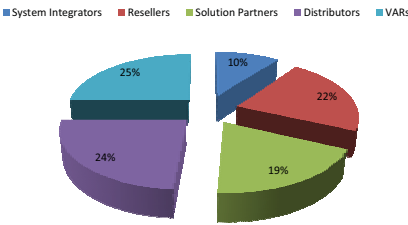
HARD DISK DRIVE (HDD)

Investment in data centres to partially boost the demand for HDDs

With the demand for storage going strong in multiple areas, the revenue from hard disk drive (HDD) that was believed to have declined during the pandemic is slowly showing an upward trend. A major part of the demand is coming from cloud service providers (SPs) and hyperscale data centre customers and this trend is expected to remain strong throughout 2025. The growth of the HDD market is expected to be enhanced by the increasing investments in the development of the semiconductor industry. Intel Corporation, manufacturer of semiconductor chips announced its commitment to invest a minimum of \$20 billion in two novel factories aimed at producing semiconductors in September 2022.

KEY TAKEAWAYS: The market is projected to grow from \$55.1 billion in 2022 to \$80.6 billion in 2030, according to Market Research Future. Huge investments made by HDD manufacturers will continue to define the market's future growth potential. The increasing investment in data centres is also among the key factors driving the demand for HDDs. Despite Solid State Drives gaining popularity in recent years, HDDs are still proving they have superiority for large-scale high-capacity storage installations. In the coming years, the advent of alternate storage solutions such as SSDs and cloud will pose a challenge to the growth of this market.

KEY VENDORS: Seagate, WD, Samsung and Toshiba.



HYPER-CONVERGED INFRASTRUCTURE (HCI)

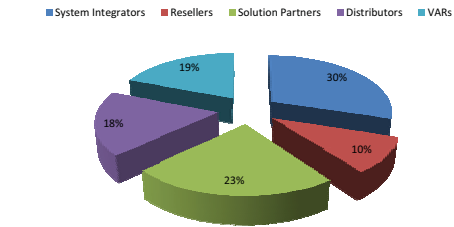
HCI becoming a dominant solution for organizations seeking a true hybrid cloud environment

The global hyper-converged infrastructure market size was valued at USD 7.8 billion in 2020 and is projected to reach USD 27.1 billion by 2025, growing at a CAGR of 28.1% between 2020 and 2025. The growth drivers include several HCI advantages such as reduced capital and operational expenditure and disaster recovery capability. The need for modernization of data centres will gain traction from HCI systems as the solution is likely to boost cost savings and operational efficiencies.

In India, the demand for HCIs is believed to be coming from various verticals like BFSI, IT & Telecom, Healthcare, and government sectors, among others. Increasing demand for data security and data recovery using advanced HCI services will continue to drive its market growth.

KEY TAKEAWAYS: Due to its ability to quickly build a private cloud, extend to public cloud and offer cloud-like manageability, HCI is becoming the dominant solution for organizations seeking to create a true hybrid cloud environment. This market is expected to observe some new market trends such as the shift to subscription-based contracts. Furthermore, acquisitions and product launches would offer lucrative opportunities for market players in the next few years.

KEY VENDORS: Nutanix, VMware, HPE, Dell, Cisco, NetApp, Oracle and Acutech.



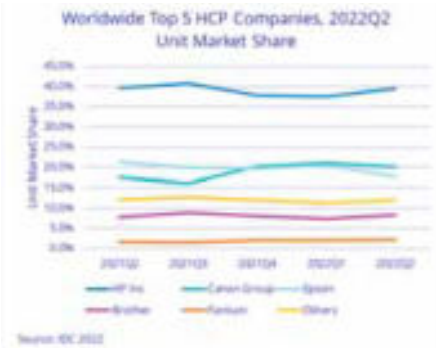
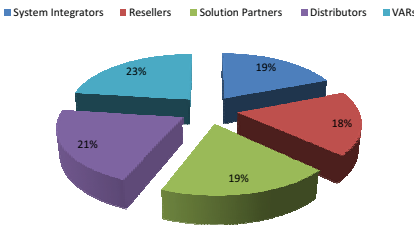
INKJET/INKTANK PRINTER

Vendors shifting their focus on emerging countries like India owing to scope of growth

In the first quarter of 2023, growth can also be attributed to the shift of the commercial segment away from laser printers toward ink tank printers, which have been proven more cost-effective for printing. The growth in the inkjet printer segment on the other hand can be attributed to their increased demand because of the resumption in the demand from SOHO, small-medium businesses, and sustained consumer demand. Home consumers are preferring high-capacity ink-tank and inkjet printers, due to high yields and low cost. The market for Inkjet printers is therefore expected to grow at a higher pace because of Ink tank printers. Like always, the market demand is likely to pick up in 3Q23 with schools and colleges reopening after summer vacations.

KEY TAKEAWAYS: With the growth opportunities in the developed regions stagnating, the market players have shifted their focus on emerging countries like India, China, Japan, and Indonesia. India, which happens to be APeJ's second largest printer market, showed a YoY decline in 2023Q1, because of decreased demand for A4 printers from both commercial and consumer segments. In the short term, demand from the non-commercial segment is projected to remain low, whereas commercial demand is likely to remain high, particularly for A3 printers.

KEY VENDORS: Epson, HP, Canon and Brother.



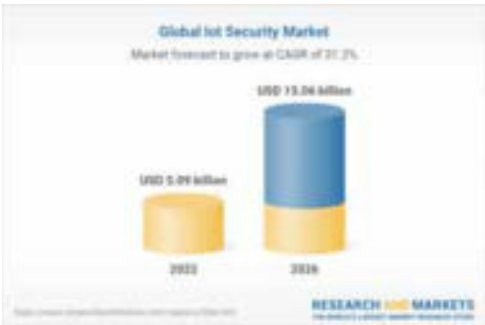
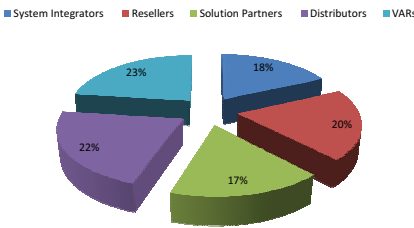
IOT /OT SECURITY

Dependency on connected devices is creating the demand for IoT Security

The internet of things (IoT) market, according to Mordor Intelligence, was valued at USD 1490.34 million in 2019, and it is expected to reach a value of USD 7994.97 million by 2025, registering a CAGR of 31.87% over the forecast period (2020 - 2025). The global Operational Technology (OT) Security Market, on the other hand, was valued at \$15.2 billion in 2022, and is projected to reach \$84.2 billion by 2032, growing at a CAGR of 19% from 2023 to 2032, according to Allied Market Research. Increasing dependency on the connected devices is creating the need to keep the connected device secure.

KEY TAKEAWAYS: Factors like rise in adoption of cloud-based OT security industry solutions and the surge in the integration of government initiatives in security standards are driving the growth of this market. What still impales this space is the dearth of trained security staff to analyze OT security systems and the high installation cost of OT security solutions. The reasons that continue to drive the growth of the IoT security industry are the rising security concerns for critical infrastructure, increasing ransomware attacks on IoT devices, increasing data risk in IoT networks, and growing IoT security regulations.

KEY VENDORS: Cisco, Check Point, Microsoft, Fortinet, IBM, SonicWall, Allied Telesis and PaloAlto.



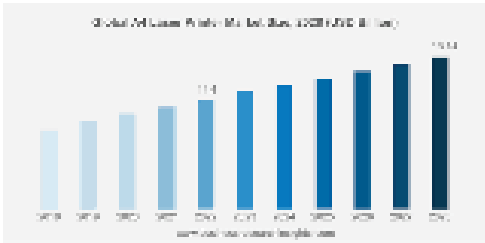
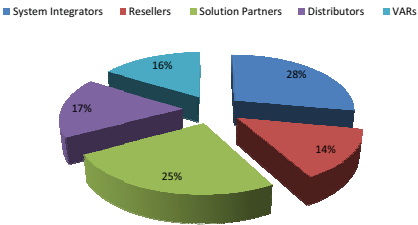
LASERJET PRINTER

Laser printer market observed a revival of demand from enterprises in 2022

The laser printer segment (including copiers) recorded a YoY growth of 19.6%, according to the latest data from IDC, in the latter half of 2022. This comes even as the vendors struggled with the availability of popular entry-level models. This growth can be attributed to the demand generating from the government and the banking segment, which continued its momentum. In addition, the market finally observed a revival of demand from large enterprises in 2Q22 which had remained stalled since COVID. Following an increase in the number of new projects after markets opened up and execution of the ones that were previously on hold, the demand from the government picked up. The verticals that have currently adopted LaserJet as their mode of printing include Manufacturing, Retail, Healthcare, Banking, Insurance, Government and Education.

KEY TAKEAWAYS: The growing popularity of multi-function printers (MFPs) is driving the demand for the global laser printer market. LaserJet Printers have however been highly criticized of late because of the impact that they have on the environment, as they generate significant heat in the printing process based on the technology that is used. The adoption of cloud data storage that relatively reduces the need to print, store, and share documents in the hardcopy format, will pose a challenge to the global laser printer market.

KEY VENDORS: HP, Epson, Canon, Xerox, Kyocera and Minosha.



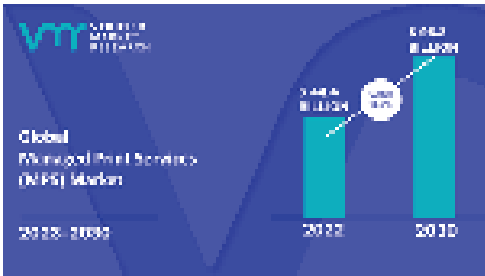
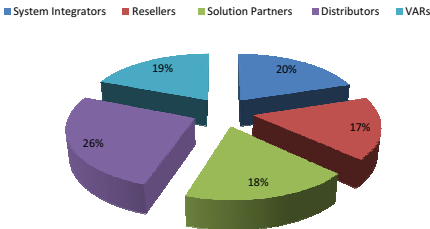
MANAGED PRINT SERVICES (MPS)

Organizational initiatives to reduce paper contributing to the growth of MPS

The Managed Print Services (MPS) market size is expected to grow from USD 42.09 billion in 2023 to USD 63.35 billion by 2028, at a CAGR of 8.52%, according to Mordor Intelligence. The global market is driven by the growing adoption MPS among various end users, which helps increase time productivity and cost efficiency by providing visibility into document workflows. MPS is a program offered by print service providers that manage all facets of commercial printing equipment, including printers, scanners, faxes, and copiers. Businesses can save costs, create less waste paper, and boost productivity by systematically modifying these devices.

KEY TAKEAWAYS: MPS helps improve the customer experience because they allow for high-quality printing and scanning. Organizational initiatives to reduce paper waste have significantly contributed to this market's growth. The rising demand for cloud computing and software as a service is driving the MPS market to a large extent. The rapid and exponential growth in digitalization coupled with reduced cost of operation and flexibility to match custom requirements also positively propel the market growth. However, factors such as long-term recurring expenditure and high maintenance are the potential restraints.

KEY VENDORS: XEROX, Ricoh (Minosha India), HP Inc, Canon, Brother and WeP.



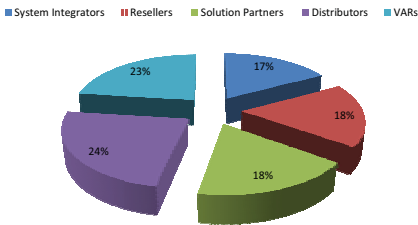
OPEN SOURCE

Governments both in India and globally using open source software extensively

The global open source services market size was valued at USD 25.03 billion in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 16.9% from 2023 to 2030, according to Grandview Research. The explosive growth of open source across India has greatly increased investment interest in Indian startups, making them more attractive to venture capitalists around the world. Governments, both in India and globally are using open source software, as a key component of 'digital agenda' initiatives to enhance citizen engagement. The Indian government in its IT Bill is pushing for the adoption of open-source software (OOS), which is expected to become a \$350-400 billion business by 2025. It would help to cut costs, improve security, and enhance the reliability of business software.

KEY TAKEAWAYS: The other key verticals that are contributing to its growth are large enterprises, as well as SMEs across several verticals, including IT and ITeS, transportation & logistics, telecommunications, BFSI, manufacturing, healthcare & life sciences, consumer goods and retail, among others. Many start-ups are also expected to create demand for tailored open source services. However the growth of the open source market will come at the expense of the proprietary software market.

KEY VENDORS: Red Hat/IBM, GitHub, SUSE, MongoDB and OpenText .



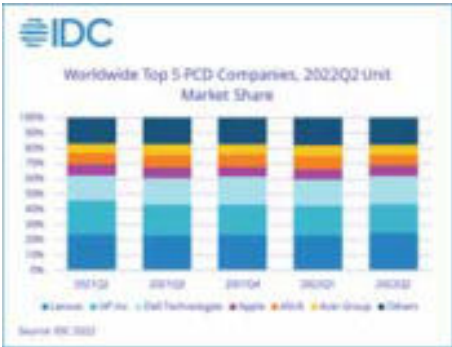
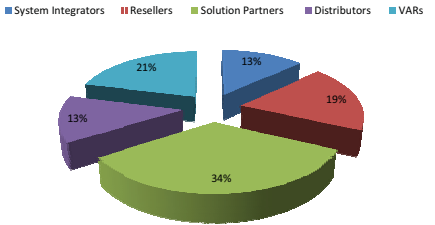
PC MARKET

The education and government segments continue to drive the PC market

The traditional PC market in India, encompassing desktops, notebooks, and workstations, encountered challenges as it shipped 3.2 million units in the second quarter of 2023. As revealed by the latest data from the International Data Corporation (IDC) Worldwide Quarterly Personal Computing Device Tracker, although experiencing a 5.9% increase quarter-over-quarter (QoQ), the market witnessed a significant 15.3% decline year-over-year (YOY) in the same period. The education and government segments continue to drive the PC market, while the enterprise segment continued to face challenges. Import restrictions imposed by the Indian government which is expected from next year may drive vendors to expedite channel inventory in anticipation of price increases.

KEY TAKEAWAYS: During 2Q23, all product categories registered YOY declines. While the volume-driving notebook category suffered an 18.5% YOY decline, the desktop category, despite its previous growth trajectory during the pandemic, declined by 7.0% YoY. Both the consumer and commercial segments faced setbacks, declining by 17.0% and 13.8% YOY, respectively. HP Inc maintained its lead in the market with a 31.1% share. Strong demand for gaming notebooks and traction in brand stores contributed to a 29.5% consumer segment share. Lenovo, in second place with a 16.2% share, experienced a 30.2% YoY decline. Dell Technologies commanding a 15.3% share, stood third.

KEY VENDORS: HP, Dell, Lenovo, Acer, Apple, and Asus.



POINT OF SALE (POS)

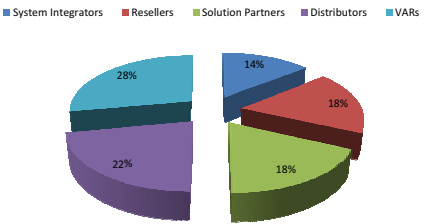
Indian Government promoting digital payment is a big boost to the growth of POS market

The point-of-sale (POS) terminal market in India is estimated to grow at a CAGR of 11.59% between 2022 and 2027 and the market size is forecast to increase by USD 1,812.57 million, according to Technavio. The expansion of the POS market in India can be attributed to the initiatives undertaken by the Government to promote digital payment and a cashless economy in the country. The market is also witnessing significant demand with banks procuring a large number of POS terminals.

Industries driving the POS market are retail, healthcare, hospitality, warehousing, and distribution. Small Indian retailers are also adopting POS terminals for safe and easy payment. In addition, mobile POS leverages wireless devices such as phones and tablets to act as electronic terminals. Despite this, high installation and maintenance costs, as well as security concerns regarding theft disrupt the stable growth in the market.

KEY TAKEAWAYS: With POS providers providing products with advanced features, such factors are expected to drive the growth for this market. New product launches and technological upgrades of POS terminals will continue to be a major trend dominating the market. Besides, POS solutions have evolved from being transaction-oriented terminals/devices to systems that can integrate with the company's CRM and other financial solutions.

KEY VENDORS: Epson, VeriFone, TVS-E, Honeywell, Posiflex, Pine Labs and WeP.



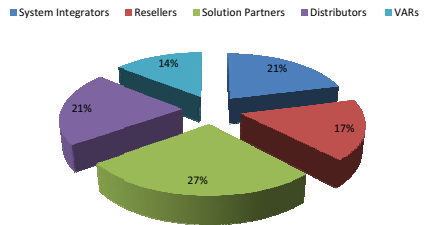
PROJECTOR

Use of projectors growing considerably in educational institutions and home entertainment

As per a GlobeNewswire report, the global portable projector market, which was valued at USD 15.64 Billion in 2021, is expected to reach a value of USD 21.72 billion by 2028, at a CAGR of 4.8%. Besides small businesses and digital homes, the major industries that are driving the sale of projectors are IT, corporate, media & entertainment, rental, BPO and education sectors. Moreover, game developers are using these projectors to offer an immersive gaming experience to the consumer. The demand for 3D projectors is also expected to increase at a global level owing to the significant rise in the use of the 3D technology in areas such as cinema, education, home theater, business presentations, and event management.

KEY TAKEAWAYS: Today Projectors have become a must have for small businesses and digital homes. They are no longer only a business tool but are also an essential component of the education system as well as an option for home entertainment and gaming. The use of projectors is growing considerably in educational institutions as part of smart classrooms. However, factors such as high installation cost and lack of awareness still remain a matter of concern for projector vendors. The projector market in India is still very fragmented with many brands operating in various categories.

KEY VENDORS: Epson, BenQ, Acer, Optoma, Panasonic, NEC, Viewsonic and Globus.



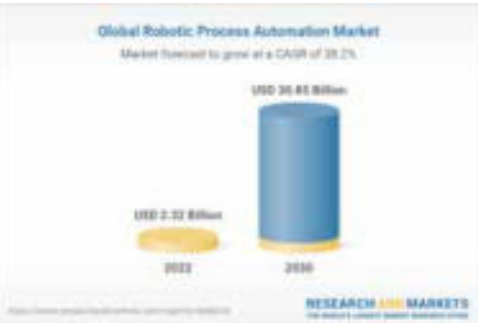
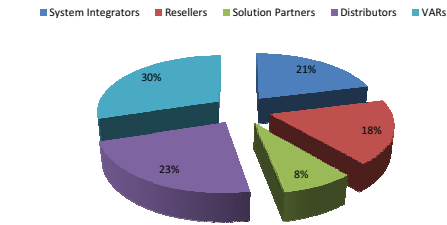
ROBOTIC PROCESS AUTOMATION (RPA)

Asia Pacific expected to be the fastest-growing region for RPA

The RPA market in India is being driven by the increasing demand to automate accounting and process management. Due to the automation of business tasks, implementation of this technology is expected to be high in sectors like BFSI, Telecom & IT, Manufacturing, Retail, and Pharma & Healthcare. As a matter of fact, since the Indian RPA market is still lagging behind North America and Europe regions, worldwide RPA vendors are trying to penetrate the Indian market to take an early entrant advantage. Nevertheless, Asia Pacific is expected to be the fastest-growing region for RPA.

KEY TAKEAWAYS: The global RPA market size was estimated at USD 4.39 billion in 2022 and is expected to reach USD 54.57 billion by 2032. It is anticipated to grow at a noteworthy CAGR of 28.7% owing to the growing trend of cloud-based solutions and the increasing adoption of robot-based solutions across various end-user industries. Furthermore, companies are integrating RPA with artificial intelligence and cognitive technologies to broaden the scope of business process automation. RPA is forecasted to be a trillion dollar opportunity in the coming years, though at present it faces various restraints, including change in the organization structure while adopting RPA and lack of understanding to integrate business processes with RPA.

KEY VENDORS: UiPath, Automation Anywhere, Blue Prism, Pegasystems, Nice and Kofax.



ROUTER

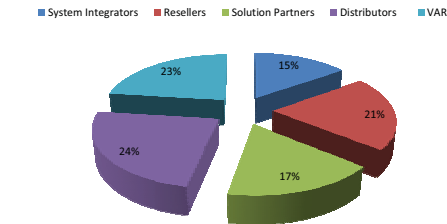
5G services rollout and last mile FTTx delivery will drive the router market

The latest IDC Worldwide Quarterly Router Tracker says that India’s router market has declined marginally by 1.4% YoY by vendor revenues during 3Q22. It stood at USD 82.7 million (by vendor revenue). There was however a sequential increase of 17.8% quarter-over-quarter (QoQ) with service providers contributing to 60.9% of router revenues. Enterprise router business, on the other hand, declined by 8.1% YoY during 3Q22. This decline is however expected to be temporary and more enterprise investments will follow suit as the demand for low-end routers is set to rise due to technologies like SD-WAN.

The market started witnessing service providers investing heavily in routers as part of upgrading to offer 5G network supported services. More such investments are expected to come in over the next year. Besides telecommunications, the key verticals for routing include finance, government, and services.

KEY TAKEAWAYS: Over the next year, the 5G services rollout and shared last mile FTTx are a few of the factors that will drive the router market. The adoption of smart devices such as smartphones, tablets or smart TV are going to be responsible for the market growth of consumer wi-fi routers. From the period of 2021 to 2026, the router market is expected to grow in single digits in terms of CAGR.

KEY VENDORS: Cisco, HPE, Juniper, Ericsson, Nokia, D-Link, Allied Telesis and TP-Link.



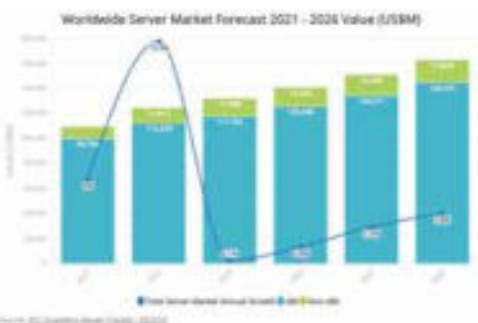
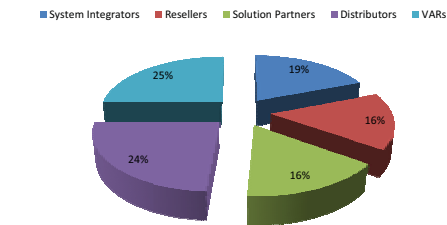
SERVER (X86/NON X86)

2023 will see data centre operators cutting back on their server procurement

The server market will face continued challenges in 2023, which included the impact from the pandemic, high inflation, slowdown in economic activity, supply chain disruption and geopolitical conflict. However, with IT infrastructure becoming mission critical for many organizations, the server market has proven very resilient in recent years. The x86 server market, like every year is dominated by professional services, manufacturing, telecommunications and banking verticals, with most spending dominated by professional services verticals like fintech, cloud solution providers (CSPs), telecom providers, and IT/ITes companies. The growth for the non-X86 portion globally will be driven by Power Systems and System z upgrade cycles at IBM and the adoption of Arm servers by the hyperscalers and the cloud builders.

KEY TAKEAWAYS: Enterprise server shipments are expected to decline this year for the first time since the 2007-2008 financial crisis. Amid the global economic slump, large US and China-based data center operators are likely to further cut back their server procurement, with the demand from server brands also going to see a drop. However, in India, the huge presence of SMBs on a pan India level, who are investing significantly in order to revamp their IT infrastructure, further drives the market by leaps and bounds.

KEY VENDORS: Dell, HPE, Cisco, Lenovo and Oracle.



SMARTPHONE

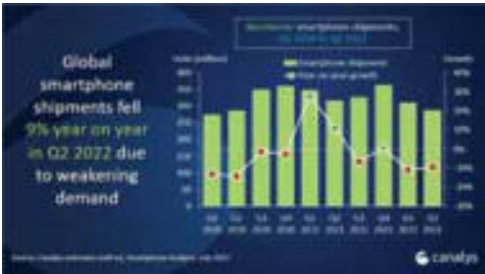
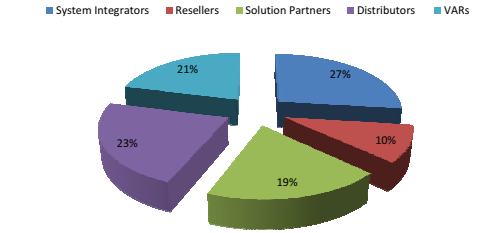
Offline sale of smartphones overtake online channel in the post pandemic era

With 5G upgrades picking up pace driven by the expansion of 5G networks and availability of affordable devices, in Q2 2023, 5G smartphone shipments in India crossed the 100-million cumulative mark, according to the latest research from Counterpoint. 4G feature phone share, on the other hand in the overall feature phone shipments, increased to 10% in Q2 2023. Apple showed the strongest growth in the market with strong premium smartphone sales, growing 61% YoY, while OnePlus' grew 61%. The launch of two exclusive Apple stores in India also boosted its growth.

The budget phone category also saw a price hike due to increase in component price. There has been an increase in demand for mid-range and premium smartphones due to increasing uses and availability of financing options.

KEY TAKEAWAYS: The PLI scheme has been a great booster for the Indian mobile manufacturing ecosystem, attracting top players to increase their 'Make in India' footprint and make India their export hub. However, According to a report by IDC India, the smartphone market showed an increase of 10 percent in the second quarter of 2023, but still declined 3 percent compared to the last year. Interestingly, in the wake of the pandemic, the online distribution channels registered a decline of 15 percent YoY, while offline sales grew by 11 percent.

KEY VENDORS: Xiaomi, Apple, Samsung, HMD (Nokia), Vivo, Oppo, iPhone, Lenovo/Motorola and OnePlus.



SOFTWARE DEFINED NETWORKING (SDN)

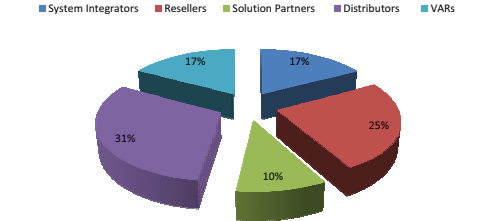
Investments in IT infrastructure projects make APAC a coveted market for SDN

The global Software Defined Networking (SDN) market size was \$13.7 billion in 2020 and is expected to hit \$32.7 billion by the end of 2025, recording a CAGR of 19.0%, according to MarketsAndMarkets. This growth is attributed to the increase in demand for enterprise mobility to improve productivity for field-based services. The exponential increase in the size and complexity of network infrastructures in the past decade has created a need for solutions to simplify and efficiently manage the entire network. SDN solutions cater directly to these problems by providing more flexibility in terms of traffic management to the operator for improving the efficiency of the network.

KEY TAKEAWAYS: Though the North American SDN market is projected to account for majority of the global SDN market share, many SDN players foresee APAC as a major market, due to its strong spending capabilities in the IT infrastructure. Investment by service providers in SDN technology to automate network infrastructure will continue to drive this market.

However, since SDN technology focuses on virtualizing every aspect of the network infrastructure, an SDN controller can be an ideal attack surface offering the hacker the ability to influence and gaining total control the entire network.

KEY VENDORS: Alcatel Lucent, IBM, HPE, Dell Technologies, Juniper Networks, Aruba Networks, Fortinet and Versa Networks.



SOFTWARE DEFINED SECURITY

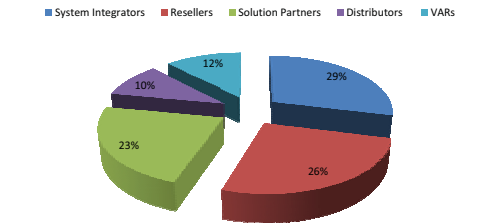
Better security and increased use of cloud services will boost the SDS market

According to Allied Market Research, the global software defined security (SDS) market size was valued at \$5.3 billion in 2020, and is projected to reach \$68.83 billion by 2030, thus registering a CAGR of 29.5% from 2021 to 2030. This technology is highly utilized in IT environments that use services of the cloud. So every time a new device enters the cloud environment, it is automatically masked and managed by the SDS protocol. Organizations are concerned about the security of automated and virtualized infrastructure before using software defined networking, and this in return is boosting the growth of the SDS market opportunity.

Some of the key drivers of this market are the need for faster response, better security, and increased use of cloud services. Growing investments and continuous technological advances are expected to provide opportunities for security players to explore this market further.

KEY TAKEAWAYS: The lack of technical expertise is going to hamper the growth of this market, as it entails a harder and costlier initial installation and limited customization along with complex network management. The APAC region is expected to register the highest growth rate because of the higher number of IT operations in the region. Within the market, the services segment is estimated to emerge as the fastest growing segment.

KEY VENDORS: Check Point, Cisco, VMware, Fortinet, Palo Alto Networks and Broadcom.



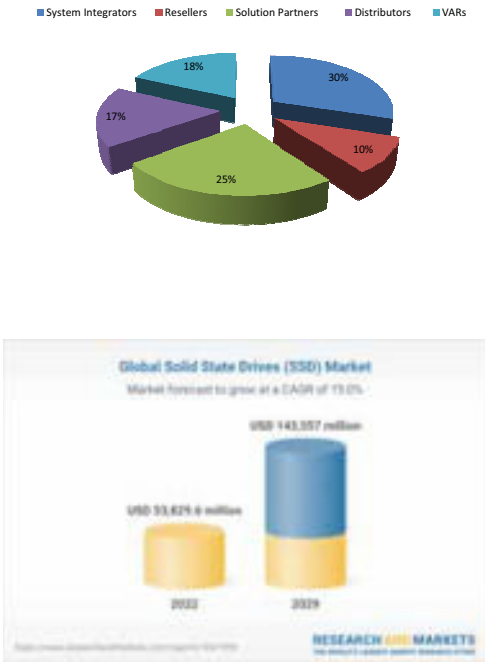
SOLID STATE DRIVE (SSD)

SSDs using SATA interfaces continues to dominate the market because of its low cost

The SSD market in India is poised to grow threefold over the next six years. However, the SSD segment is still a niche market in India, given the present data storage device market is still dominated by the Hard Disk Drive (HDD) segment. Nevertheless, with companies making the necessary investments in both cloud and traditional IT to support business operations, higher SSD demand is gradually starting to come from the enterprise market. The rapid rise in next-generation connected devices, growing premium & high-end PC market, need for higher performance & capacity storage devices, increasing IT spending, and a growing number of data centers would fuel the growth of the SSD market in India.

KEY TAKEAWAYS: Globally, the SSD market was valued at USD 27.9 billion in 2021. It is projected to grow from USD 32.1 billion in 2022 to USD 86.5 billion by 2030, growing at a CAGR of 15.2%. Some of the key factors driving this market globally is the increasing penetration of high-end computing, growing adoption of SSDs in data centres, and advantages SSDs have over HDDs. While the SATA sector continues to dominate the market, the vast demand for SSDs using SATA interfaces can be largely ascribed to the interfaces’ low cost.

KEY VENDORS: WD/ SanDisk, Seagate, Samsung, Micron, Kingston and Toshiba.



STORAGE

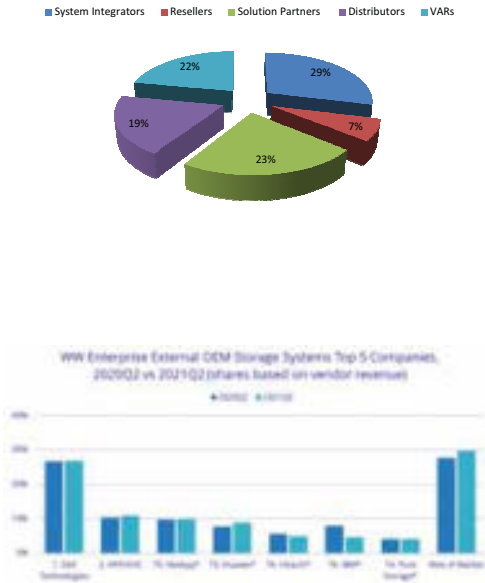
Connected appliances and autonomous vehicles to pave the way for the storage market

The global data storage market is projected to grow from \$247.32 billion in 2023 to \$777.98 billion by 2030, at a CAGR of 17.8% during forecast period, according to Fortune Business Insights. According to IDC, in the first quarter of 2023, the external enterprise storage systems market continued a streak of relatively high growth with vendor revenue increasing 7.3% y/y.

With the growing digitisation and an increase in the number of active mobile users, the demand for data storage is expected to grow in the coming years, especially in the Asia Pacific region. In India, revenue is expected to show an annual growth rate of 8.27%, resulting in a market volume of US\$1.2bn by 2028.

KEY TAKEAWAYS: The adoption of All-Flash Arrays (AFA) has been at its peak and is expected to grow further as a majority of the enterprises are preferring only AFA for all their primary workloads. Many businesses are starting to migrate to newer technologies such as non-volatile memory express (NVMe), which uses AI and ML to access and store data. Advanced technologies have paved the way for connected appliances and autonomous vehicles, which has prompted IT infrastructure companies to opt for the latest, advanced storage solutions.

KEY VENDORS: Dell, HPE, NetApp, Hitachi Vantara, Oracle, IBM, Lenovo and Huawei.



STRUCTURED CABLING

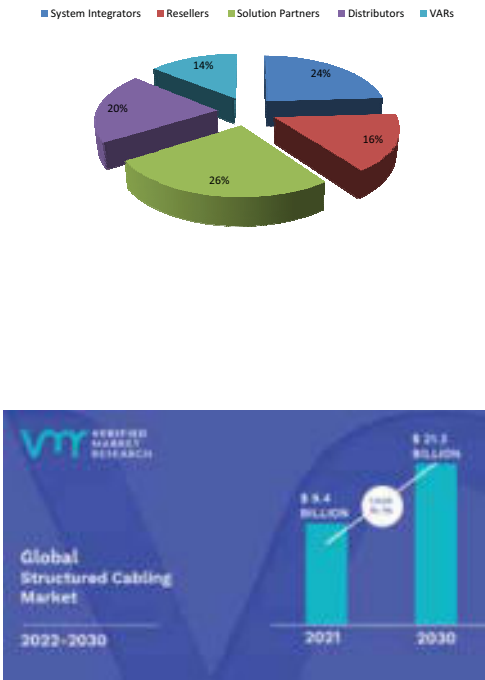
Expansion of 5G networks giving a boost to structured cabling systems

The global market for structured cabling was valued at an estimated \$11.7 billion in 2022 and is projected to reach \$15.0 billion by 2027, at a CAGR of 5.1 % during the period, according to a report by MarketsAndMarkets. The rise in adoption of IoT and spurring communication infrastructure are the key factors driving this market. Based on verticals, the IT and the telecommunications segment held the largest share in this space.

In India, the demand for structured cabling is mainly driven by the increasing demand for copper structured cabling due to the surging need for higher bandwidth and higher transmission rate. This demand is further fuelled by the announcement of Wi-Fi services in trains, expansion of the data centre business, the expansion of 5G networks by telcos and the increasing demand for intelligent buildings in the country.

KEY TAKEAWAYS: The continual technological advancements and the advent of fifth-generation (5G) network channels are providing a boost to the demand for structured cabling systems across India. Due to the growing adoption of connected devices across multiple industries, there has been a considerable increase in the demand for structured cabling systems across the country.

KEY VENDORS: CommScope, D-Link, Legrand, Schneider, R&M and Polycab.



SURVEILLANCE

Video surveillance systems expected to experience rapid growth in the future

The India video surveillance market revenues size is projected to grow with a CAGR of 20.8%, during the period from 2023 to 2029, according to 6Wresearch. With India expecting to reach 2047's goal of a \$40 trillion GDP and be categorized as a developed nation, and rising investments in infrastructural development, the requirement for video surveillance solutions would see a surge over the coming years. Additionally, with increasing initiatives being taken by the government to install CCTV solutions in public places like the Smart Cities Mission, video surveillance systems would be expected to experience rapid growth in the future.

KEY TAKEAWAYS: The India CCTV Market size is expected to grow from USD 3.30 billion in 2023 to USD 8.43 billion by 2028, at a CAGR of 20.60% during the forecast period. The attention to the importance of having CCTV cameras is growing as crime rates continue to remain high throughout the country.

The CCTV market has higher penetration in Tier 1 and 2 cities, which account for more than 80% of its market share. Government and Transportation accounted for the largest market share. The government oversees public safety and security through video surveillance systems, which deter crime, prevent incidents, and respond effectively.

KEY VENDORS: CP PLUS, HIK VISION, HONEYWELL, D-link, TP-Link, Dahua and Godrej Security.

UPS (ON-LINE/OFFLINE)

Technological advancements in UPS systems like AI, ML expected to create opportunities

The India UPS Market was valued at USD 1.16 billion in 2022 and is expected to project a robust growth during the forecast period, registering a CAGR of 8.20% through 2030, according to ResearchAndMarkets. This is owing to favourable government initiatives and growing demand for power backup solutions, etc. Expanding commercial and industrial sectors such as IT/ITES, BFSI, healthcare, retail, educational and research institutes, telecommunication, textile industry, etc., are further fueling demand for UPS in the country.

KEY TAKEAWAYS: The technological advancements in UPS systems, like artificial intelligence, machine learning, IoT, etc., are expected to create immense opportunities for the market. The high growth witnessed in colocation and cloud services and increased usage of cloud applications among industries is driving the modular UPS market. Amid stiff competition, the industry is focusing on more R&D to launch more advanced products. One such cutting-edge technologies is the online UPS.

The global Industrial UPS market size on the other hand, is projected to reach USD 4228.9 Million by 2026, from USD 2585.5 Million in 2019, at a CAGR of 7.2% during 2021-2026. A rise in the number of businesses creating green UPS technology that uses less energy is also witnessed.

KEY VENDORS: Schneider Electric, Vertiv, Eaton, Luminous, Delta, Numeric and BPE.

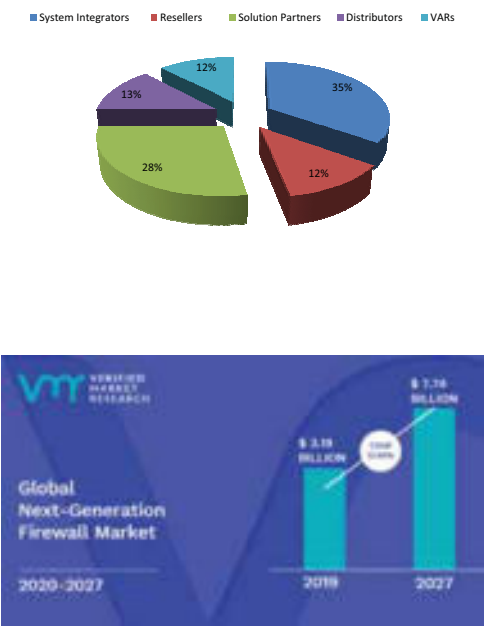
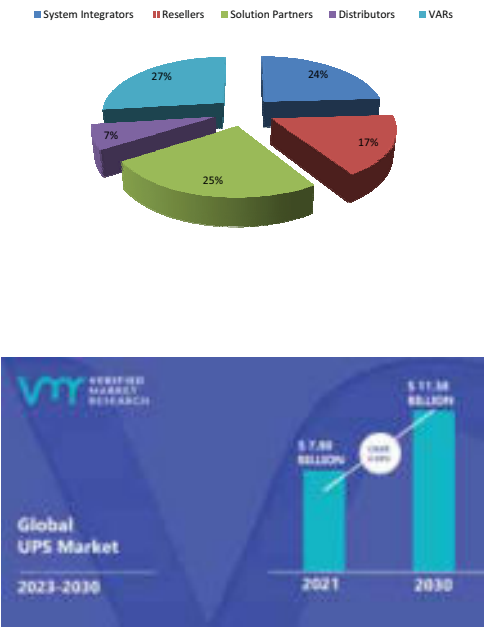
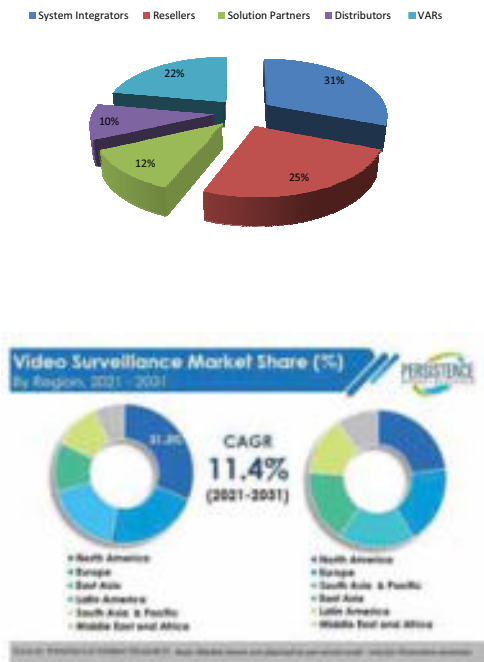
UTM (UNIFIED THREAT MANAGEMENT)/ NEXT-GENERATION FIREWALL (NGFW)

NGFW and UTM witnessing impressive success among large enterprises and SMBs

The increasing number of sophisticated data breaches and the use of threat management solutions are the key drivers that lead to the growth of the Unified Threat Management (UTM) market. On the other hand, introduction of a virtual firewall providing security to the virtual network will be a key opportunity for the global Next-Generation Firewall (NGFW) market in near future. Both NGFW and UTM have seen impressive success among large enterprises and small & medium businesses respectively, as they are built for today's security needs of enterprises.

KEY TAKEAWAYS: Over the past ten years, there has been a growth in demand for UTM solutions and services due to consolidation of all security capabilities like network firewalls, gateway antivirus, gateway anti-spam, VPN, load balancing, data leak prevention, content filtering, and on-appliance reporting - onto a single appliance. The global UTM market is expected to reach USD 10998.0 Million by 2027 with a CAGR of 14.7%, while the NGFW market is projected to reach USD 5.52 billion by 2026, at a CAGR of 12%. One of the primary factors driving the growth of the next-generation firewall market is the rising global adoption of the IoT and is evolving as a competitive market with major players marking their presence in this space.

KEY VENDORS: Check Point, Fortinet, Cisco, Palo Alto Networks, Sophos, SonicWall and Juniper.



VIRTUALIZATION

Virtualization becoming a standard practice globally in an enterprise IT architecture

Virtualization technology modernizes your infrastructure and the market in both India and across the globe are seeing an increasing adoption of many types of virtualization, whether it be data, server, storage, desktop or application virtualization. The shift from running applications directly on physical servers to using various virtualization techniques has helped businesses to boost IT efficiency and cut down on maintenance and costs. The global desktop virtualization market size was valued at USD 18.67 billion in 2022 and is projected to grow from USD 22.63 billion in 2023 to USD 101.45 billion by 2030, exhibiting a CAGR of 23.9% during the forecast period, according to reports by Fortune Business Insights.

KEY TAKEAWAYS: With organizations thinking of digitizing and virtualizing more of their operations, virtualization has become a standard practice in an enterprise IT architecture. This has resulted in the virtualization market maturing rapidly over the last few years. The APAC region is believed to have the fastest growth in this space, owing to the growing number of virtualization vendors and the projects that are being undertaken. India being one of the emerging economies in the Asia-Pacific region has high potential for growth of adoption of virtualization solutions. Globally, India is leading in financial services, IT-enabled services, and retail sectors when it comes to the adoption for desktop virtualization.

KEY VENDORS: VMware, Citrix, Microsoft, Nutanix, HPE, Oracle and Red Hat.

Wi-Fi

The increasing number of Wi-Fi-enabled devices to propel this market

The rapid rise in the adoption of digital solutions has paved the way for the growth of the Wi-Fi market. Managed Wi-Fi solutions market is one sector which is being driven by the need for high speed internet connectivity. Public Wi-Fi has emerged as one of the most successful means of enhancing broadband proliferation among masses. For India too, public Wi-Fi can be seen as a low-cost option for reaching un-served citizens. Another key upcoming technology trend in the Wi-Fi domain is voice over Wi-Fi (VoWiFi), which enables voice calling using a Wi-Fi connection.

Key Takeaways: The growth in number of home-connected devices and need for high-quality networks is going to drive the wi-fi market. The global wi-fi market is expected to reach a market valuation of \$3.3 billion by 2027, growing at a CAGR of 20.4%, according to MarketsAndMarkets. Within the global Wi-Fi market, the Wi-Fi as a Service Market size is estimated to reach USD 10.1 billion by 2026 at a CAGR of 20.1%. Additionally, the increasing number of Wi-Fi-enabled devices such as mobile phones, laptops, computers, iPads, and tablets are expected to further propel the market through 2025. Next-generation wireless technologies such as 5G and Wi-Fi 6, the latest generation of wireless standards, are poised to become a crucial part of the networks that link machines and people.

Key Vendors: Cisco, Aruba, Cambium, CommScope, D-Link, TP-Link, and Allied Telesis.

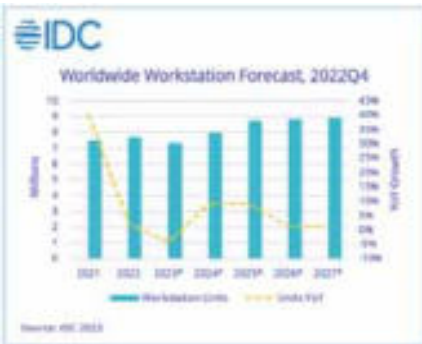
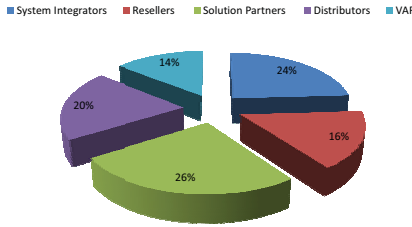
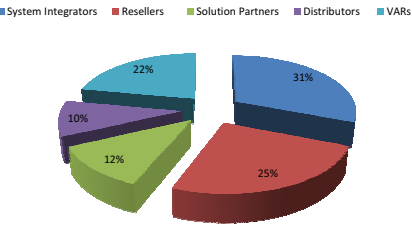
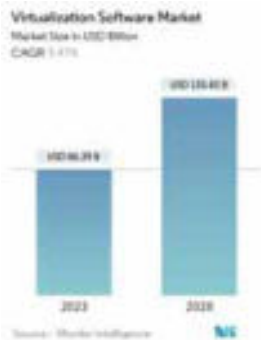
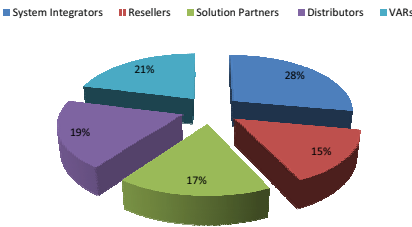
WORKSTATION

All-in-one workstations expected to register a steady growth in their demand

India is believed to register an exponential growth in the workstation market sales with a CAGR of 14.1% from 2022 to 2029, during which India market is anticipated to create an absolute dollar opportunity of \$3,139.5 million. The global workstation market is made up of All-in-one workstation, tower workstation, rack workstation, mobile workstation, and blade workstation and it is witnessing a significantly high growth. However, the high price range of workstations over a personal computer as well as their high cost of regular maintenance are a few factors affecting their sales and is expected to hinder the market growth.

KEY TAKEAWAYS: India has witnessed high penetration of industrial automation. Additionally, the rising manufacturing industry in the country and the eventual growing adoption of CAD for 3D animation in manufacturing and construction industries will further fuel the workstation market. The demand for mobile workstations is going to further increase in the areas of oil & gas exploration applications while All-in-one workstations are also expected to register a steady growth in their demand in the near future. While the desktop workstation will dominate the market, the mobile workstation segment is set to witness the highest growth rate of 7.9% CAGR from 2022 to 2029.

KEY VENDORS: HP, Dell, Lenovo, Acer and Apple.



ZERO TRUST SECURITY

Zero trust is the ideal framework for securing enterprise users in a mobile-centric world

The global zero trust security market, according to Allied Market Research, was valued at \$23.61 billion in 2021, and is projected to reach \$126.02 billion by 2031, growing at a CAGR of 18.5% from 2022 to 2031. Zero trust security is emerging in recent years. While traditional and outdated approaches to security focus on bolting-on new security tools to secure the perimeter and trusting every resource inside, the zero-trust model does away with the concept of implicit trust. Rise in security breaches targeting business applications, increase in malware and phishing threats among enterprises, and surge in demand for cloud-based zero trust security solutions are major drivers driving this security market.

KEY TAKEAWAYS: The zero-trust security model is driven by the principles of never trusting anything inside or outside the organization’s security perimeter. Enterprises are increasingly understanding the importance of a zero-trust environment for protecting their critical data. In fact, the State of Zero Trust Security 2022 by Okta Inc. suggested that 97% of the respondents opted for Zero Trust security solutions and models, compared to 90% of companies in 2021. Against the rapid digital transformation backdrop, IT leaders believe zero trust is the ideal framework for securing enterprise users in a highly distributed cloud and mobile-centric world.

KEY VENDORS: Cisco Systems, Palo Alto Networks, Microsoft, IBM, Forcepoint, Fortinet, Zscaler, Keysight and Google.

