

INDIA'S FRONTLINE IT MAGAZINE

# VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



11th Eastern India Information Technology Fair 2022

Friday, 17th June 2022,  
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Telecom Business

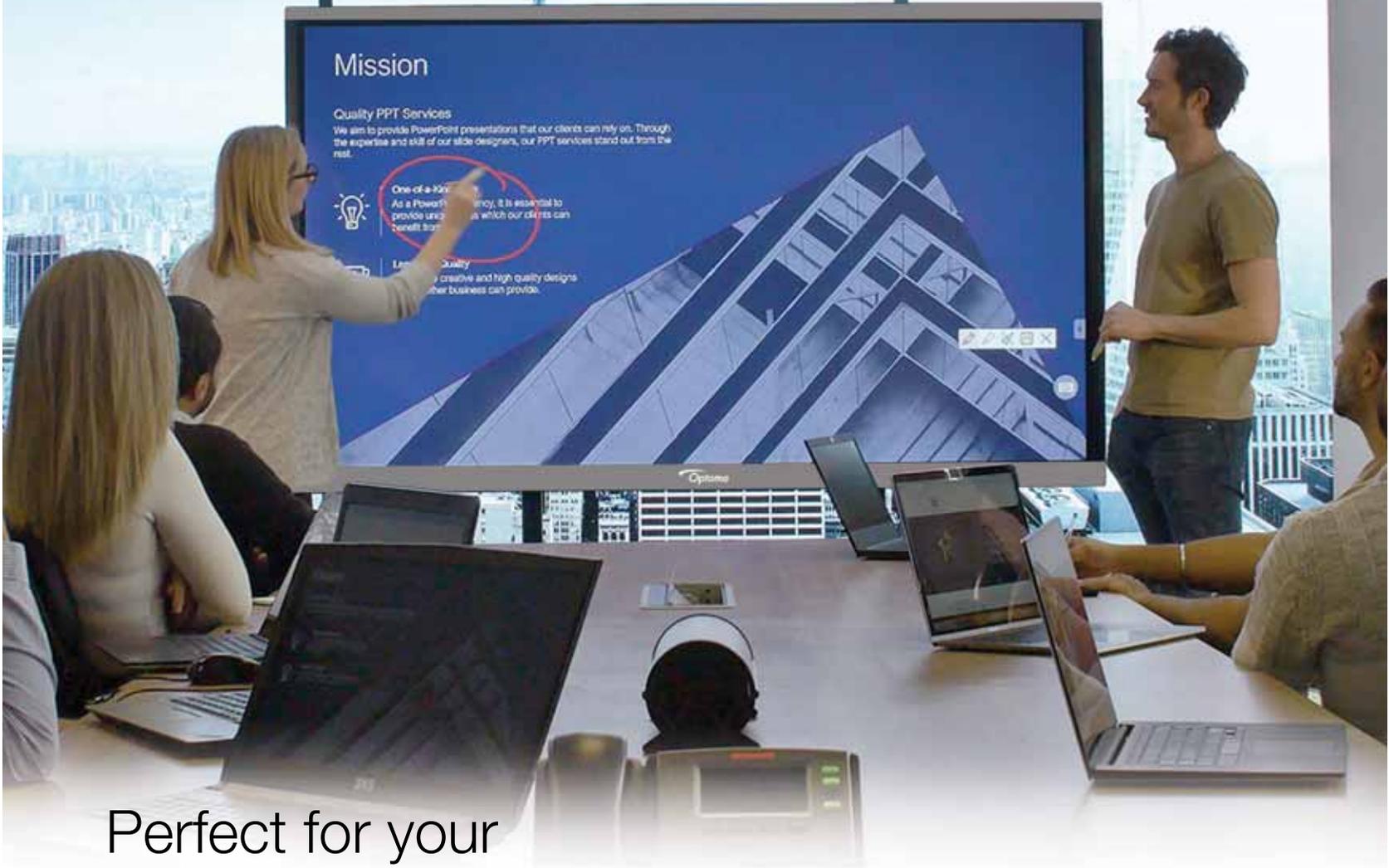
Connection *Smart* Zindagi Ka



**ASHISH D. JAIN**

Executive President and COO,  
Telecom Division,  
Polycab India Limited

"If data is the new staple for businesses and life, physical infrastructure of a network is fundamental to ensure its uninterrupted and required flow, which is why robust passive networking products are the fundamental building block of high-quality data-networks. With nearly 6 decades of experience in the wire and cable-segment, we're uniquely positioned to manufacture and distribute the whole range of end-to-end passive networking solutions for voice, data and video applications in communication networks."



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THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



VOLUME XXIII    ISSUE 08    APRIL 2022    PRICE Rs. 50    SUBSCRIPTION COPY NOT FOR SALE

## Rising Competition in the Gaming PC sector in 2022

54PG

### India Post Payments Bank rolls out 'Fincluvation' to innovate solutions for financial inclusion

India Post Payments Bank (IPPB) announced the launch of Fincluvation – a joint initiative to collaborate with Fintech Startup community to co-create and innovate solutions for financial inclusion.

Fincluvation invites startups to Participate, Ideate, Develop and Market intuitive and tailored products and services that can be taken to the customers.

Any Market-led solutions that can help solve any other problem relevant to IPPB and/or DoP in serving the target customers.

Intersection of technology with financial services coupled with traditional distribution networks is opening up new set of business opportunities.

### Global smartphone shipments fell 11% due to adverse headwinds

Worldwide smartphone shipments fell 11% amid unfavorable economic conditions and sluggish seasonal demand in the first quarter of 2022. Samsung led the market with a 24% share, up from 19% in Q4 2021 as the vendor revamped its 2022 portfolio. Apple came second, with a solid Q1 thanks to the growing demand for its iPhone 13 series. Xiaomi stayed in third place due to the stellar performance of its Redmi Note series. OPPO (including OnePlus) and vivo completed the top five with 10% and 8% shares.

“Despite the looming uncertainty in global markets, the leading vendors accelerated their growth by broadening device portfolios for 2022,” said Canalis Analyst Sanyam Chaurasia.

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# DATA SECURITY TO START WITH DATA VISIBILITY

Data security is the practice of protecting digital information from unauthorized access, corruption, or theft throughout its lifecycle. It's a concept that encompasses every aspect of information security from the physical security of hardware and storage devices to administrative and access controls, as well as the logical security of software applications. Data security includes data encryption, hashing, tokenization, and key management practices that protect data across all applications and platforms.

Whereas, Data visibility is the degree of ease through which an enterprise can monitor, display, and analyze data from disparate sources. Attaining ample data visibility within your organization brings about many benefits. The most important benefit is that you get more data from which to make informed business decisions. It allows you to create in-depth and minute data analysis for developing your projects. It allows you to see how points are affected over time, ensuring that you are making decisions with the widest range of information possible.

In today's hyperconnected world, companies need to consider multiple areas of cyber risk throughout their ecosystem. Data security has many overlaps with data privacy. The same mechanisms used to ensure data privacy are also part of an organization's data security strategy. Ever-increasing demands and interconnectivity put pressure on traditional, and aging, Operational Technology (OT) network infrastructures.

Organizations around the globe are investing heavily in information technology (IT) cyber security capabilities to protect their critical assets. Whether an enterprise needs to protect a brand, intellectual capital, and customer information or provide controls for critical infrastructure, the means for incident detection and response to protecting organizational interests have three common elements: people, processes, and technology.

Data security involves deploying tools and technologies that enhance the organization's visibility into where its critical data resides and how it is used. Ideally, these tools should be able to apply protections like encryption, data masking, and redaction of sensitive files, and should automate reporting to streamline audits and adhering to regulatory requirements. When properly implemented, robust data security strategies will protect an organization's information assets against cybercriminal activities, but they also guard against insider threats and human error, which remains among the leading causes of data breaches today. The primary difference is that data privacy mainly focuses on keeping data confidential, while data security mainly focuses on protecting from malicious activity. In the present digital world, organizations face a multitude of challenges related to the privacy and security of employee, consumer, and client data.

The average IT team spends more than half of their day just on problem resolution or network security issues. Network visibility starts at the foundation of your network. It allows you to expose and resolve hidden problems (blind spots) faster. Faster resolution times mean more TIME to innovate the network design and the applications running on top of it.

The sheer volumes of data that enterprises handle and store is growing and drive a greater need for data protection practices. In addition, computing environments have become highly complex, routinely spanning the cloud, the enterprise data center, and numerous devices ranging from IoT sensors to remote servers. This complexity proliferates the attack surface, making it more challenging for organizations to monitor and secure data

A report from PricewaterhouseCoopers says, more than two-thirds of companies plan to increase their cyber budget in 2022 to better protect their systems and data, with more than half of executives fearing an increase in reportable attacks. Better network visibility delivers the highest performance data access and data distribution to your monitoring and security appliances. Hence there is a need to improve network visibility.



According to the report, the major threat to companies is an unavoidable level of complexity that has led to increased risk, with three-quarters (75%) of executives agreeing that their organization's infrastructure has become too complex and nearly the same number agreeing that complexity has led to concerning levels of risk. Overall, executives worry that complexity will primarily lead to breaches and financial losses but also hamper innovation and undermine operational resilience.

Hence, organizations need to focus on simplifying their operations and infrastructure and determine whether complexity is necessary, according to PwC's new "2022 Global Digital Trends Insights" report. The consequences for an attack rise as systems' interdependencies grow more and more complex. Critical infrastructures are especially vulnerable. And yet, many of the breaches we're seeing are still preventable with sound cyber practices and strong controls.

S. Mohini Ratna  
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### VAR SECURITY

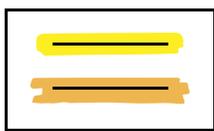
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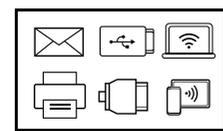
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## Polycab is uniquely positioned in the industry, being involved in manufacturing as well as in distribution of passive networking products

With a vision to make people more connected, safe and resourceful for a Smart Life, Polycab India Ltd. is setting the trends and leading the industry in designing, installing and managing passive networking solutions. While Indian passive products' market stands at over INR 2000 crore, Polycab's target segments include Large Infra, Healthcare, Transport, Airport, Metro, SMEs, Govt, SDC, Police, Court, Education and others. In a chat with **VARINDIA, ASHISH D JAIN, EXECUTIVE PRESIDENT AND COO, TELECOM BUSINESS, POLYCAB INDIA LTD.**, shares about the importance of passive networking products and solutions, USPs of the solutions, his take on government projects like Make-in-India and Aatmnirbhar Bharat etc.



### Importance of passive networking products for high-performance networks

While talking about the foundation of a robust and high-performance network, Ashish says, "With connectivity in various forms becoming integral for our lives and work and grouping and regrouping of existing devices happening in many ways, networks are going to receive and distribute an inconceivable data-load on their physical infrastructure. Whether it is continuity in networks or high speed in the flow of data, this is the physical infrastructure which enables the networks to meet the standards of desired performance and longevity. So, the foundation of a robust and high-performance network is the underlying set of passive networking products."

### End-to-end passive networking solutions and products

Ashish feels only cables cannot meet the demands, assurance of the quality of services and produce the required throughput of networks, therefore, in terms of having data's dependable availability and subsequently accomplishing last-mile connectivity, robust passive networking solutions with accessories in an end-to-end manner form the fundamental building block of high-quality data-networks.

He informs that Polycab has brought the whole range of passive networking products and accessories at competitive prices with a better TCO.

"Today in these fast-evolving digital times, when power and data have emerged as complementary assets, we have brought together the offerings to evolve as a stronger and more capable, single-source manufacturer and distributor of power and data-solutions. We wish to work as a unified OEM-provider for power and passive networking products. Aligned with our stature as a household brand in India, the most exclusive value-proposition from our passive offerings is quality in services, for end-to-end throughput assurance. That is why; we manufacture and distribute the whole range of passive networking products and accessories," points out Ashish.

### To manufacture passive networking products

With decades of leadership in the Indian wire-&-cable segment, Polycab leverages on its proven expertise in designing and manufacturing Telephone Cables, Signal Cables, CCTV Cables, Cat 6 Cables and Cat 6A Cables, Hybrid Cables and Fibre Optic Cables of 6 cores to 576 cores. Ashish further comments, "Polycab is

an established brand for bringing the quality-products at affordable prices. We are surely uniquely positioned to manufacture the whole range of end-to-end passive networking solutions for voice, data and video applications in communication networks."

### USPs of passive networking solutions

The company has established a dedicated manufacturing set-up of passive networking products and accessories. "We design and manufacture cables, the core of our passive networking offerings, in a way that enables them to carry the desired capacity of the data in a specific network. Our products, comprising Copper System and Fibre System, address the issue of rampant data-loss in the industry. So not only cables, each product of our offerings gets tested and certified to meet the desired capacity of a specified network, in terms of the data-volume and data-speed. In the spirit of the trust and brand-value we enjoy in our country, we have come up with quality-assurance and certificates for 25 years for our passive networking solutions. Also, to fulfil all the physical infrastructural requirements of a network in an integrated manner for our clients, we manufacture the entire range of passive products, including accessories, to accomplish end-to-end and scalable deployment of a network," explains Ashish.

### To Conclude

Polycab is a top-notch brand and a household name in India, serving people with various products. "Moreover, we have adopted a single OEM-strategy for electrical and passive networking products to make all our products under one brand. While companies in telecom-domain in India are either involved in manufacturing or distribution, we as an organization are uniquely placed in the industry, being involved in manufacturing as well as distribution of passive networking products. As a home-grown brand with a rich legacy of nearly six decades, we create profound national sentiment and align perfectly with the essence of Indian government-initiatives like Make-in-India and Aatmnirbhar Bharat. Definitely, we are one step ahead of MNCs in getting acceptance for our passive solutions and are deeply committed to live up to the trust and brand-value we carry with our name," concludes Ashish.



# Redefining quality of physical infrastructure for *stronger & scalable data-networks...*

Polycab Telecom, Telecom Division of Polycab India Ltd., manufactures and supplies the whole range of end-to-end next-gen passive networking solutions, comprising Copper System and Fiber System.



CAT 6A UTP SOLID COPPER CABLE 23 AWG WITH FR-PVC JACKET



CAT 6A UTP PATCH CORD - FR-PVC



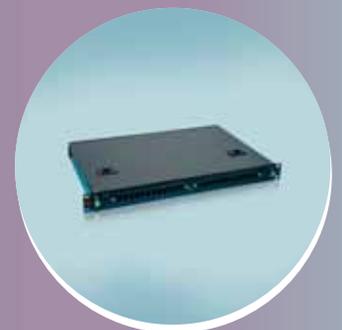
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# BlackBerry builds trust with Partners to secure customers in India



**Kindly elaborate on the recent partnership with Netpoleon India. What are the BlackBerry solutions that Netpoleon India will be distributing in the country?**

Our strategy is to connect, secure and manage every endpoint in the Internet of Things. So beyond securing enterprises and their data, we help to secure buildings, critical infrastructure, utilities, automotive industries and the consumer. In fact, BlackBerry today secures over half a billion endpoints, including over 195 million cars on the road.

BlackBerry protects businesses' endpoints and people with smarter solutions and technologies that are more effective and require less resources to support producing a better return on investment for their users. This is the foundation of BlackBerry's mission and vision in 'intelligent security everywhere'. We see that as being the key message with our friends at Netpoleon. It is a well-known organization and distribution partner for us in the Indian market and has an excellent reputation. When we were looking at expanding our footprint into the marketplace, Netpoleon were head and shoulders above everybody else.

The way we want to position our products and services, Netpoleon has access to all of BlackBerry's portfolio of cybersecurity solutions which are all powered by Cylance AI. So within that, we have Cylance Protect, which is an enhanced AI and Machine Learning driven antivirus detect and response solution. We have Cylance Optics, which provides an enhanced capability to provide MDR – Managed Detection and Response. We have Cylance Guard, which is our Extended, Detection and Response (XDR) service. This is really critical to some segments of the market whereby people do not actually have the necessary resources to be able to manage alerts from various different cybersecurity solutions, so that product is incredibly important to the marketplace itself. We also have other solutions around mobility such as the traditional BlackBerry Workspaces for secure file and data sharing, which many organizations in India are already familiar with, and we are continuing to expand the use of those products and services. More recently, we have introduced our Cylance Gateway solution, which is a zero trust network access solution that allows people to get rid of the traditional VPN style access onto corporate networks and infrastructure. This allows a seamless AI driven approach to connectivity within the network as long as you are actually applying policies to that.

In a chat with VARINDIA, GRAEME PYPER, APAC DIRECTOR CHANNEL PARTNER AND ALLIANCES, BLACKBERRY talks about the new partnership with Netpoleon, channel structure, go-to-market strategy, partner program etc.

**With this new partnership, what are the verticals that BlackBerry is aiming for?**

Every single vertical is under threat - and no size of organisation is immune. I think when we look at banking and financial services, those verticals are used to being under attack from a lot of different adversaries and they are probably the ones that have the most advanced security capabilities. Where we have seen an increase in threats is against critical national infrastructure, the retail as well as automotive and manufacturing. Those are areas whereby we are actually expanding quite considerably because when you think of the world now we are all connected. Even the vehicles that we have are increasingly connected as well. So we need to look at how we can protect all of these things (or endpoints) that are now part of a worldwide network. So anywhere that you think you need some kind of antivirus solution, we are absolutely required in those spaces. You can read more from BlackBerry 2022 Threat Research Report.

**How Netpoleon India will help BlackBerry to spread its wings?**

We are always looking for ways to expand in each territory that we work to help more customers take advantage of our security innovation and expertise. India is an important market with huge growth opportunity. In order to reach our potential and widen support for our customers - we need our partners to help us. We do have a team locally, both in Mumbai and Delhi. But we also look to our distribution partners such as Netpoleon to help us identify who are going to be the partners that will take us to that next level; who will be able to support us and more importantly will be able to support the customers. In order to get the right outcome, we are not looking at trying to reach hundreds of brand new partners. What I would like is to have partners that share our vision, the capability that we have within cybersecurity, and have good relationships with customers. Trust is the biggest thing for businesses especially in the Indian community, everybody must work on a level of trust. And for me, it is building that level of trust with those partners in order to make business outcomes happen.

**Kindly elaborate about BlackBerry's channel structure. What is your go-to-market approach for the channel partners?**

Across the whole organization we have a two tier channel structure. So we have our distribution partners and then we have our value added partners who sit underneath that distribution strategy. Within that we do not actually sell directly to end user customers. I am very pleased to say that across the whole of the region, not just in India, our relationships are all through our partners. So from that perspective, building that trust with the partner, knowing that we are not going to sell directly or sell away from them is incredibly important. The way we operate from a go to market strategy is we have a sales team to help identify opportunities with those customers, and work with our partners in order to win those opportunities. So it is very much a hand in hand approach. We provide all of the training that the partner may need for both sales enablement and technical enablement. We also provide a lot of industry knowledge.

**Kindly elaborate about your Partner program.**

One of the things that I am incredibly proud to announce is that last year we launched a partner incentive program called Protect and Earn for our partner community that has been incredibly successful. I am pleased to announce that has been extended for the coming 12 months. The program is specifically for partner sales people but more importantly for sales engineers. Now that particular program is incredibly rewarding in terms of the revenue that people can earn. We reward sellers with new logo wins. So for every new customer that a partner salesperson and Sales Engineer actually brings to BlackBerry, we will reward them. The minimum value of the sale to us must be US\$1,000. Now, that is not a large sum in some circumstances when it comes to cybersecurity solutions. But the rewards are incredibly generous and we believe they are actually one of the most generous rewards programs available in the market today.

# TOP 3 CYBER ATTACKS TARGETING SMBs

Today's cyber-landscape is tough for small and medium businesses. Cybercriminals have dramatically improved their attacks, resulting in a higher frequency of attacks and sophistication. SMBs struggle with the expertise, manpower, and IT budget needed to succeed.

Let's have a look at the top three cyber security concerns small business owners face.

**#1**  
Phishing is the leading threat action for SMBs

**54%**  
of SMB attack attempts are successful – resulting in a breach

**85%**  
Ransomware is the biggest malware threat to SMBs



## PHISHING

Phishing is a deliberate attempt to obtain sensitive information (e.g. login credentials, credit card numbers, etc.) by masquerading as someone trustworthy. The attack may come in the form of an email that links to a malicious website, or contains malicious attachments.

Other avenues include 'vishing' (voice phishing) and 'smishing' (SMS Phishing)



## PASSWORD LOSS

With a stolen network password, it is easy to log into systems posing as that person allowing for movement around the network, infecting other systems, elevating privilege, installing tools as desired, and gathering data throughout.

Using another factor (or 2-factor authentication) can help mitigate breaches from having lost the first factor username and password.

**\$17,700**  
is lost every minute due to a phishing attack<sup>1</sup>

**80%**  
of reported security incidents are Phishing attacks<sup>1</sup>

**Password dumper was the top malware variety used in reported breaches (most often delivered via Email, usually associated with Phishing, and direct install)<sup>2</sup>**

**68%**  
of SMBs worldwide reported that their employees' passwords were lost or stolen in 2019<sup>3</sup>



## RANSOMWARE

Unfortunately, if a small business relies on their computers (as many do for order entry), then a ransomware infection is a show stopper. At a minimum, there is the threat of losing access to any work or personal files that are not backed up.



**358%**  
Malware increase in 2020<sup>4</sup>

**435%**  
Ransomware increase compared to 2019<sup>4</sup>

**1/5 Americans**  
Victim of Ransomware<sup>4</sup>

### 3 steps to understand how ransomware infections occur:

- STEP 1 Gain Access**  
Consumer-grade equipment like routers and IoT devices have vulnerabilities that are well-known so it's best to do your research before purchasing and installing these. Look for vendors without vulnerabilities and for those who do, see how quickly they can patch the device.
- STEP 2 Data Encryption**  
After a threat actor has gained access to a system, they can begin encrypting. Since encryption functionality is built into an operating system, this simply involves accessing files, encrypting them with an attacker-controlled key, and replacing the originals with the encrypted versions.
- STEP 3 Ransom Demand**  
Different ransomware variants issue ransom demands in different ways, but it is not uncommon to have a display background changed to a ransom note or text files placed in each encrypted directory containing the ransom note.

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# FOURTH INDUSTRIAL REVOLUTION: SKILL DEVELOPMENT AND EMPOWERMENT



**Asoke K. Laha**  
President & MD, Interra IT

After a lot of self-deliberations, I decided to write on skill development, a much discussed, so called trivial matter as compared to other subjects.

Skill development, however mundane the subject may be, I feel can give us a greater insight to human existence. Indeed, of late, the subject is a top priority for policy makers, politicians and for those who embark on welfare economics. Skill development is an enabler for the masses to earn their livelihood. Has anyone thought of how the skills would have come to existence? Did it happen just like that or whether there is any divine intervention in the evolution of skills. It depends on how you would like to look at it.

Skill development would have been a matter of great care and concern during different trajectories of human history. Profile of skills would have undergone a paradigm shift in modern times. The technological transformation will be unlike anything humankind has experienced before. We do not yet know just how it will unfold, but one thing is clear: the response to it must be integrated and comprehensive, involving all stakeholders of the global polity, from the public and private sectors to academia and civil society. Klaus Schwab, who is associated with the World Economic Forum, billed as the most powerful organization for public-private partnership, has coined the term, Fourth Industrial Revolution, to sketch the course of skill development in the present and future.

Before dwelling on the Fourth Industrial Revolution, let us have an idea about the previous ones, that changed the course of skill development. The First Industrial Revolution is synonymous with water and steam power to mechanize production. The Second Revolution used electric power to create mass production. The Third used electronics and information technology to automate production. Now the Fourth Industrial Revolution is building on the Third, the digital revolution that has been

occurring since the middle of the last century. It is characterized by a fusion of technologies that is blurring the lines between the physical, digital, and biological spheres. When compared with previous industrial revolutions, the Fourth is evolving at an exponential rather than a linear pace. Moreover, it is disrupting almost every industry in every country. And the breadth and depth of these changes herald the transformation of entire systems of production, management, and governance.

What are the major drivers of this revolution? Artificial intelligence, robotics, the Internet of Things, autonomous vehicles, 3-D printing, nanotechnology, biotechnology, materials science, energy storage, and quantum computing are the hallmarks of this revolution, which is essentially different from the previous ones on account of its scope, range, velocity and the likely impact on the mankind. It is also true that these developments will have a significant impact on skill development and formation. Can we afford to nurture the same type of skills that was there during the third industrial revolution? Inertia to upgrade skills can create deleterious social, economic and political problems. That is why the nations are harping unprecedented focus on skill development as an enabler of growth.

Let's look at how artificial intelligence is impacting societies. From self-driving cars and drones to virtual assistants and software that translate or invest, we have everything before us now. Computing power to data mining is helping us to invent new products, solutions, and algorithms that short cut processes are changing the process of growth. Innovations are the key factors that drive the economy and help it to reach new levels of accomplishments.

The global and multi domain multi vertical spread of digital technologies can be another factor for growing discontentment. More than 30 percent of the global population are dependent on social media platforms to connect, learn, and share information. This helps information to move faster and to reach the maximum number of people. But the flipside is that it can trigger social unrest and discontentment in the equal manner since they can also create and propagate unrealistic expectations as to what constitutes success for an individual or a group, as well as offer opportunities for extreme ideas and ideologies to spread.

The other reality that is dawning on us is the gig economy. A gig economy is a free market system in which temporary positions are common and organizations hire independent workers for short-term commitments. The term "gig" is a slang word for a job that lasts a specified period of time. Examples of gig workers include freelancers, independent contractors, project-based workers and temporary or part-time hires. Gig apps and digital technology are often used to connect customers and gig workers.

The gig economy is a recent trend, with a number of factors contributing to its rise. The two most important factors are the following: The workforce has become more mobile. The work is done more remotely through digital platforms. As a result, jobs and locations are being decoupled. That means freelancers can take a job or project with an employer anywhere in the world. At the same time, employers can select the best person for a specific project from a larger pool than is available in any given area.

The emergence of the new economy will have global impact. No country can be spared from that. It can affect both developed and developing economies. Jobs can travel through the digital mode to anywhere in the world, where the employer can find a person to accomplish the work.

Does it mean that all countries are making a conscious effort to strategize their manpower policies to take care of the need for imparting the right skills to the people? It may be a wild guess to imagine so. But the fact is that only those countries, which can rise above the present to evolve an imaginative manpower policy will be able to grapple with their manpower policy. The rest will be falling on the way side.

Coming to India, undoubtedly, in the recent years, there has been focused attention on skill development. Various institutional setups were created to give focused attention to the subject. However, taking into consideration the size of our demography and the future growth that we anticipate, we have to move faster.

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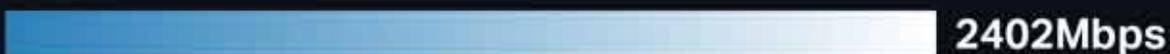


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## Cybersecurity leaders join hands to launch Operational Technology Cybersecurity Coalition

A diverse group of cybersecurity leaders joined together to launch the Operational Technology Cybersecurity Coalition (OT Cyber Coalition). Founding members include Claroty, Forescout, Honeywell, Nozomi Networks, and Tenable, each with decades of experience in building, protecting, and defending our nation's industrial control systems and critical infrastructure assets.

The OT Cyber Coalition advocates for vendor-neutral, interoperable, and standards-based cybersecurity solutions and works collaboratively with industry and government stakeholders on how to best deploy data-sharing solutions that enhance our country's collective defense. Its efforts support the notion that competitive solutions promote innovation and strengthen our national security.

The OT Cyber Coalition represents a broad spectrum of people, processes, and technology, and offers a unique and crucial perspective on the best practices applicable across the entire OT lifecycle.

## SAP announces 'Transformation Express' - a mobile experience center for mid-market businesses

SAP India has announced the launch of an immersive mobile experience center, 'Transformation Express', to advance cloud adoption and drive business transformation for the Indian mid-market. SAP's 'cloud on wheels' initiative will provide the much-needed support for the industry to remain competitive and to stay relevant in the rapidly changing business landscape.



Kulmeet Bawa, President and Managing Director, SAP Indian Subcontinent, said, "Indian SMEs are the engines of economic growth and

equitable development. They contribute to more than 30% of our GDP. As the sector grows and expands, moving to the cloud is becoming an imperative for organizations to scale. The 'Transformation Express' initiative reaffirms our commitment to empower Indian SMEs to improve cost efficiencies and agility, and transition into intelligent, sustainable enterprises."

## AMD to acquire Pensando for \$1.9 billion, expands Data Center solution capabilities

AMD has announced a definitive agreement to acquire Pensando for approximately \$1.9 billion before working capital and other adjustments. Pensando's distributed services platform includes a high-performance, fully programmable packet processor and comprehensive software stack that accelerate networking, security, storage and other services for cloud, enterprise and edge applications.

Dr. Lisa Su, AMD Chair and CEO, said, "Today, with our acquisition of Pensando, we add a leading distributed services platform to our high-performance CPU, GPU, FPGA and adaptive SoC portfolio. The Pensando team brings world-class expertise and a proven track record of innovation at the chip, software and platform level which expands our ability to offer leadership solutions for our cloud, enterprise and edge customers."

Pensando's products are already deployed at scale across cloud and enterprise customers, including Goldman Sachs, IBM Cloud, Microsoft Azure and Oracle Cloud. Pensando's high-performance, highly scalable distributed services platform includes a programmable packet processor that can be distributed throughout a network to efficiently accelerate multiple infrastructure services simultaneously, offloading workloads from the CPU, and increasing overall system performance. Combined with Pensando's system software stack, the platform offers unprecedented performance, scale, flexibility and security.

## Kyndryl and Dell Technologies to help customers address the threat of cyber attacks

Kyndryl has announced an expansion of its global alliance with Dell Technologies, focused on helping customers use data optimization, infrastructure management services, and a cyber resilience solution to protect their critical business assets.

Specifically, Kyndryl provides Cyber Incident Recovery with Dell Technologies to accelerate cyber resilience for customers using Dell's high-performance storage, servers, and data protection systems. This solution is designed to help secure critical data sets and provide a verified process to recover data back into the business. The approach uses an "air-gapped" data vault from Dell, whereby one copy of the data is offline and cannot be accessed, to help customers ensure the integrity and availability of data sets in the event of a cyber incident.

Dell recently elevated Kyndryl to Titanium Black Global Partner status in the Dell Technologies Partner Program. This status recognizes Dell's most strategic partners - those best equipped for today's data-centric, multicloud world, and support their customers in their digital transformation journey. The designation and this collaboration will enable customers to enhance their digital innovation and business transformation.

## HCL Technologies with Microsoft to offer cybersecurity offerings to enterprises

HCL Technologies has expanded its strategic partnership with Microsoft to bring strong security capabilities to clients worldwide.

HCL Technologies has achieved all four advanced security specializations available to Microsoft partners. These specializations validate the ability of Microsoft partners to deliver best-in-class specialized security services in complex solution areas with Azure -

- IAM (Identity and Access Management) Advanced Specialization
- Threat Protection Advanced Specialization
- Information Governance and Protection Advanced Specialization
- Cloud Security Advanced Specialization

HCL Technologies has also joined MISA (Microsoft Intelligent Security Association), an ecosystem of independent software vendors and managed security service providers who have integrated their solutions to better defend against a world of increasing threats. This nomination to MISA further reinforces HCL Technologies' commitment to Microsoft's partner ecosystem and being a global leader in managed security services.

## Forescout aspires to deliver "Data Powered Security" aligned with Make in India

For California-headquartered Forescout Technologies, India as a market holds great potential. As a part of its long-term plan, the company has committed to scaling its business in this market by investing in resources, partners and customer success. Subbu Iyer, Regional Director for India & SAARC - Forescout Technologies in a chat with VARINDIA throws more light on how he views the India market in terms of opportunities and the security landscape -

The Indian cybersecurity landscape is currently going through a phase of rapid transformation. The advent of digital India, ever evolving threats and the work from home environment has accelerated various cybersecurity initiatives. While sectors like IT services, Banking & Finance had started early, we are witnessing exponential growth across all industry verticals including manufacturing, energy, government, and healthcare.

Today cybersecurity professionals are dealing with not only changing threat vectors, but they are also facing increased challenges due to an ever-expanding scope of connected devices which can be anywhere. Hence most organizations want to assess and remediate risks across their digital terrain which includes IT, OT and IoMT environments.

**Sophos stops  
ransomware.**

## Yotta join hands with Virsec to offer cybersecurity service

Yotta has announced its partnership with Virsec, through which enterprises across India that are either hosted at Yotta data center or their captive on-premises data center or any public cloud can now get access to Virsec's patented Deterministic Protection Platform (DPP). It is the only security solution that ensures precise protection against zero-day, ransomware and evolving cyber-attacks to workloads deployed in production. DPP precisely maps what an application or software is intended to do and stops them instantly when they behave abnormally within milliseconds.

"Virsec is backed by a solid team, and we are very impressed with their award-winning true runtime protection service that protects while the application is running, and not after the attack has been executed. Their unique approach to secure the workload from the inside is commendable, and we are delighted to partner with them to offer their world-class security service to enterprises globally," says Sunil Gupta, Co-Founder & CEO at Yotta.

## IBSFINTech and Oracle to enable digital transformation of customers

IBSFINTech has announced that it is working with Oracle to accelerate the digital transformation journey of its customers around the world, with Oracle Fusion Cloud Enterprise Resource Planning (ERP) and IBSFINTech's treasury management solution, TMS InTRex. IBSFINTech also announced they have migrated TMS InTRex to Oracle Cloud Infrastructure, to offer its treasury management solutions, as a cloud service to businesses globally.

Transitioning to become a SaaS company, IBSFINTech is migrating their entire on-premise solution to the cloud. The recent launch of two new products - SaaS TMS InTRex and SaaS Supply Chain Finance platform, VNDZY are initial steps in this direction.

IBSFINTech selected Oracle Cloud Infrastructure (OCI) to host its robust SaaS TMS InTRex because of OCI's deep and broad platform of public cloud service capabilities. OCI enables IBSFINTech to build and run a wide range of applications in a scalable, secure, highly available and high-performance environment. The pandemic has led to a surge in digital adoption among corporate functions. CXOs have realized the value of end-to-end digitization, and are turning to ERP & TRM solution providers to ensure critical process automation since it enables transparency, visibility and business continuity.

## Commvault merges APJ and EMEA organizations led by Marco Fanizzi

Commvault announced the merging of the APJ and EMEA organizations into one organization led by - SVP and GM, Commvault International - Marco Fanizzi, who has significantly expanded the business, since his appointment as EMEA leader 2 years ago.

The new International region will comprise of more 150 national markets and will continue to deliver the support to all customers and partners consistently across all of those countries. All regions will continue to be represented directly to regional management level, as before.



"As we begin our new financial year as a leader in a very competitive industry, we must remain focused on

prioritizing our investments on the ability to scale and accelerate our growth globally." Said Commvault CRO Riccardo Di Blasio. "While geo-political and economic events still challenge the global economy, we can be assured that data management, protection and utilization will only become more business critical for every organization anywhere in the world."

## NetApp Announces Intent to Acquire InstaClustr to enhance Managed Application Services

NetApp has signed a definitive agreement to acquire InstaClustr, a leading platform provider of fully managed open-source database, pipeline and workflow applications delivered as a service. The acquisition is subject to customary closing conditions.

Modern cloud applications rely on a growing set of foundational services including multiple open-source databases, data pipelines, and workflow solutions. Efficiently managing the growing complexity and operational requirements of these applications and services adds new challenges for already overstretched infrastructure, database and operations teams, increasing application integration and delivery costs, slowing application delivery and limiting application innovation.

"NetApp has long been a leader in solutions enabling customers to run applications," said George Kurian, CEO at NetApp. "The acquisition of InstaClustr will combine NetApp's established leadership in continuous storage and compute optimization with InstaClustr's fully-managed database and data pipeline services to give customers a Cloud Operations platform that provides the best and most optimized foundation for their applications in the public clouds and on premises."

## SonicWall India accounts double-digit growth in revenue

SonicWall has announced that 2021 was its best year on record. Propelled by the delivery of high-demand products, including the evolution of its Generation 7 next-generation firewalls and a laser focus on its customers, SonicWall delivered record levels of sales and profitability in 2021.

Bill Conner, President and CEO,

SonicWall said, "An unwavering commitment to SonicWall customers has had a major impact on the last 12 months of business. We have more than 17,000 active SonicWall partners helping protect our customers every day, and those same partners have increased market share in key price bands and market segments, confirming SonicWall's place as one of the unquestioned leaders in the cybersecurity space."

Despite a difficult economic climate, the company posted strong financial results strengthening its pipeline growth, including a 33% increase in new customer growth and generating a 45% increase in new customer sales. Additionally, SonicWall has seen incredible growth in cloud-delivered products and services, which are up 36% year-over-year. Plus, new Generation 7 products have represented 90% of sales over the past year.



## Tech Mahindra along with Microsoft to offer Next-Gen Integrated Security Solutions

Tech Mahindra has collaborated with Microsoft to provide next-generation integrated security solutions for customers. As part of the collaboration, Tech Mahindra and Microsoft will build SenTindra, a cloud-based virtual security operations center developed on Microsoft Sentinel. SenTindra offers a single monitoring pane with all security components integrated to assist in immediate addressing of security threats and thereby giving customers an improved security posture.

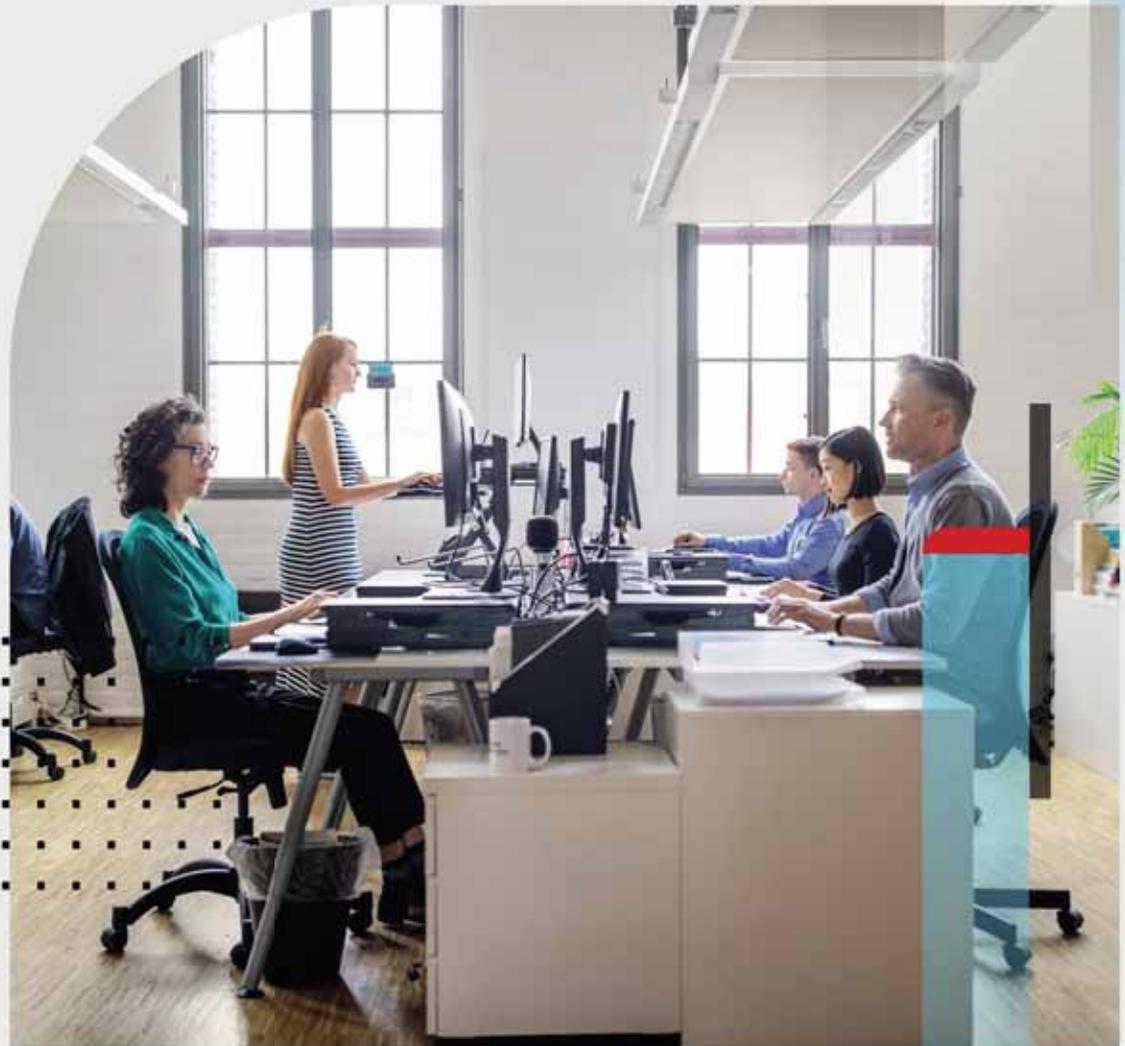
With Tech Mahindra's secure assessment and migration approach backed by Azure's security features, SenTindra will cover the entire lifecycle of the migration and transformation requirements for a seamless and secure experience for customers. This collaboration will enhance security, simplify access, and set smart policies across customers' different cloud environments.

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## Druva Delivers Industry's First Cloud Data Protection for Nutanix Workloads

Druva Inc. has introduced the industry's first at-scale SaaS data protection solution for Nutanix HCI hybrid cloud solution. The addition of Nutanix AHV support within the Druva Data Resiliency Cloud brings consistent protection for key Nutanix workloads across data centers, remote offices, and Nutanix Clusters on AWS. Recently recognized with the Nutanix Ready certification, the Druva Data Resiliency Cloud offers enterprises workload coverage through a secure, automated, and simplified platform that requires no additional hardware or software.

Nutanix is designed to help organizations accelerate their hybrid and multi-cloud journeys with confidence and speed. Legacy data protection cannot match the simplicity, scale, and efficiency of Nutanix's hybrid cloud infrastructure - relying on on-premises hardware or secondary storage is complex and often involves significant administrative overhead and infrastructure costs. As the leading cloud data protection solution, the Druva Data Resiliency Cloud is designed to help enterprises unlock the benefits of cloud. Now, customers can protect Nutanix workloads through a true cloud experience leveraging centralized data protection across platforms, applications, and geographies.

## Fortinet announces new FortiOS 7.2 leading new innovations to its security framework

Fortinet has announced the release of FortiOS 7.2, the latest upgrades to its flagship operating system and the foundation of the Fortinet Security Fabric. Over 300 new features enhance Fortinet's ability to converge security at every network edge combined with the performance and scale needed to detect and prevent threats across an organization's entire infrastructure.

FortiOS 7.2 delivers new AI-powered FortiGuard security services, enhancements to the only converged networking and security platform available today, and further consolidation of security point products across networks, endpoints, and clouds. These enhancements enable FortiOS to further protect today's hybrid networks in the face of an escalating threat landscape while also helping organizations achieve digital acceleration.

Fortinet's rich suite of FortiGuard Security Services is powered by FortiGuard Labs and natively integrated across the Fortinet Security Fabric to deliver automated and coordinated security in real-time. FortiGuard services are powered by trusted machine learning and artificial intelligence models informed by unified data sets feeding from networks, endpoints, and clouds, rich independent research, and comprehensive industry collaboration.

## ECS introduces compelling & infinite Mini PC – LIVA One A300

Elitegroup Computer Systems (ECS) is proud to present the high performance, powerefficiency, and multi-tasking mini PC – LIVA One A300. It's powerful, multi-functional, and uses an AMD chipset



with Socket AM4 to support Ryzen & Athlon processors for computing purposes. It sports up to 64GB\* DDR4 dual-channel memory technology and is expansion-friendly through the M.2 socket to meet all sorts of needs. LIVA One A300 is also equipped with the latest 802.11ax technology to effortlessly support your wireless connection. It can

support up to three different outputs including HDMI, DisplayPort, and VGA, and reaches up to 4K high-quality resolution. It is a good fit for all-around scenarios like corporate offices, specific businesses, individual studios, homes, and so on due to its expandable and diversified possibilities.

## MongoDB introduces pay-as-you-go offering on Google Cloud

MongoDB has announced the launch of a pay-as-you-go MongoDB Atlas offering, which can be launched directly from the Google Console. The offering provides developers with a simplified subscription experience, and enterprises more choice in how they procure MongoDB on Google Cloud.

With this new pay-as-you-go MongoDB Atlas offering, customers only pay for the resources they use and can scale based on their needs, with no up-front commitments while using their Google accounts. This offering will also make it easier for customers to build, scale, and manage data-rich applications with MongoDB Atlas within the Google Cloud Console. The addition of a pay-as-you-go offering aligns well with how companies want to build modern applications—from bootstrap companies participating in the Google for Startups and MongoDB Startup programs, ranging to the largest, most complex Enterprises. This new offering is available through Google Marketplace, giving companies and resellers of all sizes more flexibility in selecting the technology stack and partners that best fit their needs.

## Hikvision India announces DS-K3Y411X series flap barrier to detect unauthorized entrance

Hikvision India has introduced the latest product DS-K3Y411X series flap barrier in the entrance control product portfolio. This flap barrier with two barriers and 6 pairs IR lights is designed to detect unauthorized entrance or exit. By adopting the flap barrier integrated with the access control system, a person should authenticate to pass



through the lane via swiping IC or ID card, scanning the QR code, etc. It is widely used in attractions, stadiums, construction sites, residences, etc.

This Flap Barrier is one of the serial products of entrance solutions from Hikvision product portfolio. It provides secure entrance solutions in various scenarios while ensuring safety and security in the office buildings and public places.

Hikvision Flap Barriers are available in following models - DS-K3Y411I-L1, DS-K3Y411X-L2, DS-K3Y411X-M1, DS-K3Y411X-M2, DS-K3Y411X-R.

## Zoom enhances hybrid learning experience with newly introduced education features

Zoom Video Communications has announced new features for education in response to requests from teachers and administrators. These features span Zoom's Chat and Meeting offerings and are designed to support teachers who need to engage and manage students joining class remotely or submitting homework assignments.

Chromebooks are a popular choice for students and teachers. Virtual background and blur are now available for Zoom for Chrome Progressive Web Application (PWA) users. Zoom developed this capability after requests from various education customers including Clayton County Public Schools, one of the 100 largest school districts in the United States, serving more than 52,000 students in Georgia.

Breakout rooms, a popular education feature, also received enhancements in this latest release. Program Audio allows meeting hosts to share content with audio to breakout rooms, adding the ability to share videos with audio. With the LTI Pro integration enhancement, educators can populate breakout rooms from the course roster. This can be used to assign breakout rooms in advance, and then automatically sort students into breakout rooms.

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## Google Cloud announces new cloud services and products at Data Cloud Summit

Google Cloud at its second annual Data Cloud Summit announced new services that will help organizations to break free of the old ways of working with data to unlock new potential and elevate customer experiences.

### The Key announcements include -

- **BigLake:** Available in preview, BigLake is built to unify data warehouses and lakes to extend BigQuery's capabilities, gain access control and performance acceleration across multicloud storage over a single copy of data. Managing data across disparate warehouses and lakes creates silos, increasing risk and cost, especially when data needs to be moved. BigLake eliminates the need to duplicate or move data from a source, reducing cost and inefficiencies.
- **Spanner change streams:** We are announcing Spanner change streams, which allow customers to track changes within their Spanner database and easily access and integrate this data with other systems to unlock new value from data.
- **Vertex AI Workbench (GA):** Now generally available, Vertex AI Workbench brings data and ML systems into a single interface so that teams have a common toolset across data analytics, data science, and machine learning. Now customers can access their BigQuery directly from within Vertex AI Workbench.

## IBM z16 launched, a Quantum-Safe System

IBM unveiled IBM z16, its next-generation system with an integrated on-chip AI accelerator—delivering latency-optimized inferencing. This innovation is designed to enable clients to analyze real-time transactions, at scale -- for mission-critical workloads such as credit card, healthcare and financial transactions. Building on IBM's history of security leadership, IBM z16 also is specifically designed to help protect against near-future threats that might be used to crack today's encryption technologies.

"IBM is the gold standard for highly secured transaction processing. Now with IBM z16 innovations, our clients can increase decision velocity with inferencing right where their mission critical data lives," said Ric Lewis, SVP, IBM Systems. "This opens up tremendous opportunities to change the game in their respective industries so they will be positioned to deliver better customer experiences and more powerful business outcomes."

## CommScope launches Propel, to drive Data Center growth

CommScope introduced Propel, a high-speed fiber platform designed to help data center managers respond to the exponential increase in demand they are experiencing for computing power. This new technology facilitates the migration to Terabit speeds, by providing reliable connectivity and a robust network infrastructure that aligns with rapidly emerging data center applications, enabling faster, more efficient access to data.

Data center demands have soared as workers, students, nurses, businesses, local communities and government agencies have moved to cloud computing, streaming services and AI applications. The industry continues to respond to an increase in economic life online by building new data centers and investing in ways to dramatically increase data center capacity.

John Schmidt, Senior Vice President, CommScope's Building and Data Center Business, said, "Over the past few years, we have witnessed extraordinary technical advances and a rise in computing devices that connect to the real world. Data centers are key assets in the data-driven economy and it's critical that the industry pay attention to energy usage and space requirements as we move toward terabit speeds. CommScope's Propel solution was engineered to ensure data center operators can maximize existing infrastructure investments while preparing for future applications in a smarter and more efficient manner."

## Aruba introduces World's First Self-Locating Access Points

Aruba has introduced the first self-locating access points which creates a foundation for accurate indoor location. The goal is to bring the ease and widespread adoption of outdoor GPS to indoor environments.

With Aruba's self-locating indoor APs, enterprises and service providers will be able to deliver location-aware applications more quickly, accurately, and at scale. In the future, indoor location services will be applied in a variety of new ways to extract value.

Unlike today's manual approaches, which use site surveys and local map coordinates, Aruba Wi-Fi 6 and Wi-Fi 6E APs automatically locate themselves, refine their measurements over time, self-heal when APs are moved or replaced, and serve as absolute reference points for accurate client location.

Wi-Fi 6E APs are self-locating with built-in GPS receivers and fine time measurement technology that act as absolute reference points and can anchor relative indoor locations. These APs are also referred to as the Aruba 6xx Series Campus Access Points.



## VMware Cloud on AWS is now available in AWS marketplace

VMware has announced the company is making it simpler for customers and partners to purchase and deploy VMware Cloud on AWS. Available immediately, VMware Cloud on AWS can be purchased by Amazon Web Services (AWS) customers in AWS Marketplace.

Through AWS Marketplace, VMware also offers flexible purchasing and consumption options to deploy and manage VMware Cloud on AWS, and complimentary solutions such as VMware vRealize Cloud Management and VMware Tanzu.

AWS Marketplace is a curated digital catalog that customers can use to find, buy, deploy, and manage third-party software, data, and services to build solutions and run their businesses. Organizations can now use their existing AWS Enterprise Discount Program agreements to consume VMware Cloud on AWS and other complementary VMware Cloud services to modernize their mission-critical enterprise apps on AWS.

## Seagate along with Phison to boost Portfolio of High-Performance, High-Density Enterprise-Class SSDs

Seagate Technology and Phison Electronics have announced plans to expand their SSD portfolio of next-gen high-performance, high-density enterprise NVMe SSDs. The new SSDs will help enterprises lower total cost ownership (TCO) through increased storage density, lower power consumption, and higher performance. The companies also announced that they have entered a long-term partnership that will strengthen the development cycle and distribution of enterprise-class SSDs.

Seagate and Phison have collaborated on Seagate's mainstream SATA SSD products since 2017. That close cooperation has continued through the company's performance-leading line of FireCuda consumer gaming NVMe PCIe Gen4x4 SSDs and the world's first purpose-built NAS NVMe SSDs. The partnership will now focus on meeting the evolving global enterprise demand for higher density, faster, and smarter storage infrastructure needs that complement HDD storage to enable comprehensive enterprise applications such as hyperscale data center, high-performance computing and AI.





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## BSNL approves deployment of 352 mobile towers in Meghalaya

Over 350 mobile towers will be set up in Meghalaya to ensure that all villages come under mobile network. Meghalaya has 6,839 villages of which 1,164 villages are not covered by any mobile network.

BSNL has approved setting up of 352 mobile towers to ensure that the uncovered villages get coverage.

A senior BSNL Official had said that BSNL has approved setting up of 346 additional mobile towers in remote villages across Meghalaya besides six mobile towers along NH 42 and NH 51.

The Chief Secretary recently reviewed implementation of the Universal Service Obligation Fund (USOF) scheme aimed at providing mobile internet services to 1,164

remote and uncovered villages in the north-eastern state at a cost of Rs 726.65 crore.



## HFCL completes laying optical fiber cable in all the Gram Panchayats of Jharkhand

HFCL has announced the successful completion of laying optical fiber cable (OFC) in the state of Jharkhand under the Government of India's prestigious BharatNet Project. HFCL has completed connectivity of 1,789 Gram Panchayats through GPON network wherein 7,765 kms of OFC network has been laid out thereby providing Broadband connectivity to all the Gram Panchayats of Jharkhand. Despite tough terrains and other challenges in the State, Jharkhand has become the first State in the Country to provide connectivity to all the Gram Panchayats of the State under the State-led model of BharatNet Programme of the Government of India. It is a proud moment for HFCL that it executed this high quality network with precision and speed. To ensure continuous high quality Broadband services to the people of the State, HFCL will operate and maintain this network for next 8 years.

It is noteworthy that HFCL had also completed Broadband connectivity by deploying 7,869 Kms of OFC network connecting 3,209 Gram Panchayats with GPON network in the State of Punjab. Apart from deploying networks in Punjab & Jharkhand, HFCL is also supplying fiber optic cables in Maharashtra, Telangana and Chhattisgarh under BharatNet project.

## WhatsApp plans big investments in 'payments on WhatsApp'

WhatsApp has announced plans to make significant investments in 'payments on WhatsApp' across India, including India-first features and driving adoption. On Wednesday, the NPCI relaxed the cap on WhatsApp Pay to 100 million. "UPI has been an unquestioned success, and we believe there is an opportunity for UPI to have even greater impact for the country — especially in rural regions where digital and financial inclusion can significantly improve people's lives," said Manesh Mahatme, Director, payments, WhatsApp India.

The Meta-owned messaging app got its first greenlight for its payments service from the National Payments Council of India (NPCI) in November 2020 with a cap of 20 million users. A year later, in November 2021, the limit was raised to 40 million users and then the NPCI relaxed the cap.

When WhatsApp Pay was allowed to onboard up to 40 million users, the number of transactions per month on its platform remained stagnant at around 2.6 million for the past six months. However, the cumulative value of the transactions rose more than twofold to Rs 240 crore in March, compared to October last year.

## Airtel and Mavenir conduct Open RAN based 5G network validation

Bharti Airtel has announced to have successfully conducted India's first Open Radio Access Network (Open RAN) based live 5G network validation in partnership with Mavenir, the Network Software Provider.

The Mavenir Open Virtualized Radio Access Network (Open vRAN) solution is based on commercial off-the-shelf hardware, and 3500MHz Radio employing open

interfaces as defined by O-RAN Alliance. Open vRAN brings network elasticity, eliminates vendor lock-in and enables Airtel to leverage virtualization, and web-scale containerization to support an 'any cloud' deployment scenario.

The Open RAN based 5G validation has been conducted in Chandigarh and Mohali, over the 3500 MHz band test spectrum allotted to Airtel by the Department of Telecom, Government of India. Speeds of over 1 Gbps were validated with the equipment deployed and configured in Non-Standalone (NSA) mode and using commercially available 5G mobile devices.



## India's indigenous 4G mobile network ready to be rolled out soon

While addressing the Lok Sabha, Telecom Minister Ashwini Vaishnaw said that the Indian engineers have prepared the country's indigenous 4G mobile network in the shortest possible time which is ready to launch very soon and the 5G network will be ready by the end of 2022.

While replying to a question, he said, "The rollout of 5G mobile services is likely during the year 2022-23 by Telecom Service Providers (TSPs). The investment for rolling out 5G services by the TSPs depends on their techno-commercial considerations."

The minister said the 5G network is built on the 4G and the work is going on to build the 5G. "The whole world is looking at us with surprise how India has built its 4G network so soon. The scientists have predicted that our 5G network will be ready by the end of this year," he added.

Vaishnaw also said that nine schemes have been taken by the government to improve mobile telecom networks that include construction of over 9,000 towers in aspirational districts and Northeastern region, as a supplementary on the poor connectivity in many areas of the country.

## Summit Broadband strengthens its portfolio with NexGen acquisition

The fiber-optics telecommunications provider Summit Broadband announces its acquisition of NexGen Connected Communities LLC ("NexGen") to accelerate Summit's goals of growing its portfolio of residential and commercial customers throughout Florida.

"Acquiring NexGen was a strategic decision for us," says Summit Broadband CEO Kevin Coyne. "NexGen has a strong customer base that gives Summit additional opportunity to expand our portfolio of residential and commercial customers. We will overlay Summit's products and technology to deliver leading-edge broadband services, well beyond the current speeds, to ensure premium access to the many benefits connectivity provides everyone for school, work and leisure."

NexGen has delivered reliable, affordable and innovative communication solutions engineered specifically for multi-tenant residential communities since 2015. The company offers the latest in fiber-optic internet technology, providing reliable internet, VoIP phone service and television solutions.

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## Cloudera unveils newly expanded Center of Excellence in Bengaluru

Cloudera is ramping up investments in India with the opening of its revamped and newly expanded Center of Excellence (CoE) facility in Koramangala, Bengaluru. To support the delivery of the hybrid data cloud and the company's mission of making data and analytics easy and accessible for everyone, Cloudera plans on investing up to INR 500 crores over the next two years to accelerate product innovation, cloud transformation, and drive customer growth.

Over the last few years, Cloudera has made significant progress in onboarding Indian talent in product engineering and development. These new hires, along with the entire Cloudera



India workforce, were working remotely in the midst of the pandemic, and will now come together in the new facility. As part of its strategic growth plan, Cloudera will continue hiring in engineering and product development roles over the next few years to support the growth of the CoE facility in Bengaluru.

The core capabilities driven out of the Bengaluru facility include public cloud, software development, product security, data warehousing, machine learning, data engineering, quality and site reliability engineering, release engineering, infrastructure and tools development, program management, and information security.

## EV company, Fisker announces India headquarters in Hyderabad

Fisker Inc has set up its India headquarters in Hyderabad and it will focus on software and virtual vehicle development support functions. The company has already started recruitment of local talent and expects to create 200 potential jobs in India. The company's operating entity in Telangana, will focus on software development and embedded electronics, virtual vehicle development support functions, data analytics, and machine learning. The Hyderabad office will work alongside the Fisker engineering and product development facilities in California.

The Indian arm of Fisker will be called Fisker Vigyan and it will work alongside the engineering and product development facilities in the US.

Henrik Fisker, Chairman and CEO of the company said, "Our expansion into India represents both a strategic market opportunity and a significant boost to our global engineering capabilities. We have already started local hiring in India and expect our new team in Hyderabad to be fully operational and engaged on multiple product programs within weeks. Our talent pool in India will help us pave the way for the launch of Fisker Ocean and Fisker PEAR in India."

Production of the all-electric Fisker Ocean SUV is set to commence later this year on November 17, 2022, at Fisker's manufacturing partner Magna Steyr's facility in Graz, Austria. The Fisker Ocean is a rival to the Tesla Model Y, with the electric SUV having a claimed range of up to 440km (WLTP test cycle) in the Sport trim and up to 630km in the Extreme trim. Fisker has previously evaluated launching the Ocean SUV in India, however, there is still no official confirmation on the subject by the carmaker.

## Genesys observes partner success at the 2022 APAC Partner Conference

Genesys has recognized its partners with several partnership excellence awards during the 2022 APAC Virtual Partner Conference for their proven success in advancing and elevating the customer experience (CX) and delivering superior business value for customers across the region. These awards were presented to the partners for their continued drive towards excellence, commitment to CX, and growth of the Experience-as-a-Service market.

Based on the achievements of partners during the fiscal year 2022, CS Infocomm Pvt Limited was awarded top honours for India as the 'India Partner of the Year', and Tata Communications Limited was recognised as the 'APAC Disruptor Partner of the Year'. These winning partners have successfully delivered best-in-class customer offerings by leveraging Genesys platforms, uniquely tailoring offerings to each individual customer and orchestrating empathetic customer experiences at scale.

During fiscal year 2022, more than 70% of Genesys customers used the company's public APIs to customize the customer experience to meet their unique needs. Partners are essential in identifying and curating a selection of integrations and applications that solves unique customer challenges while delivering significant business impact. In the fiscal year Genesys had more than 50% of new bookings influenced by partners and an increase to the number of partners in the AppFoundry Marketplace by more than 35% year-over-year.

## Nutanix unlocks New Office in Pune

Nutanix has expanded its operations in India by opening a new facility in Pune that will provide service to customers and partners in India and across the Asia-Pacific region.

The new facility is one of the largest Nutanix campuses outside of the U.S. It is part of Nutanix's global service and support function, providing Nutanix customers with 24-hour help as part of the company's "always-on" service and support program. It will also host, in a hybrid work model, research & development, customer success, training, and product support professionals and teams, accounting for a large percentage of Nutanix's team members based in India.

The expansion is part of Nutanix's ongoing commitment to and growth in India which has the largest base of Nutanix team members outside the U.S. Since Nutanix began operations in the country in



2013, the company has also continued to add a wide range of customers in the country across the financial services, IT/ITes, public, health care and other sectors. Local customers in Pune include Amdocs, Persistent Systems Limited and KPIT.

Sankalp Saxena, SVP & MD, India Operations, Nutanix, said: "Pune is home to an enormous pool of talent, and our new office in the city's IT hub will enable us to provide more opportunities to local tech professionals and the training that will help them further develop their cloud skills. We also look forward to working with local institutions to create internship and incubator programs that will enable students to learn about cloud technologies as they prepare for and embark on their careers."



## EPIC Foundation vows to bring back the lost glory for indigenous electronics products and brands

HCL Founder Dr. Ajai Chowdhry along with fellow HCL founder Arjun Malhotra and semiconductor industry veteran Dr. Satya Gupta had launched EPIC (Electronic Products Innovation Consortium) Foundation, a not-for-profit organization founded with the aim to revive India Electronics Industry by creating Indian products and Indian Brands for the Electronics products of national importance. The launch function was presided by Chief guest Dr. V.K. Saraswat, Member NITI Aayog, Shri. Jasmine Shah, Vice-Chairperson Dialogue and Development Commission of Delhi, Dr. Srivari Chandrasekhar, Secretary, Department of Science & Technology, Government of India, Shri Amitesh Kumar Sinha, Joint Secretary MEITY and the eminent guests from Industry, government, and Academia.

While launching the foundation, Dr. Ajai Chowdhry, Chairman EPIC Foundation, said the depth in manufacturing is a key requirement to gain self-reliance in the electronic industry, and a special thrust on designing locally can help achieve this. He said, "We are pleased to announce the launch of EPIC foundation. Our aim is to take Indian Electronics to real Atma Nirbharta, from design of Electronics products to Manufacturing and Design & Manufacturing of Semiconductor Chips. We will work closely with all Industry associations, academia, industry and government to achieve EPIC foundation's mission. Government should have a special thrust on designing in every PLI scheme as this will only lead to depth in the manufacturing capabilities of India's electronics manufacturing in the country.

He also added that in the last 10-15 years, many electronic brands like Micromax and Videocon have vanished. The reason as he sees it: Many global brands flooded the Indian market. These had volume, capability and funding—using which they upended the Indian electronic market, leading to significant loss for the industry. If we help design and build local brands, then these will ultimately feed into a semiconductor plan.

The Foundation was formed with two primary objectives- creating "Indian" Electronics products and "Indian" Brands in High-Impact/High-Volume categories and drive demand for Semiconductor Chips by scaling the volume for these Indian Electronics Products. As per the Foundation, over the last 3 decades Indian Electronics Brands and Products have seen a continuous decline and today, there are hardly any Indian brands and products in the high-volume electronics product categories. Today the market share of "Indian" products and Brands is less than 10% out of the \$180 Billion market for electronics products.

Arjun Malhotra, Co-Chairman EPIC Foundation added, "Our mission at EPIC Foundation is to bring lost glory back for Indian Electronics products and brands. With a unique approach and strong support of Industry, academia and government, we are very confident to achieve this mission for creating Self-Reliance for Electronics in India."

Dr. Satya Gupta, CEO, EPIC Foundation said, "We conceived the foundation with the intent to revive Indian Electronics Products and Brands with indigenous design and manufacturing. The Educational Tablet project and LED Chip project are very close to my heart as one addresses social empowerment of 1.3 Billion Indians and the other puts the wings to India's Semiconductor Mission. It is very heartening to see overwhelming support to the EPIC Foundation from all parts of the Global ecosystem."

### The Foundation also announced two critical products-

1. An Indian 10.1 Inch Tablet for Education and social empowerment with unique features of Repairability, Upgradability and AI/ML based inter-lingual translation for Indian Languages (Voice-2-Voice, Text-2-Text etc.) to support language diversity of India and inclusion of differently abled fellow citizens.
2. An Indian LED Driver chip, which has 700 Million Units consumption and will reach a Billion Units in next few years. Supported by ELCOMA, the Top-10 LED product companies, manufacturers have agreed to buy this chip. The large number of silicon wafers and chips required for this project can help in reviving SCL Fab and create a huge business of upcoming India ATMP units.

For building a strong eco-system of partners, EPIC Foundation has signed a MoU with the government of Delhi for setting up an Electronics City in Delhi and working with other states for developing the Electronics Product Design and Manufacturing eco-system. A Strong partnership with Academia is essential and EPIC Foundation has signed MoUs with IIT Kanpur and IIT Madras. Industry associations are a very critical part of the Electronics & Semiconductor ecosystem. The major industry associations in the Electronics & Semiconductor domain, IESA, ELCINA, MAIT, ESSCI, ELCOMA are supporting EPIC Foundation's mission. The foundation also donated 20 MilkyWay (Aakash-Ganga) Tablets each to The Blind Society of India and Deaf Society for Women.





## “Our main goal is to equip businesses with the most necessary, beneficial technology in their niche”

In a chat with VARINDIA, Umashankar Sivasamy, MD & CEO, Sniper Systems & Solutions Pvt. Ltd. shares about the organization's journey during and post-pandemic, the key verticals, the core competencies, differentiator in the market, opportunities in the channel eco-system etc

**Umashankar Sivasamy**

### Brief about Sniper Systems & Solutions Pvt. Ltd.

Sniper Systems caters to a wide range of intrinsic technology needs that keep a business strong and sustainable. This includes managed IT services, support, and data security. It works in close relationships with clients, helping them establish a complete IT infrastructure. We have a skilled sales and technical staff that work together to assess and create tailored solutions that are easy to configure and maintain. Our main goal is to equip businesses with the most necessary, beneficial technology in their niche. Staying competitive is key, and the best way to do that in today's tech-driven business world is to have access to a good set of IT experts.

With over 25 years of experience in delivering optimal results in areas of strategic planning, business development, client relationship management, marketing, brand management, and sales, I now lead Sniper Systems as their Managing Director and CEO. Before my tenure at Sniper Systems, I spent over a decade in Aditya Infotech, the technology arm of the Aditya Group

### How has been the organization's business journey during and after the pandemic?

Though the pandemic was a tough time for everyone, we made it in such a way that these tough times were turned into a great opportunity for learning, growing, and spending quality time with our families. We made it a point to schedule our online meetings in advance, which helped our team members plan their day better. At the start of the pandemic, the entire team had to be moved to remote work, which was a challenge. We eventually ensured that we have the proper infrastructure for our team's remote working needs. Things have been far easier with the hybrid model of working now.

There has been an increase in demand for laptops in the past two years due to the COVID pandemic. With companies shifting to a remote working environment, clients were looking for more service offerings along with the laptop. Lenovo services such as Lenovo Premier Support & Onsite Installation along with extended warranty support have been perfect for our clients

### What are the core competencies of the business portfolio?

Sniper Systems and Solutions has been providing

a turnkey solution for 13+ years, for which we have a broad range of customer base not only in the IT segment but also for other verticals.

Partnering with some of the industry-leading ISV, we provide end-to-end support to our customers for hardware and as well as Software has been one of our major strengths.

Since we provide a lot of software to most of our customers, we always had a space for hardware products that needed to be met. Lenovo has helped us fill this space with its variety of products and solutions. As a result, we have been able to cater to any kind of hardware demands by our customers. Our customers tend to look for partners who can provide them with the complete solution for both software and hardware. Quality products offered by us such as Lenovo ThinkPad & Thinkbook laptops, desktops, have been market differentiators.

### What are the key verticals and drivers of business growth?

As we work with customers from industry verticals like Media & Entertainment, E-learning, E-commerce, Gaming, AR/VR, the Lenovo workstation is the perfect fit as many users need high-end computing devices, powered with great graphics.

Our focused approach toward the different industry verticals helps us to understand their demands & requirements. As a result, our vertical team understands the complete IT requirements pertaining to that particular industry which helps us increase the business revenue from each vertical. The greatest strength of our organization is our team. We have structured our organization in an effective & unique way that extracts the fullest potential of every team member.

### What key initiatives did your business take to differentiate itself in the market?

One of the key initiatives is that we are not regular box movers. Rather, we have a deeper understanding of each customer, and we position ourselves as solution providers, which creates a more significant impact on the customers' minds.

We not only discuss the Lenovo products offerings to our customers, but we also firmly position Lenovo service as well according to our customer's line of business. We can clearly see the delight on our customers' faces when we can provide them with different offerings from Lenovo services. These include services like Asset Recovery Services, Lenovo Premier Support & Onsite Installation along with extended warranty support

### What opportunities do you see in the Channel and SMB ecosystem? How can it benefit from Digital Transformation?

Due to the digital transformation across the globe, many companies in the SMB market have a huge requirement for IT products. The hardware industry has a good demand and supply of products. The pandemic has also created a broader opportunity for notebook PC's in the SMB segment. With a majority of the enterprises now adopting digital transformation trends, a huge demand for IT products has been generated. Furthermore, since the Digital medium has already created a more significant impact globally, social media's influence on businesses is again a key driver for companies to go digital.

Opportunities for hardware products benefit the channel to focus on the SMB segment as we see the demand increasing day by day.

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## “We believe in providing the best value proposition to our vendors and channel partners through continuous improvement and responsive”

To become one of the preferred distributors in the market, Aegis Infoware creates strong relationships into channel communities as well as Enterprise End Customer. Focusing on value creation for Channel Partner, resellers and system integrators Aegis wants to become the most innovative supply chain management company. In a chat with VARINDIA, Atul Shah, Director - Aegis Infoware Pvt. Ltd. has briefed about the company's business model, the growth opportunities, current customer trends, growth opportunities, best practices etc.

### Brief about the company

Aegis Infoware was established in 1997. We are a company with deep-rooted values which has a comprehensive range of product offerings for distribution. Our wide reach is supported by superior logistic capabilities, robust infrastructure with sophisticated management information systems. The key vertical that we cater to includes - Distribution of Lenovo, D-Link, Canon, LG, Acer products to name a few.

With almost 25+ years in the market, we have been able to create strong relationships in channel communities as well as with enterprises. This has helped us become one of the preferred distributors in the market. The USP of our organization includes - exciting global brand product portfolios, affordable pricing, strong channel support & an effective after-sales services.

We have 4 offices located in Gujarat, namely Ahmedabad, Surat, Baroda & Rajkot. For the last few years, we have been expanding our operations in Maharashtra and Hyderabad. With over 10 years of experience in the industry, our team consists of 35+ sales professionals who work on various verticals. They cater to the requirements of 650+ active channel partners in 60+ cities across India.

My role includes the overall financial management of the organization, procurement of brand portfolios and coordinating with the sales, data and logistics teams to achieve the desired goals of the company.

### What are the growth opportunities you see for yourself in the near future?

With the vision to make Aegis the most innovative supply chain management company, our focus is on value creation for channel partners, resellers & system integrators across India. We believe in

providing the best value proposition to our vendors and channel partners through continuous improvement and responsiveness, thus turning them all into a partner of choice.

With the new normal way of work, our customer behavior has seen a significant change as well. In order to explore new opportunities, sustain and grow, we have also applied new marketing strategies for our channel and corporate partners

### How has the business grown and what has been Lenovo's contribution to your business growth?

The factors that have contributed to our business growth included:

- Building a strong team
- Build sufficient inventory in current demand and supply situation
- Investing in the business

### What is the most preferred brand/product by your customers? If there are any customer trends seen in the last few months?

As far as the Gujrat market is concerned, Lenovo has been the preferred brand. We have also seen a significant rise in demand for the Legion gaming range of products, in the last few quarters.

### How have you tackled challenges post the COVID-19 pandemic? What have you done differently during this time?

Post the onset of the pandemic we saw a change in our consumer buying behavior. We then applied new ideas and strategies to meet the needs of our channel and corporate partners. We are also looking to grow by exploring new opportunities in the market.

### What are the trends to look out for in the technology segment?

Some of the trends to look out for



**ATUL SHAH**  
**DIRECTOR**  
**AEGIS INFOWARE PVT. LTD.**

in the technology segment include Automation and digitization in verticals like eCommerce, logistics, pharma, retail chain, food and super stores.

### What are the consumer-changes driven by technology?

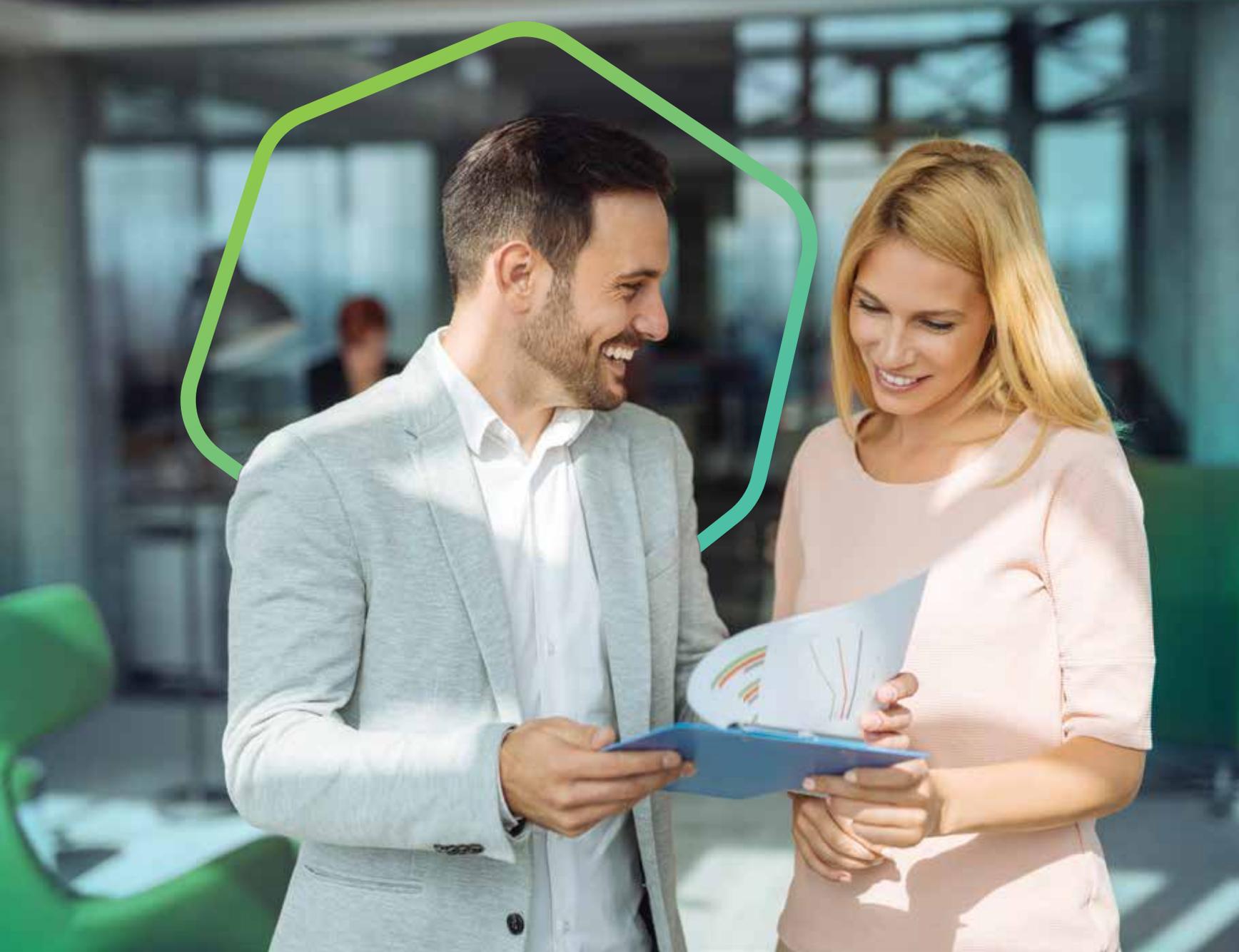
The consumer changes driven by technology includes- gaming devices, smart technology devices, AI interface products. We have also seen a rise in demand for laptops with professional graphics cards.

### How do emerging product lines and accessory business focus along with Lenovo?

As part of emerging product lines, we provide POS solutions, barcode scanning and printing solutions. The accessory business mainly focuses on smartwatch related products.

### How are you focusing on upselling and maximizing reach to service more consumers?

We are focusing on upselling and maximizing our reach with the help of service contracts, warranty upgrades and setting up infrastructure with complete solutions.



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# ‘Advantage of deploying Zero-Trust security’

Many IT security leaders are embracing zero trust as an effective approach in today’s cloud-first world. The Zero Trust model of security is increasingly being adopted by enterprise and government security teams with good reason. VARINDIA has recently organized an event along with Keysight Technologies on the topic “Advantage of deploying Zero-Trust security”, at the Leela, Mumbai.

In his welcome addresses, Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA said, “Zero Trust is the Architecture of the Future. From wide adoption of cloud-based services to the proliferation of mobile devices; from the emergence of advanced new cyber threats to the recent sudden shift to remote work. The last decade has been full of disruptions that required organizations to adapt and accelerate their security transformation. And as we look forward to the next major disruption—the move to hybrid work—one thing is clear: the pace of change isn’t slowing down. The shift to hybrid work, accelerated by COVID-19, is also driving the move towards broader adoption of Zero Trust with 81 percent of organizations having already begun the move toward a hybrid workplace. Zero Trust will be critical to help maintain security amid the IT complexity that comes with hybrid work. More than half of respondents expect the relative importance of their Zero Trust strategy to increase by 2023. And not surprisingly, 73 percent expect their Zero Trust budget is going to increase. As organizations realize the additional benefits of Zero Trust and leaders continue to pull ahead, we expect to see an increase in these numbers.”

**DR. HAROLD D’COSTA**  
CEO, Intelligent Quotient

In terms of cybercrime, the most important weakness in the system is basically the security. We may have the technologies, we may have the applications, but we have a lot of daunting issues which have to be resolved. Keysight has been doing a lot of work in the field of security. Today in this cyber world, you can’t believe anybody. The belief only has to come from technology. If you minimize the use of human beings, as far as technology is concerned mostly pertaining to security, I believe that we can have a better ecosystem in place.



Zero trust is an approach to design a security architecture where every interaction starts in an untrusted state. Banking sector is one of the most vulnerable areas. Working with banks I found that even the best of the banks were vulnerable to the cyber attacks.

**BOGDAN DINU**  
Solutions Architect, Keysight Technologies

Keysight is focused on a whole range of enterprise customers as well as service provider customers, healthcare, financial, retail, industrial IoT and OT and government, along with defense, aerospace, quantum computing, automotive, etc. Zero trust is not one solution; it is a guideline on how to implement security in the modern business. The new perimeter looks a lot more ubiquitous than it used to be before. The security teams need to be retrained. They will not have the same skills to work with physical firewalls trying to secure the cloud. The legacy networks can still be protected as a perimeter but they are very vulnerable to attacks from the new network perimeter like from the clouds.



## Panel Discussion: Zero trust is a network security model



While moderating the panel discussion session **Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA** said, "Zero trust is a network security model based on the philosophy that no person or any device inside or outside an organization network should be granted access to connect to the IT system or services until authenticated and continuously verified. The zero trust model relies on strong authentication and authorization of every device and person's access before data transfer takes place on a private network. No matter if they are inside or outside that network perimeter. The process also combines analytics, filtering and logging to verify behaviour and continually watch for signals of compromise."

**RUSHIKANT SHASTRI**  
Vice President Technology, SBI



"Zero trust is nothing but a strategic approach in terms of cyber security. Organizations secure themselves by eliminating implicit trust and making sure they validate every digital interaction. In other words it unifies the manifest of all the cyber security facets. Basic assumption is do not trust anyone, make sure to authenticate, validate devices, applications, networks and end users. There are mainly four principles for implementing the zero-trust framework. First step is making sure that you have defined your resource, which needs to be protected. Step two; make sure your communication is secured. Third principle is that all the activities to be monitored and recorded. Lastly, whenever access is given to users, as soon as the purpose is achieved the access is revoked. If these four principles are followed then we can implement any framework."

**RAKESH KHARWAL**  
CEO, RockLadder Technologies



"The way we have been looking at security over the years, it's primarily been focused on perimeters, building the castles and trying to fortify the entry points. With the world changing and cloud coming in, digitalization is happening, with people working from home the perimeters have disappeared. The entire journey has to be mapped in terms of not just looking at the alerts and logs but also the devices, identities, monitoring all of it and also responding in real-time. Threat intelligence is very critical for the organizations. It is important to monitor the threat landscape within the organization by looking at the access, the identities and the policies related to these tools but also by monitoring what is happening in the outer world."

**BOGDAN DINU**  
Solutions Architect, Keysight Technologies



"Even though the companies which are compliant are still getting a lot of breaches. Compliance is a set of rules that can leave gaps in your defenses. You have to continuously validate and audit your defenses and the people not just for compliance, but for the people to know what they are doing in the organization. We have the best practices which say you should send spear phishing emails to your own people and suppliers to make sure that your entire chain and the enterprise is prepared in case of an attack. This helps in achieving two things: showing the amount of people that needs training and if these attacks get past your security perimeter."

**DR. HAROLD D'COSTA**  
CEO, Intelligent Quotient



"Compliance is a very critical real-time audit in which you can come out with different threats and have patch management to ensure that the security breaches are being minimized. With the advent of technologies, cyber crimes are increasing exponentially. For a corporate network if there is any breach of trust then it will take a lot of time for any investigation to be completed, so prevention is better than cure. When we talk about zero-trust this 'trust' is a term where if 't' is removed it becomes 'rust' and the time has come when we should remove the 't' as over-trust can be a problem in the system."

**MANISH GUPTA**  
Head- Enterprise India & SAARC, Keysight Technologies



While delivering the Vote of Thanks, Manish said, "It is very important for enterprises to see the compliances are secured as well as the security is meeting the legal prospect. It is not only that you are securing your data and network but if any breach happens then also how you and your systems are ready to take legal steps. Keysight Technologies as an organization helps and supports our customers in both domains, as our visibility solution helps customers to identify the blind spots, while our test and measurement solution helps to robust the network."

## “Our aim is to tap every segment of the potential audience through our product leadership”



With a vision to inspire the world to see the difference between the ordinary and the extraordinary, ViewSonic has enhanced its visual engagement for the betterment of the customers. ViewSonic is empowering people by delivering solutions to solve their problems. In a chat with VARINDIA, Sanjoy Bhattacharya, Director Sales & Marketing, IT Business, ViewSonic India shares insight on managing the demand, expanding the monitor market, the key trends in the display screen industry, the company's future roadmap etc.

**SANJOY BHATTARCHARYA**

### MANAGING THE SUPPLY CHAIN WHILE MEETING THE DEMANDS OF THE MARKET

The shift to working from home/anywhere in the COVID-19 era changed the dynamics of the monitor industry. ViewSonic witnessed a new wave of organic demand for portable monitors, video conferencing monitors, and the X-over series which boasts good aesthetics and high functionality being a perfect working companion for every professional. These monitors come with a variety of multitasking specifications, comfort, amazing screen quality and lightweight attracted customers belonging to various professions who were happy to invest in a quality monitor.

Sanjoy points out, “We are the one of the brands to have high-quality and a vast range of monitors catering to different categories which includes Gaming, professional, Home and office, Touch, Portable, and Crossover series. Having such a huge portfolio helped us to cater to the growing demand.”

### TO EXPAND THE MONITOR MARKET IN INDIA

Currently, ViewSonic is the fastest growing monitor brand in 2022 with a vast range of monitors belonging to different categories. The aim of the company has always

been to incorporate newer and faster innovative technologies in the monitors for today's fast-paced audience.

“In the second half of 2021, ViewSonic launched a new Elite Gaming monitor (XG270Q) in their Elite gaming series which is the best monitor for all the gaming enthusiasts along with a Pantone-approved ColorPro Monitor (VP2468a) specially designed for all the photographers/editors/filmmakers/graphic designers that consist of a major part of our audience. The catalog also comprises a sturdy Video-Conferencing monitor VG2440V for all the professionals and businessmen and an In-Cell Touchscreen monitor TD2455 for entertainment and smooth multitasking purposes. ViewSonic is the only visual-solution company in India to offer a wide range of monitors catering to an extensive audience and their changing needs. Our aim is to tap every segment of the potential audience through our product leadership,” says Sanjoy.

### BOOSTING THE PRODUCTION FOR MOST DEVICES

According to Sanjoy, “As we enter a new quarter, there has been a dramatic change in the supply and demand of the devices. Since the end of quarter four, there was a shortage in the supply chain and increase in demand owing to the pandemic and with the trend of working from home/online schooling. We observed the sales of the devices to be much more than we expected. The tables have turned post December 2021, while there was excess production of the devices with nosedive in the production cost, the supply remained constant and created an imbalance in the supply-demand ecosystem. Post February when the Russia-Ukraine War started and Covid Lockdown in China things again changed where we have seen shortage of supply and shipping cost going up.”

### PRESENT KEY TRENDS IN THE DISPLAY SCREEN INDUSTRY

Speaking about the key trends Sanjoy says, “The monitor/display industry is going through a paradigm shift, especially in the post-pandemic era. Unlike earlier times, monitors are now associated with enhancing productivity and are associated as a health tool. Larger, clearer screen with better image quality and much faster speed and features enhances the user experience and helps them enjoy their work with consistency and accuracy. The Monitor/ Display business comprises 4 distinguished verticals majorly Home & Office, large corporate and Govt, gaming and Second Screen adaptation. The market is expanding at an expeditious speed and will alter the way we work, live and play. Demand for monitors is also increasing especially in the Surveillance industry where a monitor is a key element in the overall installation.”

### LEVERAGING THE LATEST TECHNOLOGY TO ENHANCE PRODUCTIVITY

Technology can either inhibit productivity or considerably enhance it. It is all about creating the most of what is available. “The challenge comes from enforcing it in a form that can heighten your team's performance. ViewSonic has brought into consideration consumers' needs & demands with the bespoke features like larger screen, multi screen options, and ergonomics amongst others. For the ease of Eyes and extended viewing periods we have Flicker-Free and Blue Light Filter eye care technologies help to eliminate eye strain. It is all done to enhance the productivity of the users. The added features in the devices includes One Cable Solution (type C connectivity) with charge back (get an easy charge; transmits power, data, video, and audio simply with one cable) and increase refresh rate for the Gamer and Content creator. Overall purpose is to gain the most out of the monitor technology,” describes Sanjoy.

### TO CONCLUDE

While talking about the future roadmap of the company Sanjoy comments, “Technology is transforming how we live, but it ought to change how we function. ViewSonic has been well accepted in the corporate segment ,hence the brand will continue with the core competency to increase the footprint in corporate / commercial space. With the innovation of the new form of factors the brand is creating a new usage which gives the industry a fresh growth. The brand is focusing to have more than 5 % TAM of the monitor market by the end of this year. Last year ViewSonic was the fastest-growing monitor brand in India and our target is to reach more than 5% market share in the monitor segment by end of 2022.”

# CHANNEL SCORE CARD

Like every year, VARINDIA has come up with the Channel Scorecard in the April 2022 Issue, in which a total of twenty product categories are featured and surveyed to understand the top vendors in each of these categories. The scorecard that is ranked on a scale from 5 stars to 3 Stars, is based on seven important factors - Product Availability, Price Performance, Channel Profitability, Pre-sales support, Training and Certification, Channel Policy and Post-sales Support. This scorecard is based on the feedback received from the partners in the A and B Metro class cities in India. However, this report does not reflect any feedback from the end customers.

Channel partners are credited for being the integral part of the success of the corporate's go-to-market strategy (GTM) for delivering an excellent customer experience. But this success of these VARs depend upon the support provided by OEM/vendor partners for help with pre-sales and post-sales support, marketing development funds and training. Distributors and value Added Distributors (VADs) also have a very important role to play in the overall growth strategy of the corporates.

For the scorecard, vendors that were able to work with partners and provide high quality products at good prices are rewarded with high scores. This year, distributors and sub-distributors, having realized the massive opportunities in E-commerce, Cloud Computing, Cyber Security and Work from Home (WHM) solutions, have contributed immensely towards the Indian IT ecosystem. The major distributors including Ingram Micro, Redington, Savex Technologies have positioned as the top three players in the distribution space, while distribution majors including Compuage, Supertron, Tech Data, RP tech, Brightstar, Inflow and iValue have been very aggressive in promoting various offerings to the channel from cloud to security as services for enabling digital transformation for industries. In the past two years we have seen the technology landscape emerging, with focus increasing into Cyber security and Work-from-home (WHM) solution space. To complement this sector, there are VADs (Value added Distributors) including RAH Infotech, Technobind, who have increased their footprints.



## Cybersecurity and WFH solutions form the core of the IT Channel Business

*Digital Transformation is the integration of digital technologies that bring in fundamental changes to know how your business functions and how you deliver value to your users. The partner business in India is poised to grow at a tremendous rate with newer ideas and newer strategies.*

*Digital transformation is serving as a major economic driver while Cloud has been an IT enabler, especially for small and medium-sized businesses (SMBs). Since the start of the pandemic, the rate of digital transformation has increased exponentially. Organizations are adopting cloud because it is easy, flexible, and scalable. Cloud-based technologies, platforms and ecosystems create new opportunities for innovation, but they can also introduce new threats. With this the demand for data centers continues to rise. Organisations are building a strong data center strategy, a roadmap for achieving modern, agile revenue-oriented architecture.*

*Distributors and Value Added Distributors (VADs) play a very important role in the overall growth strategy of the Corporates. Moreover, channel partners are integral to the overall success of the corporate's go-to-market strategy for delivering an excellent customer experience.*

*Technology is moving from edge core to the cloud, while also replacing the conventional data centers at the core of the network. Today, organizations reset their IT strategy and implement the systems and solutions, including cutting-edge cloud services, to re-energize performance across the enterprise. Companies that are integrating IoT and 5G technologies into their digital strategies will be able to meet the goals of their businesses today and in future and maintain a competitive advantage in today's dynamic business environment. Many OEMs felt that Omni - Channel business model with robust partner eco-system is part of their channel growth agenda.*

*The Indian E-commerce market is expected to grow to US\$ 200 billion by 2026. Much of the growth for the industry has been triggered by an increase in internet and smartphone penetration. As of August 2020, the number of internet connections in India significantly increased to ~ 760 million, driven by the 'Digital India' programme. Out of the total internet connections, ~ 61% connections were in urban areas, of which 97% connections were wireless. Cheap availability of mobile data, a growing smartphone user base in the country along with the utility value of smartphones compared to desktops and tablets are some of the factors contributing to the mobile heavy internet access in India.*

### Methodology of the Channel ScoreCard

The survey sample we have taken include the partners who are directly dealing in the partner eco-system and does not include the sales that happened through various E-commerce sites in India (the ecommerce business is a big chunk and the figures are very difficult to find and the actual business cannot be validated. Most of the vendors have cleared their old inventories through the E-commerce players to reach to the remote parts in the country, whereas certain distributors and partners were directly involved in the transactions with E-commerce companies.



## Market Forecast

Technology plays a critical role in resolving visibility problems. Distributors enable channel partners to deliver complex IT solutions around the world. Their innovative approach and proven experience in datacenter, cloud, security, mobility, analytics and IoT empower channel partners to deliver the end-to-end solutions to their customers to transform and remain competitive. Enterprise technology must do much more than keep the wheels turning; it needs to be the engine that drives functional excellence and the enabler of innovation and long-term growth.

## VARINDIA's forecast of the Industry

The pandemic accelerated tech adoption has resulted in many start-ups growing much faster than before. Emerging technologies such as artificial intelligence

(AI), Blockchain, and internet of things were considered too expensive, too complex, too much for small businesses to consider. But COVID-19, continued innovation, and changing business models now have all but eliminated any barriers to entry, leaving SMBs—and the solution providers serving them—with plenty of opportunities.

There is a big boom of the 'born in the cloud' partners, they are becoming highly disruptive is because they have found a way to add value in a business model that is very difficult for the traditional guys to do. Whether it's infrastructure, software, applications, services, products, or even an operating system, everything is making its way to the cloud. As a result, billions of dollars are being invested in cloud migration. Cloud computing is essentially divided into three major categories, Software as a Service (SaaS), Platform as a Service (PaaS), and Infrastructure as a Service (IaaS). The real challenge ahead is as many customers who have adopted the benefits of the cloud, they are now voicing cloud cost concerns.

With the rise in the number of cyberattacks around the world, businesses need to detect the rise of malicious attacks in their workforce, identify security misconfigurations in their cloud services, constantly seek opportunities to enhance cyber resilience, perform continuous pen testing, and adopt a zero-trust approach.

As devices get smarter and computers run more complicated calculations and send more data, software defined edge platforms are expected to become more capable and universal. Today many workloads and even public cloud edge are seen shifting to software-defined architectures. For edge deployment in multi-cloud environments, the combination of modern edge platforms and software-defined edge systems therefore will be considered the best method. As enterprises begin to deploy their data, IoT and application pipelines to the edge, software defined edge workloads will help organizations avoid unmanageable edge infrastructure sprawl that could result if each edge workload created its own dedicated platform.

## CLOUD COMPUTING SERVICES

The advantage of Cloud computing, it allows a business to cut their operational and fixed monthly costs of hardware, databases, servers, software licenses. The global cloud computing market size is expected to grow from USD 445.3 billion in 2021 to USD 947.3 billion by 2026, at a CAGR of 16.3%. Despite the increase in technology spending in APAC, the setback due to the recent COVID-19 pandemic is imminent.

Many of the enterprises across verticals have adopted the work from home model to safeguard employee well-being and maintain operational efficiency, surging the demand for Software-as-a-Service (SaaS)-based collaboration solutions. The cloud computing technology adoption is expected to increase in sectors where the WFH initiative is helping to sustain enterprise business functions. The lockdown also saw a significant increase in the demand for OTT platforms. This surge in Video-on-Demand (VoD) has increased the demand for IaaS to tackle consumer demands. Enterprises across the globe are expanding offerings to address the emerging needs of end-users. There is massive scope for expansion with the cloud market expanding. Cloud service providers have data centers in various locations, which makes them faster and more reliable.

**CHANNEL PLAYERS:** Amazon Web Services (AWS), Microsoft Azure, Google, Alibaba, IBM, Oracle, Salesforce, SAP, VMware

## WFH SOLUTION

During the start of the pandemic, the world starting pivoting to a digital-first working model.

Globally, organisations and individuals are seen adapting to this new reality of remote working. However, work from home productivity involves more than just a functioning laptop. Networks need enough capacity, endpoints must be secured for workers to access their files and applications from anywhere, and employees need access to cloud applications to take full advantage of the collaboration tools available to them. The current, rapid-shifting need for work from home infrastructure demands, which is known as proactiveness and foresight.

Organizations want employees to be productive wherever they are. Work-from-anywhere success rides on creating seamless experiences for employees, especially those operating remotely, who may be using untrusted networks and third-party applications

to access applications. The solutions need to provide, which has to be secure access to reduce threats from public internet resources and apps - no matter how your working model evolves.

**CHANNEL PLAYERS:** Google Drive, Team, Logmein, Teamviewer, Slack, Skype and Zoom

## DDoS SOLUTIONS

DDoS (Distributed Denial of Service) mitigation services include the vendors that deliver services for detecting and mitigating DDoS attacks. The success of DDoS Mitigation service is measured when a network that is targeted in an attack is protected and kept up and running. The instances of massive DDoS attacks are gradually increasing across the globe. Some of the significant DDoS attacks include Domain Name System (DNS) amplification attacks, NTP attacks, and Chargen-focused attacks. The widespread use of IoT devices observed in several application areas, such as smart city projects, smart transportation are subject to high-intensity DDoS attacks.

The global DDoS Protection and Mitigation solution market size, in the post COVID-19 time is expected to grow from USD 3.3 billion in 2021 to USD 6.7 billion by 2026, at a CAGR of 15.1% from 2021 to 2026. The major factors fuelling the DDoS market include rise in multi-vector DDoS attacks. Ease of availability of DDoS-for-hire services would provide lucrative opportunities for DDoS solution vendors.

**CHANNEL PLAYERS:** Radware, Cloudflare, Akamai, Arbor, F5 and Imperva

## DATA PROTECTION

Data is creating value. Data is the business, as the hacker attacks occurring once every 39 seconds, data privacy is becoming a bigger issue now than ever before for both companies and consumers. Without proper protocols in place, no business would be able to survive for long. Every business needs to comply with data privacy regulations to stay competitive and maintain customers; hence data protection is utmost important.

A lack of awareness and technical insight into data privacy remains a core concern for several industry thought leaders as organizations become increasingly exposed to data privacy concerns and regulation. As per a report from IDC, the amount of data created, by 2023 it will reach over 100ZB (one trillion gigabytes). The global Data Protection



market size is projected to reach USD 11,3390 Million by 2027, from USD 6,1330 Million in 2020, at a CAGR of 9.1% during the forecast period 2021-2027. Increasing data volume, government regulation mandating data protection, and rising concerns of critical data loss in the on-premises environment are expected to drive the growth of the data protection market.

**CHANNEL PLAYERS:** IBM, Dell, HPE, VMware, Nutanix and Veeam

## ENTERPRISE LAPTOP

Greater internet penetration in emerging markets, rising disposable incomes, advancement of technology and product innovation initiatives by the big players are seen as some of the factors driving the growth of the business or enterprise laptop market. The market has seen a sudden but unsurprising boom during the pandemic. The growth is commendable as the sector has also been facing a global shortage of semiconductor chips affecting shipment volumes.

While 2021 was the year of digital transformation, 2022 will be the year of digital acceleration. There will be an increased revenue growth in the industry from spending on premium PCs, monitors, accessories and other technology products that enable people to work from anywhere, collaborate around the world and remain ultra-productive. Global PC shipments pass 340 million in 2021 and 2022 is believed to be even stronger. For the full year, revenue passed US\$250 billion in 2021 against US\$220 billion in 2020, up 15%, highlighting the seismic transformation in the industry.

**CHANNEL PLAYERS:** HP, Dell, Lenovo, Apple and Acer

## POWER SOLUTIONS (ON-LINE & OFFLINE UPS)

The demand for Uninterruptible Power Supply (UPS) has grown over the years and the factors responsible for it are the inconsistencies in power supply which result in data loss, non-availability of essential services, risk to hardware, and potential financial losses. Interestingly, though the demand for the uninterrupted power source is incessantly coming from all over the world, the Asia-Pacific region is currently generating the most substantial chunk. The modular UPS market is growing as a result of high growth witnessed in colocation and cloud services and increased usage of cloud applications among industries.

The global UPS market has been projected to grow at a CAGR of 8.3% during the period from 2018 to 2025, while another research projects the UPS market to grow from USD 7,225.7 Mn in 2017 to 13,154.4 Mn by the end of 2025. India as a market is seeing a continuing growth for UPS systems across all the sectors, with residential households, small offices to large business enterprises.

**CHANNEL PLAYERS:** APC by Schneider, Vertiv, Eaton, Numeric, Delta, Luminous and Microtek

## DATA BACK-UP

The data back-up & Recovery software market in India is poised to grow manifold in the coming years. Rapid digitalization, the presence of SMEs & large Enterprises, and the growing adoption of cloud services are some of the factors that are fueling this growth. With businesses continuing to add storage capacity at record rates, they are also reevaluating data backup solutions to identify additional opportunities to increase data security, operational efficiency, and cost savings. There has been a rising investment in sectors such as BFSI, telecommunication, healthcare, aerospace, and other end-user industries in this space. In addition, 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, as reports point out, the organized data recovery market being at a nascent stage in India, there is still the dominance of unorganized sector players.

**CHANNEL PLAYERS:** Veeam, Dell EMC, Commvault, Oracle, Veritas, IBM, HPE, Arcserve and Actifio

## HYPER-CONVERGED INFRASTRUCTURE (HCI)

Hyperconverged infrastructure (HCI) is a software-defined, unified system that combines all the elements of a traditional data center: storage, compute, networking and management and it is one of the most rapidly-growing methods for deploying IT in the datacenter, for the simple reason that it reduces the overall hardware requirement in the datacenter infrastructure. Also, it reduces the requirement of having separate backup software, deduplication appliances, and Solid-State Drive (SSD) arrays. In India, its demand is going to come from various verticals like BFSI, IT & Telecom, Healthcare, and government sectors, among others.

HCI solutions enable demanding enterprise workloads with flexible deployments. Shifting workload towards public cloud, growing HCI adoption rate in emerging countries, demand from the healthcare industry, etc. are some of the factors which are responsible for the HCI market to grow further. Yet the market faces challenges such as limitations due to dual-socket servers, challenges of HCI implementation etc. The market is expected to observe some new market trends such as the shift to subscription-based contracts. However, restriction on hypervisor selection restrains the market growth.

**CHANNEL PLAYERS:** Nutanix, VMware, HPE, Dell, Cisco, NetApp, Oracle and Acutech

## ENTERPRISE MOBILITY

Enterprise mobility is growing trend of businesses to offer remote working options, allow the use of personal laptops and mobile devices for business purposes and make use of cloud technology for data access. The India enterprise mobility market is growing with factors like growing internet & smartphone penetration, emerging mobility trends such as BYOD, CYOD, BYOA, and surging data telecommuting needs responsible. According to a report from GlobalData, despite the drop in its value from US\$860m in 2019 to US\$800m in 2020, India's enterprise mobility market will maintain a compounded annual growth rate (CAGR) of 5.5% between 2019 and 2024.

Moreover, the recent work-from-home trend across various industry verticals imposed due to COVID-19 outbreak has strengthened the demand for enterprise mobility tools, boosting the market growth. Besides enterprise, the high demand for enterprise mobility solutions is also coming from SMEs, who are fast adopting cloud-based services and from various other sectors such as energy & utility, healthcare & life sciences, media & entertainment, retail and consumer goods, IT and telecommunication, and transportation & logistics.

**CHANNEL PLAYERS:** VMware, Cognizant, Accenture, SAP, Microsoft, Infosys, BlackBerry, IBM, Samsung, SOTI and Infosys

## x86 SERVER

The x86 server market contributed to 90.4% of the revenue, which is 4.8 percentage points higher than the same quarter last year. The highest contribution in the x86 market mainly came from professional services, telecommunications, discrete manufacturing, and banking verticals. The professional services vertical spending was led by investments from fintech, cloud service providers (CSPs), telecom players, and IT/ITeS companies. Investment from banking in the server segment was high due to digitalization and application modernization projects, while the Government was another key vertical that contributed to this growth. However, most of these investments were pent-up demand that got deferred to 2021 due to the pandemic.

The non x86 server market decreased YoY by 28.8% to reach \$27.9 million in terms of revenue in Q2 2021 from \$39.1 million in Q2 2020. IBM continues to dominate the market with 41.1% of revenue share, during 2021Q2 with an absolute revenue of \$11.5 million. The gradual roll-back of lockdown restrictions and businesses opening, along with the fast pace of vaccination across the country, indicated the recovery of the server market in the second half of 2021.

**CHANNEL PLAYERS:** Dell, HPE, Cisco, Lenovo (IBM), Huawei and Oracle

## STORAGE

While India's external storage market witnessed a decline of 6.0% YoY by vendor revenue in Q1 2021 (Jan-Mar), there was a noticeable YoY growth in storage spending from BFSI, professional services, and manufacturing verticals, according to IDC. The market however saw a sharp decline in telecommunications, media, and government verticals in Q1 2021. Surprisingly, adoption of All-Flash Arrays (AFA) has been at its peak high, contributed by an increased uptake of AFA specifically from banking organizations. The market is expected to grow further as a majority of the enterprises are preferring only AFA for all their primary workloads.

The demand for contactless payments and work from anywhere due to COVID-19 has brought a significant growth for high-speed data processing and storage capacity across various industry verticals. Secondly, advanced technologies have paved the way for connected appliances and autonomous vehicles, which has prompted IT infrastructure companies to opt for the latest, advanced storage solutions, including flash memory and solid-state drives (SSD), for storing crucial business data. While entry-level storage systems grew by 11.5% YoY due to increased investments, midrange and high-end storage segments witnessed a YoY decline but expecting strong uptake of these storage segments in the near future.

**CHANNEL PLAYERS:** Dell, HPE, NetApp, Hitachi Vantara, Oracle, Lenovo, Huawei, AMI and QNAP.

## STRUCTURED CABLING

As research pointed out by 6Wresearch, India structured cabling market size is projected to grow at a CAGR of 7.5% during 2018-24. Growing demand for higher bandwidth and transmission rates in India is going to drive the market. Additionally, the government announcing the 100 smart city initiative and provision of free Wi-Fi services in trains, expansion of the datacenter business and the increasing demand for intelligent buildings are augmenting the growth of this market in the country. In addition, upcoming infrastructural projects along with the establishment of new and expansion of metro railway networks are anticipated to further drive the growth of the structured cabling market in India over the coming years.

The COVID-19 pandemic has however impacted the India structured cabling industry adversely, with key industries like IT & telecommunication, construction, automotive, and manufacturing, severely affected. This led to a slower demand for structured cabling in the country.

**CHANNEL PLAYERS:** CommScope, D-Link, Legrand, Schneider, R&M and Citadel.

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

Next-generation Firewall (NGFW) and Unified Threat Management (UTM) are firewall products built for today's security needs of enterprises. While NGFW has seen impressive success among large enterprises, UTM has seen its usage in the small and medium businesses. While the recent increase in the number of sophisticated data breaches is the key driver for the growth of the UTM market, the introduction of virtual firewall providing security to the virtual network will be a key opportunity for the global NGFW market in near future.

Increase in sophisticated cyber-attacks, development in IoT-based complex threat landscape, and enforcement of stringent government regulations for data safety & security is leading to the growth of the global NGFW market. The UTM market segment accounted for the most significant revenue growth, according to IDC and it continues to drive market expansion. It is the largest overall segment, accounting for 61.8% of the worldwide security appliance market.

**CHANNEL PLAYERS:** Check Point, Fortinet, Cisco, Palo Alto Networks, Sophos, SonicWall and Juniper.

## VIDEO CONFERENCING

The global video conferencing market size is expected to reach USD 9.95 billion with a CAGR of 11.4% over the forecast period of 2021-2028. Despite voice remaining as the primary means of communication, video based unified communications too have registered maximum market share in terms of revenues. The video conferencing technology enables content sharing, interactive participation, and live audio-video interaction. Adoption of video conferencing has risen across all major verticals, and in the coming years it is expected that video based unified communications would dominate the market.

An increasing transition towards cloud and the growing adoption of Video Conferencing as a Service (VCaaS) are expected to drive market growth. As remote and globalized working models are becoming popular, the move to the cloud is becoming inevitable, thereby driving the demand for video conferencing solutions. High demand for telehealth in the healthcare sector is propelling the video conferencing market revenue. This factor led to an increase in the demand for online consulting for certain health issues. Different applications dedicated for the purpose were launched in the market, offering contactless initial healthcare treatments while staying inside the house. The education sector witnessed a notable rise in the demand for these solutions in 2020 to continue with online learning and seminars.

**CHANNEL PLAYERS:** Avaya, Cisco, Poly, Microsoft, Alcatel, Panasonic and Yealink

## DATA CENTER

India, seen as one of the developing datacenter markets in the APAC region, is expected to cross \$4.5 Billion, growing at a CAGR of over 4% during the period from 2020-2025. Besides third-party datacenter service providers operating, there are several on-premise or dedicated datacenters owned by local enterprises. Over the past few years, with the development of hyperscale datacenters, the market has grown significantly with the rise. The COVID-19 pandemic has been a strong market enabler for digital transformation initiatives in private as well as public enterprises in India, resulting in huge investments in datacenters. While Mumbai and Chennai are expected to drive 73% of the sector's total capacity during 2021-23, cities like Hyderabad and Delhi NCR will emerge as other new hotspots.

Several enterprises are shifting to managed data center services from colocation data centers owing to the cost advantages offered by managed data center services. Managed data centers allow enterprises to adopt virtual servers by renting the networking equipment, connecting devices and peripherals, and cloud space. The rapid adoption of cloud-based business operations has encouraged businesses to acquire data management capacities to handle huge volumes of data that are being generated. Globally, in 2021, the datacenter market witnessed the development/expansion of over 515 datacenter projects, with APAC leading with 161 projects, followed by Europe, and North America.

**CHANNEL PLAYERS:** Netmagic, Web Werks, Yotta, Pi Datacenter, Sify, CtrlS, ESDS, AWS, BSNL, IBM, Google and Microsoft.

## PRINTER

The Indian printing industry has grown at a tremendous rate with verticals like government, education, SMB, Enterprise etc. contributing to the growth. Channel expansion and e-learning are factors believed to further propel the growth of this market (both Inkjet/Ink tank). Across all segments, the commercial segment is expected to witness significant growth. The market for Inkjet printers is expected to grow at a higher pace because of the Ink tank printers.

The beginning of 2021 saw printer vendors continuing to face supply challenges. However, with the situation improving and with manufacturing hubs in China and Southeast Asian countries increasing their capacity to meet the global surge in demand for printers, the segment is seen picking up pace. Following this, the inkjet segment noted a YoY growth of 38.8%. In the laserjet segment, where there

was a subdued demand from the corporates, 4Q20 witnessed increased activity from the Government leading to a growth in demand for laserjet printers.

**CHANNEL PLAYERS:** Epson, HP, Canon and Brother

## CYBER SECURITY

There has been a significant rise in cyber-attacks all over the world. The pandemic has increased our dependency on mobile devices and remote access to core business functions. While remote working became is all time high, it has bring a new set of security challenges by raising concerns regarding identity-based threats, privacy breaches and the loss of essential data from unprotected devices and systems. Being one of the largest markets for internet usage in the world, India has in the past reported the largest share of users who experienced any cyber crime, nearly 30 percent higher than the global average. The onset of the coronavirus pandemic, in addition to other disruptions, has further aggravated the situation by attributing to the rise in online crime.

These cyberattacks are usually aimed at accessing, changing, or destroying sensitive information; extorting money from users; or interrupting normal business processes. With cyber security threats today looming large and becoming even more sophisticated and complicated, the market is poised to grow in big numbers. The cyber security landscape of the country is going through an interesting phase as businesses are keenly looking at innovative tools to protect themselves from cyber-attacks and threats. The market that was valued at nearly 140 billion Indian rupees in 2019, is estimated to reach close to 290 billion rupees by 2025 with the growth in digital adoption, and increase in online attacks.

**CHANNEL PLAYERS:** Cisco, Check Point, Palo Alto Networks, SonicWall, Fortinet, HPE, IBM, RSA, McAfee, Sophos and Kaspersky.

## CLOUD SECURITY

Cloud Security, also called cloud computing security, includes a wide set of policies, technologies and applications used to protect data, applications, virtualized IP, services and the associated infrastructure of cloud computing. A NASSCOM report states that growing adoption of Big Data, analytics, artificial intelligence and Internet of Things is expected to further push the cloud market in India, which will result in the cloud security market growing 3-fold to USD 7.1 billion by 2022.

Governments particularly are going to play a big role in implementing cloud security in different countries and this is expected to boost the market growth further. In addition, increasing threat of cybercrime and targeted attacks, growing digital transformation in the education, telecom industry, media and entertainment sectors around

the world are some of the major factors driving the growth of the global Cloud Security Market.

**CHANNEL PLAYERS:** Cisco, DXC Technology, CA, Micro Focus, Fortinet, Check Point, Juniper, and Sophos

## GAMING LAPTOP

Gaming has moved from being a niche to being part of the lifestyle and essentially, more and more people are gaming and using it to relieve stress and socialise. The global gaming laptop market size is expected to gain momentum owing to the rising consumer spending during the forecast period. The market that was valued at USD 9 billion in 2019, is projected to reach USD 15.58 billion by 2027 during the period 2020 - 2027. The rising disposable income of people is believed to drive the overall market growth of the global gaming laptop market.

The COVID-19 pandemic, which has resulted in lockdowns, has encouraged the growth of online gaming. Virtual domains became channels for networking, interacting, and battling, and hours spent on games increased considerably. The influence of E-sports and the surge in demand for high-performance computers are anticipated to augment the growth of the global gaming laptop market. The growth is also attributed to breakthroughs in the 3D rendering space. Growth in the gaming trend as a profession and innovations in laptop technology is anticipated to further generate lucrative opportunities for the gaming laptop market in the future.

**CHANNEL PLAYERS:** ASUS, Acer, Dell, HP and Lenovo

## CONSUMER LAPTOP

In spite of India having the largest number of consumers for PC products across Asia-Pacific region, a large section of its population is yet to fully adopt digital products such as PCs, laptops, and smartphones. Hence there is still a massive headroom for growth. There is increased demand for laptops can be attributed to more people working from home, as well as new government initiatives towards remote learning for students. The third-largest market worldwide, India's dynamic nature and the accelerating push towards digitisation will fuel this potential business opportunity.

With the rising adoption of laptops across educational institutions and corporations, the demand for advanced laptops has increased. Most of the schools are adopting virtual technologies and providing online courses, which allow students to learn as per their convenience. In India, the top 5 laptop brands HP, Lenovo, Dell, Acer and Asus command 88.2 per cent of the total laptop market share, while other brands contribute about 11.8 per cent share. There is a demand seen for both new and old laptops, PCs, and even their components and the number is seen to be increasing.

**CHANNEL PLAYERS:** Dell, Lenovo, HP, Acer, Asus and MacBook Air.



## The Channel has played a pivotal role in expanding the footprint of Dell Technologies

Anil Sethi, VP & GM - Channels, Dell Technologies India

“Channel partners are integral to Dell Technologies’ overall success to deliver excellent customer experiences. They have always been the driving force behind Dell Technologies’ business growth and we are committed to strengthen this ecosystem, with renewed focus and ample growth opportunities.

The Channel ecosystem has played a pivotal role in expanding the footprint of Dell Technologies. 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 brand-new Incentives Center gives our partners an increased visibility and insight across all

their program incentives in one centralized location – for Rebates, MDF (Marketing Development Funds), and MyRewards (incentive for partner sales specialists). We have also invested in configuration, pricing and quoting through the Online Solutions Configurator (OSC) tool.

The updated Dell Technologies Partner Program for 2022 will streamline and enhance the partner experience across multiple program tracks. Solution Providers, Cloud Service Providers and OEM partners will now enjoy one regional incentive structure, one tier structure, and one set of tier requirements. We are committed to investing in our partner’s end-to-end experience with us and are excited for the opportunities that will allow Dell Technologies and its partners to create together, partnering for the future.”



## HP drives digital adoption of its partners with various strategic initiatives

Gurpreet Singh Brar, Senior Director, Head - Channel Sales, HP India Market

“We are a highly channel focused company and our growth strategies revolve around enhancing the channel capabilities. An easy, effective and transparent partner compensation framework is very important for the company to drive the strategic objectives and growth. Driving the partner program with a high level of ownership acts as a strong foundation for any organization for building channel trust and loyalty.

Digital presence is gaining a major relevance for the partners especially after the pandemic.

We at HP are constantly driving digital adoption of our channel partners with various strategic initiatives. To name a few we have done the exclusive retail channel( HP Worlds) Digitalization called Parivartan which is focused on digitizing the retail aspects like footfall tracking, lead generation, CRM modules, running digital promos etc.

We are driving various Partner programs focused on digital Campaigns to encourage them to go digital, SEO marketing initiatives like geo tagging of partners , keywords search etc to generate leads and reach a focused customer base, training programs for channel partners on digital trends etc. In order to adapt to the changing channel ecosystem, we constantly innovate the partner programs for creating a balanced approach across all channel pipes.”



## HID Global values the relationship it has with its channel partners

Vishal R Soni, Sales Director, Secure Issuance, India, HID Global

“HID is committed to delivering a global partner program that provides relevant enablement, and marketing and sales support resources that equip our partners to solve customers’ secure identity challenges and drive mutual growth. It has a two-pronged partner program approach. We work to motivate and reward Resellers, Integrators, OEMs, and Distributors through structured incentive programs and enhanced benefits, as well as provide robust technical and developmental support for our Technology Partners, Managed Service Providers, and Alliance Partners.

At HID Global, we value the relationship we have with our Channel Partners and our HID Advantage Partner Program enables us to build a foundation that helps us all succeed. One of the steps is providing training on HID’s solution to our partners. HID Academy is our best-in-class, digital training platform, where our channel partners can earn certifications based on incremental learning levels to achieve HID solution competency.

Learning assessments occur on a yearly basis, and the partners are awarded benefits based on a tiered approach consisting of Silver, Gold and Platinum level as they gain expertise. Additionally, partners earn loyalty-based incentives as they continue building profitable relationships with their customers, to help our partners succeed.”



## For Check Point, partner ecosystem is critical to scaling its business

Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check Point Software Technologies

“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. This enables us to train partner salespeople and engineers at a fraction of the cost of competitors.

Our training and certification program through online and in-person partner enablement platforms offers partners best-in-class training courses to assess, sell, deploy, and support security solutions. We also offer one of the best professional services training and shadowing programs in

the industry. Apart from this, we also have more than two dozen tools to assist our channel partners, some of which are aimed at partners to use with their customers such as assessments and security check-ups.

Check Point has a 100% channel-led business model and as such, the partner program is at the core. The Check Point Partner Program also enables deeper collaboration with Check Point, giving partners access to expert support and resources to speed up customer sales cycles. Our company’s mission is to provide the finest security while also giving possibilities for partners to grow and become more successful. With the new initiatives in the partner programme, we’re doubling down on our commitment to helping our partners earn new business and strengthen relationships with existing clients.”



## Sophos believes in putting its partners first in all its efforts

Sunil Sharma, Managing Director of sales, India and SAARC - Sophos

“Sophos is a 100% channel driven company. Our channel partners are almost like an extension of Sophos in India and SAARC. Being a channel focused company, Sophos has designed its go to market strategy only through partners. With every business effort, we try to empower our partners, be it making them well versed with our technology or with business acumen. For the past two years, we realized that many of our partners needed handholding to make their business efforts digital. Throughout these two years, we did joint digital activities with our partners. We call them partner through webinars.

We have a dedicated department called Channel Service Center, where we help our partners to run their own digital campaigns to engage with their customers. The Sophos Global Partner

Program is our platform to interact, engage and grow with our partners. Our channel strategies are well designed and are driven through our global partner program.

At Sophos, we believe in putting our partners first in all our efforts. For us, partner focus starts with the products that we create. There are features designed specifically for partners, such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customer endpoints and firewalls from a single dashboard.”



## The channel ecosystem is a significant layer of Commvault's GTM strategy

Anshuman Rai, Area Vice President, India and South Asia - Commvault

“Commvault is committed to nurturing and anchoring its channel partners through current market needs and transforming them into partners of the future. With the aim of accelerating our partner's digital transformation journey, we continuously update our approach and encourage collaborative paths to close more deals. With the evolution of the partner programs in the Commvault ecosystem, we have ensured more flexibility across program tiers with predictable profit potential and trusted deal support for business growth. We also provide our partners with in-region support, expansive training, and demand generation resources to build a future-proof and digitally empowered business with unlimited opportunity.

The recent developments in Commvault's Partner Advantage Program provide a tailored and refined way to support Commvault's MSP and Aggregator partners. We are committed to supporting and standing by our partners through any given situation and dedicating our time to jointly building an ecosystem of the future. Together as a team, we will focus on strengthening our global partnerships by empowering and accelerating our partners with our cloud initiatives through our enhanced Partner Advantage Program.”



## Barco digitally empowering its VARS through a hybrid work portfolio solution

Rajiv Bhalla, Managing Director of Barco

“As a global enabler of collaboration and visualisation solutions, Barco has cemented its position at the forefront of digital transformation. We had the foresight to realise that the future of work was evolving and understood that businesses must adopt a digital strategy focused on flexibility and agility. We are digitally empowering our partners and VARs through a products and solutions based remote and hybrid work portfolio aimed at making digital transformation a reality.

As a B2B company, the partner programme is exceptionally important to Barco as our partners are the connecting cords between the company and its end customers. Our entire go-to-market strategy is dependent on our partners and, given the imperative role they play, Barco is intensely focused on designing and following a fair and transparent partnership model. We have created a thriving and connected ecosystem, in tandem with our partners, by making them a part of our success story. We also ensure that our partners receive all possible support in aspects such as product availability, pre- and post-sales support, price performance, channel profitability and training and certification as we are keen on fostering an equitable and customer-focused ecosystem.”



## Thales places importance on its partners in driving its business growth

Rana Gupta, VP APAC, Cloud Protection and Licensing, Thales

“Thales not only strives to conduct all its business through partners but also places importance on partners driving the growth of its business. All the elements of the Thales Accelerate Partner Network (TAPN) program are designed towards rewarding partners who engage in the market to develop more business. These rewards include Deal Registration Discounts besides the backing of the Thales sales team to support the concerned partner on a registered deal.

This year there is a special emphasis on recruiting cloud partners who have not been in the traditional TAPN framework with the increasing movement of workloads to the public cloud where our solutions are more relevant than ever to drive the business growth.

Given that Thales has had its Thales Accelerate Partner Network (TAPN) program in place for several years now and during those years we have not only witnessed the growth of our partner ecosystem but also the corresponding healthy growth in revenue for all concerned, I would say that it is already a very fair and transparent framework. Having said that, I think the key is the commitment to creating a win-win situation and continuous communication in order to actually execute in the market.”



## A 100% channel-oriented brand, SonicWall considers partners as its extension

Debasish Mukherjee, VP - Regional Sales, APAC - SonicWall

“Our global family of SonicWall SecureFirst partners, including MSSPs are valuable to our business. As a 100% channel driven organization, our goal is always to educate and empower our partners, while providing them with cutting-edge and cost-effective solutions for a strong cybersecurity framework. Our famous and very well attended partner event -Boundless, provides the partners with unrivalled content, insight, and expert analysis to be successful in their businesses across geographies.

A unique initiative- SonicWall University, is an online partner enablement platform designed to keep SecureFirst partner sales representatives, pre-sales and support engineers at the forefront of both cyberthreats and security solutions. Also, our recently launched SonicWall MSSP program empowers partners, VARs and MSSPs with resources and tools they need to protect their customers while improving operational efficiency and costs.

As a 100% partner-oriented company, we believe that they are the extension of our company, the obvious go-to market route for us. Therefore, we lay great emphasis on processes and programs, making them well structured, highly rewarding, and educating for our partners. For SonicWall trust and profitability are the pillars that drive the strong collaboration with its global partners.”



## Schneider Electric's partner program helps partners grow and differentiate their business

Swarup Das, Director, Channel - Schneider Electric India

“At Schneider Electric, we have consistently endeavoured to deliver new solutions across both technology and business practices. We work in tandem to provide our partners with the best-in-class automation and digital solutions to build greater efficiency and sustainability. The IT Solution Provider specialization helps position our partners to better meet and exceed these expectations, driving more profitability and competitive differentiation for the business. Our new IT Partner Program helps partners grow and differentiate their business for the long-term by becoming a strategic adviser and expert in their market across multiple IT competencies.

The mySchneider IT Partner Program builds on our award-winning channel program's history to help our partners pursue multiple IT competencies and enable the development of diverse business models. Our flagship Partnerships of the Future program empowers a standardized and streamlined framework to assist our partners in reaping the advantages of projects and companies. We offer future-focused solutions and possibilities that encourage cooperation, provide support at every stage, and extend the know-how to use and deploy the appropriate digital tools for effective business outcomes.”



## Veeam considers the requirements of every partner and designs programs accordingly

Amarish Karnik, Channel Sales Director, India & SAARC - Veeam Software

“At Veeam, we want to help our partners add greater value and build more strategic relationships with our customers. Constant innovation to our partner programmes, developing appropriate skill sets, upskilling staff, and identifying additional revenue streams with software and services has become paramount, and Veeam is constantly striving to support its partners on their journey to digital transformation.

We have strengthened our Partner Perks programme, which was created specifically to increase partner engagement, reward them, encourage focused solution adoption, and drive business growth. Veeam also provides several other network programmes that facilitate access and provide better support to our partners, as well as increase partner engagement and encourage focused product/solution adoption among customers. Our partner programs are aimed at empowering all our partners to thrive in the evolving business landscape and better respond to customer demands. We collaborate closely with our partners to help them gain a better understanding of Veeam's solutions while also learning about their technical abilities and areas of expertise. We at Veeam are firm believers that the success of our partners, in turn, reflects on our success as an organization. We believe in “disruption” by bringing innovation to our product portfolio.”



## Barracuda is fully committed to helping its reseller partners succeed

Parag Khurana, Country Manager - Barracuda Networks (India) Pvt. Ltd.

“At Barracuda, we envision a safer world and help our channel partners to protect their customers with cloud-first, enterprise-graded security solutions that are easy to buy, deploy and use. By saying that, partner enablement is a key focus for us. We want to help our partners and customers understand their vulnerabilities by educating them on the evolving security threats and ways to stay protected.

Our dedicated Partner's Program provides different resources to help channel partners to achieve their business development goals with sales and marketing support, as well as product information. We offer hands-on, self-paced sales training, and monthly webinar to keep our partners up-to-date on the latest security issues and how Barracuda solutions can help address their customers' security concerns.

Barracuda is a channel dedicated company. It's very important for us to help our partners to find new business, expand and grow the business, and succeed together. We launched Barracuda Academy, a training program designed to provide our premier and preferred partners with the proper tools, training, and resources to sell Barracuda products successfully. We also heavily invest in marketing and sales support services to support our channel partners and generate qualified leads, deal registration, co-op funding, ready-made programs and annual events.”



## Channel partners are NVIDIA's driving force

Vishal Dhupar, MD, Asia-South, NVIDIA

“Channel partners are our driving force, and we look at innovative ways to strengthen the ecosystem by enabling them to grow further. During these two years, we saw many changes and adapted to the same. To continue supporting and encouraging our partners, we undertook different approaches to keep the engagement going, such as virtual sales calls, digital marketing, and third-party campaign partnerships, to name a few. We witnessed our partners migrating from physical marketing activities to digital platforms, as it was the need of the hour.

NVIDIA's business model is partner-driven, making the partner program a vital part of our business. NVIDIA understands the importance of strategic partnerships, and we have embraced the larger markets and several key verticals to address them. We partner with distributors, VARs (value-added resellers), OEMs, Independent Software Vendors (ISVs) and Cloud Service providers (CSVs). NVIDIA's focus is on accelerating the growth of our partners, and we believe that a strong partnership is the foundation of mutual success.

NVIDIA is committed to investing in our partners to collaborate and partner for the future. NVIDIA Partner Network (NPN) successfully functions at three levels - Community, Preferred and Elite. The NPN partner program is designed for value-added reselling, solutions integration, designing or manufacturing systems, hosting services, consulting, or servicing NVIDIA products and solutions.”



## Micro Focus implements initiatives that help partners meet the business demands

Saurabh Saxena, Country Director, Micro Focus – India

“Micro Focus has over 40 years of experience and 7500+ authorized partners to help customers maximize their existing software investments and innovate faster, providing software and critical tools they need to build, secure, and strengthen their operations. We are a channel-driven business, and our Partner Boost program continues to aid partners, especially in India and APJ region making collaboration easier with high profitability. This global network of partners lies at the heart of ensuring the highest level of customer satisfaction. Through our various upskilling and cross-selling programs, portfolio adjustments, training, certifications, incentives, and demand generation support, we ensure that partners have increased engagement scopes with customers,

strong cyber resilience, and digital capability scores with more opportunities for higher revenue generation.

Micro Focus continues to implement initiatives that help partners meet the business demands of their customers across environments and sectors, helping them offer high-quality solutions and products with guaranteed return on investments. Moving forward, our partner program will focus on providing greater opportunities to the partners through the Micro Focus enhanced suite including 27 product portfolios within six product groups – Application Modernization & Connectivity, Application Delivery Management, IT Operations Management, Cyber resilience, Information Management & Governance, and Vertica, the core analytical platform by Micro Focus.”



## Building an ecosystem and partner network is key to A10 Network’s ongoing success

Sanjai Gangadharan, Area Vice President – South ASEAN, A10 Networks, Inc

“Channel partners play a very fundamental role when it comes to our company’s go-to-market strategy as a majority of our business is transacted through them. They ensure business continuity by delivering security services that ensure performance and security of applications and cloud platforms at optimal levels. They learn new skills to work in line with the market needs.

At A10 Networks, we have an Affinity Partner Program especially designed to foster growth of channel partners who are leaders in the marketplace. Through the Affinity Partner Program, we invest heavily in the development and training of our partners in order to ensure high levels

of expertise both from a technical and sales perspective. Over and above that we also offer them other benefits including – Training and certification, Elevate to Elite Program, Tech Packs, Path to Platinum and Lead the Way initiative.

At A10 Networks, building an ecosystem and partner network is key to our ongoing success. Our primary focus is partnering with players who are strong in key verticals and can bring talent and expertise to our customers. We strongly believe in enabling and empowering our partners and strive to provide them with the best possible support, tools and resources.”



## NetApp makes consistent efforts to improve its programs, policies and portfolio based on partner inputs

Ganesan Arumugam, Director – Channel Sales, NetApp India

“As we have evolved into a hybrid cloud service provider, our partner programs have simultaneously transformed to meet the demands of the new normal. To this extent, we have launched multiple tailored programs for our partners as we transition towards a competency-based model. One of these solution specializations is our cloud preferred partner program. It enables qualifying companies to stand out as leaders in delivering best-in-class NetApp public cloud service solutions. The program recognizes their competency in optimizing solutions with AWS, Google Cloud, and Azure.

Our partner program is a powerful way to build profitable revenue models and drive value for customers by bringing together the expertise of multiple organizations. We are working with a strong partner network such as Hitachi Systems Micro Clinic, Binary Global Ltd, NTT India, Corporate Infotech Pvt Ltd. among others. They play a critical role in enabling customers to achieve their business goals. We have announced several initiatives specifically designed to empower our partners in freeing up their cash flow, planning business continuity, and focusing on business growth. NetApp has also unveiled the “Sell More, Earn More” incentive program wherein the Partner & distributor sales & pre-sales reps stand to earn exciting incentives. Recently, we have set up a virtual Data Visionaries Club where we connect partners with our global and local teams to help them understand technology better.”



## For SecurID, partner program is the key to its business success

Anand Mohandas, Channel Partner Manager – India, SecurID

“For decades, our brand has helped businesses around the world adapt to new cybersecurity challenges. SecurID, an RSA Business, established some of the foundational technology that business leaders rely on to secure their operations. We are working alongside our customers and partners to develop new solutions that build business resilience, advance zero trust security, support hybrid work, and future-proof our customers’ operations.

Channel partners are a vital part of SecurID. Enabling them is key to our success. We prioritize VARs, as they help us with a variety of business goals, while we help VARs address identity security. Our online training and channel management resources equip our channel partners with the knowledge and product updates needed to grow their businesses with us and to solutions tailored to customers’ needs.

At SecurID, we believe that our partner program is the key to our business success. The launch of our new SecurID Partner Program emphasizes the important role partners play in our go-to-market strategy. The “sell more, earn more” model provides greater opportunities for all channel partners, regardless of their tier, to grow their business and expand their profitability.

Our newly launched SecurID Partner Program has been designed based on feedback from our channel partners and will continue to evolve as business needs evolve.”



## SAS continues to see double-digit growth in partner related revenue

Manish Nair, Head-Alliances & Channels, India/Emerging Markets, SAS

“SAS recognizes that in this digital era empowering partners is imperative for business success and long-term growth. Real digital empowerment is also about identifying jointly potential target markets with partners, building business plans to address the market opportunity and finally empowering partners to drive the plan.

SAS empowers partners with extensive tools and technologies to be successful in executing joint business plans, which includes exhaustive enablement programs across partner sales & technical teams which are delivered digitally through SAS dedicated partner portal. Also, SAS

assists its partners with digital channel marketing programs to drive marketing campaigns & industry events to evangelize SAS offering/ joint partner IP’s to drive greater customer outreach.

SAS continues to see double-digit growth in partner related revenue, and partner satisfaction in the Partner Program which has risen each of the last four years. Our partners bring our software to life, creating innovative new applications to solve business problems, guiding our customers through deployment, and helping them get the most out of SAS for all their analytics needs. We believe each partner brings unique capabilities & assets which contributes to our joint success & differentiates us in the market.”

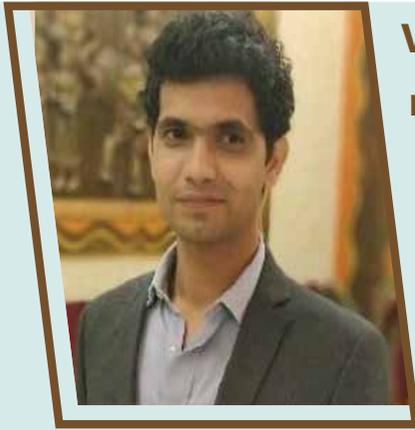


## Securonix with partners creates WIN-WIN business opportunities for customers

Harshil Doshi, Director Sales (India & SAARC) - Securonix

“Securonix is helping its partners in providing support to their customers at every step of their security journey. The Securonix Fuel Partner Program provides customized support, training, and opportunity registration that recognizes and protects partners’ investments in time and resources. Partners leverage the Securonix Fusion benefit program, which accelerates the development of interoperable security solutions, simplifies the integration of these products with complex customer environments, and delivers solutions to maximise the value of existing customer investments, reduce time to problem resolution, and lower operational costs for the end user.

Securonix collaborates with partners to create WIN-WIN business opportunities for customers. We have onboarded more than 50 new partners and 200+ customers from 12+ additional countries over the last 12 months in addition to our existing partners. We strive to make solutions, implement them, and manage customers as easily as possible for our partners. We ensure that our partners have comprehensive knowledge of our products and can effectively guide their customers through custom training programs and extensive professional service resource support. The company assists partners in addressing complex customer challenges by developing products that are fast, agile, scalable, insightful, regulated compliant, and collaborative.”



## Vertiv channel partners are a crucial part of its go-to-market strategy

Rakesh Kumar, Director Channel Alliance, IT Solutions, Vertiv

“It is a priority for Vertiv to ensure its partners are empowered and have access to 360-degree support. Through our Vertiv Partner Portal, we enable our partners with dedicated sales support, sales selectors and configurators, marketing resources, marketing development funds, online partner training, content syndication, eligible partners can apply for rebates, information about PAYBACK schemes and deal registration and incentive programs.

Vertiv empowers the partner network through the newly launched e-Commerce portal along with its esteemed National Distributor - Ingram Micro. Vertiv has also revamped the company website with a partner locator for all onboarded channel partners to enable regional touch points and connect with customers in a specific region.

India being a key market for Vertiv, our channel partners are a crucial part of our go-to-market strategy. We’re constantly working on expanding this network across the country, which, in turn, helps grow our and our partners’ businesses together. To ensure we keep our partnership model fair and transparent, we have identified four key phases- engage, evolve, empower, and evaluate- to keep our customers and us involved in each other’s businesses throughout the tenure of our partnership. Vertiv also focuses its efforts on making sure the overall channel ecosystem is working in harmony.”



## Channel Partnership remains at the core of the business functions of Axis Communications

Sudhindra Holla, Director, Axis Communications, India & SAARC

“Channel Partnership is at the core of our business functions and through collaboration, we explore new opportunities in the market. As a channel-focused company, we have strengthened the channel partner ecosystem, which has grown to more than 75,000 partners, in 179 countries. Our channel focused programs are designed to help system integrators, value-added resellers (VARs) and installers accelerate their solution sales. We also provide multi-fold benefits to our partners through enhanced margin opportunities, the industry’s most complete and reliable product portfolio, and world-class training and support from Axis.

Our initiatives are built on trust and mutual commitment while accelerating solution sales and providing long term value. With plenty of room for growth and advancement, we support our partners in every step of the way. Partners can also take advantage of project pricing opportunities and discounts on demonstration equipment. Additionally, our training and certification offerings ensure that our channel ecosystem stays current with new practices, tools and technologies.

At Axis Communications, one of the bigger initiatives we have undertaken towards digital adoption is launching digital training for our channel partners. We have streamlined and calendarized the training modules for our specialist partners and distributors. Our team has adapted to communicating similar training digitally by breaking the module into a three-day course.”



## IceWarp’s partner network is an integral part of its business strategy

Anita Kukreja, Head - Marketing & Channel Sales, IceWarp India

“Our channel partners are the backbone of our business. We are glad to be working coherently with them to help our prospects and customers have their teams on our platform which can significantly aid seamless communication and collaboration with the internal and external world. As a practice, we engage in constant engagement with our partners to equip them with important information and certification programs to digitally upgrade as well as train the team members regularly.

Partners are core to our DNA, and we believe they are our last mile to the prospects and end customers. As experts and veterans in the industry, our partners play a very important role in supporting our customers on the ground with their proficiency in services. We feel confident that our decision of working in tandem with channel networks will remain core to our go-to-market strategy. The said outlook has decidedly played a pivotal role in growing the brand’s market reach out geographically and vertically.

The partner network is an integral part of our business strategy for the region.”



## Partners play a decisive role when it comes to the GTM strategy of Cyble

Vivek Kumar Sharma, Regional Sales Director – Strategic Alliances and Partnerships (India and SAARC) - Cyble

“At Cyble, we believe in sharing knowledge. To deliver actionable threat intelligence, we keep our partners updated on the latest tactics, techniques, and procedures (TTP) that adversaries are employing. In the interest of empowering our clients to safeguard their systems, we are designing partner portal with modular training and are in the process of creating a lab for skill upgradation. Our efforts are directed at creating a repository of digital marketing content for the use of our partners.

Partners play a decisive role for a vendor when it comes to the go-to-market strategy. With India being a huge market, collaboration with a well-structured partner program has been a key driver of Cyble’s growth. We strongly believe in partner protection. We are in the process of creating a deal registration process which will enable our partners to register a deal, which in turn, will be integrated into our CRM solution. This process is based on complete visibility and enhanced usability. In addition, we are forming a cohesive work model wherein channel and enterprise sales will work together. We have already designed a lead generation programme through joint marketing and will be starting a partner recognition programme soon.”



## The dynamic market scenario strengthens the relationship between Palo Alto Networks and its partners

Krithiwas Neelakantan, Channel & Alliances Leader, Palo Alto Networks

“With the way of work changing, enterprises are kickstarting their digital transformation journeys by completely reinventing their current Tech stacks. Channel Partners are therefore now responsible for guiding our customers through this technological shift securely, as well as evaluating how they can deliver maximum value. This is where we, at Palo Alto Networks, come in. Our NextWave 3.0 Partner Program entrusts partners with a diverse portfolio of offerings instead of a handful of specialized products which provides them and our customers a competitive

edge. We also push partners to integrate these products into their own operations which can aid in the maturing of their infrastructures, scaling new markets, and delivering optimal customer experiences.

The dynamic market scenario has strengthened relationships between us and our esteemed partners, making them significant growth drivers across markets the world over. When it comes to developing partnerships within the NextWave program, our models are based on three pillars: integrity, flexibility, and adaptability. We enable partners to adopt our “differentiation with specialization” approach which allows them to tailor and deploy every product in our portfolio as per their requirements.”



## Fuji Electric's channel partnership is focused on strengthening and transforming business together

K G Deenathayalan, Business Head - Energy Division, Fuji Electric India Pvt. Ltd.

“We are a partner-led- organization and we co-sell with our channel partners. Our channel partners play a significant role in Fuji Electric India's go-to-market strategy, and our relationship is built on partner profitability and transparency. We are passionate about the success of our channel partners, as their success directly translates into our success.

To empower our channel partner, we transfer knowledge through virtual training and development. The partners also take it up as a project to upskill their team. Apart from training and certifications on various new technologies, we have also ramped up our sales and service training for the newly recruited partners. We have also extended our marketing activities with the

partners in various digital ways and yielded excellent results.

We have been committed to channel partnerships since our entry into India 35 years ago. We are focused on growing our partner community by enabling them to become solutions providers and execute the projects undependably rather than selling products.

We are committed to growing our partners with a profitable business. To motivate them, we develop several incentives and R&R programs and make sure that they make a better margin with us.”



## Customer success is at the core of everything that Oracle does

Sanjoy Mukherjee, Senior Director - Technology Alliances & Channels, Oracle India

“The cloud represents a huge opportunity for our partner community. Being a customer centric organization, we understand the value that partners bring to our customers’ businesses. We always consider our partners an extension of us. This becomes especially important now given the rise in technology acceptance across sectors. Given that our partners account for 80% of all Oracle transactions in the Asia Pacific region, they are the key towards making our customers’ businesses efficient.

Our partner led approach is reflected in Oracle PartnerNetwork (OPN) where we focus on helping our partners familiarize themselves with new cloud capabilities and specializations.

Customer success is at the core of everything we do at Oracle. We strengthen our network by skilling and reskilling them continuously. OPN is Oracle's partner program designed to enable partners to accelerate the transition to cloud and drive superior customer business outcomes.

Oracle incentivizes partners to build and deliver customer-validated cloud solutions pertaining to their needs. For over 40 years, Oracle has been engaging with customers to ensure maximum benefits for them and for many years, our partners have played an integral role in this process too. With new offerings continually added, our comprehensive network of partners ensures customers cloud architecture on Oracle Cloud Infrastructure (OCI) can scale and evolve with the organization’s needs.”



## Channel Programs help Nutanix partners to improve focus on customers

Harsh Vaishnav, Head of Channels, India, SAARC - Nutanix

“The Nutanix business in India is wholly channel-driven; we prioritize the requirements of our partners and give them access to resources, technology, and expertise to help them succeed. In addition, our Partner Support Centre in India helps our channel partners move more swiftly to an ‘Everything-as-a-Service’ (EaaS) model and grants them the access to full suite of Nutanix products, which creates flexibility, ease of deployment, and more subscription-based revenue stream.

The Nutanix Elevate Service Provider Program (NESPP) helps service provider partners streamline engagement for the partner ecosystem by utilising a standardised set of tools, resources, and marketing platforms. This reduces complexity while enhancing reward potential. It further enables service provider partners to increase revenue and agility by removing the lock-in and minimum commitment limits that come with standard contracts and programmes. It also provides greater access to information and insights across the partner ecosystem through custom-branded marketing materials, training tools, and personalized insights allowing for more effective data-driven decisions. Additionally, the program’s integrated architecture provides a simplified engagement system for customers.”



## CommScope’s partner program equip the channel with best-in-class technology

Kalyan Deep Ray, National Channel Manager, Enterprise Sales, India & SAARC, CommScope

“To continue navigating pandemic situations in different regions, we shifted our channel empowerment efforts onto digital platforms through running virtual roundtables, customer conferences and podcasts. As CommScope adapts to the new normal of digital business model, these key programs will help partners drive their business optimization that will lead to increased customer satisfaction.

We also developed and implemented ‘The CommScope Virtual Assistant’, a live chat function with a human agent and supported by an AI chatbot that offers quick, real-time solutions for partners and VARs who are accessing our website. Our PartnerPRO Network forms the backbone of our collaboration with partners by featuring an exclusive global network of experts designed to help partners discover new revenue opportunities. The network consists of CommScope-authorized local distributors, solution providers, consultants and alliance partners that are trained to provide local insight, which puts our high-performance solutions to work. We also recently launched our RUCKUS BIG DOGS Partner Program which includes a new middle tiering that allows a wider range of local partners access to market development funds and unique specializations in our industry-leading wireless networking technologies.”



## Eaton is committed to driving business through partners

Debasish Banerji, Director, Sales and Service, Eaton Electrical Sector, India

“An Intelligent Power Management company that Eaton is, we have done many activities to enable our channel partners digitally. On the digital solutions front, we launched Brightlayer for the Datacenter suite in 2020 which is Eaton's software application that includes everything from data center infrastructure management (DCIM) with capacity analytics and 3D visualizations to advanced, automatic remediations and cloud-based analytics that help predict power component failure. In 2022 we have added the SmartEdge Enclosure system (Rack + iPDUs + Monitoring software) to our digital solutions basket which has been very well received by the channel community.

We therefore want to empower channel partners around Digital solutions as this is the growth area for us. Eaton has a well-defined customer success strategy where channel partners play the key role of consulting and delivering world-class Eaton products and services to our customers. In 2022 we are launching Eaton's globally acclaimed Power Advantage Partner Program (PAPP) for not just a single-phase but also our three-phase power partners across India. Further to this, we are expanding our reach with Geo expansion programs to serve our clients with our complete portfolio, including digital solutions, across all locations. Eaton's fast-paced consistent Q-o-Q growth has come via the growth of our Channel Partners. We have conducted business transparently, introduced new solutions and products to grow channel partner margins.”



## Partnership is the key to Optoma's success

Vijay Sharma- Country Head, Optoma Corp

“As a brand in a niche segment, we put extra efforts to empower B2B partners to achieve sales growth in each market. We provide social media support, print advertisements in channel magazines, participation in trade shows, dealer and customer meets etc. to support them. We train them in product management and customer engagement through various digital mediums. We run free workshops, training and online sessions too for making them understand the nitty gritty of the digital age and its usage in sales and customer engagement and retention.

Partner program is an integral part of our business strategy as it plays a pivotal role in lead generation and sales growth. Since the beginning our strong partner base has helped us to create a footprint across India and connection with customers. Owing to a successful partner program we have strengthened our network, connected with new customer base and generated brand recall. The business strategies for the partners and distributors adopted by Optoma are transparent and fair in nature. We as a company give them fair share in the profit and allow them to grow with us.”



## Kaspersky prides itself in continuously improving its partner program

Dipesh Kaura, General Manager-South Asia- Kaspersky

“Kaspersky United, our partner program, integrates solution specializations targeting specific customer needs. In addition, we invest in a dedicated partner portal integrating all the tools our partners need to do business with us – including flexible license management for MSPs and MSSPs. This program also offers several opportunities to help our partners become digitally empowered - Skills transfers: boosting partners with the latest knowledge and ability to sell to and support customers Specialization: helping our partners differentiate their business from competitors, in turn attracting more customers Support: dedicated support team along with sales and technical training and certification for a

well-equipped team

As a 100% channel driven company, Kaspersky prides itself in continuously improving its channel program, Kaspersky United. This program puts partner profitability at the centre of it with major benefits such as generous, transparent rewards, incentives and discounts. Our multi-award winning portfolio of solutions, paired with solution specialisations of partners, we believe is a win-win situation for both our partners' and our business' growth.

We recently commissioned a survey to learn more about how vendors can improve their relationship with channel partners and best practices for working with them as a result of the pandemic.”



## Minosha boasts of partners associated with them since its inception

Gaurav Sachdeva, HOD - Product & Marketing (Minosha India Ltd.)

“While the pandemic in the last 2 years has brought new challenges to the work environment, it has given us all an opportunity to reinvent the wheel and adopt practices which support remote operations without adversely affecting efficiency. To empower our partners, we imparted regular training and access to digital Learning & Development tools. We also introduced software solutions for our customers and partners to remotely manage all their output devices while ensuring 100% uptime.

60% of our revenue contribution comes from our IDC channel consisting of our partners, VARs & Dealers which makes them a vital part of our ecosystem. Our Top 60 partner program has been successful in ensuring partner mindshare & loyalty. We have partners who have been associated with us since our inception, which goes back to 1993. Our Partners are always at the center of our business strategies as they play a pivotal role in achieving the long-term organizational goals. These partners are not only our extended arms but are also our brand ambassador representing Minosha India & Ricoh at various platforms. As an organization, we have clearly defined SOPs that have been designed to ensure an unbiased ecosystem with our channel partners.”



## Western Digital intends to foster a strong brand-distributor connection through communication and trainings

Khalid Wani, Senior Director- Sales, India, Western Digital

“Our channel partners are critical to our success. To engage with channel partners and empower them in the current digital situation, we offer a variety of programs such as TechTalk (an app-based training module for channel partners) and the WhatsApp business platform to empower them. We have a host of different initiatives in which we digitally inform and educate our partners on new products.

Western Digital India's channel tactics are intended to foster a strong brand-distributor connection through real-time communication, relevant training sessions, and a range of incentives campaigns to recognize and reward channel partners. We have a consistent three-pillared channel marketing approach at Western Digital: education, reward, and engagement. We provide frequent and thorough programs for our channel partners to help them prepare for changing client demands, a dynamic business landscape, market trends, and keep them up to date on relevant solutions and products.

In addition, we have many incentive programs for channel partners, including the SanDisk League of Heroes, the Western Digital Elite Partner Promo, and the myWD Partnership Program. These programs recognize and reward the value that our partners offer to the organization. We have also given our partners digital toolkits to help them acclimate to the new digital environment, including product collateral and sales generation resources, as well as social media connections with prospects.”



## Hikvision supporting its partners in every step of the digital journey

Ashish P. Dhakan, MD & CEO - Prama Hikvision India Pvt. Ltd.

“We at Hikvision India are following the roadmap for empowering the partners through our various digital initiatives on social media platforms. Our digital journey has made us aware that digital and analytics have been dynamically reshaping the B2B buying and selling environment in a mission critical mode. We are supporting our partners at every step of the digital journey by empowering them.

The partner programs are key drivers for business growth. Our aim is to enhance the customer experience by offering best-in-class products, solutions and services. The ‘Customer Centricity’ is our key success mantra. Over the years, we have grown by achieving excellence in three key focus areas of products, solutions and services. We are focusing more on Partner Training and Skilling imperatives by bolstering our digital capabilities. We are unveiling new digital initiatives across the channel to empower our esteemed partners. We also take every possible step to build trust among our partner ecosystem. We also ensure transparency across the distribution channel to ensure win-win situation for all our stakeholders. Designing a fair and transparent partnership model takes lots of hard work, impeccable integrity, innovative ideas and cohesive strategy. We strive to be at the epicenter of the channel and prioritize its needs.”

## “Providing unprecedented value to Enterprises in realizing their digital strategy”

With over 20 years of experience, Rox Trading & Systems is aiming to meet all Information and Communication Technology needs of Enterprises. Rox offers significant ROI and assured business continuity to its customers with their managed service offerings. The company's smart campus security approach enables offices to implement an integrated cyber risk management framework that provides structure. In a chat with VARINDIA, **Rakesh Jim, Managing Director, Rox Trading & Systems Private Limited** opens up about the company's key verticals, business growth, digital transformation, channel strategies etc.

### Brief about the company

ROX has over 20 years of combined industry experience, providing clients with Information Technology Solutions. Our company is built on constant innovation, expertise, and relevance. Headquartered in Chennai - India, we aim to meet all Information and Communication Technology needs of Enterprises.

Today, we have grown to become a pioneer in the ICT systems integration space and have earned the highest level of partnerships with global leaders in technology. Some of these include partnerships with IBM, Lenovo, SAP, and Cisco

### How has digital transformation aided employees and customers?

Rox is one of the few partners that can boast about offering a complete suite of ICT infrastructure solutions. These include Data Centre Solutions, Enterprise Computing, Cloud, Edge Computing, Network & Security, Collaboration, Personal Computing, Open-source, IoT & Smart Infrastructure, Document Management, SAP and Business Applications.

Possessing a strong, certified service team enables us to provide seamless support to our clients in managing their IT infrastructure. Through our Managed Services offerings, Lenovo Asset Recovery Services, Lenovo DaaS, Annual Maintenance Contracts & Software Subscriptions, we also offer significant ROI and assured business continuity.

### What are the key verticals and drivers of business growth?

Some of the key verticals and drivers of our business growth include - Solutions on Cloud, Automation, DevOps, Middleware applications, Storage & Virtualization. These are provided through strategic alignment with Open-Source leaders. The expert in-house consulting team offers Digital Transformation Consulting, IT Consulting, Network, and Security Audit Services, and also Application modernization for both greenfield and brownfield instances. This enables enterprises to achieve a swift and predictable timeline with Lenovo's world-class servers and storage solutions as well.

### What kind of services and solutions are provided to customers? Is there any higher preference for a particular service or solution by them?

We have a strong team of certified pre-sales consultants, deployment, and support engineers. Rox is equipped with supporting its customers right from identifying & sizing the right IT infrastructure, and deployment, to post-sales support.

During the pandemic, we saw a growth in demand for hardware products and online support and services from customers. These included support with data migration, wan configuration, printer installation etc. Services like Lenovo Premier Support & Onsite Installation along with extended warranty support were also essential during this period. We have a strong association with Lenovo at the highest level, which enables us to offer unparalleled IT infrastructure solutions. These infrastructure solutions helped us deal with a great deal of demanding situations and mission-critical workloads during these complex post covid times.

### With the work situation going back to normal, what would be long-term channel strategies?

Our smart campus security approach enables offices to implement an integrated cyber risk management framework that provides structure. This helps in identifying threats, vulnerabilities, and implementing cyber solutions to manage risks. The cyber risk capability is an integral part of our smart campus framework and comprises industry standards, legal, and regulatory requirements to establish the context of how cyber risk may affect an entire ecosystem including the academic community, services, infrastructure, and processes.

In the recent past, we have bet on all technology that can enable “Work From Anywhere”. By facilitating the employees of an organization to work from anywhere in the world, with an equal amount of security and assurance as that of an on-ground office. In order to maintain business continuity during the pandemic & post-pandemic period, we also offer our customers end-to-end solutions, along with Lenovo Premier Support and Lenovo Device Intelligence (LDI) Solutions.



**RAKESH JIM**

### What are the technology trends to look out for in the SMB segment?

The main technology trends to look forward to in the SMB segment include Cybersecurity, Smart Offices, Hybrid Workspace Automation, Employee Productivity Optimization Solutions via software and hardware, and DaaS. Cloud solutions & Software as services are also booming among SMB clients as it reduces capital investment. As a way ahead, we are targeting the SMB segment for expansion of business & trying to position the best possible solutions as per our customer's expectations. The SMB segment is growing under many government initiatives like Make in India. Clients in this space are looking for technological solutions to help grow their businesses.

# UPCDA organizes IT EXPO 2022 and FAIITA Conclave in Lucknow



UPCDA has recently hosted its IT EXPO 2022 and FAIITA Conclave in Lucknow at Ramada by Wyndham hotel on 10th of April, 2022. The Conclave also witnessed the election of new UPCDA President and the new committee members for coming year. The event started with the 'Lamp Lighting' ceremony. Then the welcome note was delivered by Devesh Kumar Rastogi, Senior Vice President, FAIITA.

Welcoming the FAIITA members, Devesh Rastogi said UPCDA is very happy to host this event for FAIITA. He thanked key UPCDA members for working very hard in organizing the event. He hopes FAIITA will again give this kind of opportunity and UPCDA will try to do its best

Pankaj Agarwal, President, UPCDA, said, "I am very happy that

all of you have elected me as President of UPCDA. I am aware of my responsibilities and hope you will help me to fulfil those responsibilities. I am happy after meeting the senior members of FAIITA and it gave me a lot of courage. I hope along with FAIITA members and former UPCDA committee members, the new committee members can work for the welfare of the IT fraternity."

The Secretary report was presented by Navin Gupta, Secretary, FAIITA. He commented, "In the last two and a half years FAIITA has done everything online, due to the pandemic we were unable to travel. During the initial days of COVID-19 pandemic when all the retail shops were closed, we came up with an e-store so that all the retail shops have a digital platform and it was inaugurated by former IT Minister Ravi Shankar Prasad. Now, we want to take that e-store ahead



**Pankaj Agarwal**  
President, UPCDA



**Navin Gupta**  
Secretary, FAIITA



**Shivam Aggarwal**  
Assistant Product Manager,  
RP Tech India



**Kaushik Pandya**  
**President, FAIITA**



**Shiv Sankar**  
**Secretary, UPCDA**



**Subodh Deshpande**  
**Head Channel Business**  
**(Retail & Distribution), Lenovo**

as we have noticed that e-commerce has taken away 30-35% of the retail shop's business. To stop the digital purchase of IT products, we have connected the India IT Mall."

Thanking everyone and specially UPCDA, B. Hari, Founder Member, FAIITA said as everyone is unique, every association is also unique. Years back when FAIITA was started they also faced the hardship to face the e-commerce segments. With the help of associations all over India they have overcome that. He called himself the unpaid salesman for brands. It is very important for them to have an e-commerce portal along with all the retailers and partners. While talking about the importance of physical stores, he said that the brands which started digitally are now opening stores, as digital is not going to survive without physical stores. He urged everyone not to look at this as a threat but as an opportunity to disrupt the industry. This is the best time for FAIITA to act very strongly and support the market.

There were presentations from the corporates. Presenting Lenovo's perspective, Subodh Deshpande, Head Channel Business (Retail & Distribution), Lenovo. Subodh said that the last two years were very challenging from a human point of view. The time was unprecedented and there were so many

challenges on personal level. But there were some industries and some products which are on the right side as the IT industry had changed completely over the last two years. During that period Lenovo has achieved 75% growth in volume, if revenue is added then it would double. Consumers have gone price conscious to value conscious. Offline channel has grown more than the online channel as online sales were almost the same before and after Covid.

The next corporate presentation was from RP Tech. Shivam Aggarwal, Assistant Product Manager, RP Tech India presented that the company is the fastest and most consistently growing B2B technology solutions provider in India. The team has ensured smooth and consistent work despite the unprecedented time with WFH issues.

Kaushik Pandya, President, FAIITA welcoming everyone said, "FAIITA is a nationwide association which is great at sharing knowledge, flourishing channel, growing networking and using the strength to protect themselves. We are following the agenda to share, flourish, connect and strengthen from the beginning. Despite of all the adversities we have achieved at least 50% what we have road mapped at the beginning. We wanted to connect with everyone, which

became possible as we came digital. The pandemic has provided us an opportunity to reach out to people in different ways."

Shiv Sankar, Secretary, UPCDA delivered the Vote of Thanks.

In the 2nd session S.Karthikeyan, Vice President, FAIITA said, "At FAIITA our idea was to create a marketplace and now it is ready. To share the USPs of the India IT mall, all of us together can create the largest inventory at any point of time. We are at the closest vicinity of the customers. The only thing we lack is the online presence, if that is created then our brick and mortar will grow tremendously. As it is ready now, everyone should participate and make it a successful attempt."

Devesh Kr. Rastogi, Senior Vice President, FAIITA said, "India government is to roll out new policies for e-commerce from next month. The India IT mall is ready after more than two years of tireless work, we expect it to roll out next month. As a nonprofit organization, India IT mall is going to provide you commission more than other e-commerce giants. Please expand your hands to strengthen FAIITA."

After an Open House with the State Representatives the event ended on a happy note.



**B. Hari**  
**Founder Member, FAIITA**



**Devesh Kr. Rastogi**  
**Senior Vice President, FAIITA**



**S. Karthikeyan**  
**Vice President, FAIITA**

## Aruba's NaaS solution empowers its partners to help customers adopt seamless user experience from the edge to the cloud



**JABEZ SELWYN**

Senior Vice President,  
Enterprise Group, Redington India

**In a chat with VARINDIA, Jabez Selwyn, Senior Vice President, Enterprise Group, Redington India discusses about Aruba's ESP solution, of how it is helpful for network modernisation, empowering partners and much more -**

### How Aruba is empowering partners by offering Network-as-a-Service?

To start with three things, one, hybrid is here to stay, second, the customer experience needs to be seamless across campus, remote, IoT and data center networks and third is security, a CEO must be at peace against any vulnerability.

For example, a couple of years back we had to enter the office and login. The network architecture supported the offices but not the remote logins. They were simply not designed for new ways of work. Not many of us were familiar with video calls before 2020. Network update mail was sent a week prior and it would be done on a Sunday. If something goes wrong the next day, it would be a holiday for the employees. It affected productivity and agility, in short adapting yesterday's network to today's needs is now almost impossible. Aruba empowers partners to help solve this problem for their customers in the most agile manner with easier network management. Today, our partners for Aruba NaaS can complete implementation in a matter of a few days. It empowers the partners to help their customers adopt a seamless consistent user experience from the edge to the cloud.

Another problem that our partners face is their customer's budget for the project. How much to invest? Scalability can never be predicted precisely. What if the customer invests heavily on a technology and it becomes

redundant or obsolete in two years? So, how does the customer optimize their capital during an expensive digital journey? Also, the decision making takes a long time due to such budget constraints. Here, Aruba empowers the partners to pitch in a solution with a shorter sales cycle, a scalable pay as a service and secure network completely.

### How is the Aruba ESP Solution useful for Network Modernisation?

Aruba ESP's AI powered automation is unique. Today's biggest challenge for any organization is talent for digital transformation. The customers are facing talent crunch across industry sectors and automation is the only way. Aruba's automation advantage is the AIOps. It is based on data lake from over 1,00,000 customers and is ever increasing. This is a human assisting technology which effectively eliminates the need of humans to do repetitive jobs like network management and troubleshooting. AIOps helps to reduce ticketing by over 50% and resolve issues 90% faster. So our partners can deliver this as a huge cost saver for their customers. Another key aspect is the predictive analytics of Aruba's ESP which has upto 95% accuracy.

With ESP the customers get to manage their switches, access points, gateway from a single pane of glass and the visibility of the network is always available everywhere.

Currently, Redington has ESP demo labs in four cities - Delhi, Chennai, Bangalore and Mumbai. These labs are created to have user level experience for our channel partner and customers where they can feel the device.

### How Aruba is adding value in helping the partners to address the new IT challenges?

Aruba Instant On delivers new technology for the newer challenges. Post pandemic wireless connectivity became a show stopper for many organizations. Instant On is a product that takes the challenge of being instantly configurable and can be done by anyone thus eliminating the need for our partners to spend on deployment.

### How are you empowering the partners and VARs with HPE GreenLake - Everything/Infrastructure-as-a-Service?

With Greenlake's Aruba Central one can have a complete view and monitoring can be done from a single pane of glass. Also, the built-in foundation for zero trust and SASE frameworks helps the partner to have an edge over competition to deliver a completely secure environment from day zero.

Our focus in terms of positioning of Greenlake for all customers is Aruba Central - its interface plays a vital role in integrating the compute and networking part of HPE's complete Greenlake solution and it empowers the IT managers to upscale, right scale with this interface along with other cloud services in quick time. This eliminates additional inventory or capacity that is not utilized in an instant. Thus the partners are able to provide true ROI value to their customers.

### How is Redington protecting partners in this growing competition in the industry?

One of the key advantages Redington delivers to the channel partner is its strong 100 member pre-sales team and implementation of services across technologies in the enterprise space. We make it available to partners across India and they can leverage this to upsell, cross sell and thereby bringing in incremental revenue for the partners. For example, a server storage partner can leverage our capabilities of pre-sales and post-sales team of Aruba to increase their customer base. This team works closely with our partners to address their customer requirements starting from a site survey, network audit, heat map analysis and network orchestration. We also help in implementation of these solutions through our post-sales team.

## Cadyce brings Clamp Connectivity and Productivity for iMac and All In One PC

Cadyce has come up with – USB-C ClampFit Docking Station called CA-CLMFT. The docking station is aesthetically designed to mount on an all-in-one PC or monitor using the screws on the rear side. With this, the mayhem of wires stays minimized, desk space extended, and the availability of ports enhanced. Owing to its omnipresence, CA-CLMFT comes with a USB-C connector.

Besides, it is a boon for professionals as it flaunts an HDMI port with 4K@30Hz resolution support. One can choose various screen modes like extend and mirror to add ease to their working environment. Furthermore, the competence amplifies as CA-CLMFT boasts two USB 3.0 ports. With this interface, there is an assurance of a superfast data transfer speed of up to 5Gbps. The silver lining is that the ports support BC 1.2 charging to fuel mobile devices at an accelerated pace. To top it all off, it comes with USB-C PD charging with 45W to juice up the laptop.

For more accessibility, CA-CLMFT flaunts the plug-and-play feature, which skips the lengthy installation process of drivers. Moreover, it boasts SD and Micro SD card slots to access photos, video, media from mobile phones, and digital cameras. Interestingly, these slots extend support up to 2 TB. Its compactness and portability make it easy to carry while showcasing compatibility with an all-in-one PC, iMac, or any flat monitor.

As per the Cadyce team, “CA-CLMFT is a one-of-its-kind invention from Cadyce for enjoying uninterrupted connectivity. We realized many users were looking for a docking station that can be mounted. Some prefer not to have a docking station placed on the desk as it can initiate disorderliness in the workspace. Thus, to satiate this requirement, we undertook rigorous research and crafted CA-CLMFT. The basic mantra of Cadyce is to make lives easy with solutions bestowing best performance. Therefore, in this desire, Cadyce has always churned gadgets embedded with the best technology. Similarly, for CA-CLMFT, we are offering a USB-C reversible connector. The reason is to ease out the plugging problems of the users. To simplify more, we are offering ‘plug-and-play’ functionality for bypassing those lengthy installation processes. Most importantly, CA-CLMFT is equipped with features wherein consumers get a chance to enhance their efficacy to the core.”



InterraIT is a global technology solutions company providing customized software solutions to Fortune 500 companies worldwide. InterraIT prides itself on harnessing to deliver world-class quality services and ideas. Our association provides every client a clear proposition; assured success and tangible business progress. InterraIT prides in its functional expertise and its domain knowledge in some of the most demanding sectors like Mortgage, Banking, CRM, Retail.

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# Rising Competition in the Gaming PC sector in 2022

Worldwide shipments of gaming PCs and monitors continue to grow at faster rates than their parent markets. The gaming market was already on fire and things only accelerated after the pandemic, as most people were spending more time at home and in front of the screens. For gaming PCs, which includes both desktop and notebook PCs, the unit shipments are expected to grow from 41.3 million in 2020 to 52.3 million in 2025. Similarly, the gaming monitor market is expected to jump from 14.2 million units shipped to 26.4 million during the same time frame.

Due to supply chain issues caused by the pandemic, the price of computer components, especially graphics cards, has escalated. With the shortages, it is now more affordable to purchase a prebuilt system as the companies that supply prebuilt desktops are able to purchase their components in bulk, which allows them to acquire those components at reasonable prices. For most people, budget plays the biggest role in a desktop buying decision. With a custom-built PC, users can adjust the component configuration until it suits their needs and budget.

The best gaming PCs are powerful enough to play the most resource-demanding and graphically-intensive games in the biggest and most elegant form factor. There's a lot to consider while looking for a gaming PC: power, size, components and what resolution the user wants to play at. Depending upon the users' needs and requirements - from best graphics cards, best processors on the market to best budget gaming PC with some modest setting adjustments - there is a wide array of gaming PCs available in the market.

Some of the best gaming PCs include Alienware Aurora Ryzen R14, HP Pavilion Gaming Desktop, HP Victus Desktop, MSI Aegis RS 11th Gen, iBUYPOWER Pro Gaming PC Computer Desktop, CyberpowerPC Gamer Xtreme VR Gaming PC, Acer Aspire TC-885-UA91 Desktop, SkyTech Shadow 3.0 Gaming Computer PC Desktop, Dell XPS 8940 SE Intel i7 RTX 3070 Dual Storage Desktop, CyberPowerPC Infinity X109 Gaming PC, HP Omen, among many others.

Let's see what the corporates have in store:

## Shivangi Bhaduria, Media & Communication Manager, MSI

### Basic requirements for a gaming PC

Choosing a gaming laptop can be overwhelming. Therefore, here are a few factors to keep in mind while choosing your ideal gaming laptop:

- **Performance:** For all those lag free game sessions, heavy load work & the ability to carry out multiple tasks at the same time requires high CPU & GPU centric machines. MSI, being the first movers in the industry have the complete 12th Gen line-up readily available in the market.
- **Cooling Solution:** To ensure a truly, immersive gaming experience with no lags & higher frames cooling plays a crucial role. MSI is acknowledged for its cooling solutions. With 15% more airflow in pipes, it reduces the core temperatures by 2 degrees.
- **Design & software optimisation:** Today the end-user gets a variety of options available - from funky RGB backlit keyboards to matte finished sharp look you want it, you got it! We have partnered up with the best of the world - Colie Wertz, Ubisoft to enhance the user experience & give an edgy look.



### Impact of GPUs on gaming PCs performance

This new era has given the GPUs more flexibility for a wide range of applications as they are now more programmable than ever before. With the latest Intel 12th Gen processors & NVIDIA RTX30 series MSI's laptops are the epitome of performance. Our OverBoost Technology Combined full load of CPU-GPU to maximize 175W graphics power by GeForce RTX 3080 Ti Laptop GPU, with 45W to an unprecedented total of 220W - 30% higher than the traditional power design of other laptop brands.

### Things to keep in mind while buying the best gaming computer

- **Performance:** For all those lag free game sessions, heavy load work & the ability to carry out multiple tasks at the same time requires high CPU & GPU centric machines. MSI, being the first movers in the industry have the complete 12th Gen line-up readily available in the market.
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### Integrating the distribution network for last mile delivery and after sales support

Our vision is to build a holistic approach where an Omni channel solution is the way forward. We are determined to expand our retail footprint in India, with new stores coming in Mumbai, Ahmedabad & Delhi. This enables our customers to reach out to our stores & get in touch for any service / product issue or upgrade that's required. We have no cost EMI option available for our users.

### Warranty period and support

MSI has over 100 service centres across India with a dedicated staff to assist our users in need. We now have an on-site service that enables our users to register online with a few easy steps in case their laptop is damaged or faulty. We also have an escalation matrix in place to improve issue management & decrease TAT for our users.

## Sanjeev Mehtani, Chief Sales Officer, Acer India

### Basic requirements for a gaming PC

Between a graphics card, processor, RAM, and storage, there is a lot to consider. A basic gaming laptop should have a combination of a powerful processor paired with a GPU, memory, and a high-quality display for a good experience. The Acer Predator Helios 300 is India's first 360Hz refresh rate gaming laptop and provides its users with a smooth immersive experience.

### Impact of GPUs on gaming PC's performance

For a gaming laptop, the CPU, GPU, Memory, Storage and Refresh rate are equally important and for these to work in unison a gaming laptop also requires good cooling technology. Acer provides an array of powerful and immersive laptops that can meet the requirements of gamers. The Aspire 7, Nitro and Predator series by Acer gives users a combination of budget-friendly and premium experiences in the gaming category.



### Things to keep in mind while buying the best gaming computer

Some important things to keep in mind are:

The amount of time you would spend on gaming and the kind of games you aim to play; the right hardware – CPU and GPU; appropriate RAM to support games that demand more power; display refresh rate; enough storage and tactile keyboard and mouse.

### Integrating the distribution network for last mile delivery and after sales support

During the initial days of Covid-19, Acer introduced an Omni-Channel experience for our partners to provide a seamless path to purchase and serve better across channels. The Omni Channel experience is specially designed to cater to the needs of our offline retail partners in the current scenario and it is our first step towards a longer-term Omnichannel strategy.

### Warranty period and support

To offer customer-friendly solutions, we provide 1st year accidental damage protection and up to 3 years of extended warranty. Acer's call center and service team are also specially trained to handle high-end gaming laptops.

## Ian Tan, Gaming Lead, Asia Pacific, Lenovo

### Basic requirements for a gaming PC

Gaming laptops have become more popular than gaming desktops in recent years, so gamers look out for the following features:

A combination of powerful CPU (from Intel or AMD) and GPU (from Nvidia or AMD) processors that are the key drivers in the performance of the PC; A high-refresh rate display, usually 120Hz and above. The color accuracy of the display is also important for doing creative work like photo and video editing; Plenty of RAM so you can multitask easily; A strong cooling system that can rapidly dissipate the high amount of heat produced by the CPU and GPU processors; Upgradeability is a more recent trend.

### Impact of GPUs on gaming PC's performance

GPUs have advanced tremendously in the past few years and now allow gaming laptops to be as powerful as desktop PCs for gaming and content creation. First-time buyers or budget-conscious buyers will go for the GTX 1650 or RTX 3050 GPU from Nvidia. The middle range of Nvidia GPUs is known as the RTX 3060, and the premium range would be the RTX 3070 and 3080 series.

Our latest Legion 5i Pro (2022) has a Total Graphics Power (TGP) rating of 150W for the RTX 3070 GPU, and this will outperform another laptop with the same GPU but lower TGP rating. The performance also depends on the strength of the PC's cooling system. Our Legion laptops have the Coldfront cooling system that uses a combination of hardware design, software and AI to maximize the GPU cooling and extract even more performance.

### Things to keep in mind while buying the best gaming computer

At the entry-level, we have the Lenovo IdeaPad Gaming 3 that has become the choice of many first-time PC users worldwide. If you can afford a bigger budget, you can get a Lenovo Legion series which offers more powerful components and features. We have the Legion 5 series, and our flagship range is the Legion 7 range.

Another important factor is the after-sales support. At Lenovo, we take care of our customers with Legion Ultimate Support where gamers who own a Legion have a dedicated support hotline and next-day PC replacement service. One thing to note is that gaming laptops will be heavier and bulkier than non-gaming laptops. The weight and size are due to the increased cooling capability of the gaming laptop.

### Integrating the distribution network for last mile delivery and after sales support

We have around 530+ Lenovo Exclusive store fronts across 220 cities, almost 500+ enabled for omnichannel that ensure product discovery and fulfilment within 24 hrs – ensuring a seamless customer experience. We have 150+ service centers that provide onsite support across all pin codes in India, including 24x7 call center support for premium care.

### Warranty period and support

For our Legion models, we provide up to 3 years warranty and also additional 1-year Legion Ultimate Support. You can reach us through email, phone or online chats.



## Acer's high-demanding consumers helped to ensure better accountability, visibility and maintain tight control in the market

Acer is a provider of service-oriented technologies to the Internet of Things to gaming and virtual reality. The company is focused on enabling a world where hardware, software, and services will fuse to open up new possibilities for consumers and businesses alike. The company's omni-channel experience is helping them to provide a seamless path to purchase and serve customers better across channels. To meet the growing demands of the market, the company has recently partnered with Dixon Technologies to manufacture PCs locally. In a chat with VARINDIA, **SANJEEV MEHTANI, CHIEF SALES OFFICER, ACER INDIA** comments on the recent demand in the market, about the chip shortage in the market, newer innovations etc.

### AS THE DEMAND FOR COMPUTING DEVICES HAS INCREASED SHARPLY, HOW ACER IS MANAGING THE SUPPLY CHAIN AND MEETING THE DEMANDS OF THE MARKET?

The last two years have taught all of us the importance of incorporating cutting-edge technology in the complex business world. Today consumers have become demanding, setting their expectations high in terms of service and quality of products and technology has helped us ensure better accountability and visibility and maintain tight control and meet the demands of the market.

At Acer, with changing consumer behaviour, the Omni-Channel experience helped provide a seamless path to purchase and serve customers better across channels. This initiative helped to provide ease of purchases, keep the partners and customers safe and promote business continuity. Also, across our e-store, to support the customers we had developed a 'Book Now Pay Later' option where people could get priority delivery across a wide portfolio of laptops, accessories, monitors, and projectors and pay when the shipment is ready for their location. For students and teachers, we also provided e-learning tools as part of our BTS campaign along with exclusive discounts, special affordability programs, and an extended warranty through our e-store.

Also, as part of our Make in India initiative, we have partnered with Dixon Technologies to manufacture PCs locally, which will help us to further meet the growing demands of the market.

### HOW HAS THE COMPANY MANAGED TO INCREASE THE PRODUCTION OF DEVICES?

The pandemic led to a surge in work from home and study from home which saw a significant spike in requirements for tech-enabled lifestyle products like laptops, purifiers, and accessories. Even during these difficult times, we managed to increase the production of the devices by our strategy and promise to support and empower our channel partners by offering industry-relevant solutions so that they can successfully leverage the Indian market. We also trained, helped in the design, and build a sustainable and profitable business. Our focus was on building a strong relationship with reseller partners, understanding their needs, and empowering them with the right



set of knowledge and tools. This has helped Acer in its growth and increased production.

At Acer, customer relationship and innovation are the two things that have allowed us to sustain and succeed in this industry. It is important to understand the customer's needs and empower them with the right technology at the right time. Going forward, the partnership with Dixon Technologies will also help to increase demands locally.

### AS THERE IS A SEVERE CHIP SHORTAGE IN THE MARKET, IS THERE ANY CHANCE OF RAISING THE PRICE OF COMPUTING DEVICES?

Everyone has faced the chip shortage problem right from the time the global pandemic had hit and all the industries have faced its implications. However, now the Indian government has cleared Rs.76,000 crore scheme which aims to boost semiconductor and display manufacturing in the country. Under this scheme, India will set up more than 20 semiconductor design, components manufacturing, and display fabrication (fab) units over the next six years. This will attract large chip makers to invest and help in positioning India as the global

hub for hi-technology production.

### AS THERE IS AN INCREASE IN THE COMPONENT COSTS, HOW ACER IS BALANCING THE COST OF LAPTOPS IN THIS PRICE-SENSITIVE MARKET?

With increased operational and logistical optimization, we try our best not to pass the cost to customers.

### WHAT ARE THE NEW INNOVATIONS IN COMPUTING SPACE TO MEET THE GROWING DEMAND IN THE MARKET?

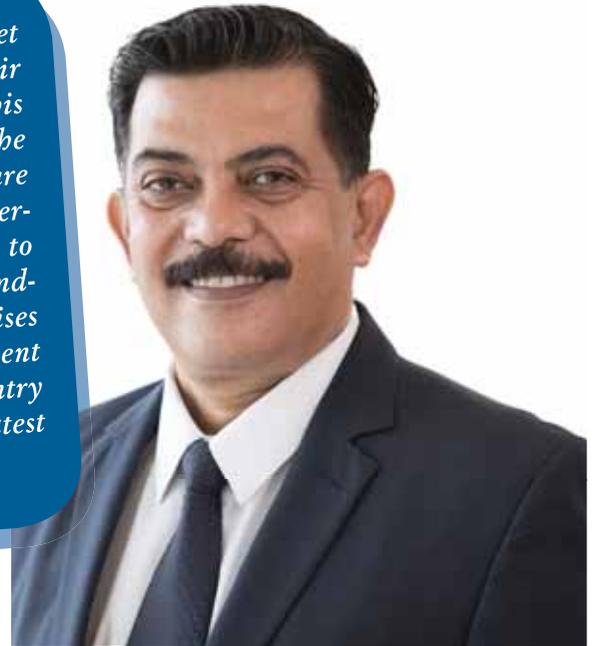
Artificial Intelligence and Machine Learning will be part of the computing world for years to come. To predict the customer needs and delight customers at scale, AI will be used.

Going forward, sustainability will be a key focus for all companies. At Acer, we are also determined to invest in products and services that help reduce the carbon footprint and promote greener earth. Newer innovations like 5G, virtual windows, head-mounted displays, and battery breakthroughs are a few other innovations that will help in meeting the growing demand in the market.

# VAR SECURITY

**“TENABLE.CS HELPS ORGANIZATIONS TO PROGRAMMATICALLY DETECT AND FIX CLOUD INFRASTRUCTURE MISCONFIGURATIONS IN THE DESIGN”**

*Tenable India has pioneered the IT Vulnerability Management market with a vision to empower all organizations to understand and reduce their cybersecurity risk. The company is at the forefront of innovation in this new era to help organizations of all sizes rethink how they can secure the modern digital enterprise as the pioneer of the emerging Cyber Exposure market. Tenable has recently brought Tenable.cs, which is a developer-friendly, cloud-native application platform that enables organizations to secure cloud resources, container images and cloud assets, providing end-to-end security from code to cloud to workload. It will help enterprises manage cloud security posture and extend vulnerability management practices from the cloud to code. In this context, Kartik Shabani, Country Manager, Tenable India throws light on the current security trends, latest security technologies, importance of the IaC security etc.*



**KARTIK SHAHANI**  
COUNTRY MANAGER, TENABLE INDIA

## PRESENT SECURITY TRENDS IN INDIA

While discussing about the current security trends in the country, Kartik points out:

**“A shift-left approach to security:** As organizations in India continue to adopt cloud-native technologies the detection of vulnerabilities and cloud misconfigurations will have to move from being reactive to proactive. This is because risks identified at runtime are already exposed to attackers, and fixes applied in runtime will be overwritten with the next code deployment. Organizations cannot achieve cyber resilience with legacy cloud security tools. The only way to ensure ephemeral cloud assets are secure is by codifying security throughout the development lifecycle, making the software secure by design.

**5G and cybersecurity:** The Indian government announced the allocation of the 5G spectrum in 2022. The benefits of 5G in India are very tangible but it also enhances risks. 5G will increase our dependence on digital infrastructures, increasing the negative impact on society when this infrastructure malfunctions due to cyberattacks. Businesses must carefully consider the cyber resilience and security of the systems that will utilize this game-changing technology.

**Active Directory security:** One of the most overlooked aspects of cybersecurity is the Active Directory (AD). Ransomware operators have concentrated their focus on leveraging vulnerabilities and misconfigurations in the AD as a pivotal step in their attack path. Cybercriminals know that compromising AD is the easiest way to gain unrestrained access to an organization’s network and obtain the “keys to the kingdom”. Unfortunately, too few organizations are adequately assessing AD for security and governance issues. We expect organizations in India to focus on securing the AD and building zero-trust environments to increase resilience.”

## THE LATEST SECURITY TECHNOLOGIES

Tenable announced new capabilities for Tenable.cs, its cloud-native application security platform. By using Tenable.cs, organizations will be able to programmatically detect and fix cloud infrastructure misconfigurations in the design, build and runtime phases of the Software Development Lifecycle.

## IMPORTANCE OF THE IAC SECURITY

According to Kartik, “Supply chain attacks, which are a type of cyberattack that targets a third-party vendor that offers software vital to the supply chain; have become very common over the years. By implementing security into the developer build process - continuous integration and continuous delivery (CI/CD) and DevOps Pipelines, these types of attacks can be mitigated. With Infrastructure-as-Code (IaC), all resources and respective configurations are defined in code. This means scanning can easily determine what controls are available and what they’re able to address. It also means that if vulnerability is found, the impact on the broader environment can be quantified. The ability of a software tool to automatically detect issues and remediate them before deployment is at the core of building a highly effective DevSecOps team.”

## IAC BUILDING SECURITY INTO THE CORE OF APPLICATIONS

In his concluding lines Kartik says, “IaC has the ability to modernize manual processes in security and operations. It offers a way to describe infrastructure in the form of source code. Security can enable the DevOps team with a security syntax check for Infrastructure as Code, assessing Terraform and Kubernetes scripts for issues. In this way, they can ensure that what is deployed is secure by default and that any fixes are a simple merge request rather than a patch or operational afterthought.”



## Milton Dorairaj advances as Assistant Country Manager at Netpoleon India

After successfully leading the Sales team at TechKnowLogic Consultants India (A Member of Netpoleon Group of Companies) as the Sales Director, Milton Dorairaj took on the new role of the Assistant Country Manager. He successfully handled the PAN India sales team, business development, OEM and channel partner engagement at Netpoleon India for the past four years. His flawless industry experience of 18 years

and understanding of the market makes him the obvious choice to lead this national role. As Netpoleon expands its reach in the market looking forward to getting further and deeper insights into the Industry, Milton in this new role is in charge of helping Netpoleon's footprint grow in the India & SAARC market, and also scale up the company's portfolio across the country. Netpoleon India is proud to have a leader who already has great popularity with the team, partners, vendors and OEM Communities.



## Wipro ropes in former KPMG executive Satya Easwaran as India head

Wipro has roped in Satya Easwaran as the Country Head for India.

Satya will be in charge of strengthening Wipro's business in India across key industry sectors through strategic consulting, transformation and modernization engagements. He will help clients leverage Wipro's capabilities and investments in Cloud, Digital, Engineering R&D, Data/ Analytics and Cybersecurity to succeed in their

business and digital transformation initiatives.

"India is a strategic market for Wipro and I am excited to welcome Satya to champion our bold ambition for growth and leadership here. Satya's rich international experience in delivering high-value consulting services, and his track record of building successful sales and leadership teams will help strengthen Wipro's positioning as a trusted partner for Indian clients", said Anis Chenchah, CEO of APMEA (Asia Pacific, India, Middle East and Africa) and member of the Wipro Executive Board.



## Irina Ghose is now COO of Microsoft India

Microsoft has announced the appointment of Irina Ghose as Chief Operating Officer of Microsoft India. Ghose has been a Microsoft veteran of over two decades and a strong Diversity and Inclusion champion.

"In her new role, Irina will be responsible for driving end-to-end operations for the company in the country," Microsoft has said.

She has held multiple strategy and sales leadership roles in the company, most recently leading Cloud Solutions in India. She plans to

continue working with over 14,000 partners and customers, using her learnings to help India with its digital transformation journey, and provide skilling platforms for the youth. She is an Electrical Engineer from IIT BHU and an MBA from XLRI. She is a recipient of the 'Inspirational Women's Award' at Microsoft and 'Distinguished Alumnus Award' from IIT BHU.



## Sonata Software positions Samir Dhir as its CEO

Sonata Software announced its CEO's transition as part of the Board's succession plan. Srikar Reddy will continue as MD and will transition to Samir over the next nine to twelve months.

Samir brings more than 25 years of leadership and industry experience to Sonata. In his last role, he served as CEO of Global Markets and Industries at Virtusa, where he managed the company's revenues of over US \$1.6B. As part of the role, he built depth in BFSI, TMT, and Healthcare industries for Digital capabilities.

The Board also announced that there would be continuity with Srikar Reddy being elevated as Executive Vice Chairman once the above transition is complete. Srikar will continue to support the leadership team on important organizational initiatives.

All of the above are subject to Board, Shareholders' and other applicable approvals as required.

## Vishak Raman to lead Fortinet's Business in India, SAARC and Southeast Asia

Fortinet has announced the appointment of Vishak Raman in a new role as the Vice President for Sales in India, SAARC and Southeast Asia.

Vishak Raman brings with him over two decades of experience in the cybersecurity space with proven expertise in product management, sales, marketing and business development. Earlier as the Senior Regional Director, India & SAARC at Fortinet, he was instrumental in establishing and growing Fortinet's technology leadership and success story in India. He also set up a first-of-its-kind Technical Assistance Center at Bangalore which has over 200 engineers who provide 24/7 support to Fortinet's customers in India and the Middle East.

Prior to Fortinet, he was Director of Security Business, India & SAARC at Cisco. Vishak who holds an engineering degree and a Post Graduate Diploma in Business Management from IIM Ahmedabad, has also worked in various roles at FireEye, Tata Communications, WatchGuard, Sify and HCL Technologies.



## N Chandrasekaran officially takes charge as Chairman of Tata Digital

Tata Sons' Executive Chairman, N Chandrasekaran has now formally taken charge as Chairman of Tata Digital which had announced the launch of its much-hyped super app Tata Neu on April 7.

For Chandrasekaran, who was reappointed as the chairman of Tata Sons for another five years in February, Tata Digital has been his brainchild since he took charge as Tata Sons chairman.

Chandrasekaran has been closely involved in its growth plans from the beginning as the Mumbai-based conglomerate eyes to make a dent in the Indian e-commerce universe.

Currently, Tata's digital strategy is being spearheaded by Pratik Pal, CEO, Tata Digital along with Mukesh Bansal, Founder of Cultfit - who previously founded fashion e-commerce startup Myntra.



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