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AMD plans to invest $400 million over next five years in India

AMD has announced plans for continued growth in India through an approximate $400M investment over the next five years. The planned investment includes a new AMD campus in Bangalore, Karnataka that will serve as the company's largest design center, as well as the addition of approximately 3,000 new engineering roles by the end of 2028.

The new AMD campus is expected to open before the end of 2023 and will feature extensive lab space, state-of-the-art collaboration tools and seating configurations designed to foster teamwork. The investment is supported by the various policy initiatives of the Government of India focused on the semiconductor industry.

Govt announces free online AI training course in Indian languages

Union Minister of Education and Skill Development and Entrepreneurship, Dharmendra Pradhan has launched AI for India 2.0, a free online training programme on AI. The programme is a joint initiative of Skill India and GUVI, which is an IIT Madras and IIM Ahmedabad-incubated edtech startup.

GUVI focuses on providing personalized learning. It offers online learning, upskilling & recruitment opportunities. It teaches tech-skills in different regional languages.

The course introduced by GUVI aims at educating individuals and rural youth in cutting-edge technologies like Artificial Intelligence. The program's collaboration between Skill India and GUVI, brings expertise from leading educational institutions and industry players.
HELLO INDIA

ANALYZING THE DATA PROTECTION BILL

Today, India has more than 800 million internet users and it is expected to increase by 45% in the next five years to 900 million in 2025. Given the dynamic nature of the online sphere, privacy concerns and issues are rapidly changing. There is an urgency to bring a robust data protection policy and its implications on citizens.

The Digital Personal Data Protection Bill, 2022 introduces a new framework for personal data protection, making it paramount to comprehend and understand its applicability and functions. The Government of India sees this released bill as one of the parts of its larger vision of a Digital Economy, this vision will include a comprehensive “Digital India Act” that would in due course of time replace the existing Information Technology Act, 2000.

Hence, it becomes crucial to take a closer look at its provisions, implications and shortcomings considering its potential to impact our day to day lives. The proposed DPDP Bill, 2022 is aimed at “framing out the rights and duties of the citizen (Digital Nagrik) on the one hand and the obligations to use collected data lawfully of the Data Fiduciary on the other hand. The reworked version of India’s long-awaited data protection law has been cleared by the Cabinet, and could come before Parliament in the Monsoon Session.

The proposed DPDP Bill, 2022 establishes severe penalties for violations of any of the legislation’s provisions, which will be determined by the Data Protection Board of India. It provides financial penalties with a cap of Rs 500 crores, which proves to be of much higher quantity as compared to the PDP Bill, 2019. The bill does not allow data principals to seek compensation from data fiduciaries for damages incurred because of unlawful processing. In addition, the legislation imposes obligations on data principals, and if they fail to comply with the regulations, fines of up to Rs 10,000 can be levied.

Nearly six years after the Supreme Court held privacy to be a fundamental right, the Centre has made a second attempt at framing legislation for protection of data.

In the recently held VARINDIA Infotech Forum, the subject and matter experts felt that some of the most contentious issues flagged by experts in the November draft have been retained. These include the wide-ranging exemptions to the center and its agencies, and diluting the role of the data protection board. The key Issues and Analysis are:

• Concerns about exemptions for State data processing and violation of privacy rights.
• Differential treatment of consent and storage limitation for public and private entities.
• Questions about the independent functioning of the Data Protection Board.
• Lack of right to data portability and the right to be forgotten for data principals.
• Implications of verifying parental consent for children’s data processing.
• Definition of harm may be narrow and lack clarity on significant loss.

During the panel discussion session in the Infotech Forum, leading tech experts warned against compromising privacy and transparency in data protection laws and the data science experts emphasized the importance of balancing privacy and access to information. Whereas, the legal experts stressed harmonizing data protection laws with existing RTI Act for a robust system. At the same time, Government agencies advocate for a transparent and accountable Data Protection Board. The Global leaders support stringent data protection laws to safeguard citizens’ rights.

The Bill, once becomes the law, will play a crucial role in India’s trade negotiations with other nations, and especially regions like the Europeon Union, whose General data Protection Rules (GDPR) are among the world’s most exhaustive privacy laws.

To make this law more effective there is need to launch nationwide campaigns to raise awareness about data protection laws and individuals’ rights. There is need to find a mechanism for the widespread by Collaborating with educational institutions and organizations to include data protection education in curriculums. This could be very impactful by engaging with the private sector to promote best practices in data handling and compliance.

The Data Protection Bill is a significant step towards safeguarding digital personal data and privacy rights of Indian citizens. However, it must address critical issues and learn from international best practices to ensure its effectiveness and relevance in the rapidly evolving technological landscape. By harmonizing with the Right to Information Act, ensuring government accountability, empowering an independent Data Protection Board, and providing accessible grievance redress mechanisms, the Bill can strike a balance between privacy protection and transparency.

Going forward, as India embraces its digital future, it is crucial to create a progressive and inclusive Data Protection Bill that upholds citizens’ rights and sets a benchmark for responsible data governance.

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EMERGING TECHNOLOGIES ADOPTED BY CIOs TO DRIVE ORGANIZATION GROWTH

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The Benefits of Colocation Data Center Management for Enterprises

Data centers have evolved into becoming a crucial component of the digital IT infrastructure of many global enterprises today. The demand for data center services in India is experiencing remarkable growth as enterprises aim to deliver superior customer experience, accelerate innovation, and become digitally enabled.

According to a recent market research, the value of data center market in India is expected to rise to $10.09 billion by 2027 at a CAGR of 15.07% in the period of 2022 to 2027. The key drivers of this growth are the Government’s measures like Digital India, accelerated adoption of cloud, data sovereignty, increasing usage of IoT, and the rollout of 5G.

Managing a data center in India is getting more intricate by the day in today’s digital landscape. Enterprises find managing data centers to be complex and time-consuming. They need professional expertise, substantial budgets, and excellence in IT infrastructure execution to manage data centers. To meet the evolving digital demands and ensuring business continuity, enterprises are accelerating their transformation journey by outsourcing their data center management to professional service providers.

Advantages of colocation of data center management

Here are a few advantages of colocation of data center management for enterprises:

1. **Cost Savings:** Building and maintaining a data center requires significant capital investment and operational expenses. By leveraging the model of colocation of data center management, enterprises can transfer these costs to a service provider that has already invested in infrastructure, equipment, and personnel. This empowers enterprises to free up capital that can be redirected towards other strategic initiatives. Additionally, it can help businesses avoid losses incurred from downtime and data breaches in the long run. Moreover, colocation positively impacts Water Usage Effectiveness (WUE) and Power Usage Effectiveness (PUE) by promoting improved energy efficiency. Utilizing the capabilities of Artificial Intelligence and Machine Learning, data centers can experience savings of up to 8% to 10% on PUE. This not only contributes to environmental sustainability but also helps enterprises meet their energy efficiency goals, while maintaining optimal performance and increased savings.

2. **On-demand Scalability:** When a business grows, its IT requirements change significantly and may require additional space, computing power, and capacity. Colocation enables enterprises to easily scale up or down as per requirement without incurring additional capital expenses or disrupting their business operations. Data Center service providers can forecast capacity demand, quickly deploy new servers, storage, compute and network infrastructure or adjust existing configurations to meet changing business needs.

3. **Automation and AI/ML:** Implementation of AI/ML requires careful consideration across multiple parameters. Providers of colocation data center management services can handle large volumes of data, integrate with existing solutions, and enable predictive maintenance, which ultimately helps enterprises gain deeper insights.
4. Access to Subject Matter Experts (SMEs): Colocation of data center management gives enterprises access to subject matter experts who possess specialized knowledge and experience in data center operations. They come with skills, guidance, solutions, and recommendations that can help enterprises optimize performance and minimize risks as well as free up internal resources for performing core business operations.

5. Enhanced Data Security: Data security has always been a major priority for enterprises. With data dispersed across multiple touchpoints in a hybrid work model, enterprises need a multi-layer security framework. Service providers ensure comprehensive security measures across the physical security of a DC and the data hosted across on-premise, colocation, or edge to cloud. Specialized service providers come with the expertise and systems to meet industry regulations, protect sensitive data, and minimize compliance risks. Enterprises must make sure that service providers offer:

- A designated Security Operation Center (SOC) to ensure robust and resilient security
- Faster intrusion detection and prevention through multiple protocols
- Data backup and recovery in different seismic zones
- Compliance with the latest data privacy regulations and industry standards

6. Adherence to Service-Level Agreement (SLAs): By adhering to the pre-defined SLAs, enterprises can enjoy benefits such as improving operational excellence, accountability, performance monitoring, risk mitigation, and cost optimization. SLAs also ensure service providers deliver the expected quality of service, provide regular reports and establish procedures for addressing issues and non-compliance penalties, which benefit enterprises.

7. Improved Reliability and Business Continuity: Colocation enables enterprises to improve reliability and business continuity through specialized expertise, scalability, planning, and improved security measures. Enterprises can leverage the experience of service providers, scale resources efficiently, and solve issues proactively. This ensures there are no disruptions in business operations.

8. Constant Technological Advancement: Colocation of data center management provides enterprises with constant technological advancement, including cloud on ramp capabilities. Service providers offer expertise in emerging technologies, regular infrastructure upgrades, securing the tech stack, agility, flexibility, and smooth integration through private direct connections to the cloud. It allows enterprises to be resilient and future-ready without compromising on technology and connecting their on-premises infrastructure to any cloud anywhere.

Evaluate your data center needs to make the right choice

When an enterprise identifies a service provider for data center management services, it must evaluate its options based on its unique business objectives and digital priorities. Enterprises must go beyond the basic minimum criteria and focus on key differentiating factors. They must choose a service provider that focuses on:

- Cloud vision and strategy
- Hyperscale partnerships
- Managed services across multi/hybrid cloud environments
- Interconnect services to other sites and partner ecosystems
- Built-to-Suit (BTS) capabilities for future expansion
- AI/ML-led Automation capabilities
- Sustainability measures and Green initiatives

Colocation of data center management can be a valuable strategy for enterprises looking to maximize their IT resources and stay competitive in today’s advancing digital landscape.

Sify Technologies has been providing reliable and robust data center services for the last 22 years, with a razor-sharp focus on innovation and new technologies. We are providing delightful experiences, enhanced efficiency, greener solutions, and desired outcomes to our customers while infusing AI/ML-led automation across our digital infrastructure.

This has resulted in creating a sustainable ecosystem of connected data centers.

We offer benefits such as zero downtime, reduced capital expenditure and operational expenditure, and around-the-clock support through our bankable digital data center infrastructure. Our efforts have delivered up to 20% improvement in the turnaround time to deliver critical projects.

What’s more! We also help enterprises to realize up to 300 person-hour savings every month by automating customer billing. Our predictive approach to maintenance helps enterprises realize up to 20% reduction in MTBF, up to 10% improved MTTR, and up to 10% reduction in potential downtime.

We comply with all the global standards and policies to prevent enterprises from penalties due to non-compliance.

Learn how our state-of-the-art data centers enable enterprises to achieve their desired digital business goals.
The other day I was listening to a talk by a renowned IT buff, who was ecstatic about the IT revolution that is taking place in India, particularly in recent years. He had his own points and eulogized the brownie points India scored in the last decades or so. He talked about how digital transformation has brought about economic inclusion, how transactions have become easy, how many new accounts have been opened, how rural people are using mobile telephony for their day-to-day transactions, and a lot more.

Undoubtedly, these are feats that every Indian should be proud of. Yet, we have to be circumspect about our achievements to recalibrate our goals to move in the value chain. First, how much of these achievements are due to our own efforts? Here what I meant was how much we could achieve by deploying our own breakthroughs and discoveries. It is not to belittle ourselves but to set higher targets, much higher than what we have achieved. That only can push us forward and leap us into the unfathomable canvass of technology.

Let us understand first how such digital breakthroughs have become possible. Foremost, I believe is the advancements in mobile telephony that de-mystified how we communicate, how we do business, and how we engage with social media and a lot of other things. For the uninhibited, mobile telephony breakthroughs are characterized by Gs. Prefixes like 2,3,4,5 etc, denote Generation, thereby meaning the ascending numbers represent innovations over the previous one. We have dwelled on applications of each generation and how they helped mobile telephony to move in the value chain. Successive generations bestowed on humanity more facilities not only to communicate but also inducted ease in doing business and transacting deals. Not many can make out when I say Short Message Service was a bye-product of 2G. Many may wonder what it is. It is nothing but the full form of SMS, which has occupied a prime role in our daily life. Across the world, millions are using this facility, which was nothing but an application of 2G. Not only SMS, multimedia messaging, digitally encrypted voice conversations, efficient use of the radio frequency (RF) spectrum, and a lot more are the spin-offs of the 2G.

India is reckoned as the third largest digital power in the world, a ubiquitous name to be proud of. But we have to introspect how much we contribute in making these breakthrough innovations happen. What is the role of our universities and higher schools of learning in conducting research on these higher uses of digital technologies to emerge as a technology leader and not a follower? Indeed, we have to cover a long distance to reach that stage and contribute to unveiling such technologies.

While the complete applications of the 3rd and 4th generations are being unbundled in several parts of the world, several companies are working on the 6th and 7th generations. They also acknowledge that the 6th generation (6G) can be launched only by 2030. It will take several years for its applications to permeate to the grassroots. Trials toward 7G will start from that time onwards, although the research is still on to develop that scale of digital networking, frequency, and speed of data transfer. Why I mention all these is to drive home between the germination of a concept and its rollout; there is a huge time lag. That is the type of planning and investments that are needed in the telecom sector. That is what countries like the US, China, Sweden, Denmark, Finland, and South Korea are doing. That is something that we in India are lacking.

The research to develop 5G had taken place in more than one country involving several researchers and corporations. Amongst the involved in the huge task were Samsung Electronics (South Korea), Huawei Technologies (China), LG (South Korea), Nokia Networks (Finland), Ericsson (Sweden), Qualcomm (US), ZTE Corporation (China), NEC Corporation (Japan), Verizone (US), Orange (France) AT&T (US) and CISCO Systems (US). It is not just striking the technology one day, it was the end result of a long-drawn-out research since 2011, that took collaborations and trials in different countries. All corporations are involved in research to develop the technology. Research on the application of the technology is still continuing to discern more areas.

Although 6G (sixth-generation wireless) will be rolled out in 2030s, the research is on how to improve upon the 5G in data transfer capability. 6G networks will be able to use higher frequencies than 5G networks and provide substantially higher capacity and much lower latency. One of the goals of the 6G internet is to support one-microsecond latency communications. This is 1,000 times faster -- or 1/1000th the latency -- than one-millisecond throughput. It is expected to facilitate large improvements in the areas of imaging, presence technology, and location awareness. The technology will have a lot to do with artificial intelligence (AI). It also involves more research on data storage, processing, and sharing. The technology will operate by using signals at the higher end of the radio spectrum. Even though 6G networks are not expected to be operational until at least 2030’s, research has started on seventh-generation (7G) Wireless technologies. Device manufacturers are being given design specifications to govern interoperability and performance. 7G technology will represent a quantum leap in bandwidth to support ultra-dense workloads. It will have the potential to enable continuous global wireless connectivity via integration in satellite networks for earth imaging, telecom, and navigation. Enterprises could implement 7G to automate manufacturing processes and support applications that require high availability, predictable latency, or guaranteed quality of service.

I have explained all these things in some detail to drive home the importance of research and more importantly, investing in it without expecting any results for years together. Although this awareness is important, investing in it without expecting any results for years together. Although this awareness is important, investing in it without expecting any results for years together. Although this awareness is important, investing in it without expecting any results for years together. Although this awareness is important, investing in it without expecting any results for years together. Although this awareness is important, investing in it without expecting any results for years together...
TRULY INDIAN, INSIDE OUT

Business desktops featuring flexible configurations and versatile form factors designed for outstanding productivity.
Trellix announces CISO Council with top cybersecurity experts

Trellix has announced its new Mind of the CISO initiative, bringing global attention to the needs of the CISO community. The collaborative efforts span an inaugural CISO Council, research, and webinars.

Trellix’s CISO Council is founded on the principle of information sharing. The council brings together global influential experts to educate the industry on the challenges and solutions needed to effect change.

SentinelOne strengthens India’s Cyber defenses, rolls out virtual data center in Mumbai

The cybersecurity company, SentinelOne is amping up its offerings in India. The company has announced the launch of a virtual data center in Mumbai that will enable the growing number of Indian companies who rely on SentinelOne to shield their business from cyber attacks in a simple, compliant way.

SentinelOne’s Singularity platform is a unified solution that combines endpoint protection, cloud security, identity threat detection and response and data ingestion with analytics in a single console. Using a native back end and the industry’s most performant security data lake, the solution offers complete data localisation and sovereignty with an India-based AWS Point-of-Presence (PoP). It is also the first open XDR solution in India that delivers complete data localisation and sovereignty. Hosted by AWS Point-of-Presence (PoP). It is also the first open XDR solution in India that delivers complete data localisation and sovereignty.

CtrlS signs MoA with EEC for Thailand hyperscale datacenter

CtrlS Datacenters has signed a Memorandum of Agreement (MoA) with EEC (Eastern Economic Corridor Office) to lease a 10- aero (25- ra) land parcel for 50 years located at Chonburi Province.

The land will be used to build a 150 MW datacenter greenfield datacenter campus and marks CtrlS’ first international market expansion as well as its first hyperscale datacenter in Thailand.

Sridhar Pinnapureddy, Chairman, CtrlS Datacenters, said, “Through this collaboration, we aim to serve customers’ needs for digital services, both domestic and international. The datacenter is designed to meet hyperscalers’ needs in addition to serving high-end IT/compute needs of domestic enterprises. We see this datacenter as a unique opportunity to contribute towards development of Thailand’s eastern region and offer a robust diverse option for international customers and partners for establishing their footprint in the country and region. Thailand is strategically well positioned at the centre of Southeast Asia and we strive to bring investments and international customers to the country through our datacenter.”

SAP selects AMD EPYC CPUs for its applications hosted on Google Cloud

AMD announced that SAP has chosen AMD EPYC processor-powered Google Cloud N2D virtual machines (VMs) to run its cloud ERP delivery operations for RISE with SAP; further increasing adoption of AMD EPYC for cloud-based workloads. As enterprises look toward digital modernization, many are adopting cloud-first architectures to complement their on-premises data centers. AMD, Google Cloud and SAP can help customers achieve their most stringent performance goals while delivering on energy efficiency, scalability and resource utilization needs.

AMD EPYC processors offer exceptional performance as well as robust security features, and energy efficient solutions for enterprise workloads in the cloud. RISE with SAP helps maximize customer investments in cloud infrastructure and, paired with AMD EPYC processors and Google Cloud N2D VMs, aims to modernize customer data centers and transform data into actionable insights, faster.

Qualcomm and Meta enabling on-device AI applications using Llama 2

Qualcomm Technologies and Meta are working to optimize the execution of Meta’s Llama 2 large language models directly on-device, without relying on the sole use of cloud services. The ability to run generative AI models like Llama 2 on devices such as smartphones, PCs, VR/AR headsets, and vehicles allow developers to save on cloud costs, and to provide users with private, more reliable, and personalized experiences.

As a result, Qualcomm Technologies plans to make available on-device Llama 2-based AI implementations to enable the creation of new and exciting AI applications. This will allow customers, partners, and developers to build use cases, such as intelligent virtual assistants, productivity applications, content creation tools, entertainment, and more. These new on-device AI experiences, powered by Snapdragon, can work in areas with no connectivity or even in airplane mode.

“We applaud Meta’s approach to open and responsible AI and are committed to driving innovation and reducing barriers-to-entry for developers of any size by bringing generative AI on-device,” said Durga Malladi, senior vice president and general manager of technology, planning and edge solutions businesses, Qualcomm Technologies, Inc. “To effectively scale generative AI into the mainstream, AI will need to run on both the cloud and devices at the edge, such as smartphones, laptops, vehicles, and IoT devices.”
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HPE Announces its “Make in India” plans

Hewlett Packard Enterprise (HPE) announced plans to begin manufacturing some of its high-volume servers in India, Som Satsangi, SVP and Managing Director, HPE India, along with Puneet Agarwal, CEO VVDN Technologies met Ashwini Vaishnaw, Minister for Railways, Communications, Electronics and Information Technology, Government of India, to share details of the initiative.

HPE plans to manufacture approximately $1 billion worth of high-volume servers in the first five years of production from India. With a rapidly growing ecosystem in India, HPE has partnered with Indian manufacturer VVDN Technologies to manufacture HPE’s products from its plant in Manesar in Haryana.

“The decision to start manufacturing from India underscores HPE’s long-term commitment to India,” said Som Satsangi SVP and managing director, at HPE India. “India is expected to grow into a $1 trillion digital economy, and we believe that ‘Make in India’ will help accelerate this vision. With local manufacturing, HPE will be able to better serve the needs of our customers across industries and segments, from startups to enterprises to government.”

Hikvision enhances efficiency and security in electrical substations through smart video solutions

Electrical substations create a critical midpoint in power transmission and distribution systems, playing a key role in keeping power systems safe and reliable. Similar to other industries, the power industry is currently undergoing a massive digital transformation, and substation management is moving toward automation and intelligence.

How to maximize efficiency as well as maintain security for substations and staff are the paramount concerns for substation owners. To address these concerns and to boost automation and intelligence in electrical substation management, Hikvision has created a portfolio of highly effective solutions. These solutions combine smart video technologies, including high-resolution cameras, thermal imaging capabilities, and AI to provide reliable security protections while enabling efficient operations and timely maintenance for substations. Take a closer look at how they work.

Supertron partners with CredAble to help small businesses achieve financial inclusion

Supertron has announced a partnership with CredAble, India’s leading FinTech platform providing working capital and supply chain finance solutions, to offer their innovative digital platform to all business partners of Supertron.

Through this collaboration, CredAble and Supertron will deliver innovative financial solutions to Supertron's business partners – which are mostly small businesses (SMEs and MSMEs) – a segment that remains largely ignored by traditional financial providers. CredAble’s platform offers flexible, transparent financing solutions that are tailored to meet the specific needs of each business. It also offers a range of features designed to help businesses digitalize their operations and aid in business decision making to bolster growth, such as digital invoicing, payables management, receivables management, and a Tally connector.

BlackBerry announces new world-class cybersecurity hub in India

BlackBerry has expanded its global software development capability with a new world-class cybersecurity hub in India, with facilities dually located in Bengaluru and Noida (New Delhi). This news follows the company's April 2023 reveal of a 'BlackBerry IoT Center of Excellence' in Hyderabad, dedicated to embedded software for mission critical IoT industries.

Across multiple locations, BlackBerry is adding local expertise to its global software and services teams and helping to stop cyberattacks with Cylance AI, in India and the Asia Pacific (APAC) region. Cylance AI is BlackBerry’s next-generation cybersecurity software, the technology that pioneered the AI cybersecurity industry. Now in its seventh generation, it boasts the industry’s largest malware database, trained on billions of diverse threat data sets over several years of real-world operation.

By the end of 2023, BlackBerry’s India cybersecurity hub plans to have more than 100 employees specializing in areas such as Generative AI and Machine Learning (ML), data science and analytics, threat intelligence, networks, Unified Endpoint Management (UEM), cloud and software development. This new regional expansion plan will augment BlackBerry’s existing software and services teams based in Canada, the United States and Europe. It also enhances regional access to the company’s leading cybersecurity software and services, which in addition to Cylance AI, includes 24x7 cyber threat monitoring and mitigation, endpoint management to help protect and enable the digital workplace, and threat researchers providing real-time intelligence.
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Kyndryl and Veritas introduce new solutions for Data Protection and Recovery

Kyndryl and Veritas Technologies unveiled two new services – Data Protection Risk Assessment with Veritas and Incident Recovery with Veritas. As a key milestone in Kyndryl and Veritas’ strategic alliance, these services help enterprises protect and recover their critical data across on-premises, hybrid and multi-cloud environments.

The Data Protection Risk Assessment with Veritas is delivered through the Kyndryl Consult network of technology experts and provides a cyber resilience maturity assessment that analyzes a customer’s IT infrastructure and data against industry best practices. Kyndryl combines its cyblind resilience framework with Veritas’ data management solutions to identify risks, cyber resilience gaps and security vulnerabilities.

Incident Recovery with Veritas is a fully managed service encompassing backup, disaster recovery and cyber recovery. A key differentiator of the solution is AI-based autonomous data management capabilities that drive intelligent automation, operational agility, efficiency at scale, and a consistent experience across clouds for rapid recovery in the event of a cyber incident.

Intel Introduces Real-Time Deepfake Detector

As part of Intel’s Responsible AI work, the company has productized FakeCatcher, a technology that can detect fake videos with a 96% accuracy rate. Intel’s deepfake detection platform is the real-time deepfake detector that returns results in milliseconds.

Intel’s real-time platform uses FakeCatcher, a detector designed by Demir in collaboration with Umur Ciftci from the State University of New York at Binghamton. Using Intel hardware and software, it runs on a server and interfaces through a web-based platform. On the software side, an orchestra of specialist tools form the optimized FakeCatcher architecture. Teams used OpenVino to run AI models for face and landmark detection algorithms. Computer vision blocks were optimized with Intel Integrated Performance Primitives (a multi-threaded software library) and OpenCV (a toolkit for processing real-time images and videos), while inference blocks were optimized with Intel Deep Learning Boost and with Intel Advanced Vector Extensions 512, and media blocks were optimized with Intel Advanced Vector Extensions.

Commvault launches Metallic: Salesforce Backup, Recovery & Sandbox Seeding on Salesforce AppExchange

Commvault has launched Metallic: Salesforce Backup, Recovery & Sandbox Seeding - Unlimited Storage on Salesforce AppExchange, providing customers with dedicated protection for their Salesforce cloud data, expanding upon native capabilities to offer extended retention, data isolation, sandbox masking and seeding, rapid recovery tools, and more.

Metallic: Salesforce Backup, Recovery & Sandbox Seeding - Unlimited Storage offers broad-ranging coverage across Salesforce Sales Cloud, Financial Services Cloud, Service Cloud, and Health Cloud to help safeguard data from deletion, corruption, and ransomware attacks.

With a multi-layered security approach, Metallic: Salesforce Backup, Recovery & Sandbox Seeding - Unlimited Storage provides enterprise-grade protection, including robust security standards and built-in zero-trust access controls for production and sandbox environments. In addition, it features ease of management with a single pane of glass approach, enabling businesses to comprehensively protect their Salesforce data alongside their other critical workloads.

Lenovo announces new data management solutions to enable AI workloads

Lenovo has announced its next wave of data management innovation with new ThinkSystem DG Enterprise Storage Arrays and ThinkSystem DM3010H Enterprise Storage Arrays, designed to make it easier for organizations to enable AI workloads and unlock value from their data. Also announced are two new integrated and engineered ThinkAgile SXM Microsoft Azure Stack solutions, enabling a unified hybrid cloud solution for seamless data management.

The new Lenovo flash solutions provide customers with an accelerated path to deploy AI workloads efficiently and with added security features from edge to cloud, enabling workload consolidation and mobilizing faster insights fortified with ransomware protection. Sumir Bhatia, President – AP, Lenovo ISG said, “With a focus on workload consolidation and fortified insights protected against ransomware, our solutions enable organizations to leverage the full potential of AI. Furthermore, with enhanced efficiency and reduced power consumption, we take significant strides towards a sustainable future.”

ViewSonic launches OMNI VX28 Series 180 Hz gaming monitors

ViewSonic has announced the launch of the new lineup of OMNI VX28 monitors. Specifically designed for consumers who require a high-performance display for a seamless transition between play and work. The displays come equipped with a range of advanced features including AMD and VESA-certified anti-tearing and anti-blur technologies, as well as a blue light filter, which ensures a stutter-free and eye-friendly experience for use all day long. The fast IPS panels of the monitor provide outstanding color accuracy and consistency from every viewing angle, while the 180Hz refresh rate supports faster games and more powerful graphics cards.

The latest edition of the gaming monitors is approved by AMD FreeSync Premium, VESA Adaptive Sync, and VESA ClearMR, making them a rare and powerful combination of sync technologies. The smooth, blur-free graphics make the latest games and movies, especially FPS (first-person shooting) games and RPG (role-playing games), look and feel more natural and realistic.

Sophos announces MDR for Microsoft Defender to offer a critical security layer across its environments

Sophos has launched Sophos Managed Detection and Response (MDR) for Microsoft Defender, a fully-managed offering that provides the most robust threat response capabilities for organizations using Microsoft Security. Sophos MDR for Microsoft Defender adds a critical layer of 24/7 protection across the Microsoft Security suite of endpoint, SIEM, identity, cloud, and other solutions to safeguard against data breaches, ransomware and other active adversary cyberattacks.

“Baseline security technology alone is not enough to defeat determined attackers who will find a way in, as evidenced by the cases our incident response team manages. Attackers are extremely persistent, and organizations need a human layer of security to conduct threat hunts, identify attacker behaviors attempting to evade security tools, and respond to stop attacks with speed and precision,” said Raja Patel, Senior Vice President of Products and Managed Services at Sophos. “Rather than forcing them to rip and replace existing technologies, we support organizations with what they need, how and where they need it – regardless of what security solutions they already use.”
Dell’s new enhanced services to accelerate customer value of Microsoft Technologies

Dell is introducing an enhanced portfolio of services for multicloud, modern workforce, applications & data and resiliency & security solutions. The new offers for advisory, implementation, modernization, security, and management bolster Dell’s portfolio of Microsoft services.

“Organizations in APJ demonstrate immense innovation potential with 84% actively pursuing technologies to fuel their goals. However, perceived complexity and the fear of failure may create an innovation bottleneck,” said Chua Yeow Chong, Vice President for Services Sales, Asia Pacific and Japan, Dell Technologies. “Our new array of IT services will enable our customers to get the most from their Microsoft technologies. These offers are designed to help organizations enhance their productivity, accelerate innovation momentum, and drive strong business outcomes.”

MediaTek officially launches its Dimensity 6000 Series for mainstream 5G devices

MediaTek has officially launched its new Dimensity 6000 series along with a chipset designed to enhance the next generation of mainstream 5G devices. The Dimensity 6100+ SoC delivers premium features—including exceptional power efficiency, vivid displays, high frame rates, AI-powered camera technologies, leading low power consumption, and reliable Sub-6 5G connectivity—at an accessible price point.

“As developing markets continue rolling out 5G networks at a rapid pace and operators in developed markets work to finish transitioning consumers from 4G LTE to 5G, there has never been a more vital need for chipsets that cater to the growing number of mainstream mobile devices that feature next-generation connectivity,” said CH Chen, Deputy General Manager of MediaTek’s Wireless Communications Business Unit. “The MediaTek Dimensity 6000 series makes it possible for device makers to stay ahead of the curve with impressive upgrades that boost performance, increase power efficiency and reduce material costs.”

The Dimensity 6100+ integrates an enhanced 5G modem supporting 3GPP Release 16 standard with up to 140MHz 2CC 5G Carrier Aggregation, significantly reducing power consumption contributed by MediaTek UltraSave 3.0+ technology. This chip features two Arm Cortex-A76 big cores and six Arm Cortex-A55 efficiency cores, offering notable enhancements, including support for AI-powered cameras, 10-bit displays, outstanding UX and GPU performance, and rich peripheral features.

Acer India brings interactive flat panel touch series - IZ65A and IZ75A for smart classrooms and meeting rooms

Acer unveiled its IZ interactive series, the latest additions to its line-up of state-of-the-art interactive panels. With a vision to reshape the educational and corporate environment, these interactive panels deliver captivating learning experiences and innovative functionalities that empower businesses and educational institutions.

“The Acer IZ65A and IZ75A series offers an ultra-thin & anti-static metal body, boasting 4K UHD IPS displays that bring vibrant colours and sharp details to life blending with the power of sound. These interactive panels provide a highly responsive touch interface, supporting up to 40 touch points for seamless collaboration and engagement.

Seamless and latest wireless connectivity is a standout feature of the IZ65A and IZ75A series. Equipped with multiple USB 3.0 & 2.0 ports, latest Wi-Fi 6 BT 5.2 & 1GBPS LAN, HDMI, VGA, DP & Type C ports. These panels effortlessly integrate with various devices and existing classroom setups. The panel is equipped with the latest ANDROID 13.

GoTo Launches New Mobile Device Management Solution for GoTo Resolve

GoTo announced its new mobile device management (MDM) solution for GoTo Resolve. GoTo Resolve MDM enables IT teams to easily secure, set up, and manage all devices – company-owned and personal – including smartphones, tablets, and laptops, all from a single pane of glass. The new MDM capabilities further fortify GoTo’s commitment to being a one-stop shop for businesses’ IT management and support needs.

Frost & Sullivan research revealed that 80% of business leaders feel mobile devices are essential for employees to do their jobs. Yet, as hybrid work has become the world’s dominant business model, and the number of employees using multiple devices – many of them unsecured – continues to grow, proactive MDM software is becoming a necessity to ensure the security and control of potentially vulnerable endpoints.

The new GoTo Resolve MDM delivers on the need for businesses to ensure the security, compliance, and encryption of company data on a range of devices used by employees around the world. Available as an add-on to GoTo Resolve’s core remote monitoring and management (RMM) offering or as a standalone solution, GoTo Resolve MDM includes all the features needed to quickly modernize IT toolsets.

Epson rolls out EpixVision Ultra Laser Projector EH-LS800B

Epson has unveiled its latest home theatre projector, The EpixVision Ultra Laser Projector EH-LS800B. The new projector offers a stunning 4K HDR viewing experience with up to 150 inches of exceptionally bright, colorful, and sharp projection even in lit environments. Priced at INR 4,12,999, the projector can project an astonishing 80” image from just 2.3 cm away.

Along with a sleek and modern design, it is equipped with proprietary 3-chip 3LCD technology and boasts an incredible 4,000 lumens of equal color and white brightness to deliver true colors. It also includes the Android TV interface with built-in Google Assistant and a built-in 2.1 channel sound system from Yamaha.

Designed specifically to meet the growing demand for big-screen entertainment in large as well as compact living rooms, it aims to provide a more impactful alternative to large-screen televisions for its customers.
**Vi partners with Truecaller to ensure safety of customer communication**

Vi has joined hands with Truecaller to make communication with consumers more trusted, safe, and reliable. Amid the rising number of customer service frauds, it is imperative to ensure that the customer interactions are safe and secure through trusted and verified communication from customer-centric businesses.

As a part of this collaboration, Truecaller, through its Verified Business Caller ID solution, has enabled Vi’s customer service and sales team to deliver a secure and enhanced customer communication experience. Vi customers can instantly recognize authentic calls from Vi through Truecaller’s trustworthy call indicators such as the green caller id, tamper-proof brand name and logo, a verified business badge, a category tag, and call reason.

Truecaller Verified Business Solution empowers business calls with brand identity and context, fostering reliable customer communication. Besides bringing down call-related frauds and scams, the solution improves business call efficiency and safety in business communications.

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**L&T Technology Services and BSNL join hands to enable private 5G network deployments for enterprises**

L&T Technology Services announced that it has entered into a strategic partnership with Bharat Sanchar Nigam Limited (BSNL) to drive and enable global enterprises in their private 5G network deployments. BSNL and LTTS plan to co-innovate and jointly bring to market private 5G connectivity solutions to accelerate digital transformation for enterprises.

According to the agreement framework signed by both companies, the spectrum will be provided by BSNL using both PLMN or isolated allotment. LTTS will anchor the private network requirements by deploying equipment, applications, servers, technology and software, and core for the integration of devices/sensors within the customer's ecosystem.

This partnership marks LTTS’ foray into the 5G private network space, and LTTS and BSNL will be the official network provider.

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**Tenda brings i24 & i29 Free Cloud Based Software Controller**

Tenda introduces the Latest Firmware for the “Free Cloud-Based Software Controller” for Tenda i29 (AX3000 Wi-Fi 6 Long-Rang Indoor Ceiling Access Point) and Tenda i24 (AC1200 Wave 2 Gigabit Indoor Ceiling Access Point) which is compatible with Tenda CloudFi v1.0.

Tenda, a known giant in supplying networking devices and equipment, announces “Free Cloud-Based Software Controller” two ceiling-mount dual-band PoE access points i29 that promise high throughput speeds of up to 3000Mbps with Wi-Fi 6 (AX) Technology, i24 that promise high throughput speeds of up to 1200Mbps and a wide coverage of up to 500m2 for seamless connectivity of devices moving around the floor. The Tenda i29 AX3000 Wi-Fi 6 Dual-Band Indoor Ceiling Access Point and i24 AC1200 Wave 2 Gigabit Indoor Ceiling Access Point are designed specifically for large areas, multiple device connectivity, and an easy-to-use central management and control system.

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**Lenovo unveils M10 5G Tablet with 10.61-inch display in India**

Lenovo has unveiled its ultra-portable Tab M10 5G with a 10.61-inch LCD display and a resolution of 1200 x 2000 pixels in India. The device will be available in two variants - 4GB+128GB and 6GB+128GB. It is available on both online and offline stores from today.

The tab is powered by Android 13 out-of-the-box and is equipped with an octa-core Snapdragon 695 5G SoC. It boasts an 8-megapixel front-facing camera, a 13-megapixel rear camera and back by a 7,700mAh battery which is claimed to offer up to 12 hours of video playback time and up to 55 hours of music playback time. It also comes along dual stereo speakers enhanced by Dolby Atmos technology. It weighs 490 gm and measures 252.74x8.30 mm. The connectivity options on the Lenovo Tab M10 5G include Bluetooth 5.1, USB Type-C and 3.5 mm Audio Jack.

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**Telegram intros new Story feature on its platform**

Telegram announced the roll-out of a new story feature on its platform. The new feature allows premium users of the app to post stories that can be seen by the audience of their choice, including non-premium users. Users need to update their apps on Android, iOS, and Desktop versions to experience the same.

The stories are appearing on the top of the screen, right above the global chat search. They allow users to share photos, videos, and text that disappear after 6, 12, 24 or 48 hours, or can be set to remain permanently on the user's profile.

Users can separately choose people who can see the story. Telegram's Stories will also support dual camera functionality, enabling users to capture photos and videos simultaneously with both the front and rear cameras.

Moreover, premium users can add more features to their stories, such as animated stickers, polls, and quizzes.

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**Excitel rolls out Cable-Cutter Plan at Rs 592 with 400 Mbps Speed, 12 OTT, and 550+ live TV channels**

Excitel is proud to launch its groundbreaking 'Cable Cutter Plan'. With lightning-fast speeds of up to 400 Mbps and a range of 12 premium OTT Channels, complemented by a diverse selection of 550+ Live TV Channels, this plan redefines what customers have come to expect from cable television.

Launched at an incredibly affordable price starting at just INR 592 for 12 months, Excitel’s Cable Cutter Plan empowers users to streamline their television expenses without compromising on their favourite shows and movies, offering an unparalleled all-in-one entertainment experience.

With an impressive selection of over 550 Live TV channels and 12 immensely popular OTT platforms, all seamlessly integrated with blazing-fast internet speeds of up to 400 Mbps, Excitel is redefining the very essence of home entertainment.

Excitel’s Cable Cutter Plan starts at an affordable Rs 592 for 12 months.

Vivek Raina, Co-founder and CEO, Excitel, shared his thoughts on the Cable Cutter Plan, saying, "We are thrilled to launch our Cable Cutter Plan, a true game-changer in the home broadband and Cable TV arena. The ever-increasing popularity of OTT platforms and the soaring costs of traditional cable TV services have driven us to create a comprehensive solution for our customers. Our cable Cutter Plan offers a seamless blend of Live TV, OTT content, and lightning-fast internet speeds, all bundled together at an affordable price point, the perfect fusion of convenience, variety, and affordability, catering to the ever-evolving entertainment needs of consumers. This, we believe, will empower users to regain control of their entertainment choices and enjoy an unparalleled viewing experience."
CP PLUS sets up first-of-a-kind state-of-the-art experience center CP PLUS WORLD

CP PLUS is proud to announce the unveiling of its next-gen experience center. Designed to demonstrate breakthrough innovations, CP PLUS World promises to reshape the future of smart security by enabling the public to come explore, test, and use the most advanced security inventions first-hand.

Situated in Nehru Place, CP PLUS World is the brand’s latest groundbreaking initiative to educate the public about the advanced capabilities of pioneering surveillance systems. Since its inception 18 years ago, CP PLUS has been continuously investing efforts and resources to not just spread awareness among the public about the benefits of technology but also to train and educate the masses on how to better use and apply these advancements in their daily lives.

Leveraging the best of technology to create more value for the end-user, CP PLUS provides a sneak peek into the brand’s latest product line, while also giving live demonstrations to better understand how these technologies work. Making breakthrough solutions more accessible, the CP PLUS World Experience Center also showcases most of CP PLUS vertical solutions through different zones such as AI-powered Solutions, Intelligent Network Solutions, Smart Home Solutions, among the others.

Launched with the goal of helping the public better learn and understand modern day technologies such as artificial intelligence and the Internet-of-Things, CP PLUS World offers a revolutionary experience where the users can even take training sessions by skilled professionals.

“We are excited to open our first and one-of-a-kind Experience Center in the heart of India’s tech Bazaar. CP PLUS is the most advanced such center in the whole of India, offering the widest portfolio of hi-tech solutions for first-hand learning experience. With this new store and many more to come, our goal is to provide every Indian with the best of security solutions to enhance the quality of life they enjoy,” adds Aditya Khemka, Managing Director, CP PLUS (Aditya Group).

Now with the successful launch of CP PLUS World in New Delhi, the brand is set to open 10 more of its experience centers across the country in the upcoming few months. CP PLUS World will also be holding Hands-On Training Programs for the products showcased in the store under the brand’s Training Division. Trained by skilled professionals on the various applications of leading-edge surveillance solutions, CP PLUS will be playing an integral role in shaping the workforce for the security industry.

AIL (CP Plus) and Seagate join hands to offer tailored Video Analytics Solutions in India

AIL (CP Plus) and Seagate Technology Holdings have come together to promote Seagate SkyHawk hard drives (HDD) with CP Plus’ wide range of surveillance solutions portfolio.

Globally, there is an enormous growth potential in data creation and consumption. IDC predicts that the Global DataSphere will grow to 291ZB in 2027. For India, with India’s Smart Cities program and the NITI Aayog’s AI policy, rapid growth in real-time and embedded data will be inevitable. This holds huge potential for companies like AIL and Seagate to facilitate market access and leverage technological expertise to significantly improve the storage solutions provided in India.

By offering Seagate’s SkyHawk HDDs that are purpose-built for surveillance applications, AIL intends to complete its surveillance portfolio and provide solutions that are tailored to the Indian customers’ needs. Seagate will be able to reach wider customer base by utilising AIL’s broad sales network and the market expertise.

“We are in the race of making effective and dependable solutions accessible to those who struggle to utilize them. In order to do so, we are continuously innovating and bringing in newer and better solutions to the Indian market. Adding Seagate’s SkyHawk HDDs to our offering shall help us enhance our products with the best-performing drives that offer higher capacity and unparalleled reliability,” adds Aditya Khemka, Managing Director, CP PLUS.

“Mirroring global data trends, the increased use of technologies like IoT and AI may translate to an increased demand for real-time data processing, along with a need for data agility in India. Our priority is only to cater this growing demand in the most effective manner and we are glad to be able to offer our innovative solutions with AIL,” says Sameer Bhatia, Director at Seagate Technology and Country Manager of India & SAARC.
Hitachi Vantara recognizes top performing Partners at annual three-day summit in Siliguri

Hitachi Vantara held its annual partner summit at Siliguri with the theme “Stronger Together” to award channel partners, distributors and alliances for the impactful work done in the past year. The three-day event, which was held from July 12 to July 14 in Siliguri, recognised Hitachi Vantara's top performing partners for their contributions in driving revenue growth and unlocking business value for their customers during the last financial year in India and the South Asian Association for Regional Cooperation (SAARC). The Partner of the Year award was given to Hitachi Systems India in the North region and Vertex in the South region.

Commenting on the event, Hemant Tiwari, Managing Director – India, Hitachi Vantara said, “India is one of the fastest-growing markets in APAC and a key contributor in our worldwide business. We are always working towards providing an exceptional experience for our customers through a multi-channel approach, building on our heritage of harmony, sincerity and a pioneering spirit. Partners have been a critical part of our business and we are confident that we will continue to work together to drive mutual success and satisfaction for our clients in the years to come.”

Samsung opens Premium Experience Store at Palladium Mall, Ahmedabad

Samsung India inaugurated a new Premium Experience Store at the Palladium Mall in Ahmedabad, its largest in Gujarat, bringing in exciting new technology experiences to consumers in the city.

At the new store, consumers can enjoy Samsung’s entire product range through exciting zones around Samsung’s connected ecosystem such as SmartThings, smartphones, laptops, audio, gaming and lifestyle televisions.

The store here will host a variety of Galaxy workshops under the ‘Learn @Samsung’ program for consumers. This will include free hands-on workshops around consumer passion points such as digital art, doodling, photography, videography and fitness.

Spread across 3,500 sq ft of space, the store will also host a variety of entertainment activities with a special focus on local culture, music and art, offering a Samsung experience customized to the city of Ahmedabad.

At the new store, consumers will get a phygital experience through Samsung’s Store+ endless aisle platform. With Store+, consumers will be able to browse Samsung products with over 1,200 options across its portfolio, whether available online or in-store, using a digital Kiosk.

“We are excited to open the doors to our next-gen Premium Experience Store in Ahmedabad. We have tailored unique experiences through zones such as Samsung SmartThings and Gaming & Creativity, designed especially for Gen Z consumers. Moreover, to engage our young consumers through their passion points, we will also host ‘Learn @Samsung’ workshops. These workshops will focus on varied consumer interests such as digital art, doodling, photography, videography, fitness and music, among others,” said Sumit Walia, Senior Director, Samsung India.

Microsoft Inspire 2023: Microsoft announces new AI Cloud Partner Program

Microsoft organised its annual conference Inspire 2023 to celebrate the success of its 400,000 strong partner network worldwide and to acknowledge their key role in making new technology available to customers. The event saw the celebration of the finalists and winners in the 2023 Microsoft Partner of the Year Awards, which were announced in late June. It also highlighted partner success and innovation in an array of categories, across solution areas, industries, business transformation and social impact.

In another milestone, Microsoft Inspire marks the launch of the Microsoft AI Cloud Partner Program, the next generation of its partner program, which empowers every partner to deliver customer value while leveraging Microsoft AI and the Microsoft Cloud. Through the Microsoft AI Cloud Partner Program, Microsoft is providing partners with a comprehensive portfolio of investments for all partner business models, at every stage of maturity.

The Microsoft AI Cloud Partner Program utilizes the entire partner lifecycle, including onboarding, skilling, go-to-market, incentives and co-selling. Partners get the value and benefits of the previous program plus access to new offerings and benefits specific to AI. Microsoft is moving all existing partners into the new program effective immediately and partners maintain their existing benefits and designations.

COMPASS to organize its first-ever COMPASS Conclave in August

COMPASS has announced its first-ever COMPASS Conclave, a remarkable gathering in the city of Kolkata that will unite the most influential channel partners of West Bengal. This extraordinary event will encompass channel partners from all 23 districts, over 200 cities and towns and more than 250 pin codes across the state. The invited channel partners collectively represent 80% of the IT market, encompassing a diverse mix of sub-distributors, retailers, VARS and SI partners in West Bengal - a vibrant and fast-evolving state with a population of 110 million.

The two-day conclave will take place on August 25th and 26th, 2023. With this, COMPASS embarks on a journey to shape a new digital era, foster collaboration, and drive success in the dynamic realm of IT.

In the current market scenario, the channel is apprehensive about future growth, vision, stability, scalability, and profitability. As a responsible association, COMPASS needs to partner with OEMs/ND/RD to boost channel morale, confidence, and energise them. COMPASS has named its conclave “IT KA MAHAKUMBH” because it believes that the IT industry is the nectar of immortality, and the channel represents the quest for transcendence. It is a time for seekers to come together, celebrate their faith, and experience the presence in a sacred and enchanting atmosphere.
CADYCE introduces USB4 USB-C to USB-C Cable - CA-U4C2C(0.8m)

CADYCE announced the launch of its groundbreaking USB4 USB-C to USB-C Cable, revolutionizing the world of connectivity with its exceptional features and capabilities.

As technology continues to advance at a rapid pace, our USB4 cable sets a new standard in performance, making it the cable of the future. With its cutting-edge specifications, this cable is poised to meet the growing demands of modern devices and provide a seamless user experience.

Key Features of the USB4 USB-C to USB-C Cable CA-U4C2C (0.8m):

- **Unparalleled Video Resolution:** The USB4 cable supports breathtaking 8K video resolution, unlocking a world of stunning visuals and immersive content. Whether you’re a creative professional or an avid multimedia consumer, this cable delivers an unrivaled visual experience.

- **Power at Your Fingertips:** Say goodbye to tangled cables and cluttered power adapters. The USB4 cable supports power delivery of 100-240W, ensuring efficient charging for a wide range of devices, including laptops, tablets, and smartphones. Embrace the convenience of consolidated power with the versatile cable.

- **Blazing-Fast Data Transfer:** Harness the power of speed with USB4’s mind-boggling 40Gbps data transfer rate. Transfer large files in seconds, stream data-intensive content effortlessly, and experience lag-free connectivity like never before. This cable keeps pace with your need for speed.

  "We are thrilled to introduce the CA-U4C2C, USB4 USB-C to USB-C Cable, a true game-changer in connectivity. This cable combines remarkable power delivery, astonishing video resolution, and lightning-fast data transfer speed, offering an unparalleled user experience," said Gautam Shah, President of CADYCE. "We believe this cable sets a new standard for the future of connectivity, transforming the way we interact with our devices."

The USB4 USB-C to USB-C Cable is poised to revolutionize various industries, including creative professionals, gamers, tech enthusiasts, and everyday users seeking high-performance connectivity. Its compatibility with USB-C devices ensures seamless integration with a wide range of gadgets.
We all know that in the present era businesses are run by data-driven decision-making and this is possible with the help of the various technologies that are adopted by the organizations. This helps them to stay ahead in the competition. Artificial Intelligence, Machine Learning, Blockchain, Cloud computing etc. are being adopted by the forward-thinking businesses to enhance growth and success. The innovative technologies not only streamline operations and enhance efficiency but also unlock new opportunities, customer satisfaction, product development etc. Organizations that are adopting these emerging technologies are able to better position themselves in terms of progress, growth and revolutionizing the way to do business.

At the same time CIOs who are guiding the companies in their digital journey are very careful about these new-age technologies. They are adopting these technologies after thorough analysis of the effectiveness of the technologies and also keeping in mind the business goals, requirements and budgets.

Let’s take a look at the technologies that CIOs are considering to adopt to drive growth.

**India Power Corporation plans to adopt RF, GSM and NB-IOT**

**SANJEEV SINHA**  
**PRESIDENT – IT & DIGITIZATION, INDIA POWER CORPORATION**

India has a target of implementing 250 million smart meters in the country in the next few years. Such an aggressive target, part of Digital India plan, also requires better connectivity, high uptime of applications and finally using data collected from the devices to make significant changes in which distribution companies service consumers and also in the way changing needs of consumers are met. For example, today’s consumers not just consume power but also produce power (mostly solar). Hence, such a hybrid form of power consumption requires adoption of technology at a much higher level than it was before.

Hence, some of technologies planned to be adopted this year are the use of RF, GSM and NB-IOT for networks to ensure over 99% connectivity. Better control of the network using Head End System (HES) is planned. Extension of Smart Meters to distribution transformers so that outage management can be better controlled so that outage times can be brought down by at least 20% leading to better customer satisfaction. Furthermore, use of Data Analytics-based services will ensure even higher control and services for consumers.
HooLiv.com to intensify focus on Cloud SaaS technology in 2023-24

GAURAV VIJ
CIO, HOO Liv.COM

HooLiv is a tech first organization, and hence the focus has been to move towards a paperless organization since day one. At HooLiv, technology is not a back seater, but is a part of any new process being introduced across any vertical, be it Operations, Sales, Accounts, Human Resources, Business Development, or Cyber Security. In year 2023-2024, as we focuses on Social Community as well as AI models in business development, sales and operations, we will focus more on Cloud SaaS technologies including Google ML, Azure ML, Face APIs, Python, R Language, Jupyter, Cassandra, Hadoop etc., to enable data driven decision making for various teams across different levels. Not only HooLiv teams, but introduction of AI models will also help HooLiv existing customers as well as prospects for a better deal, better stay and connection at HooLiv. There are models like Dynamic Pricing, Biometrics based Security and Alarming, Social connect etc. Social connect will help Residents multi-fold. Since HooLiv focuses more on student housing, students will be able to invite other peers to various projects, challenges and many other collaborative efforts. Residents will be able to sell their materials, books, etc. at HooLiv market place while they stay or leave the hostel, thereby creating a value-add service offering for HooLiv.

With smart integrations like Ideal Power, GramPower, MikroTik, and many other Smart Devices will help creating a convenience to our end customer, more power to customers.

Implementation of latest technologies helps to drive growth, improve efficiency and maintain competitive edge

COL (DR) INDERJEET SINGH
CHIEF CYBER OFFICER, VARA TECHNOLOGY

As a technology leader, I understand the importance of staying up-to-date with emerging trends and leveraging innovative solutions for business advancement. Incorporating these latest technologies into our organization will drive better growth by fostering innovation, improving efficiency, and maintaining our competitive advantage. However, thorough assessments are essential to determine the suitability of each technology for our specific needs and align them with our strategic objectives. Proper planning, thoughtful implementation, and continuous evaluation will be crucial for successful adoption and integration.

In line with this, there are several cutting-edge technologies that I am considering implementing. These include:

- **Artificial Intelligence (AI) and Machine Learning (ML):** By harnessing AI algorithms and ML models, we would be able to automate repetitive tasks, gain valuable insights from data, and make smarter decisions. This will boost our operational efficiency and increase productivity.
- **Cloud Computing:** By migrating our infrastructure and applications to the cloud, we will be able to access on-demand computing resources, improve data storage and accessibility, and enhance collaboration among teams. This will empower us to scale our operations efficiently and support future growth.
- **Robotic Process Automation (RPA):** By implementing RPA solutions, we would be able to streamline workflows, reduce errors, and increase operational efficiency. This will result in significant time and cost savings for our organization.
- **Blockchain:** Exploring blockchain applications would enhance data security, optimize supply chain management, and facilitate smooth transactions. This technology has the potential to revolutionize various industries and give us a competitive edge.

Avexa Systems leveraging AI and ML technologies to automate processes and provide personalized healthcare services

BOHITESH MISRA
CO-FOUNDER AND CTO, AVEXA SYSTEMS

AI and ML technologies are being adopted by our healthcare analytics platform startup to automate processes, identify trends and patterns, and provide personalized healthcare services.

Natural Language Processing (NLP) is being used to extract valuable insights from unstructured data such as clinical notes and patient feedback and with increasing amount of data being generated in healthcare, big data analytics is being used to provide insights into patient outcomes, disease management, and resource utilization.

Cloud computing has become a popular option for healthcare analytics platform companies to store and process large amounts of data, enabling greater scalability and cost savings.

Internet of Medical Things (IoMT) devices and sensors are being used to collect and analyze data to improve patient monitoring and disease management.
Adopting new technologies is guided by our business needs and the potential benefits and risks of each technology

VIVEK KHARE  
DIRECTOR IT, VERSE INNOVATION

As a technology leader, I am always exploring the latest technologies and their potential benefits for my organization. Some of the latest technologies that I am planning to adopt for growth include:

1. Artificial Intelligence (AI): We are exploring the use of AI for customer service chatbots, predictive analytics, and process automation.
2. Robotic Process Automation (RPA): RPA can automate repetitive and rule-based processes, freeing up employees to focus on higher-value tasks.
3. Multi-cloud computing: Cloud computing across multiple Hyperscalers can provide scalability, flexibility, and cost-efficiency for our IT infrastructure.
4. Blockchain: We are exploring the use of Blockchain for secure data sharing, and digital identity verification.
5. Business Intelligence (BI): We are exploring the use of BI tools to monitor KPIs, track customer behavior, and make informed business decisions.
6. Data Visualization: Data visualization tools can help us communicate complex data insights to stakeholders and make data-driven decisions. We are exploring the use of data visualization tools to create interactive dashboards, reports, and presentations.
7. Big Data: We are exploring the use of big data technologies for customer segmentation, and personalization

Overall, our approach to adopting new technologies is guided by our business needs and the potential benefits and risks of each technology. We prioritize collaboration with all stakeholders, data-driven decision-making, and continuous improvement to ensure successful adoption and integration of these technologies.

Acciomango adopting new-age technologies that have the potential to deliver measurable benefits

JAIDEEP KHANDUJA  
CTO, ACCIOMANGO

As a technology leader, I am always looking to adopt new and emerging technologies that can help our organization grow and remain competitive in our industry. Currently, I am considering several technologies that could potentially have a significant impact on our operations and help us achieve our goals.

One technology that I am particularly interested in is Blockchain. This distributed ledger technology has the potential to transform our business operations by enabling secure and transparent transactions and data sharing. We are exploring ways to leverage Blockchain to improve supply chain management, enhance data security and privacy, and reduce costs.

Another technology that we are considering is Artificial Intelligence (AI). With the growing amount of data we are collecting, we believe that AI can help us gain deeper insights into our operations and customers, automate routine tasks, and improve decision-making. We are exploring AI-powered solutions in areas such as customer service, predictive maintenance, and fraud detection.

Additionally, we are also looking at other technologies such as Edge Computing, 5G, and the Internet of Things (IoT) to improve our connectivity, speed, and efficiency. By adopting these technologies, we can create a more connected and intelligent organization that can operate more efficiently and effectively.

Overall, my goal is to adopt the latest technologies that align with our organizational strategy and have the potential to deliver measurable benefits in terms of growth, efficiency, and customer satisfaction.

“Adopting new technologies is guided by our business needs and the potential benefits and risks of each technology”

Air Works India (Engineering) leveraging IoT, AI, Blockchain technologies

RAMKUMAR MOHAN  
CIO, AIR WORKS INDIA (ENGINEERING)

As an industry, ours is a labour intensive one. In this context, to drive better growth we are adopting the latest technologies with the rationale that the complex engineering information should be in the hands of engineers in a near real time to execute the tasks on time and per schedule.

Implementing IoT solutions is enabling us to optimize operations, enhance asset tracking, and provide personalized customer experiences. Another area of interest is leveraging advancements in Artificial Intelligence (AI) and Analytics to unlock valuable insights from our data.

The relevance of Blockchain for us is to collaborate effectively and with accountability to our ecosystem involving OEMs and Airlines, because in most of the transactions we have more than half a dozen parties involved end-to-end.

Also, we are exploring AR /MR applications in view of enhancing industry ready resources and continuous improvement with employee training, customer engagement, and product visualization.
Anand and Anand foraying into the dominion of using Generative AI

SUBROTO PANDA
CIO - IT GROUP, ANAND AND ANAND

As Industry 4.0 is being implemented/adopted the marriage between advanced technology and physical handshake to utilise the advancement of quantum computing for the benefit/profit of any organisation keeping in mind the ESG factor, we are also foraying into the dominion of using Generative AI. Having said that, constantly reviewing and analysing the effectiveness of technical solutions implemented and making necessary changes to optimise results. Taking cloud and everything-as-a-service to the next level. As more companies embrace cloud and service-based IT to drive innovation and transformation, and as XaaS providers multiply, more work will be needed to manage the technical and operational complexities of hybrid, multi-cloud approaches. Creating the supply chains of the future. As technology companies continue to recover from pandemic-induced supply chain disruptions, they will start proactively preparing for future uncertainty and other systemic risks. To do it, they’ll build systems with better visibility and resiliency. Building the next iteration of the hybrid workforce. With more experience utilizing a hybrid workforce under their collective belts, tech companies will evolve their cultures, accelerate experimentation with collaboration solutions, and develop better approaches to managing tax implications.

Dhanuka Agritech plans to invest in advanced analytics tools and techniques for data-driven decision-making and new opportunities

KAPIL MEHROTRA
CTO, DHANUKA AGRITECH

Availability and adoption of technologies can vary across different industries and organizations. We are looking for following things in future:

AI and ML technologies for organizations to automate processes, gain insights from data, improve customer experiences, and optimize operations.

Internet of Things (IoT) for connection and communication of physical devices, allowing organizations to collect real-time data, monitor production assets, and improve efficiency in various operations such as manufacturing plants and transportation.

Process Automation to automating repetitive tasks using software bots, freeing up human resources for more complex and creative work.

Looking at the increasing number of cyber threats, organizations are focusing on adopting advanced cybersecurity measures to protect their data and systems from unauthorized access and attacks.

We will be investing in advanced analytics tools and techniques to gain insights from large volumes of data, enabling data-driven decision-making and identifying new business opportunities.

Adoption of latest technologies should be in line with business goals, requirements, and budget

SRINIVASAN MAHALINGAM
CISO, C-SQUARE INFO SOLUTIONS

The following are the most current technologies that organizations in India may utilize to encourage greater growth:

Artificial Intelligence (AI) and Machine Learning (ML): AI and ML technologies are being widely adopted in various industries, including healthcare, finance, and e-commerce, to automate processes, improve customer experience, and gain insights from data.

Cloud Computing: Cloud computing technology is being increasingly used in India by businesses to store and access data and applications over the internet, providing greater flexibility, scalability, and security.

Internet of Things (IoT): IoT technology is gaining traction in India as more organizations seek to connect devices and equipment to the internet to collect and analyze data to improve operational efficiency and create new business opportunities.

Blockchain: Blockchain technology is being explored by various organizations in India, including financial institutions, supply chain companies, and healthcare providers, to provide secure and decentralized storage and sharing of data.

It’s important to note that the adoption of new technologies requires careful consideration of the business goals, requirements, and budget, and it may not always be suitable for every organization.
21st INFOTECH
Hotel Leela Palace, Chanakyapuri, New Delhi

RE-EMPHASIZING THE POWER
OF DIGITAL TRANSFORMATION

36 Speakers, 50 Corporates & 400 Delegates
Attended the Brand Book Launch
The 21st edition of the VARINDIA INFOTECH FORUM 2023, a day-long hybrid forum held in the national capital of New Delhi on 21st July has set a new benchmark of being a prestigious end-customer event. Themed this year - Optimizing Digital Transformation, the carefully curated event saw power-packed sessions of technical presentations, panel discussions and discourses on issues impacting the technology landscape and, most importantly business networking.

Now in its 21st year, the forum manifested itself as the perfect opportunity for enterprise-level decision-makers to explore and evaluate new technologies and strategic approaches to drive innovation in their business, through day-long discourses and discussions. Living up to its tradition of positioning as a knowledge sharing platform, INFOTECH FORUM 2023 witnessed experts from the industry, academia and the marketing leaders from corporate world participating in company presentations, insightful speeches, besides the three tracks of panel discussion sessions.

The eminent guests present at the event included Sanjay Kumar Das, MD - WEBEL; Manoj Chugh, Advisory LLP; Vijay Sethi, Chairman- Mentorkart; Prof Triveni Singh, Superintendent of Police, Cyber Crime, Uttar Pradesh; Rishi Mehta, President & CEO- WAISL Limited; Manoj Kumar, ED & Head of International Marketing- BEIL, Subhashish Gupta, Country Manager India & SAARC, Allied Telesys; Dr. Pavan Duggal, Expert in Cyberlaw and e-commerce law- Supreme Court of India; Dr. Ajai Garg, Director & Head (Tech & Law)- Anand & Anand , Dr Debarsheeta Nayak, Head of Cyber Security- Ericsson; Dr. Karnika Seth, Managing Partner- Seth Associates; Col. (DR) Indirjeet Singh, Chief Cyber Officer- Vara Technology; Saurabh Gupta, Group CIO- Gujarat Fluorochemicals Ltd.; Kumar Ravi, CISO-Teleperformance India; Rohit Raman, Managing Partner & APAC Head- Esele; Mohit Puri, Country Manager India/SAARC, SonicWall, Country Manager India & SAARC, SonicWall; Nikhil Dudwadkar, Head of Marketing, Kaspersky; Atul Govil, Chief Transformation Officer & Head (SAP & IT) - India Glycos; Sanjeev Sinha, President- IT & Digitisation- India Power Corporation Ltd.; Dr. Sindhu Bhaskar, CEO - EST Group; Vijay Anand, Sr. V.P. Global IT & IS – CorroHealth; Kapil Mehrotra, Group CTO - Dhanuka Group; Pankaj Mittal, Founder & CEO- Digizen Consulting; Rahul Dutta, Country Head- Microsoft Surface; Ritesh Dhawan, General Manager - Redington Ltd.; Anita Kukreja, Head - Marketing & Channel Sales- IceWarp India; Nationalist Umesh Gopinath Jadhav; Dr.Deepak Kumar Sahu, Editor-in-chief, VARINDIA; and S Mohini Ratna, Editor – VARINDIA.

CIOs spending in technologies that enable automation and efficiency with fewer employees

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF-VARINDIA AND GROUP OF PUBLICATIONS

In the inaugural speech, Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA and Group Publications, while expressing his gratitude towards the audience, explained how the tech leaders are struggling to adopt new age technologies, implementing new business models, creating new organizational structures, and making their processes more intelligent.

“Our world is changing, our clients’ business needs are changing, processes are changing – and there are trends that are impacting not only the way our clients are thinking about the industries they are in and the customers they serve, but also how they run their businesses. As companies continue to operate in a volatile, uncertain and lower-growth world, they are forced to completely transform their businesses by making them nimble, with cost structures that are lower and much more variable.

We are witnessing how the tech leaders are struggling to adopt new age technologies, implementing new business models, creating new organizational structures, and making their processes more intelligent. And above all – they are looking for partners who can help them navigate their transformation journeys. Talking about a data point, Worldwide IT spending is projected to total $4.7 trillion in 2023, an increase of 4.3% from 2022. As CIOs continue to lose the competition for IT talent, they are shifting to spending in technologies that enable automation and efficiency to drive growth at scale with fewer employees. Indeed, a strong technology ecosystem is essential for growth. It provides companies with the resources and support they need to innovate and succeed. Technology has been at the heart of business continuity in challenging times. The VARINDIA Most Trusted Companies and Most Admired Brands 2023 is an endeavour to commemorate the most path breaking technology brands in India’s business landscape.”
The robust infrastructure that CIOs built ensured business continuity during the pandemic

MANOJ CHUGH
CHAIRMAN - MANOJ CHUGH ADVISORY LLP

“If I would like to go back to the pandemic and understand how it was a big catalyst to digital transformation and how a big realization slowly dawned upon us that even without turning up at office, day-to-day work just continued to happen. That was a big learning for many of us. But I don’t know how many of us really step back and ask ourselves a question that how did that magic happen - when all of us were studying from home, entertaining ourselves from home, working from home, buying things online. How many organizations actually prepared themselves in terms of business continuity and disaster recovery drills of having 100% of their employees working from home, and yet the business continued unabated? When I asked CIOs this question, almost everyone answered that neither in their business continuity nor disaster recovery strategies had they ever factored for the reality of everyone working from home. But yet, we all say that people were far more productive during those unfortunate months. If we reflect back and realize that with no drills done to prepare businesses for such an eventuality, yet our businesses continued during such times, then I think that credit really goes to all the CIOs. CIOs, over the many years in a steadfast fashion, built robust, bullet-proof infrastructure within their organizations, which enabled all of us to work productively from home. So, I would like to thank all the CIOs for doing a phenomenal job. I would also want to thank the partner community, because without building an ecosystem, without all of us coming together, working along with the CIOs and working along with the IT organizations, none of this would have been possible.”

Digital transformation is a never-ending process that goes on for lifetime

RISHI MEHTA
PRESIDENT & CEO- WAISL LIMITED

“If you are really serious about transformation, you have to accomplish the goal that you have set forth. So, this is the message with which you begin your digital transformation journey. It is a never-ending process but you will have to very passionate about it; otherwise, it will be a challenging journey ahead. When I came back to India, we worked with one of the companies where not only we had to transform the company digitally but also help the customers who were going through a transformation journey. And the customers that I have are physical infrastructure customers like airports. This was one onerous task we had, since they did not quite understand lot of technology jargons or how this will help with their business outcomes. Some of the learnings that I had was that you have to constantly focus on the business needs. The company that I am very fortunate to lead is WAISL, a digital airport company. We do end-to-end service all the way from IT operations of the airport, to managing IT which is required to run the airport 24x7. So, technologies like switch router, IoT sensor, Wi Fi, 4G, upcoming 5G systems, firewalls, are deployed there. We also bring a lot of digital interventions, some are done in-house, while some through the partners. We have learned quite a lot actually by serving up 100 million passengers annually. This tells you how much insights we have been able to develop basically over the course of time. This company is 10 years old. We went through the journey of serving Delhi airport and Hyderabad airport and then we started winning some other projects like in Singapore, Kuwait.

We are in the midst of ChatGPT today that accelerated the journey from AI to generative intelligence

SANJAY KUMAR DAS
MD - WEBEL (WBEIDCL) & JOINT SECRETARY, IT & ELECTRONICS DEPARTMENT, WEST BENGAL

“Digital transformation is not for today or tomorrow but it is forever that one should look at. It is upon us how we adopt or embrace it. Every government entity has understood it and almost all of them are at different stages of this transformation journey. We are today in the midst of ChatGPT which has accelerated the journey from AI to generative AI. When we are talking of the benefits of artificial intelligence, we are actually talking about the competition between man and machine. There has been a candid discussion across many forums that machine will be overtaking men. But I have a different view. Man creates the machine, so the machine can therefore never surpass man’s wisdom. If man has created machine, then he/she also does not know what he/she is capable of. So, the fathom of intelligence and knowledge of man might actually come back and show like a machine has become a sentiment. Nearly 10-15 years back, there was a movie of Tom Cruise called Minority Report, which talked about artificial intelligence, general intelligence and human intelligence. The film showed that humans in a condition of trans collectively creating an intelligence and alerting the law enforcement agencies before any bad things take place. So even if we allow machines to learn, it cannot surpass the unformidable intelligence and wisdom of man. Only two days back, there was this news that hit the headlines of how ChatGPT accounts were hacked and nearly one lakh user data got compromised. I would quote Professor Noam Chomsky, who says that to bring awareness is the responsibility of the government.”
Hybrid cloud is the present and the future for enterprises

ANUJ KUMAR SINGH
SENIOR SOLUTION SPECIALIST, HITACHI VANTARA

“Hitachi group is a group of diverse companies operating into diverse fields, including transport, railways, and IT. We have more than 110 years of experience in operational technology, and more than 40 years of experience in IT. We are together developing solutions, with our experience in the operational technology, and the type of challenges that customers face. We are creating joint solutions and sharing our experiences in the operational technology, and the type of challenges that customers face. We are creating joint solutions and sharing our experiences with our customers. We spend close to $4 billion annually on R&D. Hitachi Vantara is the digital engine responsible for creating the IT solutions along with these operational technologies. Moving to and operating in a highly distributed IT environment is a must thing for all the data-driven enterprises today. From surveys we have seen that approximately 90% of enterprises have already realized how to operate on these multiple clouds. These enterprises are not only looking at multiple clouds, but they are expecting an approach where applications and the critical data can leverage the IT infrastructure present on their private cloud, as well as public cloud seamlessly. Secondly, they wanted to run their applications and these workloads on a private cloud, but also wanted to leverage infrastructure on the public cloud so as to meet the occasional spikes in their workload or whenever their traffic grows. There are many companies already adopting this strategy and there are many more who are joining this hybrid cloud to meet the goal of digital transformation. So hybrid cloud is the present and the future.”

Cybersecurity awareness among smartphone users is still low

NAVEEN KUMAR
SALES DIRECTOR, NORTH & EAST - SOPHOS INDIA

“Everybody is seen with a smartphone or a mobility device nowadays. But the question which arises is that out of these 600 million users, how many of them are aware about cyber security. If we are not secured on the cyber front, then how will we understand the disadvantages and losses that need to be borne. It is not only the loss of data but the prestige of the organization comes at stake during an event of cyber incident. When we target something big, what kind of a vision should we have. In my opinion, the eagle has the vision and target that extends even beyond 5 kms. The CIO and the CISO community has that similar kind of vision. They can sense threats even six months prior. The development team at Sophos also has this vision as they continue to study the market, take insights of how frequently the attacks happen and accordingly keep on enhancing our products. There were surveys conducted by us in the beginning of this financial year in the APAC region, with over more than 15,000 CIOs. The survey reveals that 93% of the surveyed have experienced a cyber-attack of some form, while 63% of the IT professionals always say that they don’t want to spend time on such ongoing issues. The average time taken to identify an issue is 9 hours. For an organization between 3000 and 10,000 users is even higher - the average time to identify that incident is 15 hours.”
PANEL DISCUSSION I: ‘Accelerating Data-Driven Growth’

The first panel was moderated by Vijay Sethi, Chairman- Mentorkart and it highlighted how CIOs/CTOs are utilizing data to efficiently drive business growth, innovation, and decision-making, while leveraging analytical techniques to gain insights, make informed strategic choices, and optimize business operations.

Accelerating data-driven growth has become increasingly important in today's digital age. CTOs are now responsible for driving innovation, developing and executing a technology strategy, and aligning technology initiatives with business goals. They also play a key role in digital transformation, helping organizations to adopt new technologies and processes that can improve efficiency, productivity, and customer experience.

Vijay Sethi opened the session by stating about the importance of data and how it is going to change the world when put analytics on top of it. “Since I have been working with a lot of start-ups, I have seen the valuation of many of these companies going up just because they possess a lot of data. Data is also bringing a lot of change to the business models of organizations, both at the organizational and the strategic level. It helps businesses to analyze what went wrong and how something can be done right.”

Sanjeev Sinha, President- IT & Digitisation- India Power Corporation Ltd. harped on the importance of data while sharing some use cases that stressed on this important role played by data in the life of an organization today. “We know if data is there and it has to be analyzed, we can get lot of insights. In the power sector, the government has embarked on what is called smart meters, which capture data on a more regular basis as compared to an analogue meter. It will transmit data at an interval of 15 minutes. At the end of the day, the data collected is ensured to translate to customer satisfaction and delight.”

Kapil Mehrotra, Group CTO- Dhanuka Group reiterated the fact that data is very important. “When I joined Dhanuka, I was looking at ways to add value because we are a very old organization. We have a lot of research data available - customer, factory, plant and IoT data. We had implemented ChatGPT recently; my focus was to increase the productivity of the organization. We integrated our data warehouse with ChatGPT. This is also benefiting people a lot as it was delivering more efficient time to delivery. So, data is a super-power nowadays to play around.”

In the view of Atul Govil, Chief Transformation Officer & Head (SAP & IT) - India Glycols, data for a corporate, individual or a country per se is a safety net. “It works like a telescope using which you can see what lies in the future. You also prepare for both foreseen and unforeseen events that may happen. Second is, data also brings a compelling argument when you are in a meeting and when you want to drive any action data or harp on out of the many options available. What I finally also see is that data brings a sense of trust, because basis this data you can put forward your decision with respect to any issue.”

Dr. Sindhu Bhaskar, CEO - EST Group explained that though he is not a data guy but through his enterprise he keeps collecting data and so his views are slightly different from the others. “15 years back I did not have any value and only during these years I have got what is called value. There is this uberization of technology and so we are moving towards numbers and revenues. And this when we talk about data. The determining factor for your importance or value is data. When this data is becoming the real gold or oil in the society, the data scientists and analysts are the real goldsmiths. But the real purpose of this data is to sieve this information, sort it out and create a proper roadmap for the organization.”

Pankaj Mittal, Founder & CEO- Digizen Consulting opined that everything is data today. “With data coming into the picture, the omni-channel approach to collecting this data, getting analytical outcomes as a toolset, the fact-finding exercise backed up by data analysis is creating new business models. We have seen how multiple companies across different industries are creating new channels. Metaverse for instance has created new omni-channels, where the experience created in the virtual world delivers the goods in the physical world. Lot of opportunities are arising out of the data. Businesses are creating new revenue channels or economic models out of this data.”
PANEL DISCUSSION II: ‘Need for Value Marketing in Unprecedented Economic Times’

Dr. Deepak Kumar Sahu
Editor-in-chief, VARINDIA

Marketing for business is a highly valuable tool as it helps to create brand awareness, drive profit and growth, acquire and retain customers, and enhance engagement. Today, consumers are more price-sensitive than ever before. They look for products and services that offer the best value for their money. This means that businesses need to focus on communicating the value of their offerings in a clear and concise way.

In a tough economic climate with increased competition for a smaller customer pool, brand differentiation and effective communication of value becomes critical for businesses. Our survey among the marketing leaders reveals that 46% of marketing leaders say consumers will simply seek out cheaper alternatives to their usual purchases in a recession.

Ritesh Dhawan
General Manager, Redington Ltd.

There is absolutely no doubt about the benefit of time saving when it comes to AI. I would like to emphasize that it has changed the way search was being done before and in the erstwhile search format there were a lot of data points that were available and we spent a lot of time making our opinions. So one of the things that ChatGPT has done is it has created a bridge between not having an opinion to having an opinion in a short span of time. It is a really commendable tool for marketers and business people all across.

Kaustubh Patki
Head India Marketing, OpenText

I have worked in four different companies and the biggest challenge we had every time that our company got acquired and we had to start from ground zero. The key thing was that we had challenges both internally and externally. Internally, there was a new structure, new team and externally with the customers we had to ensure the right visibility, mindshare. So the very key thing was that we had to ensure that we had the right kind of corporate narrative. Today, it is not only about reaching the decision makers but the users also that is where we had to ensure omni-channel presence. While these were happening COVID started where we saw the emergence of automation, hyper personalization, data driven marketing and now that it is in hybrid format.

Shanker Sareen
Marketing Lead, India & SAARC, SentinelOne

People in our organization are realizing that things are changing - digital media, social media. The other day, somebody said that we want to do hyper personalization. So, one does not know that the sales representative is just trying to throw a fancy word to impress you or his manager, or is he actually serious about it. Our problem is also to understand that when they expect something from us, are they actually wanting that for their particular segment or a market or are they just trying to get a catchy word from the media and trying to replicate it. So, it is a ballgame where marketers have to be very clear as to what is required.

Nikhil Dudwadkar
Head of Marketing, Kaspersky

We all have gone through a long marketing journey, so the challenge has been changing in every job for all of us, but over the years what I see is that it is more of accountability that has been increasing. The emphasis for marketers is more of accountability which is primarily generating leads. Now, COVID has changed that because in the last two years we have been really looking for opportunities that sales people can drive. I think our successors will face more challenges as we have grown over the last few years.

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

Over the years what has evolved in the marketing field is you always have the call to the customer and the partner. Ultimately, whatever strategies have come up or whatever you do but everything revolves around the customer and the partner. So yes, there are your strategies that have come up, the journeys, the trust of it is something that works upon but ultimately, the entire journey, process that happens is primarily around these two key factors. We are trying to bring value to the customer that you are interacting with.
PANEL DISCUSSION III: ‘Unifying Digital Agenda’

Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA

The role of a Chief Digital Officer (CDO) has become increasingly important in recent years, as businesses have become more reliant on technology. The CDO is responsible for driving the organization’s digital transformation, which involves using technology to improve business processes, customer experience, and operational efficiency. At the same time, the CISOs are responsible for developing and implementing a cybersecurity strategy that aligns with the organization’s overall business goals. This includes identifying and assessing risks, developing security controls, and managing incident response. CISOs must have a deep understanding of these threats and how to mitigate them. They must also be able to work with other members of the executive team to ensure that cybersecurity is a top priority for the organization.

Dr. Karnika Seth
Managing Partner, Seth Associates

Unified digital agenda is a very interesting mix of words but a lot of things will come under this. One, whenever we think of a unified digital agenda it comprises what we see as a trend today and what needs to be looked in for a solution. If we look at cyber security in particular, there you have to see the technology that will be deployed, the emerging trends, we also look at the possible threats and the solutions. So, the agenda should be actually a mix of what we are seeing today, the challenges and what kind of solutions we need and to have the digital readiness for the future as well.

Saurabh Gupta
Group CDIO, Gujarat Fluorochemicals

Nowadays, we cannot stop the way digital is getting adopted. These days people do not come to IT leaders for any digital tool, they just express their needs, likings and ask for the support to implement a tool. Now, it is the responsibility of the IT leader to ensure the implementation and integration of the tool with the overall ecosystem. So, we have to be very agile in the current era and ensure that we build infrastructure in a way that has APIs available to connect on an open source, cloud platform and to ensure that business runs as per their needs.

Col. (DR) Inderjeet Singh, Chief Cyber Officer, Vara Technology

We are in an era of AI v/s AI where AI would be the defender and AI tools will be made as malware to attack you. This has started happening. While we talk about a unified digital agenda, we have to change the whole process of the cybersecurity itself. At present we look at cybersecurity from a miniscule perspective, we feel that all the threats are lying outside. It’s time to think that threats are inwards and we have to look at the complete network from outside in. That is how you have to change the whole process.

Bohitesh Misra
Co-founder & CTO, Avexa Systems

We are developing a connected healthcare analytics platform. So, we understand that the kind of risk that we carry is phenomenal. One of the issues that we take care of as part of the development is data privacy and we ensure that data is seamlessly shared among the patients, doctors and the hospitals with the approval of the patients. So that kind of privacy has to be a part of the system. Second is data biases and data poisoning. Whatever recommendations engines that we generate if you start biasing those data at the back end then recommendations would be entirely different. So those kinds of risks are pertinent and it has to be taken care of.

Dr. Debabrata Nayak
Head of Cyber Security, Ericsson

From the world perspective, Unified digital agenda starts with three letters – A, B and C. A means advanced technology like IoT etc. B means Broadband and C means Cloud computing. These are the digital agendas that people are talking about anywhere across the world. Similarly, in India A means Atmanirbhar Bharat, B is BharatNet and C is come and Make in India which is equivalent to chip making and making self-reliant. When we build this kind of digital analogy it is important that we have to make digital inclusiveness and run our digital services on top of these platforms.

Rohit Raman
Managing Partner & APAC Head, Etek

The way digitization is taking place in India and if I compare with the level of awareness and education that is prevalent in the Indian diaspora there is a big gap. There is a great dependency on using AI tools to extract business decisions out of highly unstructured and dispersed data. But the way we are using AI for the benefit of business decision making, there is always a group of cyber criminals who are way ahead of us and making use of the same tool to crack the shield that we are using to build AI.

Kumar Ravi, CISO, Teleperformance India

AI is a technology of today and tomorrow. So, from a security point of view AI is being used by the criminals and if the adversaries are using it, I think the defender side also has to use it. The battle of tomorrow or today cannot be fought with the weapons of yesterday. We all know there are security and privacy concerns because it involves a lot of data to be consumed, processed and there are concerns of ethical use of that, biasness, transparency – these are the inherent risks that come with the use of AI.
A Leader should motivate his team in difficult times

DEBASIS SATAPATHY
GM (HR)- NBCC LTD

The way Artificial Intelligence is becoming popular like ChatGPT and other AI tools, the US President called a meeting a few days back where Microsoft’s Satya Nadella and Google’s Sundar Pichai were also present to discuss the impact of AI in the job market. This is really very alarming for us. In a recent newspaper it is reported that TCS has hired 90% less than what it hired last year. They are all undergoing a position of lowest ever attrition in the organization. So, you can imagine what kind of impact it is going to have.

As an IT Head of an organization when this kind of disruption is happening, how will you deal with your team when they will be demotivated? How will you motivate them? Let us try to understand how Duryodhan behaved in Mahabharata. When the Mahabharata war was about to start and both Pandavas and Kauravas were facing each other, Durvyodhan came down from the chariot and he started addressing to his army to motivate them because they knew that in the just concluded Virat war from Pandava side only Arjuna was there and from the Kaurava side all the warriors like Dronacharya, Bhishma, Kripacharya etc. were there but still Kauravas could not face Arjuna in the Virat war and they had to accept defeat. So just imagine what must be the thinking process of Duryodhan. He was the only person who knew that defeat was a must for them. He could not accept it and he said they are the best in the world and their strength is more than the Pandavas. He encouraged the army to fight together to win it despite knowing that they are going to face the problem.

Allied Telesis provides a single SDN controller to manage and operate an entire solution

DATTATRAY KATKAR
HEAD OF BUSINESS & STRATEGIC ALLIANCES (INDIA & SAARC), ALLIED TELESIS

Everyone is talking about digital transformation, for me it makes life simpler with the help of AI/ML technologies. Since digital transformation is done by applications and applications run by an intelligent network, we are very proud to announce that the satellite launchpad of India has been running successfully for over 10 years on Allied Telesis, where the entire PSLV and SLV is intelligently managed and automated by the company. There are many organizations in each vertical, where Allied Telesis is instrumental for digital transformation of their network and security.

Allied Telesis is a Japanese company, headquartered in Tokyo, we are into an end-to-end SDN driven AI-enabled network and security providers. We started in 1987, a 37 years old organization. Since my company believes in the philosophy of starting everything on its own, starting from R&D, manufacturing etc. Globally we have 1700 employees, almost 700 R&D centers, over 160 patents, and two factories. We offer end-to-end solutions starting from core, access etc. We are the pioneer and one of the largest deployment-based industrial switches companies. We are the industry’s AI-enabled wireless controller.

An entire solution will be managed and operated by a single SDN controller. In the current scenario, if you talk about any networking solution you require a minimum of two to three controllers, whereas in Allied Telesis you have just one controller which can take care of routing, switching, wireless, security which is firewall and part of zero trust solution.

Cyber criminals are using AI tools and technology like never before

PROF TRIVENI SINGH
SUPERINTENDENT OF POLICE, CYBER CRIME, UTTAR PRADESH

“Since I deal with all types of criminals, I have come to realize that they are very tech-savvy and use different kinds of technologies. One criminal that got captured revealed that they use AI. If they lay their hands on any video of 5-10 seconds duration, they are capable of creating a half an hour-long video using deep-fake application. So where will they get these videos? They will either pick it up from social media or record any live video for one minute and will then create a video which no one will be able to call it fake. They will add any audio over that video. Earlier we used to easily comprehend whether any text is written by a criminal or not since there used to be lot of grammatical errors. But now using AI tools like ChatGPT or Bard, criminals come up with refined texts and no one would be able to make out whether it is genuine or fake. Similar to a boardroom where C-level executives discuss their AI strategy, we in our meetings try to figure out what will be our counter AI strategy. We are in search of such technology that can help us in understanding that. In my observation, cyber criminals are the best marketers. Leave aside IIM or an IIT graduate, a cyber-criminal having studied only till 12th class has the sense for marketing which very few can possess. I once read a book written by Kevin Mitnick, a world-renowned hacker, in which he wrote about the art of deception. This art uses social engineering attacks and the main component there is to put a bait before any human.”
Kaspersky follows a maturity-based cybersecurity approach for solutions

PIYUSH VERMA
PARTNER ACCOUNT MANAGER, NORTH INDIA, KASPERSKY

Very often we hear a particular industry getting attacked. Ransomware in today's scenario is very sophisticated and targeted in nature. It is available as a service on the portal. They work as a complete ecosystem. In the traditional scenario, a single person did all the things – developing, negotiation etc. but now they have domain experts. Developers are there who are developing the ransomware on-field negotiator, someone is there in lateral movement, so everything is in place and working as an ecosystem.

The common challenges with any organization, one is lack of visibility. So when any of the customers is under attack, they have to jump from one window to another. In security it says if you cannot protect something which you cannot see. So, visibility is the main challenge. Second, whatever tools are available in the market they are very complicated in nature to handle. According to a research report the response time of a Managed SOC is somewhere around between 15 to 20 hours. Just imagine you are under an attack and you did nothing for 20 hours. What will happen to the data? Every now and then a new surface is coming up like smartphones, BYOD, concentrators etc. which we have to protect. Last but not least is your users.

We in Kaspersky work on a maturity-based cybersecurity approach. It is based on three key pillars – Equipped, Informed and Reinforced.

Nutanix offers solution to manage data sprawl easily

VIKAS JAIN
TEAM LEAD - SYSTEMS ENGINEERING, NUTANIX

Today, all organizations are looking to modernize their existing environment. Each and every organization today is looking for transformation in their technology. But it is not easy. There are a lot of restrictions or constraints that prevent people from modernizing their infrastructure in as easy a way as they believe it would be. One major thing is the budget and it constraints organizations from adopting a lot of new environments.

The second thing is the skills of the people. Today, if you have one technology, there will be people who do not want to change their skill set and they do not want to adopt new technology because they fear that they do not have the skill set and they won’t be able to manage it effectively.

Third is the time that is required to modernize the system. They will always look for modernizing some stuff and then accelerating that modernization into a complete data center. It used to be very easy to make decisions in the past - either on premises or in the cloud. But today, with so many options available for everyone there are so many options available to run their infrastructure. So, there are so many avenues and within a few years they end up in such a situation wherein the infrastructure is spread in so many places. Nutanix uniquely provides the solution wherein we provide you the options of managing your data sprawl easily. The main crux behind managing this kind of environment is having a common operating environment which runs on-prem as well as on edge locations, branch location, or on public cloud also.

CP Plus bolstering its commitment towards Make in India initiative

O P KUKRETI
MANAGER, ADITYA INFOTECH

CP Plus is the largest surveillance brand in India. We have 42 offices, over 150 service centers across India and have a reach in more than 450 cities in India. In line with the Make in India initiative, we have come up with the largest factory in Andhra Pradesh. This factory is ISO certified and has a world-class latest SMT division. We also have a world-class product testing lab there. We are doing complete manufacturing in this plant. We can manufacture three million devices per month in this facility and we are going to scale up this capacity upto five million devices per month. So, 99% of the equipment will be manufactured here on a security basis. We have a wide range of product portfolio from consumer cameras to integrated solutions. We offer explosion proof cameras, thermal cameras and according to the requirement you can choose from a wide array of products.

To optimize the things, we are doing around technologies but we think it is our responsibility that people should be aware of the technology and should be able to deploy this. So we are driving a program called Mission Tech wherein we train our SI partners and customers to utilize the technology and devices which will help them to secure their premises. We do these training sessions very frequently. These are available offline and online. We also do awareness programs such as road shows and conferences. We feel it is our responsibility that the country or partners should know how to utilize these devices and how to install or apply them.

Kaspersky follows a maturity-based cybersecurity approach for solutions

PIYUSH VERMA
PARTNER ACCOUNT MANAGER, NORTH INDIA, KASPERSKY

We in Kaspersky work on a maturity-based cybersecurity approach. It is based on three key pillars – Equipped, Informed and Reinforced.
Microsoft Surface taking the hybrid work to next level

RAHUL DUTTA
COUNTRY HEAD, MICROSOFT SURFACE

Why is Microsoft investing too much into productivity? Because we believe that the way that the future of work has been designed is going to change. Artificial intelligence will become more prevalent in 2023 with natural language processing and machine learning advancement. Artificial intelligence can better understand us and perform more complex tasks using this technology. It is estimated that 5G will revolutionize the way we live and work in the future. Like AI and Machine Learning, Robotic Process Automation, or RPA, is another technology that is automating jobs. As more organisations adopted Cloud Computing, they found several limitations in the technology. Edge Computing helps to bypass the latency that Cloud Computing causes and helps organisations to get data into a data center for processing.

There is always something new on the horizon when it comes to technology. The world of information technology would never stand still. This rapid, ever-changing industry is full of new technologies, tools, software frameworks, and innovative ideas. Artificial intelligence, automation, and other advancements in information technology specifically set the stage for more technological evolution. Talking about VARIINDIA and Brand Book’s journey, the products of Kalinga Digital Media, have been serving the Indian ICT industry for the last 24 Years. VARIINDIA has been voted as the #1 trusted source for Technology news and insights.”

Feeding too much of sensitive data into ChatGPT is going to have its ramifications

DR. PAVAN DUGGAL
EXPERT IN CYBERLAW AND E-COMMERCE LAW- SUPREME COURT OF INDIA

“We are all connected with data. A lot of new developments are taking place in the area of data. Many of us are using ChatGPT nowadays. So, the next time ChatGPT gives you data and you put that as your own, what kind of ramifications could that have for you? A certain company wanted to get some sales programs and proposals and tasked the sales team to do so. The sales team uploaded the complete corporate data on to ChatGPT, got the stuff back and cut and pasted it back into the company’s account. Little did they realize that they were actually giving so much of corporate data out there, and which is bound to create its own legal issues and challenges. So, in this context, when I talked about data protection, I mean a different ballgame altogether. Around 12,000 SBI employees’ sensitive personal data has been leaked on telegram channels and it still is available. It’s not normal data but sensitive personal data. Prime Minister Narendra Modi recently announced that the Indian data protection law is now going to be a great stepping stone in protecting our data because it’s going to help increase India’s reputation globally. The monsoon session is coming in and the new Digital Personal Data Protection (DPDP) bill 2023 is listed to be passed. This particular bill has got a distinctive journey. In the last five to six years, we have been deliberating various options and drafts of this bill, and now we have reached at a reasonable level of maturity and how we ought to go forward. The final draft of the digital PDP bill 2023 is still not out in the public domain. So it’s hard to really comment on the exact parameters of this bill till such time the exact draft is going to be out.”

The world of information technology would never stand still

S MOHINI RATNA
EDITOR – VARIINDIA

“Computing power has already established its place in the digital era, with almost every device and appliance being computerized. Technology is enabling faster change and progress, causing an acceleration of the rate of change. Artificial intelligence will become more prevalent in 2023 with natural language processing and machine learning advancement. Artificial intelligence can better understand us and perform more complex tasks using this technology. It is estimated that 5G will revolutionize the way we live and work in the future. Like AI and Machine Learning, Robotic Process Automation, or RPA, is another technology that is automating jobs. As more organisations adopted Cloud Computing, they found several limitations in the technology. Edge Computing helps to bypass the latency that Cloud Computing causes and helps organisations to get data into a data center for processing.

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With extensive multi cloud capabilities, Crayon helps customers optimize their cloud spend

VENKATARAMAN D
EXEC. DIR. - SALES & STRATEGY, CRAYON SOFTWARE EXPERTS

“Crayon is a Norwegian headquartered company and we have built our organization with the core values of integrity, quality, pace and agility. Customer focus is our theme and we ensure that we always deliver on time as committed to customers. Agility is super important for us. We continuously innovate and ensure that we excel in whatever we do and we do it with continuous excellence. At a glance, we have 20 years of expertise in software and cloud advisory across the globe. We have 7000 certifications across different technologies and the solutions that we bring to the table. We also cater to 80% of the global market through 50 offices in different countries.

We have strong relationships and strategic partnerships with technology provider leaders as well as cloud partners. We serve close to 70,000 customers of various industries, starting from SMBs to enterprise. We are listed in the Norway stock exchange. We are ‘People First’ organization and we believe in our employees. We are committed to provide them a diverse, equitable, as well as an inclusive workplace. The understanding of customer needs is of paramount importance to us and we ensure that we modernize IT infrastructure to the cloud. We are cloud agnostic. The decision of which cloud to choose is again depends on the customer requirements. We have a very strong, extensive multi cloud capabilities to help them to optimize their cloud spend. Through our continuous engagement and value addition, we normally get into customers’ long term commitments.”

MOST TRUSTED COMPANIES
Winners

IBM INDIA PVT. LTD.
NVIDIA GRAPHICS PVT. LTD.
ZOOM VIDEO COMMUNICATIONS LTD
INGRAM MICRO INDIA PVT. LTD.
TATA CONSULTANCY SERVICES LIMITED
HEWLETT PACKARD ENTERPRISE INDIA PVT. LTD.
REDINGTON INDIA LTD.

Delegates at the Event

S. Mohini Ratna, Editor, VARINDIA, Welcoming Mr. Manoj Kumar, E.D., BEL
The Fire-Side chat session, on the topic, Policy - A Maker and breaker of innovation, Entrepreneurship in Tech start-ups, saw Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA and Rameesh Kailasam, CEO- Indiatech.org discussing on the role that policy plays in fostering and limiting innovation and entrepreneurship in tech start-ups.

GST was meant to simplify tax structures. We have moved from sales tax regime to VAT regime and then subsequently to GST. It was supposed to be one nation, one tax. Although we have very simplified slabs, the same product can sit in multiple slabs depending on how you look at it. If you buy food and movie tickets in a theatre, the tax is 5% but if you buy as a combo it is 18%. We have similar examples like if you buy a non AC bus ticket online then it is 5% but if you stand in the queue and buy a ticket there is no GST. There are a lot of such peculiar combinations that exist and the challenge that we are facing is while the government and all the departments are working hard to promote ease of doing business along with the states. I think we have successfully managed to achieve ease of setting up business but in ease of doing business unless we bring back tax simplicity we cannot fully achieve the vision of the government. In case of GST, we need to seriously re-look at removing the same product setting in multiple variants.

If you look at the list of items and the way it is categorized I think it is somewhere not meeting the goals for which it was set up, to simplify the whole system. At the same time, it is a great reform. There is nothing wrong with the thought of GST and the direction of it. But what is probably that we need to fix quickly is this multiple interpretations and various angles that are coming in. For example, startups are having a lot of issues where you have three or four people landing at your doorstep and saying I am the consuming state when actually it should have been simplest as to who was the consuming state. So, we are having issues where people are getting show cause notices etc. It is not easy to convince for the simple reason that there is nothing clear which is there to defend some of these. The fundamental thing in law is that it should be so clear that you should not be going to courts on both sides and unfortunately we are beginning to see that trend which is not a healthy sign.

Tax simplicity is the need of the hour
JAIDEEP KHANDUJA  ACCIOMANGO

NASEEM HALDER  ACKO GENERAL INSURANCE

A SHIJU RAWTHER  SBI MUTUAL FUND

AMIT ARORA  SHR LIFESTYLES

AMIT JAOKAR  NGKSB CO-OPERATIVE BANK

AMIT KAPOOR  PRISTINE GROUP

ANAND AGGARWAL  ASSETS CARE & RECONSTRUCTION ENTERPRISE

ANAND RUHULA  SIKKIM MANIPAL UNIVERSITY

ANIL NAMA  CBRLS DATACENTERS

ANNIE MATHEW  MOTHER DAIRY FRUIT & VEGETABLES

ANUJ TEWARI  TMF GROUP

ARJIT DASGUPTA  RUPA & COMPANY

ARINDAM SINGH RA Roy  ADAA GROUP

ARVIND KUMAR  GENISYS GROUP

ARVIND SINGH  PURAVANKARA

ASHISH BANSAL  GSK INDIA GLOBAL SERVICE

ATUL GOVIL  INDIA GLYCOLS

AYNEESHE VATS  CONVERGENCE ENERGY SERVICES LTD. (CESL)

BHARAT B ANAND  EC-COUNCIL

BHIBHAS SEN CHAUDHURI  AMBUJA NEOTIA HEALTHCARE VENTURE

BOHITESH MISRA  AVEXA SYSTEMS

COL (DR) INDEEJUET SINGH  VARA TECHNOLOGY

DHANANJAY ROKDE  IMANCEDGE

DHAVAL MANKAD  HAV/MOR ICE CREAM

DINESH KAUSHIK  SHARDA MOTOR INDUSTRIES

DR. AMRUT UKUDE  RELIANCE POLYESTER

DR. BISWAJIT MOHAPATRA  AMAZON WEB SERVICES

DR. CHITRANJAN KESARI  IDEMEUM INC.

DR. HAROLD D' COSTA  CYBER SECURITY CORPORATION

DR. MAKARAND SAWANT  SAHYADRI GROUP

DR. N RAVEENDRAN  SAKTHI FINANCE

DR. PAVAN DUGGAL  INTERNATIONAL COMMISSION ON CYBER SECURITY LAW

DR. SANIDIP PRADHAN  EXIDE INDUSTRIES

DR. SUSHIL KUMAR MEHER  ALL INDIA INSTITUTE OF MEDICAL SCIENCE

DR. VINEET BANSAL  SURYA ROSHNI

DR. YOGESH DADKE  ADIENT

GANESH VISWANATHAN  AIHENT TECHNOLOGIES

GAURAV PANDEY  LENSKART

GAURAV VIJ  HOLIVIC.COM

GAURAV VYAS  JEKSON VISION

HARIRHARI SUBRAMANIAN  SHIRHAPROPERTIES

HARSH ARORA  HINDUSTAN POWERPROJECTS

JYOTHIRLATHA B  GODREJ CAPITAL

KAMLESH KUMAR  M G GROUP

KAPIL MADAAN  MAX HEALTHCARE INSTITUTE

KAPIL MAHARAJ  ALLCARGOLOGISTICS

KAPIL MEHROTRA  DHANUKA AGRITECH

KARNIKA SETHI  SETH ASSOCIATES

KAUSHIK CHAKRABARTY  RASHMI GROUP

KAUSTUBH DABRAL  DABUR INDIA

KRIPADYUTI SARKAR  AMBUJA NEOTIA

KUMAR RAVI  TELEPERFORMANCE INDIA

KUSHAL VARSHNEY  VIRESCENT INFRASTRUCTURE

LAKSHMANA VADAGA  IMAGICA A WORLD ENTERTAINMENT

LAXMI NARAYAN SAHU  MICROSCAN COMMUNICATIONS

MANKANT SINGH  DMI FINANCE

MEETALI SHARMA  SDG SOFTWARE INDIA

MUKUL GUPTA  ADVANCED TECHNOLOGY CONSULTING SERVICE

NAVANEETHAN M  TATA PLAY

NITIN DHINGRA  SOMANY IMPRESA GROUP

PANKAJ MITTAL  DIGIZE[N CONSULTING

PARNA GHOSH  MINDA INDUSTRIES

PARVEEN KUMAR  VIANAA GROUP

PRAGNESH MISTRY  RPG ENTERPRISES

PRASENjit MUKHERJEE  JINDAL WATER INFRASTRUCTURE

PRINCE JOSEPH  NEST GROUP AND SFO TECHNOLOGIES

PROF. TRIVENI SINGH  UTTAR PRADESH POLLUTION

RAMKUMAR MOHAN  AIR WORKS INDIA (ENGINEERING)

RAVI RAZDAN  JYOTHY LABS

RISHI MEHTA  WAISL

SANDEEP JAMDAGNI  ASHIANA HOUSING

SANDEEP SENGUPTA  ISOAH DATA SERVICES

SANJAY KUMAR DAS  GOVERNMENT OF WEST BENGAL

SANJAY KUMAR SINGH  GLOBAL EDUCATION (GEDU)

SANJEEV SINHA  INDIA POWER CORPORATION

SAURABH GUPTA  GUJARAT FLUOROCHEMICALS

SHAIK J AHMED  MASHREQ BANK

SHAILENDRA CHAUDHARY  INTERARCH BUILDING PRODUCTS

SHAILENDRA SHUKLA  MERCADO S ENERGY MARKETS INDIA

SHWETA SRIVASTAVA  JK CEMENT

SIBASIS PRADHAN  SAAJ INFOTECH

SIVAKUMAR NANDIPATI  FEDBANK FINANCIAL SERVICES

SONAL GADE  L&T FINANCE

SOURABH DAS  ADITYA BIRLA GROUP ESSL

SRINIVASAN MAHALINGAM  C-SQUARE INFO SOLUTIONS

SUBROTO PANDA  ANAND AND ANAND

TARUN BALI  BEAUTY & BEYOND (SKANDHANSHI GROUP)

TEJAS SHAH  PRINCE PIPE S AND FITTINGS

UDIT PAIHWIA  KIRLOSAR MANAGEMENT SERVICES

V RANGANATHAN IYER  JBM GROUP

V. SENDIL KUMAR  SHIRHAM CAPITAL

VARUNDEEP KAUR  SPICE MONEY

VENKAT RAMANI  ALLIANCE BROADCASTING (NEWS7TAMIL)

VIJAY SETHI  MENTORKART

VISHWAJEET SINGH  SALASAR BALAJI LOGISTIC

VIVEK KHARE  VERSE INNOVATION

VIVEKANANDA NASKAR  PROTEGRIY INC.

YOGENDRA SINGH  BARISTA COFFEE COMPANY

www.varindia.com  July 2023  |  39
The Most Influential CMOs In India

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<td>DIRECTOR-MARKETING &amp; COMMUNICATIONS</td>
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<td>HEAD OF MARKETING - ENTERPRISE (INDIA &amp; SAARC)</td>
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<td>DIRECTOR FIELD MARKETING</td>
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<td>JAGANATHAN CHELLIA</td>
<td>SR. DIRECTOR MARKETING – INDIA, ME &amp; AFRICA</td>
<td>WESTERN DIGITAL</td>
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In the ever-evolving landscape of business, the journey towards embracing the digital era has become a prevailing challenge for both Small and Medium Enterprises (SMEs) and large Enterprises. As they struggle with the difficulties of figuring out what functions well and what doesn’t in this fast-evolving technology environment, the enormous task of "Digital Transformation" is now at the top of their list of worries. The fear of change is heightened as the digital landscape develops, and it is made worse by concerns about cybersecurity, artificial intelligence, machine learning, the Internet of Things (IoT), governance, and the disruptive potential of innovative start-ups.

Value-added resellers (VARs) are forced to adjust to the changing needs of their clients at a critical moment in this continuous metamorphosis. VARs no longer only focus on selling products; they now understand the need to provide a wider range of services and solutions. As the demand for integrated solutions rises, VARs are rising to the occasion, strategically investing in novel technologies such as cloud computing and big data.

VARs have also broadened their horizon by venturing into the realm of security solutions. Emphasizing on cloud-based security, managed security services, and security consulting, VARs are determined to fortify the digital defenses of their clients. In the relentless pursuit of staying ahead in the digital race, VARs are embracing cutting-edge technologies like artificial intelligence and machine learning. Leveraging the power of these advanced tools, they aim to bolster the security posture of their clientele further.

Although there will be many obstacles to overcome, the evolution of VARs into innovative, tech-savvy partners for their clients marks the beginning of an exciting new age. By actively embracing digital transformation and harnessing the potential of innovative technologies, VARs are poised to become instrumental players in the success stories of SMEs and Enterprises alike. The objective is that these VARs will emerge as leaders in knowledge, direction, and transformation for their clients as this adaptation journey progresses, blazing the way to a prosperous and safe digital future.

Let’s hear from the top VARs in the market against this backdrop.
Successful transformation means adopting a mindset, a culture, and a holistic technology-based approach

SARAVANAN SHANMUGAM  
VP – INFRASTRUCTURE MANAGED SERVICES, BAHWAN CYBERTEK

Challenges and Opportunities in Digital Transformation

A cookie-cutter approach to digital transformation will never succeed. When enterprises are simply eager to join the digital bandwagon without any clarity on purpose, or clear-cut vision, they are bound to fall short of expectations. In my experience, I’ve seen that successful leaders emphasize the ‘why’ and ‘how’ of digital transformation for maximum value. They galvanize support from leadership, business, and IT teams, and commit to working together across the organization instead of working in silos. Successful transformations are not about investing in a new tool or AI platform but adopting a mindset, a culture, and a holistic technology-based approach to convert abstract goals into tangible results.

Distinguishing Enterprises and Start-ups

While transformation in enterprises and start-ups might seem similar, outcome-based transformation will need a tailored approach. Enterprises might have the resources, talent, and infrastructure to execute a plan, monitor outcomes regularly, and course correct where needed, but might take an incremental approach and sometimes face resistance. On the other hand, start-ups, driven by innovation, might focus on rapid scaling with immediate buy-in. In my opinion, a keen understanding of the business, and acknowledging these differences are important for positive outcomes.

Digital revolution forced organizations to review their strategy and methods

NAVNEET SINGH BINDRA  
SENIOR VICE PRESIDENT & COUNTRY CHIEF EXECUTIVE, INGRAM MICRO INDIA

Distinguishing Enterprises and Start-ups

It’s so true that enterprises and start-ups have different business models and requirements, and they will adhere to distinct sets of strategies, policies, and priorities. However, we must not forget that they both share the same aspiration – leveraging the opportunities of the digital business landscape! So, we have carved out a flexible and adaptive approach to categorize enterprises and start-ups as different customer segments, understand their unique requirements and business aspirations, and offer a relevant set of customized solutions and/or advisory services.

In the digital age, enterprises often require scalable and enterprise-grade solutions, whereas the majority of start-ups are more interested in cost-effective and agile solutions. We just make sure that we meet these requirements by aggregating a comprehensive range of technology-led business solutions. We also offer an array of Managed Services, Professional Services, IT Asset Disposition Services, and even Financial Services that can help organizations of all sizes accomplish their digital ambitions successfully.

Navigating the Complexity of Digital Transformation

The age of the digital revolution will always be remembered for some inherent characteristics that have compelled businesses to revisit their organizational strategies and approaches. Some of the most apparent aspects of the digital revolution are rapid advancements in the field of technologies, shifting business models, evolving customer expectations, and emerging revenue streams. We must not overlook the fact that the digital landscape is quite uncertain, dynamic, and extremely volatile. To navigate the complexities of the digital era efficiently, we have embraced a proactive approach that pays due attention to fostering strategic partnerships, enhancing digital capability (of all stakeholders), and promoting customer-centricity. We aspire to become a trusted advisor and one-stop solution provider to our partners, and that’s why we focus on diversifying our portfolio, offering value-added services, educating partners about the latest digital trends, empowering them with analytics-driven insights, and helping them expand their reach across geographic realms.

We must acknowledge that the digital era bestows plenty of opportunities for businesses, and the best way to make the most of these opportunities is to empower your partners digitally. We have already taken multiple steps to educate, enable, and support our partners with the right set of competence, expertise, knowledge, and tools required to achieve organizational excellence in the digital era.

Challenges and Opportunities in Digital Transformation

It is important for any channel partner to comprehend all aspects of the digital revolution, including its impact on the competitive landscape, customer needs, business operations, and technology evolution roadmap. We drive the awareness programs to facilitate knowledge transfer through multiple webinars, workshops, forums, marketing campaigns, and trainings or certifications. We also share industry insights and best practices that help our partners analyze trends and opportunities in their respective segments.

Subsequently, we help with the enablement of digital solutions that align well with the market demands of partners, and this includes offering customized solutions, value-added services, logistics and supply chain management, professional services, and solution bundling or packaging. Right from technology acquisition to implementation, customization, and integration, we offer end-to-end support and guidance to help our partners achieve their digital goals quite competently.
Digital Transformation is a Journey, not a Destination

SURESH RAMANI
CEO, TECHGYAN

Navigating the Complexity of Digital Transformation

The Solutions are becoming complex, no doubt but our focus should be on the problems being solved. Many people tend to mix up Digitization with Digital Transformation. So let’s first understand what Digital Transformation is. In simple words, it is application of Digital Technologies to create change in Business Processes. The focus of any Digital Transformation should be in one of the 4 main areas:

Employee Empowerment: This can be done by providing anywhere access to business information in secure manner

Improve Customer Engagement

Optimize your Operation

Transform your Products or Services

As long as we are clear on the end result, we seek, we should have success in Digital Transformation. Else it is a Black Hole which will suck up resources.

Distinguishing Enterprises and Start-ups

Enterprises and Startups are as different as Chalk and Cheese. An Enterprise needs a Solution which is cost effective over time. The Architecture of the Solution would remain stable. With Startups, the premium is on Agility and Scalability. The Solution should be capable of going from 10 users to 1000 users within no time and being reduced to 100 users if required. So Pay As You Go models are just perfect for Startups.

Challenges and Opportunities in Digital Transformation

At the End Customer level, the challenge is to De Hype the Digital Transformation. Not every Customer can be an Uber or AirBnB, which is what the Customer demands. Instead, we should focus on the 4 areas listed above and give a plan of incremental improvements since Digital Transformation is Journey and not a Destination.

Organizations need to be agile and adaptable to stay ahead in a rapidly changing market

RANJAN CHOPRA
MD & FOUNDER, TEAM COMPUTERS

Navigating the Complexity of Digital Transformation

Digital transformation is a multifaceted process that involves integrating new technologies, redefining business strategies, and adapting to an ever-changing digital landscape.

Understanding the Scope of digital transformation and how it impacts various aspects of the organization involves identifying the right technologies to adopt, their implications, and aligning them with the overall business strategy. Then comes implementing these digital transformation practices which often requires a cultural shift within the organization. We believe that employees need to adopt new mindsets, embrace change, and develop digital skills. Resistance to change from some employees can be a hurdle that needs to be managed effectively.

As an organization, we need to be agile and adaptable to stay ahead in a rapidly changing market. This requires continuous monitoring of industry trends and timely adjustments to strategies and technologies.

Distinguishing Enterprises and Start-ups

Treating enterprises and start-ups as one homogeneous entity can be a mistake, as they indeed have distinct characteristics and business models that require different approaches and considerations. While both enterprises and start-ups are involved in business activities, they differ significantly in several key aspects:

Size and Scale: Enterprises are typically large, established companies with well-defined structures, established customer bases, and significant resources. Start-ups, on the other hand, are small, emerging companies that are often resource-constrained and in the early stages of growth.

Risk Tolerance: Enterprises often have a lower risk tolerance due to their size and existing customer base. Start-ups, being in the early stages of development, usually have a higher risk appetite as they seek to disrupt markets and find new opportunities.

Agility and Innovation: Start-ups are known for their agility and ability to innovate quickly, as they are not burdened by legacy systems and processes. Enterprises may struggle with innovation due to their larger size and bureaucratic structures.

Funding and Investment: Start-ups often rely on external funding, such as venture capital, angel investors, or crowdfunding, to finance their growth. Enterprises, in contrast, typically have more stable and diverse funding sources.

Market Penetration: Start-ups often target broader markets and focus on maintaining and expanding their market share. Start-ups often target niche markets and look to create disruptive solutions to gain a foothold.

Challenges and Opportunities in Digital Transformation

As System integrators, we need to stay updated with the latest technological advancements and industry trends to remain relevant and effective in helping businesses navigate their digital transformation journeys. It’s important to recognize that the field of digital transformation is constantly evolving, and the challenges and opportunities may have shifted or expanded.
Implementing digital technology is a complex step in the digital transformation process

VISHAL PRAKASH SHAH
FOUNDER & CEO, SYNERSOFT TECHNOLOGIES

Navigating the Complexity of Digital Transformation

It requires a strategic approach, strong leadership, and a clear vision for digital transformation. It is essential to involve stakeholders across the organization, collaborate with experts or consultants, and continuously evaluate and adapt the transformation strategy based on feedback and evolving market trends. By acknowledging and addressing these challenges, business professionals can navigate the complexities of digital transformation and unlock its potential benefits for their organizations.

Distinguishing Enterprises and Start-ups

With respect to Digital transformation, it needs a completely different approach. Digital Transformation often requires adopting new technologies, such as cloud computing, big data analytics, artificial intelligence, or Internet of Things (IoT). Understanding these technologies and their implications can be overwhelming, especially for those without a technical background. Unlike enterprises, startups do not have tech teams and generous budgets on their side, however they go through the toughest stage of the lifecycle of their existence, i.e. growth stage. Established enterprise has set processes and they can anticipate and proactively prepare for digital transformation.

Treating enterprises and start-ups as one homogeneous entity can be misleading because they do indeed differ significantly in terms of their business models, objectives, and operational requirements. It is important to recognize and understand these differences to effectively support and foster growth in both types of organizations.

Challenges and Opportunities in Digital Transformation

Digital transformation is a complex process that involves implementing digital technologies and integrating them into various aspects of a business to improve efficiency, customer experience, and overall competitiveness. Here are some common challenges that we encounter during digital transformation:

- Cultural Resistance: Introducing new technologies and changing established processes can meet resistance from employees who are comfortable with the status quo. Overcoming this resistance and fostering a culture of innovation and adaptability is crucial for successful digital transformation.
- Change Management: Implementing digital transformation initiatives involves significant organizational changes. Managing these changes, including training employees, realigning roles and responsibilities, and ensuring effective communication, is essential but can be challenging.
- Data Management and Security: With increased digitization comes a surge in data generation and the need for robust data management practices. Ensuring data privacy, security, and compliance with regulations like GDPR or CCPA can be complex and require dedicated resources.
- Integration Challenges: Digital transformation often involves integrating new systems with existing ones. Legacy systems may not be designed to seamlessly integrate with modern technologies, leading to compatibility issues and complexities in data sharing.
- Scalability and Flexibility: Businesses need to ensure that their digital transformation initiatives can scale as the organization grows. Planning for future growth and flexibility in technology solutions is vital to avoid potential bottlenecks down the line.

Opportunities in the fields of cloud, cybersecurity, AI, ML, and DevOps are enormous

ATUL GOSAR
CO-FOUNDER & DIRECTOR, NETWORK TECHLAB (I) PVT. LTD.

Navigating the Complexity of Digital Transformation

Digital Transformation has thrown many opportunities for VARs like us. Customers are looking for right partners to get engage for development, cloud & cybersecurity for their digital transformation journey. Robust project management along with deploying right skill resources are helping to sail through the journey smoothly.

Distinguishing Enterprises and Start-ups

Enterprises and Start-ups both have their unique positioning; largely their goals are different in terms of growth, profitability, and scale. Enterprises can’t adopt agility and scale what start-ups’ are good at.

Some of the start-ups once scale or realign their goals as an enterprise goal of Profitability and sustainability. I feel there must be right mix of ecosystem between Enterprises and Start-ups. In the area of AI, ML and Cybersecurity many innovations have helped address Digital transformation projects also multiple vendors have made complex integration.

Challenges and Opportunities in Digital Transformation

Ever changing customer needs, resistance to change and budgets are major challenges, while it brings tremendous opportunity for partners for solutions in area of Cloud, Cybersecurity, AI, ML and DevOps.
Enterprises aware of technology's benefits for staying relevant in a shifting market

RAJESH MATHKAR
DIRECTOR, WYSETEK SYSTEMS TECHNOLOGISTS PVT. LTD.

Navigating the Complexity of Digital Transformation

Our experience is that Technology products once mastered are not complex, the complexity actually lies in our client organizations for implementing the technology. The technology products from the top OEMs have user friendly dashboards, and listed deliverables. To implement this for digital transformation, every organization goes through a change management process of overcoming legacy system limitations, skill their workforce to adapt to new technology, and transform their processes in order to benefit from technology upgrades. Our approach has always been to deliver 'business outcome' based digital transformation. Also, we have many matured practices such as Cloud, DevOps, Cybersecurity, HCI, mobility, etc. We see huge opportunities in the client base we serve.

Distinguishing Enterprises and Start-ups

The most important advantage start-ups or new companies have is “the absence of legacy systems & apps”. This is a very big factor for disrupting the status quo set by large organizations in the same space. The enterprises have also woken up to the positive impact technology can create for remaining relevant in the changing marketplace. In recent times they have either created their own technology excellence centres or quickly acquired disruptive start-ups to integrate missing pieces in their architecture. IT solution providers are treating both of these distinct organizations with equal priority, since many of the new age start-ups are larger consumers of technology, and in many cases ‘the early adopters’ than many older enterprises.

Challenges and Opportunities in Digital Transformation

As an organization, we are a mid-sized enterprise, and we have drawn up our own road map towards Digital Transformation. Traditionally we are not the application developers, so the challenge lies in integrating applications & automation, and the other part of implementing core technology including cloud solutions is not challenging for us, since we are already implementing the same for our customers.

PRODUCT OF THE MONTH

The innovative aspects of CP PLUS TT41L3 ANPR cutting-edge Camera

Rendering the true power of artificial intelligence, the TT41L3 ANPR Camera by CP PLUS stands apart as the perfect device for traffic control, perimeter protection as well as active deterrence, making security impregnable at crucial strategic locations. With a deep learning algorithm, this camera is capable of much more than providing mere protection from intruders and offers the most advanced AI capabilities. It has been designed to provide vehicle detection and intelligent alerts, which means being alerted only when the need occurs as the camera detects and records not just the number plate but the color of the number plate, vehicle logo, vehicle type, vehicle color, vehicle size, vehicle speed as well as the truck, bus, and motorcycle attributes. This camera has been designed to support vehicle counting using tripwire and has also been integrated with the latest AI technology to achieve this and reduce false alarms.

Also, even with an enlarged field of view along with 4MP video resolution, this camera lets the user customize motion zones. The user can command the camera to set its primary focus on certain areas such as entry/exit points for better results.

This camera by CP PLUS provides perimeter protection against intrusion and detects fast-moving vehicles as well. This camera uses three functions to support the classification and accurate detection of vehicles. Sends immediate alarms in real-time to support intrusion as well as vehicle detection, parking detection, license plate blocklist, illegal access, security fault as well as when storage is full, storage error, external alarm, & no storage space.

One camera, many applications. This advanced AI-based ANPR Camera by CP PLUS has been crafted to offer reliable security at not just crucial locations such as stations and ports but also in retail, banking, and schools. With its numerous AI features, it is ideal for every location where a heavy number of people and vehicles pass through every day including malls and offices. This camera is capable of being integrated with other upcoming technologies to offer even more advantageous benefits to the end users.

In conclusion, this camera uses powerful algorithms to automate detection, recognition, categorization, tracking, and analysis of vehicles in the video frame and their respective motions with the result of reduced costs, speedy and immediate responses to facilitate new, better, safer practices and processes.
AI Cloud going to shape the future of Cloud Computing

With organizations embarking on a digital transformation journey to accelerate business growth, cloud computing is serving as a fundamental pillar for them in this journey. The cloud aims to enhance their agility and innovation, ultimately leading to improved time to market and competitive advantage, besides providing on-demand access to various IT services. However, with the emergence of generative AI and various LLM toolkits, AI Cloud is touted to be the next big thing -
Organizations today are starting to look at adopting a cloud-first, innovation-driven, and automation-focused mindset to achieve business agility and growth. After many years of businesses trying to integrate cloud technologies into their operations, the cloud has finally evolved far beyond its original purpose as infrastructure and has become a foundation for digital transformation initiatives. This has been possible as organizations now increasingly realize the power of cloud technology accelerating time to market, helping to innovate, reducing risk and impacting other business areas as they move beyond the initial phase.

“Cloud computing provides a range of benefits for businesses, including lower costs, pay-for-use, rapid elasticity, scalability, and resilience. Cloud-based collaboration tools integrated with specialized AI enabled teamwork across geographically dispersed teams and streamlined business processes,” observes Pamela Kundu, Senior Director, Sales Engineering, UiPath. “Cloud computing can facilitate faster deployment of applications, services, and infrastructure, which enables businesses to be more responsive to changing market demands for new growth avenues. Assisting this process, specialized AI provides a seamless user experience by ensuring that applications can handle traffic fluctuations without manual intervention.”

“Cloud computing has emerged as a game-changer in the business world, revolutionizing the way organizations operate and helping them accelerate business growth,” says Sumed Marwaha, Managing Director, Unisys India. “Our recent study, “From Barriers to Breakthroughs: Unlocking Growth Opportunities with Cloud-Enabled Innovation,” focuses on how companies have advanced by implementing digital transformation technologies, such as cloud computing, data analytics and artificial intelligence.”

“There’s a reason why we call the present world scenario hyper-connected,” says Piyush Somani, Chairman & Managing Director-ESDS Software Solution Ltd. & President- CCICL.

“We can’t even think of the business world working in complete silos anymore, as remote working, live updates, or streaming are some fundamental changes cloud computing has brought about. But these are just a few of the facial changes in businesses that we notice. If we go deep down, cloud computing has enabled businesses to elevate their efficiency, scalability, and agility while streamlining operations and cutting costs.”

The recent McKinsey survey is enough to substantiate that cloud adoption has yielded substantial benefits for companies, with over 40% of respondents agreeing to achieve the expected advantages fully. These benefits include improved service levels, witnessed by 43% of companies, while 45% experienced enhanced business enablement, and 42% achieved better business continuity through cloud adoption. Besides this, cloud computing has empowered businesses with seamless adaptations to market demands and facilitated expansion without the burden of expensive infrastructure investments.

Sanjay Agrawal, Technology Head, Hitachi Vantara points out that cloud computing also offers an economically viable alternative for companies by providing seamless access to computing power, storage and an array of software programmes when demands are ad-hoc and unpredictable. “It enables businesses to swiftly roll out our new services and products, thereby resulting in customer acquisition and establishing a competitive advantage. Cloud computing also relieves businesses from the burden of making substantial infrastructure investments, liberating them to focus their resources and efforts on core competencies while simplifying the complexities associated with data administration.”

The survey done by Unisys, which gathered responses from 2,264 businesses and technology leaders across four regions, found that companies are determined to prioritize investments in digital capabilities to drive growth and manage costs simultaneously. According to the survey findings, in order to drive value, organizations must overcome challenges, such as lack of strategic alignment, governance issues, complex technological landscapes, skills gaps, incompatible operating models and heightened levels of risk. Investing in technology alone is not enough; successful long-term adoption requires full and thoughtful integration and careful management of technology’s role within an organization.

“There are two key dimensions to cloud adoption challenges. The first is on the technological side, such as data warehousing, data privacy governance and compliance, data security, retrieval and administration, operations and optimization of hybrid cloud management. These obstacles can be addressed as technology evolves,” explains Sumed.

Costs can also be daunting for businesses as they often face challenges with FinOps, a cloud financial management method focused on maximizing corporate value. It is common for organizations to use the cloud throughout different departments, but the Chief Information Officers and the Chief Financial Officers face challenges because they do not have a clear understanding of cloud spending at an organizational level. This requires a clear FinOps strategy to manage their cloud expenses proactively and reactively.

CLOUD REPATRIATION VS CLOUD ADOPTION

The assertion that public cloud workloads will migrate back to on-premise environments in the coming year is largely speculated. It is important to note that the repatriation of workloads is not a one-size-fits-all solution. While some businesses may adopt hybrid cloud approaches that combine public and on-premise infrastructure for specific purposes, the overall trend continues to favour increased adoption of cloud computing.

“Public clouds offer scalability, flexibility, and access to a wide range of services and technologies. They provide convenience and cost-effectiveness that are challenging to
replicate with on-premise solutions. While certain industries or specific use cases may necessitate on-premise infrastructure, the majority of businesses recognize the advantages of cloud computing and will persist in migrating workloads to the public cloud,” contends Srividya Kannan, Founder & CEO, Availi Solutions.

In India, cloud infrastructure is still costly for businesses. But this doesn’t necessarily mean that they will revert to on-premises data storage anytime soon. Research shows that many organizations still find hybrid cloud model as the right approach as it brings an optimal balance of flexibility, scalability, and security while keeping data privacy concerns in mind. This allows organizations to leverage the benefits of the cloud while keeping certain workloads on-premises for specific requirements.

“Every technology has pros and cons, and organizations must carefully weigh them before making decisions. The adoption of public cloud services has increased due to various factors, such as security, scalability and flexibility. However, growing concerns about data exposure on the public cloud may lead organizations to rethink their cloud strategy, especially those dealing with personally identifiable information (PII), critical data and intellectual properties,” observes Sumeed.

He further points out that a study conducted by leading technology research firm, Gartner, reveals that despite economic challenges faced by major economies, cloud spending has shown remarkable growth.

Says Piyush of ESDS Software Solution Ltd., “The ongoing discussions on repatriating workloads from the public cloud to on-premise have intrigued me, but the feasibility still needs to be explained.”

In fact, the global public cloud services market is projected to grow by 23.1%, reaching a value of $332.3 billion. Moreover, the supply chain disruptions and shortages of hardware and semiconductors have compelled organizations to seek alternative solutions, which has played a role in the accelerated adoption of cloud services,” cites Piyush.

“According to IDC, organizations’ investments in cloud infrastructure and platform services increased by 35.3% in recent years, demonstrating their confidence in cloud solutions amidst supply chain constraints. As businesses strive to optimize their IT infrastructure while focusing on industry compliances and specific requirements, tailored cloud services have witnessed a surge in demand. Research conducted by Flexera, a software management solutions provider, reports that 50% of organizations actively work on cloud cost optimization initiatives, indicating a strategic shift towards more tailored and cost-effective cloud solutions. This aligns with the rising trends in community or vertical cloud demands, where organizations seek cloud services that cater specifically to their industry needs,” he adds.

A variety of factors can influence the decision to move workloads to an on-premise environment. These considerations may include the need to comply with data security and compliance regulations, a preference for greater control over sensitive data, and an assessment of the cost implications for specific workloads. Sudhir Kunder, Country Director, DE-CIX India puts forth an example in which he cites that in order to modernize its infrastructure, a government agency responsible for managing classified information and data, and adhering to stringent data sovereignty regulations, made the decision to transfer a portion of its workloads to a public cloud environment. “Nevertheless, as a result of apprehensions regarding unauthorized access and data breaches, the organization opts to relocate these workloads to an on-premise environment. This decision is driven by the desire to exert greater control over security measures and ensure adherence to specific data handling protocols in order to maintain compliance,” he says.

Sanjay of Hitachi Vantara however has a different view. “It’s true that many workloads on the public cloud may move back to on-premises very soon in order to maintain the right balance and cost-effectiveness,” he says. “Workloads that require frequent data access may have to pay hefty egress fees, which detracts from the public cloud’s appeal. Similar to this, some workloads that use IT resources consistently and do not anticipate ad hoc or unpredictable demands requiring significant IT resources do not require the agility and scale that public cloud infrastructure offers, and in many instances, these workloads may end up costing more than on-premise counterparts. Many of these workloads might not be appropriate for the public cloud, and they will probably return to on-premise IT.”

Sanjay further says that it is advisable that organizations conduct a workload portfolio assessment first and then move the workloads to the public cloud as a result. “This will allow for an educated decision and prevent the need for repatriation in the future. This guarantees a balanced approach to the deployment of the cloud. It goes without saying that repatriation is not a simple process and does have additional costs in addition to occasionally disrupting business.”

### AI & CLOUD

Cloud-based AI platforms are vital for supporting generative AI models and AI-powered automation, driving the cloud market's growth by providing access to vast amounts of data stored in the cloud, crucial for effective training decision-making and high-performance computing and resources.

Cloud providers are increasingly leveraging LLMs to offer generative AI as scalable, cloud-based services, enabling them to manage varying workloads and accommodate growth. These services are made accessible through APIs or pre-built tools for integration, regardless of location.

“The combination of large language models (LLMs) and cloud computing infrastructure offers processing power, accessibility, and optimization to support generative AI and AI-powered automation,” says Pamela of UiPath. “Consequently, businesses can integrate generative AI without significant upfront investments or infrastructure complexities. This integration of generative AI, AI-powered automation, and cloud-based solutions drive innovation and emphasizes the potential for AI Cloud as the future of AI-driven technologies.”

Sumeed explains that as the AI cloud market continues to expand, driven by advancements in LLMs and increasing adoption, it holds immense potential for transforming industries and shaping the future of AI.

“Cloud-based generative AI services accelerate AI-driven application development across industries, enhancing customer experiences, automating tasks, generating content at scale, and improving decision-making. Moreover, they facilitate collaboration, integration and utilization of advanced AI capabilities without requiring extensive in-house expertise, democratizing AI access for organizations of all sizes,” he says.

However, he further adds that it is crucial to prioritize ethical considerations and responsible AI deployment to ensure the AI cloud’s sustainable growth and beneficial impact.

“While generative AI in the cloud demonstrates impressive capabilities, the following concerns have been and continue to emerge, which in turn amplifies biases: ethical considerations, artificial hallucinations and accuracy of the responses, and data privacy and security while handling large datasets.”

While the technology evolves, experts have found that using controlled generative AI models where the environment and data are well-defined and restricted can benefit organizations. Generative AI systems can be governed and trained to operate within these constraints, leading to more predictable and reliable outcomes and avoiding inaccuracies and hallucinations.

Almost every vendor comes up to the conclusion that the future of cloud computing lies in AI Cloud. “As AI and machine learning evolve, businesses increasingly rely on cloud infrastructure and services to harness AI’s exceptional power. Cloud providers offer efficient and cost-effective computational resources and storage, catering to the demanding requirements of AI workloads,” states Srividya of Availi Solutions.

With AI’s growing prominence across industries, the demand for AI Cloud solutions will surge. This enables businesses to drive innovation, gain a competitive edge, and deliver transformative AI-powered products and services to customers.

As Sudhir of DE-CIX India points it out, while AI in the cloud is expected to assume a vital role, alternate AI deployment methods like edge AI (processing data on local devices) and hybrid AI architectures may also gain traction based on specific use cases and technological advancements.

The use of generative AI in conjunction with LLMs has therefore emerged as a significant catalyst within the cloud market.
With a strong focus on mitigating cyber threats, NETSCOUT plays a crucial role in safeguarding against Distributed Denial of Service (DDoS) attacks and other malicious activities. Beyond DDoS protection, NETSCOUT’s portfolio also includes network monitoring and analysis tools. Their nGeniusONE platform delivers comprehensive visibility into network performance, enabling organizations to proactively identify and troubleshoot potential issues before they escalate into major problems. NETSCOUT’s expertise in security and network monitoring has made them a trusted partner for businesses, service providers, and government agencies worldwide. Its solutions are designed to scale and adapt to the ever-changing threat landscape, making it a valuable asset in the ongoing battle against cyber threats. In a chat with VARINDIA, Vinay Sharma, Regional Director, India and SAARC, NETSCOUT shares insight on modern DDoS attacks, misconception about the attacks, measures to enhance cyber defensive capabilities etc.

**Building an Effective DDoS Defense Strategy**

With the cybersecurity threat landscape constantly evolving, it is important to have visibility into malicious threats. As per Vinay, a solution that is composed of highly curated, real-time global threat data presented in a way that allows one to understand how it impacts the organization is essential.

Delving deep in this topic Vinay points out, “To effectively protect resources from modern DDoS (Distributed Denial of Service) attacks is through a tightly-integrated multi-layer deployment of purpose-built DDoS mitigation solutions. To prepare for and mitigate DDoS attacks, organizations should have a DDoS response plan with 6 key components included. These include Preparation which includes training, practicing, and rehearsing the plan, and Detection where it is crucial to have tools to detect and get alerts when an attack happens. Once the attack is detected, it is important to classify it for getting the complete picture. Tracing back the attack is the net phase before successfully mitigating the attack. Then review the response and see what can be done better in the future and be better prepared.”

**Misconception about DDoS attacks**

Many organizations believe ISP and firewalls are good enough for DDoS protection. This is a myth because ISP and firewalls are not sufficient for DDoS protection. Vinay says that ISP can stop a large volumetric attack that is big enough to saturate the internet circuit. But it will struggle to detect and stop smaller, short-lived, volumetric attacks, state exhaustion, and especially application layer attacks before the damage is done. These types of attacks need an on-premise, stateless, DDoS attack protection solution. “Firewalls do offer rudimentary DDoS attack protection such as basic SYN, UDP, ICMP flood protection but impacts the performance of more important functions such as through put of layer-7 inspection, SSL decryption, and VPN termination. A firewall cannot work in an asymmetric-routing scenario where only incoming DDoS attack packets are seen. It will not provide the organization with detailed visibility into dropped DDoS attack traffic and will have no way to intelligently communicate with a cloud-based scrubber solution for the mitigation of large DDoS attacks” comments, Vinay.

**Measures to enhance cyber defensive capabilities**

Both security and availability at the enterprise scale are very important to ensure a world-class organization with secure performance.

Vinay says, “The CIOs and CISOs should put in place relevant measures to make sure their organizations are unstoppable. They have to first establish a broad and deep network visibility covering legacy and hybrid cloud environments, and applications – all at the packet level. Network packets hold the absolute truth of a potential breach or network problem and are the ultimate point of convergence between performance and security.

Organizations should have the ability to conduct real-time, root-cause visibility and automated analysis across any network, any cloud, any data center, or any application, at any time. This is because the network remains the only place where attackers cannot hide. They should possess the Network and security capabilities that scale with growth as your organization moves to 25, 50, 100-gigabit networking—and beyond.”

**Importance of cyber threat intelligence**

With Cybersecurity threats constantly evolving, it is difficult for organizations to stay ahead of the game. According to Vinay, “A reactive approach to cybersecurity is no longer enough to protect businesses from cyber-attacks. This is where cyber threat intelligence helps by providing organizations with up-to-date and actionable intelligence where they can take a proactive approach to cybersecurity, identifying and mitigating potential threats before they cause any harm.

Cyber threat intelligence helps organizations stay ahead of potential threats. By identifying and mitigating potential threats before they cause any harm, cyber threat intelligence can save organizations the financial costs of cleaning up after an incident. It gives organizations an in-depth understanding of the threats that pose the greatest risk to their infrastructure, allowing them to take appropriate actions to protect their business.”

**To Conclude**

In his concluding words while prioritizing cybersecurity efforts, Vinay says, “At the outset, organizations have to identify the risks and confront the risks with a combination of technological tools and human resources. Employee training, Network Monitoring, and DDoS protection ensure the organization is safe.”
Anant Maheshwari steps down as Microsoft India President

After a tenure of nearly seven years, Microsoft India President Anant Maheshwari has resigned from his position. A Microsoft spokesperson said that Maheshwari has stepped down in order to pursue a role outside the company.

A distinguished leader in the technology industry, Anant has, throughout his career, showcased his expertise across diverse sectors, including technology and software, industrial, and management consulting. Prior to Microsoft, Maheshwari had held prominent positions at companies like Honeywell and McKinsey & Company, as President and Engagement Manager, respectively.

In 2016, he joined Microsoft, assuming the role of President for their India operations. Anant has been recognized for his leadership capabilities and has contributed significantly to the growth and success of the organization. Furthermore, Anant holds an MBA from the prestigious Indian Institute of Management in Ahmedabad, class of 1998. He possesses a Master of Science degree in Economics from the esteemed Birla Institute of Technology, which he earned in 1996.

Accenture Appoints Rajendra Prasad as Chief Information and Asset Engineering Officer

Accenture announced the appointment of Rajendra Prasad as Chief Information and Asset Engineering Officer, a new role that oversees all internal technology development and support for Accenture systems and Accenture assets for clients.

A respected leader with more than 28 years of industry experience, Prasad has focused on differentiating Accenture by driving automation and innovation across the IT lifecycle, bringing new solutions, and maximizing leverage of our ecosystem partners and capabilities to clients. He will report to Sharma.

Manish Sharma, Accenture’s Chief Operating Officer said, “With Rajendra’s appointment, we continue to pioneer both internal technology and asset engineering to drive new performance frontiers for Accenture and our clients.”

GoTo names New Chief People Officer and Chief Information Security Officer

GoTo has announced the promotion of Meredith Hawkins to Chief People Officer and the appointment of Attila Török to Chief Information Security Officer (CISO).

Meredith succeeds Jo Deal, who served as Chief People Officer at GoTo for over six years. Previously serving as the company’s Vice President and Head of Global People Partners, Meredith joined GoTo in 2019 after holding senior leadership positions at Tripadvisor, Akamai Technologies, and Staples, among others. Her nearly 20 years in human resources include deep experience in talent management, leadership development, performance management, and succession planning, making her well-equipped for her new role. Bolstering the company’s security leadership team, Attila Török returns to GoTo as the newly appointed CISO, having previously held leadership positions within the company’s security department from 2014 to 2019. In his new role at GoTo, Attila will be responsible for the security of internal systems and products, safeguarding GoTo’s information assets.

Partho Banerjee retires as Hughes Communications India President and MD

Hughes Communication India has announced that Partho Banerjee, President and Managing Director, has retired as of July 17, 2023. Banerjee has been a force in India’s satellite industry, having joined HCIPL in 1994 and assumed the role of President in 2001. Under Banerjee’s leadership, HCIPL commercialized several industry ‘firsts’ including the first distance education satellite business, the first Ku-band services over foreign satellites, and the first flight and maritime license for satellite services in the country.

“Partho leaves a legacy of innovation and collaboration at HCIPL that sets us apart as an employer, a service provider and a partner to customers in India,” said Ramesh Ramaswamy, Executive Vice President and General Manager, International Division, Hughes.

Shivaji Chatterjee assumes the role of President and Managing Director of HCIPL, succeeding Banerjee and reporting to Ramaswamy.

Quick Heal Technologies names Vishal Salvi as its CEO

Quick Heal Technologies has appointed Vishal Salvi as the new Chief Executive Officer (CEO) of the company. Salvi, a former executive at Infosys, brings with him over 29 years of experience in driving excellence in the cybersecurity and information technology domains in India and globally.

Prior to joining Quick Heal Technologies, Salvi held the position of Global Chief Information Security Officer, Business Head of Cybersecurity Service Line & Senior Vice President at Infosys. During his tenure, he played a crucial role in shaping the information and cyber security strategy across the Infosys Group.

Vishal Salvi commented, “I am deeply honored to assume the role of CEO at Quick Heal Technologies Ltd. Quick Heal has earned a solid reputation as a trusted leader in the cybersecurity industry, and I am incredibly excited to lead this exceptional team into the future.”

Lexar names Shabu Sultan as Country General Manager of its Indian operations

Lexar has announced Shabu Sultan as its new Country General Manager for India operations. In this role, Shabu will be responsible for significantly growing Lexar’s market share in India and enhancing brand equity through strategic partnerships, in line with the company’s vision for the next three years.

Prior to joining Lexar, Sultan held several leadership positions at prestigious organizations such as SPT Consultants, Micron Technology, Memory Technology Middle East, and DTK Computers, where he consistently drove growth and delivered outstanding customer experiences. His strategic vision, entrepreneurial spirit, and passion for innovation have garnered him widespread recognition in the industry.

Shabu Sultan, Country General Manager, Lexar said, “I am thrilled to join Lexar at this crucial time and look forward to spearheading the company’s India operations to achieve our growth targets. My goal is to expand Lexar’s business tenfold by forming a high-performance team, establishing strong partnerships, and nurturing existing relationships.”
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In 2016, he moved Microsoft, assuming the role of President for their India operations. Anant has been recognized for his leadership capabilities and has contributed significantly to the growth and success of the organization. Furthermore, Anant holds an MBA from the prestigious Indian Institute of Management in Ahmedabad, class of 1998. He possesses a Master of Science degree in Economics from the esteemed Iota Institute of Technology, which he earned in 1996.

GioTo names New Chief People Officer and Chief Information Security Officer

GioTo has announced the promotion of Merilid Hasle to Chief People Officer and the appointment of Atul Vinik to Chief Information Security Officer (CISO). Merilid succeeds to Dr. Dali, who served as Chief People Officer at GioTo for over six years. Previously serving as the company’s Vice President and Head of Global People Partners, Merilid joined GioTo in 2019 after holding senior leadership positions at TrekAdvise, Akamas Technologies, and Staples, among others. Her nearly 20 years in human resources include deep experience in talent management, leadership development, performance management, and succession planning, making her well-equipped for her new role. Bolstering the company’s security leadership team, Atul Vinik returns to GioTo as the newly appointed CISO, having previously led leadership positions within the company’s security department from 2014 to 2019. In his new role at GioTo, Atul will be responsible for the security of internal systems and products, safeguarding GioTo’s information assets.

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Shyam Chatterjee assumes the role of President and Managing Director of HCPL, succeeding Banerjee and reporting to Ramaswamy.

Lexar names Shabu Sultan as Country General Manager of its Indian operations

Lexar has announced Shabu Sultan as its new Country General Manager for India operations. In this role, Shabu will be responsible for significantly growing Lexar’s market share in India and enhancing brand equity through strategic partnerships, in line with the company’s vision for the next three years.

Prior to joining Lexar, Sultan held several leadership positions at prestigious organizations such as SPT Consultants, Micron Technology, Memory Technology Middle East, and EDX Computers, where he consistently drove growth and delivered outstanding customer experiences. His strategic vision, entrepreneurial spirit, and passion for innovation have garnered him widespread recognition in the industry.

Shabu Sultan, Country General Manager, Lexar said, “I am thrilled to join Lexar at this critical time and look forward to spearheading the company’s India operations to achieve our growth targets. My goal is to expand Lexar’s business footprint by building a high-performance team, establishing strong partnerships, and nurturing existing relationships.”

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