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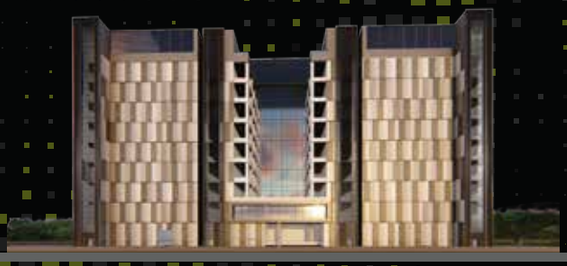

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8th Cyber and Data Security Summit 2024 shapes the Future of Digital Protection

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CIO Outlook 2024

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Google to make Pixel in India by next quarter

As part of its plan to ship more than 10 million Pixel phones this year, Alphabet Inc's Google has told suppliers to start making its Pixel smartphones in India by next quarter. As Google focuses more on a key growth market, the tech giant said in October that it would start manufacturing smartphones in India and its flagship Pixel 8 will be available in 2024. As per a report, Google will begin manufacturing Pixel 8 Pro phones in the April-June quarter, followed by the production of the Pixel 8 around the middle of 2024.

The shift will reportedly support Google's ambitious target of shipping more than 10 million Pixel phones this year. Google will be competing with smartphone giants Apple and Samsung in India, as well as Chinese brands vivo and Xiaomi.

India's UPI payment services rolled out in Sri Lanka and Mauritius

The Unified Payment Interface (UPI) service of India was launched in Sri Lanka and Mauritius on February 12 at a virtual ceremony attended by Prime Minister Modi, his Mauritian counterpart Pravind Jugnauth and Sri Lankan President Ranil Wickremesinghe. In Mauritius, India's RuPay card services were also rolled out.

Prime Minister Modi said that he hopes the new fintech services would help the two nations. He also said the UPI is implementing "new responsibilities of uniting partners with India".

"Today is a special day for the three friendly countries of the Indian Ocean Region as we are linking our historic ties with modern digital technology," he said. "I believe that Sri Lanka and Mauritius will benefit from the UPI system," Modi said.

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DIGITAL INDIA TO SECURE INDIA

India's digital transformation has been impressive, driven by initiatives like "Digital India" and the rise of a vibrant tech sector. However, ensuring a secure and successful future necessitates a strong focus on cybersecurity alongside this rapid progress.

India is facing a fascinating and complex situation when it comes to its digital transformation.

Aadhaar: This unique identification system has the potential to streamline a wide range of services, from financial inclusion to welfare distribution. It can also improve efficiency and transparency in governance.

Digital India: This initiative aims to provide access to technology and create a "knowledge economy." This could lead to increased innovation, entrepreneurship, and job creation. Widespread mobile penetration: Mobile phones are increasingly becoming the primary way for Indians to access the internet and digital services. This can bridge the digital divide and empower individuals and communities.

The rapid pace of digitization often outpaces the implementation of robust security measures, leaving systems vulnerable to attack. The growing digital footprint of individuals, businesses, and government agencies creates a larger attack surface for malicious actors to exploit.

We can't deny the fact of increasing Cyber-attacks on India by State-Sponsored actors to even rogue elements globally and locally. Presently, India faces relentless cyberattacks each day, targeting its critical infrastructure such as banks, power grids, telecommunications, internet services, hospitals, defense facilities, as well as governmental and corporate entities.

Instances of phishing scams, ransomware assaults, data breaches, and cyber-industrial espionage appear to be increasing steadily, with India's financial sector encountering over a million incidents.

According to a Reserve Bank of India report, the situation is quiet alarming and highlights the urgent need for India's financial sector to modernize its cybersecurity strategies. The financial sector encountered over a million cyber intrusions during the initial ten months of 2023, equating to approximately 4,500 cyber assaults per day directed solely at this sector. The shift towards mobile banking, remote work, and cloud technology introduces new vulnerabilities that traditional security measures may not be able to address effectively.

The recent cyber-attacks on various institutions, including municipalities and key hospitals, highlight the growing vulnerability of India's digital landscape at all levels, including the third tier of government. These incidents serve as a stark reminder of the urgency for robust cybersecurity measures.

According to CERT-In, the number of cybersecurity incidents has been tripling rapidly over the past few years. The Indian Government is undertaking various efforts to strengthen its cybersecurity capabilities through initiatives such as the National Cyber Security Policy, National Critical Information Infrastructure Protection Centre (NCIIPC), etc.

The Ministry of Electronics and Information Technology also launched a nationwide $85 million Information Security Education and Awareness program to spread cybersecurity awareness and education at schools, colleges, and government and private sector organizations.

In addition to cyber-attacks, another emerging challenge is "Synthetic Fraud" the most recent Cybercriminal Activity that has become the fastest-growing financial crime across the world.

There is an increase in people creating artificial identities what we can term as "Frankenstein Identities", fabricated identities stitched together from stolen or fake information, with the primary purposes of stealing, defrauding is a growing concern in India and globally. Synthetic identity fraud begins with perpetrators steal real identification numbers like Aadhaar, PAN, or driver's licenses. This can be done through various methods like hacking databases, purchasing stolen data on the dark web, or social engineering tactics.

Such Frankenstein Identities then apply for loans, credit cards and operate until detected, but keep multiplying rapidly thereby landing heavy damage to the financial system besides laundering the money. Synthetic Fraud scammers usually play the long game, investing time in constructing a credit history with the credit bureaus. After establishing a credit profile, they proceed to apply for credit across multiple financial institutions until they secure approval.

It is high time to embrace privacy by design, the privacy-by-design approach is one strategy every company should adopt to address the challenge of balancing innovation and compliance. The principles of this approach include being proactive, not reactive; having privacy as the default setting; embedding privacy into product design; ensuring end-to-end security and transparency; and respecting users' privacy by offering strong privacy defaults, appropriate notice and so on.

Going forward, Businesses need to be transparent about the data they collect - why they collect it, and how they use it. It is high time for the business houses, hotels and hospitals who collect the PII data at the entry point, they should also provide clear mechanisms for individuals to exercise control over their data.

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

Ingram Micro's Xvantage platform helping partners unlock new business opportunities

SANJIB SAHOO
CHIEF DIGITAL OFFICER
AT INGRAM MICRO

The objective behind introducing an AI-powered, self-learning platform like Xvantage for Ingram Micro was to consumerize distribution, and accelerate value for its customers and vendor partners, while also enabling ease of business for partners with the distributor. Having met the purpose, Ingram Micro now looks to leveraging this platform to onboard more partners and introduce more innovative solutions.

Sanjib Sahoo, Executive Vice President, Global Technology and Chief Digital Officer at Ingram Micro shares with VARINDIA how with the changing face of the VAD business in the technology space, a platform like Xvantage will help partners unleash more power to drive business and stay competitive in the market -

In your opinion, how can a Value-Added Distributor (VAD) today reinvent the way their businesses work with tools like Generative AI, Automation and use it as an edge over others? Have you integrated these tools to the Xvantage platform?

If you look at the distribution model today, there are many classic industry challenges. We have challenges like how do we solve special pricing with rebates, discounts and commissions or how do we treat any vendor coming in to distribution and integrating them seamlessly and automatically into the system, how do we look at the inventory, how do we look at the push model for recommendation or how do we do cloud, software and hardware all on the same platform. At the same time, the AI has evolved. AI is nothing new, since we had deep learning, machine learning but now, we have the LLM approach where these models create new content. The approach we are looking at (that we have also expanded) is to build a new platform which uses a data mesh on top of our forty years of data. Data is the foundation for AI.

Once you have the data, on top of it we are actually looking at how we harmonize processes as we aggregate these data. If we look at the specific use cases, for example, we will talk about search - like when the products are coming in, how quickly can we sort the data, harmonize them, look at the master data aggregation and push it into the customer interface. One of the examples that we are using is looking at LLM or generative AI for search.

We use our own LLM models, look at the search data, and if the search data comes on the first page then the engagement increases. Another example will be going from a pull model to a push model - using AI and the data we look at how customers have interacted with us, what they have bought, can we build our own algorithms to create recommendations and push them.

So there are a lot of challenges and capabilities of AI that has evolved. We try implementing elements from deep learning, Natural Language Processing (NLP), machine learning, LLMs, and build it as one use case.

The Xvantage tool that we started a couple of years ago is a self-learning AI platform that builds an intelligent data mesh and has an AI relation factory that takes all these data and builds intelligence to create solutions for these problems that we have. This overall redefines distribution.

What kind of a response are you receiving from partners for Xvantage? How do you wish to upgrade it further?

We started the Xvantage journey a couple of years ago, when we started building the platform, the experience for the channel partners and customers. The first feedback we get is it is a better experience. It is something similar to a Netflix kind of experience where customers can find everything in just one platform. To find everything together in one platform is easy, fast, and reliable. At the same time, the one thing we hear from partners is that it is customizable – they can customize and personalize it into

what they want. The second thing is bringing cloud and hardware to one platform. Today our partners can see all this in one platform and don't necessarily have to go to different platforms.

The subscription renewals on the platform is also easy. It is not just transactions but they can interact with the platform. We keep getting continuous feedback which are not always positive, but there are opportunities to improve. Using these feedback, we try to solve the problems, try to understand what we can offer with the latest technologies and the platform's next-level experience. Overall, the feedback has been extremely positive. We are seeing the traction, while also seeing the metrics that demonstrate that our partners are loving it.

How is this platform helping channel partners to unlock new revenue streams?

There are multiple ways - when we look at channel partners, they might simply have to become more problem solvers and solution builders versus just filling line cards. So the platform gives you recommendations, insights and opportunities to go and have productive discussion with the end customers, understand what their problems are and then figure out how to build a solution set the right way. The platform is a unique start for bringing hardware, software, cloud, substitution services, everything together. So you can actually build a portfolio for the channel partners to take the solutions back to their end customers and open new revenue streams in that way.

Generally speaking, customers do not buy only hardware, or cloud or subscriptions. The buying pattern is changing to more solutions, services and business outcomes. Now using Xvantage, with everything in one screen, channel partners can unlock a lot of opportunities to their customers. Also, one of the long standing problems with partners in India is acquiring new customers, which is becoming expensive. So how do they do more with the existing customers? So, these are the ways in which they can go to their existing set of customer and expand their business.

What kind of a skillset and investments would be required on the part of partners if they wish to scale up the platform and sell more high-end solutions to customers? Are there any certification programs available for that?

The platform is a self-learning concept, which means the more you use the platform the more you explore the platform, the more you will learn about it. The platform has a lot of solutions, collaterals and content. The more they use it, the more the platform learns to customize and create personalized experiences for the partners.

We see many a time that the partners may struggle to understand how it works, so I recommend they spend more time with the platform. Xvantage is completely AI driven and is certainly learning back in terms of what the partner seeks or searches for.

In the last one year, how many of Ingram Micro's partners have joined this ecosystem? Are there plans to onboard more this year?

The platform has different components. I would say it is a whole ecosystem of platforms. We have a platform each for our vendor partners, channel partners and employees. On our platform for Xvantage, which is for customers, we have more than 10 countries where 100% of our customers have access to this platform. But our focus is not to just give customers access. We are working with our channel partners to drive value with them. By doing so, we can monitor how customers are using it, what they are visiting, which business they are sourcing for us. We try to look at what is the percentage of business that is going to the platform, how are we serving our partners better, how are we optimizing our business and how are we driving the opportunities.

What are some of the trends that are going to define the VAD space in times to come? Will this space get more competitive?

The VAD space has transformed a lot. Now you will see models of platforms and marketplaces where partners can sell more and more solutions. You will see integration with the hyper scalars, combining solutions with hardware and software and substitution services, all coming together to the ecosystem. We are going to see the competition getting tougher and stiffer. My thought will be how we can look at distribution a little differently, to figure out not just fulfilling procurement, but becoming an aggregator solution provider and solving our channel partners' problems using the technologies that we have today. This we can do by building platforms with better data, AI, virtualization, experience, which in turn will drive more consumerization.

Is your Go-To-Market (GTM) strategy going to remain the same for India?

The GTM approach we are looking at is in the form of a platform to really have a cross section between what opportunities we have between our vendors and our customers. Once we define the opportunities, we are looking at the go to market needs and have those discussions with the vendor and the channel partners and giving them an understanding of the capabilities that we have built in solving special pricing, or any kind of conflict. This can actually help them not only serve better their business or make them more efficient, but also get them closer to bring solutions to the customers. We are having this conversation at the strategic level with the channel partners and the vendor partners and targeting our reach to utilize the platform and grow our business.

The India approach will more or less remain the same.

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EfficientIP focuses on DNS, DHCP and IPAM. This is a very crucial part of the network infra which is a kind of layer between the users on one side and the applications and services on the other. Now if this particular layer is not very well integrated or there is a challenge in visibility, control, and mainly an automation problem, that is where EfficientIP solves the challenge. It is an integrated DNS, DHCP and IPAM solution with security integrated in terms of DNS. So, EfficientIP brings in visibility, control, automation and secure the network. In a chat with VARINDIA, Ranjit Dhalwani, Regional Sales Director - India & SAARC, EfficientIP discusses about its market positioning, GTM strategy, target verticals and much more

RANJIT DHALWANI
REGIONAL SALES DIRECTOR - INDIA & SAARC
EFFICIENTIP

How are you positioning EfficientIP in the market?

The basic objective of the company is to make applications and services easily available, controllable and secure. So that is the prime vision of the company. The large organizations that we have seen globally and also within India, which would have a huge number of endpoints, do not know what is happening on the network infra layer. So, from that perspective we give them a visibility like the basic IP address management solution, which IP is being used by which client at a particular time and what are the properties of that particular IP. So, we maintain all these things all the time. That repository is available with us and that is a kind of source to get any information from a security perspective or control perspective.

The first communication that a particular user has with an application or service is the DNS connection. So, DNS is the primary connection that happens with any given property on the internet. DNS that we are focused on is basically the internet phonebook. We translate DNS addresses to IPs and we are making this secure. So, if the first communication from any user happens to be secured, visible, controlled then most of the attacks and issues are sorted out in that itself. So basically, we are the internet phonebook and DNS security is the key thing that we offer.

What is the GTM strategy in India?

We have a two-tier global strategy, which we follow in India also. Initially, we used to directly interact and invoice the customers but since the last few years, we have matured and understanding the market and the complete ecosystem, we have a two tier go to market. We have a model of Value Added Distributors who actually understand the solution, do the first level of service for us, help to deploy, maintain and support the product. So, the Value Added Distributors are a key element that we have in our ecosystem. The second tier is the System Integrator. We have been engaging with various kinds of System Integrators including tier one and tier two. They have developed a good amount of skills. We have various partner programs where we engage with them on that level. But the serious engagers with us will obviously be the Value Added Distributors because they have a huge number of transactions with us compared to the System Integrators. We focus on key System Integrators who have developed over time and they have also matured to a great degree.

What are your target segments in the country?

EfficientIP is not focused on any particular market vertical, because any big organization which is using any kind of networking solution would require our solution. For example, telcos, they are so big and they do not know what exactly is happening within a particular pipe, that is where we bring in visibility. So, I would say telcos have adopted our solution very well and very fast. We are almost present across all the countries in the SAARC region. Governments are another big users of our solutions, right down from the central to the PSUs to the state governments. Apart from that BFSIs whether it is private or government banks and private BFSI companies. At last, large enterprises, any big companies or groups that you name, probably it is an EfficientIP customer.

How many VADs do you have in India?

So initially, we had limited ourselves to broadly two VADs, but over the time, the kind of market reach, geographies, the transactions and the focus in terms of the segments that we are looking at, we have grown to three - Round Robin, RAH Infotech and iValue Infosolutions. We also have VADs in the SAARC region.

What will be your message to the VARs in the country?

A decade ago, EfficientIP had a very limited visibility in this particular market. But now we see there is a maturity in terms of the customers' understanding for the need of the solution and the benefits that it brings to them. There is a good amount of evangelizing that has been done by the complete ecosystem and now, we see a huge amount of traction with the customers and opportunities. Being such a critical core of the network infra, we need the support of the VARs to continue and build up on the work that has been already done in bringing this to the market. There are still many opportunities to explore where we need the support of the VARs so we can continue to improve the network visibility and security to the companies in India & SAARC.

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NEUROLINK, AI PIN, AND HUMANITY; ARE THEY CIVILIZATIONAL RISKS?

I get fascinated when I see something that is of interest to me, which forces me to explore further to understand the nuances and their application in the real world. I carry those thoughts with me, may try to talk to someone, and most often debate within myself how good or bad that object, concept, or conundrum is for me or situations beyond my existence.

Two such things that engaged my mind were relating to technology. The first was about the Humane AI Pin, a marvellous wearable technology, nay computer, that has multiple uses, founded by Imran Choudhary and six others mostly who left Apple to stray into spaces where they can express their independent creative pursuits. The device for some time has been the talk of technology enthusiasts, far and wide, and the number of eyeballs in social media can be a testimony to how the pocket size AI-driven technology has endeared into the minds of human beings.

The AI Pin is a small device that you can clip on your clothes or accessories. It uses a combination of voice, gesture, and touch inputs to let you access various AI services, such as search, translation, navigation, food intakes and more. The device also has a projection system that can display information and interfaces on your palm, so you don't have to look at a screen.

The AI Pin was first unveiled in November, in a video that showed some of its features and capabilities. However, the video also showed a glaring error in one of the AI-powered responses, which raised some questions about the device's reliability. It seems the defect is rectified now. The AI Pin costs $699, and requires a $24 per month subscription to use cellular data and get a phone number. For techie buffs who are keen to get this path-breaking device may have to wait only for a month long. Reports suggest that the company will start shipping it from March onwards.

Should this invention shake the world and herald the end of smartphones? Many including the disruptors behind the innovation think so. I simply disagree with them. While conceding that the innovation will have a distinct place among the charade of developments that are taking place, I am inclined to think that the development is only a linear extension of disruptions that are taking place in the techie world. It is at the same wavelength and latitude as that of a mobile phone and smartphone. I must say that the smartphone with this innovation has become smarter and one can see all these things as a seamless type of innovation that AI has brought about in human behavior.

For some time, one may see many people flashing their cheeky smartphones to let the world know about their fancy for gizmos. That instructs me to hold my breath and watch out for the next innovation in the value chain. I am sure that will come sooner or later. What will happen to the mass-scale production carried out by Apple, Samsung etc? Will they have a new version to beat the new team that entered the space, whether they like it or not? Can they make a difference to their market share or will they buy them lock stock and barrel to internalize their technology?

The next tectonic and potentially dangerous development that I read recently was about the significant announcement made by Elon Mask on the invention of Neurolink; a device that can interface with the human brain. It is touted as one device for helping people with paralysis. Does it stop there? I do not know nor does Musk or his company has revealed the attributes of the device, though it has divided the scientific community on the desirability of such a device. Can it manipulate the human mind to do things and not to do? Is it a gross intrusion into privacy as the outsiders can gauge the thought process of an individual?

Nevertheless, Neurolink testifies to the incessant journey of mankind to apply technology everywhere possible for good or bad. According to the company which is supposed to market the device once the approvals are granted, claims that it is a flexible thread that can be implanted into a brain. These threads will read signals from a paralyzed patient's brain and transmit that data to an iPhone or computer, enabling the patient to control it with just their thoughts. There is no need to tap or type or swipe. In 2023, the company announced it had won FDA approval to run its first clinical trial on humans. As latest as a few days ago, Musk revealed that the tests were successful. He did not divulge further. The scientific community is divided about the authenticity of the claim. There are ethical issues the neuro link can pose.

DR. ASOKE K. LAHA
President & MD, Interra IT

000:Now, Musk says Neurolink has implanted a device in its first human subject in the trial. He hyped the device, dubbed Tel

Former Neurolink employees as well as experts in the field have alleged that Musk pushed for an unnecessarily invasive, potentially dangerous approach to the implants that can damage the brain.

This is a fear that's increasingly widespread among AI leaders, that we may create machines that are smarter than humans and that can deceive human beings. I must recommend my esteemed readers to see the Tamil movie Enthiran where Rajini Kant immortalized the sidekicks of a supercomputer.

These developments are happening when there is an organized move to condition AI innovations and disruptions with ethical standards. In March 2023, many of them, including Musk, signed an open letter calling for a six-month pause on developing AI systems more powerful than OpenAI's GPT-4.

The jointly signed letter warned that AI systems with human-competitive intelligence can pose profound risks to society and humanity. Risks are dangerous and I feel that some ethical auditing is needed before launching a technology based on AI.

DNS Attacks Are Coming

DNS Guardian Is Ready

Customers worldwide trust EfficientIP security solutions - let us help transform your network.

Thanks to being mission-critical in nature, DNS servers have become a prime target and entry point for threat actors. However, traditional network security solutions such as anti-DoS, NGFWs, or IPS have proven to be ineffective for DNS protection. They offer incomplete coverage of the DNS threat landscape, and are unable to effectively handle volumetric attacks.

Enter DNS Guardian from EfficientIP, which fills the gaps left by traditional network security systems. As the most advanced DNS security solution on the market, DNS Guardian uses patented technology to protect users, apps and data against attacks like cache poisoning, DNS DDoS and data exfiltration.

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Redington collaborates with Picus Security to Deliver Consistent Security Validation

Redington Limited has announced a strategic partnership with Picus Security. This collaboration extends the availability of Picus Security's highly acclaimed Security Control Validation Platform to a wider range of customers through Redington's extensive partner network, which comprises over 40,000 channel partners.

By joining forces with Picus Security, a recognized leader in the field of Breach and Attack Simulation technology, Redington aims to enhance customers' access to advanced security solutions. The Picus platform empowers organizations to measure the effectiveness of their security controls by simulating real-world cyber threats supplying actionable mitigations to address gaps in prevention and detection coverage.

R Venkatesh, President, Technology Solution Group, Redington Limited, "We are excited to embark on this strategic collaboration with Picus Security to bring their cutting-edge Security Validation Platforms to our extensive partner network. This collaboration reinforces Redington's commitment to providing innovative and robust security solutions to our customers. Together, we aim to empower organizations across industries with advanced tools to enhance their cyber resilience and effectively mitigate evolving threats."

Virtusa expands its business solutions with acquisition of BRIGHT

Virtusa Corporation announced an expansion to its business solutions portfolio through the acquisition of BRIGHT, one of the largest elite partners to ServiceNow & Splunk in EMEA. This acquisition will enable Virtusa to deliver business solutions to its existing customer base and expand its European presence.

With a diverse workforce of ServiceNow and Splunk experts, BRIGHT has a proven track record of building digitalization, security, observability, SecOps, and AI & ML analytics solutions, enabling enterprise transformation for leading global enterprises. Their end-to-end delivery approach, with a focus on consultancy, design, implementation, support, and continuous improvement, allows them to go beyond standard features and build custom solutions to deliver flawless digital experiences.

"The synergies between our team's end-to-end approach, our focus on innovation, and our commitment to becoming an extension of our client's teams will solidify us as the partner of choice for digital transformation initiatives powered by Splunk and ServiceNow," said Santosh Thomas, Chief Executive Officer at Virtusa.

HMD Global to produce devices under a new HMD brand name alongside Nokia

Finnish mobile phone maker and Nokia's official brand licensee HMD Global has announced that it will move forward with a new multi-brand strategy, under which it would produce devices under a new HMD Originals brand name alongside Nokia. It rejected reports that suggested that the company is discontinuing the Nokia brand after HMD started updating their channels from "Nokia Mobile" to "HMD".

A communique from HMD Global said, "You will continue to see new Nokia phones. True to our values, HMD will continue to design more sustainable and affordable phones- our repairability, sustainability and digital detox products are landing incredibly well amongst consumer and business audiences alike and we are excited to build on that momentum with the new HMD brand."

Ravi Kunwar, VP, India, APAC, HMD Global, said, "Today is a big day for HMD as we move from being a brand licensee to a brand owner, a big step in our journey! This means you will get to see unique HMD originals, the Nokia phones that you've always loved."

The company also said it was updating its channels from Nokia Mobile to HMD adding, this change was more than just a new name. "We are introducing a fresh new multi-brand strategy. This means you'll see a range of HMD Originals alongside Nokia phones and exciting products from new partnerships this year," he said.

BD Soft partners with FITAG to fortifying cybersecurity solutions in Gujarat

BD Software Distribution (BD Soft) announces its partnership with the Federation of Information Technology Associations of Gujarat (FITAG), representing 43 IT associations and over 5,500 dynamic IT & Surveillance partners across the state.

The partnership comes at an opportune time, coinciding with FITAG IT Yatra SETU "Let's Expand Our Horizons" 2024, set to drive business awareness and enable knowledge sharing across 30 non-metro and 4 metro locations in Gujarat. As a value-added partner (Co-Sponsor) with FITAG, BD Software Distribution seeks to tap into various opportunities to highlight Bitdefender Solutions and a range of cybersecurity & utility solutions. This involves engaging with industry leaders and channel partners within the Gujarat IT ecosystem.

Commenting on the partnership, Zakir Husain, CEO of BD Software Distribution, remarked, "In recent years, Gujarat's GIFT City, alongside Tier II and III cities, has witnessed a surge in IT small and medium-sized businesses (SMBs), fuelling robust IT growth and demanding top-notch cybersecurity solutions. Partnering with FITAG IT YATRA 2024 is a testament to our commitment to empower partners and organizations with cutting-edge cybersecurity solutions. Together, we aim to elevate the collective cybersecurity posture across each city of Gujarat."

NTT Ltd. to set up its first data center campus in the Paris

NTT Ltd. announced that its Global Data Centers division will develop and operate its first data center campus in the Paris market, a key data center region in Europe.

The data center campus comprises 14.4 hectares (approx. 35.5 acres) and will support a planned capacity of 84 MW of critical IT load across three data centers. The site is located 50km south of Paris in the municipalities of Le Coudray-Montceaux and Corbeil-Essonnes, in close proximity to key digital infrastructure and has power reserved for day one deployment.

"Paris is a significant addition to our global offering and an important area in our expansion efforts," said Doug Adams, CEO and President, NTT Global Data Centers & Submarine Cable. "We are pleased to continue to add to our existing portfolio and market share in EMEA and enhance our client offerings to include Paris."

"This investment complements our existing and growing presence in Frankfurt, London and Amsterdam, and will complete our footprint in the FLAP Tier 1 markets in Europe," said Florian Winkler, Chief Executive Officer EMEA and Global Chief Operating Officer, NTT Global Data Centers.

Oracle Cloud fuels business transformation across industries

Oracle executives have unveiled Oracle's renewed Cloud strategy and go-to-market plan as the company looks to elevate the growing cloud market and play a more integral role in driving business transformation for its customers. Oracle is redefining industry landscapes. While its traditionally dominating sectors like BFSI, telecom, and public sector continue to grow, sectors like healthcare, BFSI, manufacturing and telecom, education etc. are leveraging Oracle cloud, giving the company a massive opportunity to accelerate India's digital journey.

Notably, Oracle also recently disclosed significant progress in its generative AI strategy, spanning cloud infrastructure, applications, and platforms. This strategic initiative addresses some of the most pressing challenges their customers face. Oracle through its Oracle Cloud Infrastructure (OCI), Oracle Cloud Applications and Industries solutions portfolio is playing a key role in driving digital transformation in India. The growing demand for modernization, the infusion of AI-powered technologies, emergence of multi-cloud and hybrid cloud environments, need for security of data, need to improve efficiency and productivity and speed to market – are all contributing to heightened demand for Oracle Cloud.

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Nxtra to invest 140,208 MWh renewable energy for its data centers

Nxtra by Airtel has announced a power-wheeling agreement with Ampln and Amplus Energy to procure an additional 140,208 MWh of renewable energy. With this, Nxtra has enhanced its existing commitment of reducing its carbon footprint through renewable energy sources annually by ~ 99,547 tCO2e.

As per the agreement, AmpIn Energy and Amplus Energy will set up captive solar and wind power plants of 48 MWdc and 24.3 MW, respectively for Nxtra's data centres in Tamil Nadu, Uttar Pradesh and Odisha. The 25-year agreements are in line with Nxtra's commitment to achieving its net-zero target of 2031 and further strengthen its credentials as India's largest chain of green data centres in the country.

This is in addition to Nxtra's multiple other interventions to reduce absolute scope 1 and 2 greenhouse gas (GHG) emissions across its operations by 100% by FY2031. As part of these interventions, Nxtra has accelerated the adoption of green energy across all its operations, put in place energy efficient infrastructure and processes and implemented sustainable business practices at its workplaces.

Microsoft initiates AI skilling opportunities, aiming to train 2 million people in India by 2025

Microsoft unveiled a significant skilling initiative in India aiming to equip 2 million people with AI skills by 2025. The ADVANTA(I)GE INDIA initiative is part of Microsoft's Skills for Jobs program, which is designed to empower India's workforce with future-ready skills. The initiative is part of Microsoft's broader commitment to accelerate India's AI transformation. The skilling initiative is aligned with the company's responsible AI principles and training will be delivered in partnership with governments, nonprofit and corporate organizations, and communities.

According to Microsoft's recent Work Trend Index, 90 percent of Indian leaders say the people they hire will need new skills to prepare them for the growth of AI. Furthermore, 78 percent of Indian workers say they don't have the right AI capabilities to complete their current work.

To address this gap, ADVANTA(I)GE INDIA will focus on training individuals in Tier 2 and Tier 3 cities, as well as rural areas, enabling people to participate in the new era of AI and unlock inclusive socio-economic progress.

Prama India partners with C-DAC over Thermal Camera Technology

Prama India and Government of India's C-DAC (MeitY) recently announced a technology partnership through the 'Transfer of Technology' (ToT) Pact for Thermal Cameras with Centre for Development of Advanced Computing (C-DAC), Ministry of Electronics & Information Technology (MeitY), Government of India. The ToT agreement with C-DAC enables Prama India as a technology partner to manufacture, market and support the innovative solutions. With this significant initiative, Prama India has created a new benchmark in the Indian Security Industry. This new initiative by Prama India will bolster R&D and help to develop innovative thermal technology applications.

This technology partnership was officially announced by C-DAC at the 'Digital India FutureLabs' launch event held at IIITM, New Delhi, in the presence of Rajeev Chandrasekhar, Minister of State for Electronics & Information Technology, Skill Development & Entrepreneurship and Jal Shakti, Government of India.

Rajeev Chandrasekhar launched the "Digital India FutureLABS" and delivered the keynote address at the 'Digital India FutureLABS Summit 2024,' focused on 'Catalyzing the Next-generation Electronics System Design through Digital India FutureLABS. The Centre for Development of Advanced Computing (C-DAC) is the premier R&D organization of Ministry of Electronics& Information Technology (MeitY) for carrying out R&D in IT, Electronics and associated areas.

STT GDC India signs MoU with TN Govt, to invest INR 1900 Cr

STT GDC India has signed an MoU with the Government of Tamil Nadu during the Tamil Nadu Global Investors Meet 2024 signalling up to INR 1900 crores of investment outlook. STT GDC India envisages creating additional data centre capacity of up to 80 MW critical IT load in multiple phases over the next 5 to 7 years across suitable locations in the state.

This MoU reflects the efforts of the government of Tamil Nadu to develop and oversee the growth of advanced data centre facilities in the region and leverage the unique potential of Tamil Nadu, with its advanced state of industrialization and international connectivity, as one of the leading leading data centre hubs in India and the region. The spirit of cooperation between STT GDC India and the Government of Tamil Nadu is expected to drive significant growth in the Data centre space, create incremental employment opportunities, and contribute to the overall development of the state's digital infrastructure.

Truecaller and Government of Karnataka collaborate to promote safety in digital communication

Truecaller has collaborated with the Department of Electronics and Information Technology (DeIT), Government of Karnataka to combat the growing incidents of cybercrime, impersonation, and fraud, and promote user safety in digital communication. Forged in the presence of Shri Priyank Kharge, Minister for Information Technology & Bio Technology and Rural Development & Panchayat Raj on the advent of Safer Internet Day, this initiative aims to empower citizens' cyber safety awareness and skills. As a part of this collaboration, Truecaller will carry out a series of initiatives to create awareness and build the capacity of citizens across the state to navigate the internet safely, and protect themselves from online harms, especially phone-based frauds and scams.

Shri Priyank Kharge, Minister for Information Technology & Bio Technology and Rural Development & Panchayat Raj said "This partnership underscores the Government of Karnataka's commitment to prioritizing the safety of our citizens in the digital ecosystem. Cybercrimes and fraud in digital communication are growing at a rapid pace with advancing technology thus exposing vulnerable citizens to high risk. The Government is taking proactive steps to increase awareness and promote safety in digital communications. Bengaluru is synonymous with innovation and is recognized as a thriving tech hub. We take pride in adopting a collaborative approach to enhancing citizen's online safety here," the Minister added.

Cohesity and Veritas to combine Data Protection Business

Cohesity and Veritas are announcing their definitive agreement under which Cohesity intends to combine with Veritas' data protection business, which will be carved out of Veritas, to create a new leader in data security and management.

Customers will benefit from the accelerated innovations unlocked by the joint company's scaled R&D investment, its unwavering support for customer success, and one of the industry's most extensive partner ecosystems.

Sanjay Poonen will lead the combined organization as CEO and President. Greg Hughes, CEO of Veritas, will serve as a Board member and strategic advisor to Sanjay Poonen after the close of the transaction.

Protecting the world's data and gaining insights from that data are top imperatives for IT practitioners all the way to board members. Given the rampant threat of ransomware, every organization needs a cyber resilience strategy. Furthermore, technology and business executives now have a unique opportunity to leverage the power of generative AI for data-driven insights to unleash new levels of efficiency, innovation, and growth.

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Dell Technologies and Alienware unveil QD-OLED gaming monitors in India

Dell Technologies and Alienware launched two new Alienware QD-OLED gaming monitors in India.

The Alienware 32 4K QD-OLED (AW3225QF) and Alienware 27 360Hz QD-OLED (AW2725DF) gaming monitors further expand Alienware's legacy of display innovation. The Alienware 32 is first 4K QD-OLED gaming monitor with Dolby Vision HDR, while the Alienware 27 is the first 360Hz QD-OLED gaming monitor. Both monitors boast features that will help position any gamers with a clear competitive edge, whether they are playing racing games where speed is crucial or simulation and action-adventure games where precise visual fidelity is key.

The AW3225QF packs everything a PC gamer or content creator would expect from a high-fidelity display of its stature. The 4K curved QD-OLED panel is intentionally crafted to help reduce reflection and capture expanded peripheral vision with infinite contrasts, true blacks, and peak luminance up to 1000nits. It boasts a fast 240Hz native refresh rate, 0.03ms gray-to-gray response time, Dolby Vision HDR, and VESA DisplayHDR True Black 400. The Dolby Vision HDR technology allows users to enjoy astonishing and more realistic picture filled with incredible brightness, wider contrast, more vivid colours, and crisper detail. The AW3225QF monitor is compatible with NVIDIA G-SYNC and holds VESA AdaptiveSync certification, ensuring smooth gameplay experience even during the most intense in-game scenarios.

Vertiv rolls out Avocent ACS8000 Series Console for remote IT applications

Vertiv unveils the Avocent ACS8000 Series Console in India, for remote data center management and out-of-band management of mission critical IT infrastructure. With a host of cutting-edge features, including 4G LTE connectivity, environmental sensors, and advanced security options, the Avocent ACS8000 optimizes remote management. Avocent ACS8000 is available now in India, in a variety of AC and DC models with port and connectivity options.

The Avocent ACS8000 Advanced Console Server is designed to support secure console and power management, server and network management, and secure access to test and development lab environments. It can be utilized in settings including telco central office test and development labs, and remote facilities.

"The data center industry in India is set to witness tremendous growth in the backdrop of the booming digital economy, rapidly increasingly internet access and the adoption of 5G. This makes it critical for data center providers to adopt efficient and reliable IT infrastructure to enable smooth, uninterrupted operations. Added to this, the new hybrid work models increase the need for infrastructure solutions that can help manage data center facilities remotely", said Priyaranjan Nayak, Director, Sales - ITMS, rack PDU & racks, India at Vertiv.

Red Hat announces availability of JBoss Enterprise Application Platform 8

Red Hat announced the general availability of Red Hat JBoss Enterprise Application Platform (JBoss EAP) 8. JBoss EAP 8 delivers security enhancements, improved cloud workflow tools, and compatibility with Jakarta EE 10, contributing to streamlined application modernization for customers and continued support for enterprise Java application development. JBoss EAP is a comprehensive solution for these organizations, as they seek to build, run, deploy, and manage Jakarta EE (previously Java EE) applications in a variety of environments, including on-premise, virtual environments, and across private, public, and hybrid clouds. Designed for the flexibility of the open hybrid cloud, JBoss EAP features a modular architecture that starts services only as they are required. The low memory footprint and fast startup times make JBoss EAP an ideal solution for all types of environments where efficient resource utilization is a priority, such as Red Hat OpenShift. JBoss EAP 8 builds on the lightweight, cloud-native capabilities of Red Hat JBoss EAP 7 to improve developer productivity, reduce operational overhead, and ease the path towards modernization.

UiPath announces new platform features to bring AI-powered productivity to developer community

UiPath has announced at the UiPath DevCon 2024 event a host of new features in its platform designed to enable developers to build, test, and accelerate implementation of automations.

UiPath DevCon gathers hundreds of AI and automation developers, architects, engineers, testers, and product managers for a deep dive into innovation and collaboration possibilities for automation creators within the UiPath Business Automation Platform.

"Developers remain at the center of our innovation efforts. Our quest to reimagine DevOps for automation developers with AI led us to the creation of UiPath Autopilot," said Munil Shah, Chief Technology Officer, UiPath Automation Cloud. "We are infusing Generative AI across all our products. We believe when AI is combined with automation, magic happens. It's like combining an intelligent brain with highly capable body to carry out powerful tasks."

NEC Corporation India brings in Advanced Smart City Tech Products

NEC Corporation India has announced the launch of enhanced technology solutions as part of the Global Smart City Suite that includes NEC Mi-Command (Integrated Command and Control Centre), NEC Mi-City (Citizen Engagement Portal), NEC Mi-Eye (Intelligent Video Analytics), and NEC Mi-WareSync (Warehouse Management System). These solutions aim to provide transparency and visibility for efficient management and decision-making, ensuring seamless operations among organizations and authorities, and offering enhanced experiences for citizens, businesses, and communities.

NEC's technological solutions have been at the core of India's infrastructural development, positively impacting the lives of the people. As part of "In India for India, From India for Global" focus, the rich reservoir of engineering talent and diverse use cases from India are being replicated at a global scale to fuel the next wave of growth for NEC globally. Striving to address the needs of rapidly evolving communities, businesses and governments, these solutions focus on three key functions aligned with a vision of futuristic cities: strengthening the digital foundation, streamlining processes, and enhancing decision-making capabilities.

Norton announces Dark Web Monitoring in India

Norton has announced the launch of Dark Web Monitoring in India, now available as part of Norton 360 Premium, Norton 360 Deluxe and Norton 360 for Gamers plans. With Dark Web Monitoring, Norton monitors and notifies people if their personal information is found on the dark web, allowing the individual to take action such as contacting financial institutions or changing passwords to help protect against fraud.

The dark web is a small part of the web where anonymity is prized and nefarious activities can run amok, including the exchange of illegal goods and information. When people's addresses, Aadhaar numbers, EPF information, credit card data and other personally identifiable information end up on the dark web, criminals can utilize it for fraud, from financial to identity theft. Unfortunately, it's not uncommon for this information to end up in the wrong hands – in 2023 it was announced that the Aadhaar numbers, passport information along with names, phone numbers of 815 million Indians were found on the dark web.

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“The traditional approach towards cybersecurity has been reactive. An incident occur & then we try to remediate it.

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Rohit Raman
ETEK International, India Head

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Risk Optimisation

Data Protection

Consulting

Network Transformation

OT Security

Education

GRC

nCtrum
Security Insights & Threat Analytics (SITA)

OpenText takes code security to the next level with launch of Fortify Audit Assistant

OpenText has announced the second generation of its advanced cybersecurity auditing technology, debuting at the inaugural OpenText Security Summit 2024 on February 6. Today's developers are dealing with more complexity and threats in multi-cloud environments. Security teams feel increasing pressure to tackle application security with more sophisticated tools and practices.

Fortify Audit Assistant is OpenText's solution for incorporating security at the very beginning of the software development lifecycle—at code inception—and building robust, secure, and reliable software systems.

Fortify Audit Assistant levels up the accuracy and performance, increasing developer efficiency by reducing noise and false positives. In doing so, security teams can focus on the vulnerabilities that matter most. Triaging and validating raw static analysis results is one of the most time-intensive, manual processes within application security testing. Companies can't afford to hire a team of human examiner experts in software engineering, computer science, and software vulnerabilities. Fortify Audit Assistant was created to automate security and address these issues by utilizing machine learning to learn from Fortify's human auditors.

Intel Unveiled 'Make in India' Laptops

Intel India has unveiled a wide array of Make in India laptops and IT products at the company's India Tech Ecosystem Summit held in New Delhi. The event brought together a wide number of local manufacturers under one roof to showcase a large portfolio of devices being designed and made locally, underscoring the company's dedication to accelerating technology-led growth in alignment with the government of India's Make in India initiative.

Key highlights from the event included the launch of the locally manufactured server powered by 4th Generation Intel® Xeon® Scalable Processors by Mega Networks and C-DAC's High Performance Compute server Rudra. Over 25 innovative products, including Banking on Wheels, Thin Clients, All-in-One clients, multi-function kiosks and more, were on display, demonstrating the diverse range of Make in India solutions developed by 10+ ODMs, OEMs, and other ecosystem players.

"The dynamic landscape of electronic manufacturing in India not only signifies a promising journey characterized by growth and diversification but also presents a huge opportunity. India is well positioned to establish itself as a key hub for global electronics manufacturing, and Intel, a fundamental enabler of electronic ecosystems worldwide, is fully committed to the Government of India's Make in India initiative."- Santhosh Viswanathan, Vice President & Managing Director, India Region, Intel.

Hitachi Vantara along with Cisco launch next-gen Hybrid Cloud Managed Services

Hitachi Vantara announced the next evolution of its partnership with Cisco, introducing an innovative suite of hybrid cloud services designed to address ongoing data management challenges faced by modern enterprises. The joint offering, Hitachi EverFlex with Cisco Powered Hybrid Cloud, is unique because it integrates automation solutions and predictive analytics to give organizations a future-proof portfolio for advanced infrastructure management, cost efficiency, and operational effectiveness.

Hitachi EverFlex with Cisco Powered Hybrid Cloud is purposefully crafted to confront these challenges head-on. By combining Hitachi Vantara's proficiency in storage, infrastructure, managed services, and hybrid cloud management with Cisco's expertise in networking and computing, the comprehensive offering provides a consistent experience whether used on-premises or in the cloud. Available in various levels of customization and through Hitachi Vantara's partner ecosystem, it offers complete flexibility with a support and consumption-based model that delivers cost efficiencies through pay-per-use pricing and resilient, scalable solutions without requiring upfront investment. The diverse portfolio includes Infrastructure as a Service (IaaS), STaaS, Containers as a Service (CaaS) data protection, managed operations services, professional services, and learning services, among others.

Lenovo sets the stage for AI exploration, unveils AI powered laptops

Lenovo has unveiled its most comprehensive AI capabilities at the company's annual flagship event – 'Tech World India 2024.' This year's theme 'AI for All' focused on how Lenovo is exploring the power of AI to drive intelligent transformation in every industry – with purpose-built AI-ready devices, infrastructure, solutions, and services across pocket to cloud that empower industries, enterprises, and individuals.

Lenovo also launched its latest range of devices powered by AI at this event, in partnership with Intel India. This new line-up includes AI PC innovations across consumer and commercial PCs such as Yoga Slim 7i, Yoga Pro 9i, IdeaPad Slim 5i, and ThinkPad X1 Carbon. These are aimed at personalizing the computing experience and are designed to unlock new AI experiences to boost productivity, creativity and efficiency. The laptops are powered by the latest Intel Core Ultra Processors, and are amongst the first that are driving an AI PC revolution that will fundamentally change how people create, collaborate, and interact with PCs. The event kickstarted with Lenovo Global, AP and Indian leaders talking about Lenovo's readiness for AI.

Check Point announces advanced cybersecurity for SMBs - Quantum Spark 1900 and 2000

Check Point Software Technologies Ltd. has announced the launch of Check Point Quantum Spark 1900 and 2000, the latest additions to its next-generation firewall series for small and medium business (SMBs). These advanced security gateways are specifically engineered to protect SMBs from ever-evolving cyber threats. The new Quantum Spark security gateways offer high-performance network security at scale with zero-touch provisioning, advanced cloud management, and automated threat management capabilities, making them ideal for medium-sized businesses.

Shahar Divon, Global Head of MSSP and SMB at Check Point Software Technologies, emphasizes, "The increasing reliance on MSPs as primary market conduits is a response to the growing necessity for end-to-end management of intricate software stacks and the advancement of digital initiatives. At Check Point, our Quantum Spark next-generation firewalls are specifically designed to safeguard data and systems against cyber-attacks, ensuring secure and efficient access. These gateways not only promise secure expansion in user numbers, transaction volumes, and data but also aid in reducing costs while supporting remote workforces, encouraging cloud adoption, and enabling digital transformation."

CommScope announces SYSTIMAX 2.0 to address network infrastructure challenges

CommScope has announced SYSTIMAX 2.0 enhancements, the next generation of its SYSTIMAX building and data center connectivity portfolio which provides customers with the latest structured cabling solutions and support to meet the challenges of today and tomorrow.

For nearly 40 years, SYSTIMAX solutions have led the trajectory of tomorrow's network technologies, supporting customers' network evolution within a fluid business environment. As the trusted solution in structured cabling, SYSTIMAX technology has been synonymous with exceeding the standards of enterprise connectivity, continuously evolving to redefine how building, data center and campus networks operate. SYSTIMAX 2.0 enhancements carry that legacy forward, leveraging CommScope's rich history of performance and reliability in copper, fiber and network intelligence.

"With the SYSTIMAX 2.0 enhancements, CommScope is expanding its support for future customer needs with continuous technology innovation, world-class performance and reliability, application assurance and unrivaled global support," stated Luc Adriaenssens, VP of Enterprise Product Management and R&D, CommScope. "We will be evolving the SYSTIMAX portfolio of products and services to ensure we continue to meet those needs."

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Iris Global unveils AI-enabled educational tablet Milkyway

Iris Global Services has launched its Make in India (MII) Artificial Intelligence (AI) enabled, indigenously manufactured education tablet Milkyway at India Habitat Center on February 13 amidst a grand celebration.

The Tab is designed by EPIC Foundation, a non-profit organization headed by Dr. Ajai Chowdhry. The launch was jointly announced by stakeholders from VVDN Technologies, CoRovers.AI, along with Iris Global Services.

S Krishnan, Secretary, MeitY, GOI, who was present at the launch, said, "It is a matter of great pride that we are launching an India-designed, India-inspired education tablet which will be of great use to a vast majority of students. It will inspire the youth to take up the mantra of design and making things in India, for India and for the world."

Vi fortifies its network capacity across four circles

In line with its commitment to enable its customers to thrive in this ever-evolving digital world, Vi has taken a strategic step to upgrade its network capacity across four key markets, namely Kerala, Karnataka, Punjab, and Haryana.

The increased network capacity will provide 3+ crore Vi customers with a superior network experience and faster speed while they adopt digital services to work, study, socialize and access entertainment. This network upgrade reiterates Vi's commitment to empower customers in a digital first world by catalyzing the journey towards becoming a digital native.

Jagbir Singh, Chief Technology Officer, Vodafone Idea, said, "Digital infrastructure forms the bedrock for creating a digital-first society for a billion+ Indians. Our commitment to offering unparalleled connectivity solutions and an exceptional customer experience to our valued customers places us at the forefront of digital India. The network upgrade across these four circles is a testament to our ongoing pan-national efforts to further empower our customers by unlocking the infinite benefits of the digital highway. With this development, we aim to address the growing digital needs of our customers, ensuring robust connectivity, faster data speeds, overall improved performance, and strengthening customer delight."

HFCL bags INR 141 crore order from BSNL

HFCL has secured a purchase order worth INR 141 Crore (Capex INR 119 Crore + AMC INR 22 Crore) from Bharat Sanchar Nigam Limited (BSNL) out of the advance purchase order worth INR 179 Crore issued to the Company. The balance order of INR 38 Crore is expected to be released on completion of supply against the current Purchase Order. This significant win solidifies HFCL's position as a leader in indigenous 4G and 5G backhauling solutions.

Under this Order, HFCL will provide product and services to BSNL crucial for supporting 4G and 5G network requirements. The scope under this order encompasses, initial planning, on-site surveys, supply installation, testing, commissioning, operations and annual maintenance of microwave links. This network integration will be complemented by cutting-edge 5GHz Unlicensed Band Packet radio systems, along with antennas, cables and other key accessories. The radio is completely indigenously designed and manufactured with HFCL having IPR. This technology development is another important milestone for making India self-reliant in Telecom sector.

This end-to-end solution is designed for easy installation, effortless management, high reliability and has advanced security features to protect from external threat vectors. Furthermore, this strategic investment will enable BSNL to build their 5G-ready network infrastructure, ensuring cost efficiency by minimizing equipment expenses and eliminating hefty spectrum usage charges.

Reliance Jio and OnePlus India partner to set up a state-of-the-art 5G Innovation Lab

Reliance Jio and OnePlus have announced a strategic partnership aimed at unlocking the full potential of 5G technology in India. This collaboration brings together the technological innovation and infrastructure of Jio and OnePlus to pioneer new experiences for users.

The alliance between OnePlus and Jio aims to provide OnePlus and Jio True 5G users differentiated features and an unparalleled network experience. To bolster these initiatives, both brands are excited to announce the establishment of a state-of-the-art 5G Innovation Lab. This dedicated space will serve as a hub for testing and developing new technologies, ensuring that OnePlus and Jio True 5G users enjoy a unparalleled futuristic experience.

"We believe in pushing the boundaries of what is possible, and this partnership with Jio is a testament to that commitment. This partnership signifies a bold step towards the future of connectivity, where innovation knows no bounds. Together, Jio and OnePlus India are set to redefine the 5G landscape in the country, providing users with a glimpse into the limitless possibilities that lie ahead," said a OnePlus spokesperson.

ACT Fibernet relaunches its mobile app with new features

ACT Fibernet has announced the relaunch of its mobile app with groundbreaking features that redefine the customer experience in the industry. Committed to valuing its customers' time and delivering seamless solutions to internet-related queries, ACT Fibernet has introduced the ACT Super App, designed to provide quick, easy, and accessible solutions at the fingertips of its users.

Keeping up with the changing technologies and expansion in the user base, the broadband brand has completely revamped the mobile app. The new mobile app has been designed and launched after undertaking extensive research and feedback from users to understand the scope of improvement. The ACT Super App has a different look and feel, making it easier for users to pay bills and raise tickets, track accounts, set reminders, chat with customer care, upgrade plans etc.

With industry-first features, the ACT Super App sets a new standard for convenience, efficiency, and innovation in customer service. A few key features of the app include instant query resolution, where users can now enjoy real-time solutions to their internet-related queries through self-help content like videos and FAQ section on the app, ensuring a swift and hassle-free experience. They can also now easily monitor their data, speed and the number of devices connected to the Wi-Fi through the analyzer. They can set bill reminders, subscribe, and unsubscribe to value-added services etc. Other unique features that make the app easy to use include dark/light mode and font adjustments.

Ericsson and Airtel demonstrate 5G FWA functionality on mmWave

Ericsson and Bharti Airtel have successfully demonstrated mm Wave 5G functionality on Airtel network. Peak speeds of 4.7Gbps were achieved during the testing, demonstrating the applicability of mmWave for high network capacity requirements.

The 5G high-band or millimeter wave (mmWave) spectrum is a valuable resource when targeting densely populated urban areas with large number of mobile devices, homes, and business areas. The high-band, above 24 gigahertz (GHz) offers an opportunity for Airtel to offer unprecedented peak rates, low latency, and high capacity.

Randeep Singh Sekhon, CTO, Bharti Airtel says, "The peak throughput experienced during the testing gives us the confidence to deploy mmWave for FWA application. Using FWA customer premises equipment (CPE) supported with 5G mmWave will not only help in delivering greater speeds but will also enable us to cover the large number of users that are not connected so far due to inaccessible fiber connections. Fixed Wireless Access (FWA) is an efficient and scalable alternative to wired connections."

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Asia-Pacific Data Centre Association names new inaugural Chair and Board members

The Asia-Pacific Data Centre Association (APDCA) has announced the election of Jeremy Deutsch as its inaugural Chair of the Board. Jeremy Deutsch, President of Asia-Pacific at Equinix, will lead APDCA for a 2-year term following elections held on 15 February 2024.

"It is a privilege to serve as the inaugural chair of the APDCA. As data centres gain increased prominence in the regional policy landscape, the founding of the APDCA is timely and well-placed to contribute real-world expertise, best practices, and a collective industry voice to these important discussions," said Jeremy Deutsch.

Jeremy Deutsch brings over two decades of solutions innovation and leadership experience in the ICT industry to his new role. Prior to his current position, Deutsch held various executive roles at Equinix and has been instrumental in driving growth and innovation in the sector.

The newly elected APDCA Board also includes:

Vice Chair: Serene Nah, Managing Director and Head of Asia Pacific, Digital Realty

Damon Reid, Executive Group Director, Asia-Pacific at Global Switch

Jonathan King, Group Chief Strategy and Investment Officer, ST Telemedia Global Data Centres

Rangu Salgame, Chairman, CEO & Co-Founder of Princeton Digital Group (PDG)

Raymond Tong, President, APAC, Vantage Data Centers

Robin Khuda, Founder and CEO, AirTrunk

Shekhar Sharma, CEO of NTT Global Data Centers & Cloud Infrastructure India and NTT Communications India

The APDCA is committed to supporting the interests of the data centre industry and the people, businesses, and communities they serve. Priorities for 2024 include working to co-develop policies that drive the sustainability and security of data centres, and delivering positive benefits to local communities as well as broader national economies.

Veeam ProPartner Summit 2024 commences, sets new benchmark of technology discourse

The 3rd edition of the Veeam ProPartner Summit 2024 is underway from February 22nd to 24th in Lucknow and Ayodhya.

While the first summit was held in Banaras, the second meet took place in Kashmir.

Set against the backdrop of Lucknow's Nawabi charm and the mystical city of Ayodhya, this year, close to 100 attendees and close to 50+ partners are participating, thus setting a new benchmark to be a remarkable and an insightful event.

On the first day of the Summit, Amarish Karnik, Director, Channel and Alliances, India and SAARC, Veeam kickstarted the event by giving his keynote, which was followed by a presentation by Sandeep Bhambure, VP & Managing Director, India and SAARC, Veeam, in which he highlighted the Go to Market strategy of the company.

The next presentation that followed was by Amol Diwanji, Head of Presales, India and SAARC, Veeam and Dave Russell, Vice President, Enterprise Strategy, Veeam who summarised the Technology Strategy for 2024.

There were also presentations from corporates, which included an HPE Presentation by Agnish Chattopadhyay, Country Head- Storage & Data Services Sale and then by AWS and Exagrid.

ASIRT recently concludes its Cricket Premier League

The whole venue, including both the available turfs, was booked by ASIRT for the tournament. Amidst a festive atmosphere, the event kickstarted in the morning with our National Anthem and team photo sessions. The matches began with aplomb parallelly on both the turfs, with the 8 teams being distributed into 2 groups. The Top 2 teams in each group went on to play the qualifiers and the super knockout.

Professional umpires officiated all the matches, and there was running commentary and YouTube live streaming available. The captains and team owners ensured that all the matches were played in the true spirit of the game. After the initial group stages, 4 teams qualified for the Qualifiers & Super Knockout.

Qualifier 1 was played between Palo Protectors & Digicom Sec Blazers – Digicom won

Super Knockout was played between Miracle Tech Strikers & Rac tITans – Miracle won

Qualifier 2 was played between Palo Protectors & Miracle Tech Strikers– Miracle won

Thus, the Grand Finale was set up between Digicom Sec Blazers and Miracle Tech Strikers.

After valiantly fighting, Miracle Tech Strikers were declared the runners-up after losing the close encounter. Digicom Sec Balzers won the trophy.

Spectators immersed themselves in the matches, fostering vibrant interactions throughout. The awards ceremony brimmed with energy as players receiving the Man of the Match trophies and Absolute Sixes Board Hits were honoured.

Jignesh Joshi, Director of Vidhi Data Recovery Labs and Man of the Match Sponsor, presented trophies to the deserving winners, met with thunderous applause for the champions and runners-up.

ACPL Season 5 concluded with a vote of thanks to the ASIRT Board, the organizing team and the eventing team.

SITA organized IT EXPO 2024

The South Gujarat Information Technologists Association (SITA) organized its IT EXPO 2024 at Vanita Vishram Ground from 19th to 22nd January 2024. The main objective of the exhibition is to promote new technology and raise awareness among the people of Surat. The expo witnessed 130 stalls of different brands in an area of 4,25,000 square feet.

The IT industry is rapidly growing each day with technologies like AI, Robotics, Security, Surveillance, Software etc. The visitors of the expo include college students, corporate houses, manufacturing units, diamond industries, textile industries, finance and corporate banking, various government officials, consumer sector etc. The expo witnessed a footfall of over 20,000 people.

Yubico making the online world safer with full-proof authentication

Today, phishing remains as the biggest or the root cause of the maximum data breaches taking across the globe. The creator and the contributor to the FIDO standard, Yubico helps secure global enterprises, SMBs, and individuals with modern phishing-resistant multi-factor authentication (MFA). With its YubiKey device, Yubico elevates cyber-resilience of its customers with modern authentication that stops phishing attacks and account takeovers before they start.

Geoff Schomburgk, Regional Vice President, Asia Pacific & Japan – Yubico shares with VARINDIA more about the company and what it does to stop phishing attacks and prevent account takeovers -

GEOFF SCHOMBURGK
REGIONAL VICE PRESIDENT, ASIA PACIFIC & JAPAN – YUBICO

Why Yubico?

What Yubico does is to provide multi factor authentication (MFA). As many people know that the biggest cause or the root cause of data breaches is phishing, where people's credentials are compromised or stolen, and they end up on the dark web and places like that. So, if we can stop phishing, that will stop 80% of data breaches.

What are the problem statements you address?

There is an increasing number of cyber-crimes across the globe. Data breach is a global challenge. No one is immune from cybercrime today; we see every day in the news incidents of cyber breaches happening in Australia, the US and France, and now more commonly it is taking place in Asia as well. The problem statement that we address is to prevent phishing. Yubico wants to make the online world a safer place for people and we can do that by preventing data breaches to happen through phishing.

How is your organization working towards addressing phishing activities?

Proactively Yubico was the initial inventor of a phishing resistant authentication method, FIDO (Fast Identity Online). Yubico first created the first FIDO standard with Google back in 2011-12. The vision was to take strong public key crypto to the mass market. And as a result of that, we brought the industry along on this journey with us. We brought in Microsoft, Apple, and many other players in the tech space to develop an even better version of phishing resistant authentication. We brought in three concepts around making it secure and phishing resistant, easy to use and available at a global scale. Today, the technical specifications are hosted by the open-authentication industry consortium known as the FIDO Alliance. This FIDO alliance that Yubico pioneered is now a global standard in authentication.

What is your global presence?

Yubico now is a publicly listed company on the Swedish Stock Exchange and you can find us at yubico.st. We have some 450 people scattered worldwide. We operate in all countries around the world and are able to get YubiKey into the hands of citizens, businesses, corporations and governments anywhere around the world.

What is your GTM strategy?

The Go-To-Market strategy of the Asia Pacific region for which I am responsible is through business partners. So we have the channel approach where we work with distributors in India, and have preferred long term business partners like iValue. In other markets, we have a distribution partner as well. We then use dedicated certified resellers to take that product to the market.

Why did you decide to partner with iValue?

The unique selling proposition for iValue is that they know their customers well. And like their name says – I Value, they add value in what they do added value. For us, they are able to bring the YubiKey to the market and make it easy to get YubiKey to their customers.

Veeam ProPartner Summit 2024 - A showcase of strategic insights, technological precedence and cultural enrichment

Vendor relationships are key to any business. To gauge success, businesses should thrive into mutually beneficial partnerships that create more value for all parties. The core priority for the vendor is to maintain a cohesive network of strategic partnerships with customers and partners alike.

Reaffirming the unwavering commitment and dedication of its partners, Veeam Software concluded its Veeam ProPartner Summit 2024 from February 22nd – 24th in the vibrant city of Lucknow and Ayodhya. The flagship partner event witnessed the attendance from 54 channel partners, 45 unique organizations, and industry experts for three days of thought-provoking discussions, strategic planning, and collaborative initiatives.

Amarish Karnik, Director, Channel and Alliances and Sandeep Bhambure, VP & Managing Director, two of Veeam India and SAARC's most senior leaders together acknowledged the pivotal role partners played in driving success for the company in 2023 in their keynote address, while also showcasing the benefits of Veeam's enhanced ProPartner network.

Set against the backdrop of Lucknow's rich cultural heritage and Ayodhya's spiritual significance, the summit celebrated the collective successes attained by Veeam and its esteemed partners throughout 2023.

During the event, partners were felicitated with awards for their outstanding contributions towards Veeam's success stories.

Another highlight of the event was Veeam's Technology Strategy for 2024, which was headed by Amol Diwanji, Head of Presales, India and SAARC, Veeam, and Dave Russell, Vice President, Enterprise Strategy, Veeam. The discussion facilitated a comprehensive exchange of ideas among industry experts such as Nisha Tijare – Head of Inside Sales, Veeam; Anil Nama – CIO at CtrlS Datacenters; and Biswajit Das – Head of Data and AI at AWS.

Veeam Software introduced a unique element to the ProPartner Summit with

"The Spiritual Sojourn" was initiated by Veeam for the partners symbolizing a journey of self-discovery, enlightenment, and connection with the divine. Attendees experienced a Darshan to Ayodhya, fostering a sense of community and cultural appreciation.

The summit in Lucknow and Ayodhya served as a platform to celebrate and foster lasting partnerships with technological prowess and outline a course of continued success and growth together with Veeam's leadership in the realm of data protection and ransomware recovery.

Veeam ensures to provide its customers with a robust ransomware recovery platform

SANDEEP BHAMBURE
VP & MANAGING DIRECTOR - VEEAM

"The most important element of our GTM this year is the partner ecosystem and the way we would want to engage with our partners to further advance our market share and our leadership position. Our focus from a vertical standpoint is largely going to be on public sector and the government. We believe that there would be stability for businesses even with the election coming in and that the spending in both these sectors will continue to grow. Veeam has also invested in the Banking and Financial services, which is going through a massive transformation. We want to ensure that our GTM is aligned with our focus on the largest public and the private sector banks, fintech organizations and also the new age banks. On top of this we believe that organizations today require a very robust ransomware recovery platform. Our goal is to help customers recover swiftly and achieve radical resilience. Central to this endeavor are our partners, who play an essential role in our go to market strategy. They enable us to navigate the dynamic business landscape and effectively meet evolving customer needs. Talking about the beauty of the Veeam offerings is that from the largest of the organizations to the smallest of businesses, can actually leverage some of the key capabilities of back-up recovery, ransomware security and so on. And for that we have to reach to the lower end pyramid as well."

Veeam partners committed to addressing customers' data & ransomware protection needs

AMARISH KARNIK,
DIRECTOR, CHANNEL AND ALLIANCES – VEEAM

"Veeam ProPartner Summit takes place worldwide and in India, this is the 3rd edition. The first two summits took place in Varanasi and Srinagar. Veeam's business thrives on collaboration with partners and we proudly state that we operate as a 100% channel-driven enterprise in India. The purpose of conducting this summit is to highlight to the partners that when we grow, we grow on the shoulders of our partners. When we celebrate our success, we believe that they should also be a part of this celebrations. At the same time, partners should also be aware about what is happening in the market concerning Veeam, and what offerings we are bringing out for our customers. Our extensive ecosystem comprises valued service providers, resellers, distributors, and alliance partners. All our partners are committed to addressing the data and ransomware protection needs of our customers. With an unwavering dedication to ensuring uninterrupted access to data and applications across any hybrid or multi-cloud infrastructure, Veeam ensures business continuity for its customers . Our scalable partner ecosystem enables us to extend our reach across diverse markets, including Tier 1, Tier 2, and Tier 3, as well as various industry verticals."

VOICE OF PARTNERS IN PROPARTNER SUMMIT

PANKAJ KUMAR
CEO, & CO-FOUNDER, V5 TECHSOL INDIA LLP

"Veeam software has played a significant role in the growth of our business, especially through its bundled solutions and cloud backup capabilities. The recent enhancements made by Veeam have had a positive impact on our operations."

RITESH GUPTA
PARTNER, CITIUSCLOUD SERVICES LLP

"For the past two years, we have had a strong association with Veeam. Initially, we focused on adopting a services-based approach and utilized Veeam for implementing cutting-edge technologies such as Kubernetes, containers, and cloud solutions. The partnership with Veeam has been nothing short of wonderful. Veeam's ProPartner programs have proven to be highly beneficial for both partners and businesses alike. These programs also serve as a source of motivation for sellers to promote Veeam's solutions specifically designed for modern workloads."

ABHAY JOSHI
DIRECTOR - PRODUCT STRATEGY, CRAYON SOFTWARE EXPERTS INDIA PVT. LTD.

"Crayon India has been proudly associated with Veeam since its inception. As a trusted provider of comprehensive cloud backup and disaster recovery solutions, we cater to partners across India including data centers and hyperscalers. Our commitment is to ensure that our customers and partners are well-informed about the diverse range of solutions and cutting-edge technologies that Veeam has to offer. Together, we strive to deliver exceptional value and support to our clients, empowering them to effectively manage their data and leverage Veeam's innovative solutions."

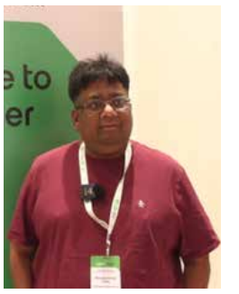
ANIL NAMA
CIO, CTRLS DATACENTERS LTD.

"As part of CtrlS we offer private cloud and community cloud services, and we are government of India certified. We also specialize in SAP Community Cloud solutions. In our evaluation, we have found Veeam software to be exceptional in terms of agility and scalability, particularly under the VCSP model. Veeam's programs and pricing policies have proven to be highly accommodating, facilitating a strong partnership with us."

SHAKUNTHALA SHETTY
DIRECTOR, CITO INFOTECH PVT. LTD.

"After a year and a half of partnership with Veeam, we were eager to learn about their go-to-market plan for 2024. Veeam has showcased exceptional expertise in backup protection and has recently introduced the VCSP initiative. We find this development intriguing and plan to implement it within our company. This aligns with our goal of continuously improving our backup solutions and staying at the forefront of the industry."

MANOJKUMMAR GARG
FOUNDER, DHANYAAYAI ENTERPRISE PVT. LTD.



"Dhanyaayai Enterprise established its partnership with Veeam in India a decade ago, marking a remarkable milestone as Veeam's pioneering partner in the country. This enduring partnership goes beyond business ties; we have grown and overcome challenges together as a team. We are proud to witness our growth alongside Veeam. Last year, our business saw tremendous success, and this year, we are optimistic about doubling our achievements."

SHAISHAV SINGH
MANAGING DIRECTOR, DOTCAD PVT. LTD.

"We have been working with Veeam technologies even before their establishment in India. Veeam stands out as the most channel-friendly organization we have collaborated with. The team at Veeam is fully committed to the success and welfare of its partners, working closely with channel partners in their respective territories. It is an absolute pleasure to work with them due to the high level of transparency, predictability, and focus on mutual education and growth."

VENKAT MURTHY
FOUNDER AND CEO, 22BY7 SOLUTIONS PVT. LTD.

"In our discussions with customers, Veeam's data resiliency story has played a crucial role. As the importance of data protection grows in evolving consumption models, Veeam's point-based products have been instrumental in building effective use cases and delivering the right solutions to our customers. The predictability and strong reputation associated with Veeam's product line and services are highly valuable assets, aligning us with a trusted and innovative partner."

ANIRUDH SHROTRIYA
MANAGING DIRECTOR, SHRO SYSTEMS PVT. LTD.

"Our journey with Veeam has been long and fruitful, creating a strong and mutually beneficial partnership. We cannot praise enough their outstanding innovation, products, and solutions, which we confidently refer to as excellent. As a trusted partner, we take pride in introducing Veeam solutions to the market and providing our clients with practical answers to their challenges. Together, we strive to deliver exceptional value and support to our clients."

LOVELESH PARASHER
DIRECTOR & CEO, ORBIT TECHSOL (W) PVT. LTD.

"Our collaboration with Veeam has been incredibly close and has led to fantastic progress and success for our customers. We are pleased to share that several government agencies have chosen to install and utilize Veeam through Orbit, and the cooperation and projects have been proceedingsuccessfully. It is truly astounding to witness the level of personal dedication, commitment, and enthusiasm that Veeam brings to technology and collaboration."

8th Cyber and Data Security Summit 2024 shapes the Future of Digital Protection

Kamal Sharma, Group CEO, Kambill Systems Pvt. Ltd.; Dr. Deepak Kumar Sahu, Editor-in-chief & Publisher, VARINDIA; Roop Kumar, Category Manager – Storage, HPE India; Sudhir Sahu, Founder & CEO- Datasafeguard Inc.; Dr. Pavan Duggal, Chairman of the International Commission on Cyber Security Law; Dr. Amar Patnaik, Member of Parliament in the Rajya Sabha; Atul Kumar, Lead-Government Initiatives and Global Trade, Data Security Council of India; Sanjay Kaushik, Managing Director of Netrika Consulting India; Sourabh Gupta, Group Chief Digital and Information Officer-Gujarat Fluorochemicals Ltd; Deepak Maheshwari, Public Policy Researcher & Consultant and Dinesh Kumar, Sales Director- India & SAARC- SOTI

The 8th edition of the Cyber and Data Security Summit 2024, organized by Kalinga Digital Media, and presented by Hewlett Packard Enterprise and Intensity, was commenced with great enthusiasm at The Park, New Delhi on 9th of February, 2024. With a focus on addressing the evolving challenges of cyber threats and data security, the summit provided insightful discussions, expert presentations, and valuable networking opportunities.

The dignitaries who graced the occasion included Dr. Amar Patnaik, M.P.- Rajya Sabha; ; Mr. Sanjay Kumar Das Addl. Secretary, IT&E Dept and State CISO, West Bengal; Dr. Pavan Duggal, Chairman-International Commission on Cyber Security Law; Dr. Gulshan Rai, Former National Cyber Security Coordinator and Founder & Former DG, CERT-In ; Ms. Suchitra Maurya, CGM- Reserve Bank Of India (RBI Ombudsman); Mr. B. Shankar Jaiswal, IPS- Joint Commissioner of Police- Delhi Police; Mr. Sudhir Sahu, Founder & CEO- Datasafeguard Inc.; Mr. Kamal Kashyap, Director and Country Manager - Storage Business Unit, HPE India; Mr. Harnath Babu, Partner & Chief Information Officer- KPMG; Dr. Pavan Duggal, Chairman-International Commission on Cyber Security Law; Mr. Atul Kumar, Lead-Government Initiatives and Global Trade- DSCI; Mr. Sanjay Kaushik, M.D. - Netrika Consulting India; Mr. Vijay Sethi, Digital Transformation and sustainability evangelist-Mentorkart ; Dr. Karnika Seth, Legal Advisor, Ministry of Defence, GoI; Dr. Rakshit Tandon, Risk Advisory, Cyber Detect & Respond Leader; Mr. Dinesh Kumar, sales Director- India & SAARC-SOTI; Mr. Jaspreet Singh, Partner- Grant Thornton Bharat LLP; Adv(Dr.) Prashant Mali, President & Founder- Cyber Law Consulting;Mr. Rohit Raman, Managing Partner & Head APAC- ETek International Corporation; Mr. Deepak Maheshwari, Public Policy Researcher & Consultant; Mr. Saurabh Gugnani, Head IT & Security- MAX Life Insurance; Mr. Shaik J. Ahmed, V.P, Head of Information Security Risk & Governance- Mashreq Bank; Mr. Saumil Purani, V.P-IT (Infrastructure Solution & Delivery)- Axis Bank; Mr. Shubhendu Dutta, CTO-NSE Indices and Data; Mr. Roop Kumar, Category Manager – Storage, HPE India ; Ms. Khushbu Jain, Advocate- Supreme Court Of India; Col.(Dr.) Indrajeet Singh, Founder-Cybersleuths; Mr. Sourabh Gupta, Group Chief Digital and Information Officer-Gujarat Fluorochemicals Ltd. And Major Subhendu Mahunta, Head-Financial Crime Prevention-FPL Technologies.

Dr. Deepak Kumar Sahu, Editor-in-chief & Publisher, VARINDIA, delivered the welcome address, setting the stage for the day's proceedings. Throughout the morning session, esteemed dignitaries including Dr. Gulshan Rai, Former National Cyber Security Coordinator and Founder & Former DG, CERT-In; Sudhir Sahu, Founder & CEO- Datasafeguard Inc. and Rohit Sobti, Regional Sales Manager - North & East India, Nepal & Bhutan- FORTINET delivered and showcased their invaluable contributions to the field of cybersecurity. The summit also featured illuminating presentations and discussions from industry leaders who shared insights into the latest trends and practices in cybersecurity.

The highlight of the summit was the insightful discussion during the fireside chat sessions, the first one was between Animesh Bansriyar - Director - Solution Architect, Elastic and Arvind Jawahar Bhat, Head Managed Security Operations & iSOC- Airtel and the second fireside chat session was moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA, featuring Rameesh Kailasam, CEO of Indiatech.org, and Sudhir Sahu, Founder & CEO of Datasafeguard.ai, who delved into the nuances of data privacy and security in the digital age.

The summit features four tracks of panel discussions, corporate presentations, providing a platform for experts from diverse backgrounds to share insights and best practices in combating cyber threats, followed by the awards ceremony.

The first panel discussion session on "Personal Safety in the Digital World," was moderated by Dr. Deepak Kumar Sahu, and the panelists were Dr. Manjari Khanna Kapoor, Chairperson SEQURE and CPTED India; Veena Gupta, Founder & MD- Seam Risk Solution India; Jaspreet Singh, Partner- Grant Thornton Bharat LLP; Major Subhendu Mahunta, Head-Financial Crime Prevention- FPL Technologies and Dr.Rakshit Tandon, Risk Advisory, Cyber Detect & Respond Leader.

The afternoon session of the 8th Cyber and Data Security Summit 2024, unfolded with remarkable vigor and engagement. Continuing the trajectory set by the morning session, the afternoon segment explored pioneering strategies, insightful discussions, and expert insights aimed at navigating the complex landscape of cybersecurity and data privacy.

Dr. Damodar Sahu, Co-Founder & Chief Growth Officer- Datasafeguard; Sudhir Sahu, Founder & CEO- Datasafeguard Inc.; S. Mohini Ratna, Editor-VARINDIA; Dr. Gulshan Rai, Former National Cyber Security Coordinator and Founder & Former DG, CERT-In; Dr. Deepak Kumar Sahu, Editor-in-chief & Publisher, VARINDIA; Major Subhendu Mahunta, Head-Financial Crime Prevention- FPL Technologies; Shaik J. Ahmed, V.P, Head of Information Security Risk & Governance- Mashreq Bank; and Shubhendu Dutta, CTO-NSE Indices and Data

Sanjay Kumar Das, Additional Secretary of the IT&E Department and State CISO of West Bengal, captivated the audience with his talk on "PRIVACY in Cyberspace - Dilemma, Despair, and Opportunity," shedding light on proactive measures implemented by WEBEL to combat cybercrime and protect netizens in the state of West Bengal.

The afternoon session also featured stimulating panel discussions, including "Strategies for Cyber Resilience in 2024: Future Outlook," moderated by Deepak Maheshwari, Public Policy Researcher & Consultant. Esteemed panelists, including B. Shankar Jaiswal, IPS, Joint Commissioner of Police - Delhi Police; Dr. Karnika Seth, Legal Advisor, Ministry of Defence, GoI; Harnath Babu, Partner & Chief Information Officer-KPMG; Kersi Tavadia, Ex CIO- Bombay Stock Exchange and Suchitra Maurya, CGM- Reserve Bank Of India (RBI Ombudsman) shared valuable insights into fortifying cybersecurity strategies amid evolving cyber threats.

B. Shankar Jaiswal, IPS, Joint Commissioner of Police - Delhi Police, set the stage with his astute overview on the future outlook of data and security landscape.

Engaging presentations by industry leaders such as Chirag Nagda, Customer Solution Architect Team Lead (India & SAARC)- Efficient IP and Rohit Raman, Managing Partner & Head APAC- ETek International Corporation underscored the importance of leveraging innovative solutions and technologies to enhance network security and address emerging threats.

The third, thought-provoking panel discussion, on "Fortifying the Financial Sector: Strategies against Cyber Threats," provided attendees with actionable strategies for protecting critical assets in the financial sector. The moderator of this discussion was Gyana Ranjan Swain, Consulting Editor- VARINDIA, and the panelists were Saurabh Gugnani, Head IT & Security- MAX Life Insurance; Umakant Tripathi, Director -Cyber security- LTI Mindtree; Shaik J. Ahmed, V.P, Head of Information Security Risk & Governance- Mashreq Bank; Saumil Purani, V.P-IT (Infrastructure Solution & Delivery)- Axis Bank; Shubhendu Dutta, CTO-NSE Indices and Data and Sudhir Sahu, Founder & CEO of Datasafeguard.ai.

S. Mohini Ratna, Editor-VARINDIA, moderated an insightful panel discussion on "Navigating the Landscape of Data Privacy," featuring prominent experts such as Vijay Sethi, Digital Transformation, and sustainability evangelist at Mentorkart, Kamal Kashyap, Director, and Country Manager - Storage Business Unit, HPE India; Col.(Dr.) Indrajeet Singh, Founder- Cybersleuths; Dr.Damodar Sahu, Co-Founder & Chief Growth Officer- Datasafeguard Inc.; Sourabh Gupta, Group Chief Digital and Information Officer-Gujarat Fluorochemicals Ltd.; and Khushbu Jain, Advocate- Supreme Court Of India.

The session culminated with an enlightening addresses by Adv (Dr.) Prashant Mali, President & Founder of Cyber Law Consulting and Dinesh Kumar, Sales Director- India & SAARC- SOTI .

The evening session of the highly anticipated 8th Cyber and Data Security Summit 2024, presented by Hewlett Packard Enterprise and Intensity, unfolded with unparalleled energy and engagement. The session commenced with a series of thought-provoking discussions on the dynamics between CIOs and CISOs, emphasizing the importance of aligning security needs with IT development goals within organizations.

The evening session featured the keynote address by Dr. Amar Patnaik, Member of Parliament in the Rajya Sabha, who underscored the importance of preventive measures in cybersecurity, emphasizing the cost-effectiveness of preventing cyber-attacks compared to repairing the damage caused by them.

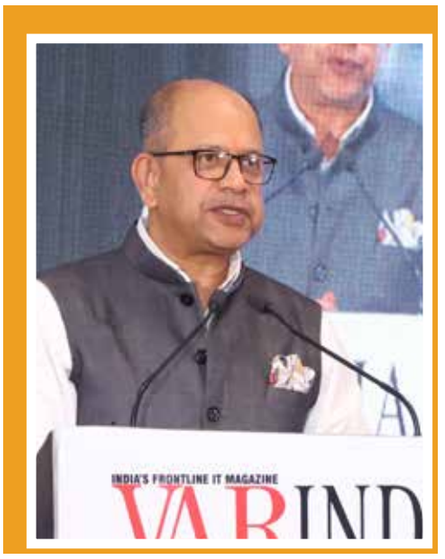
Distinguished key speakers and technology experts took center stage to share their expertise and insights. Dr. Pavan Duggal, Chairman of the International Commission on Cyber Security Law, delivered a compelling address on "Indian Cyber Legal Approaches on Cybercrime & Cyber Security - Emerging Trends," shedding light on evolving trends and challenges in the legal landscape of cybersecurity.

Roop Kumar, Category Manager – Storage, HPE India, captivated the audience with his presentation on real-time detection and protection, showcasing innovative solutions to safeguard critical data in the digital age.

Atul Kumar, Lead-Government Initiatives and Global Trade, Data Security Council of India, provided valuable insights into government initiatives and international engagement in cybersecurity, highlighting the importance of collaboration in addressing global cybersecurity challenges.

Sanjay Kaushik, Managing Director of Netrika Consulting India, delved into the emerging challenge of deep fakes in cybercrime, emphasizing the need for proactive measures to combat this growing threat.

The event concluded on a high note with a heartfelt vote of thanks by S Mohini Ratna, Editor-VARINDIA, expressing gratitude to all participants, sponsors, speakers, and attendees for their invaluable contributions and making the summit a resounding success.



DR. AMAR PATNAIK
M.P.- RAJYA SABHA

Promoting innovation is necessary for the digital economy

"The primary guidance for the Government of India when introducing the 2019 bill was the substantial influence of the GDPR, which formed the basis for the 2019 Personal Data Protection Act. Prior to this, the Supreme Court had extensively referred to the GDPR in its judgments, shaping the drafting of the 2018 draft laws. The government of India incorporated many elements from these sources, leading to substantial alignment. However, during the two-year consultation period, which included involvement from the current ministers and the Ministers of State, witnesses from various sectors including educational institutions, legal firms, tech companies, and social media intermediaries provided input. The Joint Parliamentary Committee sought to adapt the GDPR to the Indian context while considering the testimony of these witnesses. The Indian context differed notably due to the emphasis on bolstering the MSME (Micro, Small, and Medium Enterprises) sector, a key driver of economic growth. Despite efforts to carve out provisions for startups and MSMEs in the 2019 Personal Data Protection Act, none were included in the final version. There was recognition, particularly by the Prime Minister, that the Indian economy's innovation and growth relied heavily on emerging technologies driven by smaller enterprises. Consequently, the decision was made to shift from the prescriptive approach of the new GDPR to a more principle-based framework in the act, leaving detailed regulations to subsequent rules."

There is still a large gap between the cyber attacks and the level of preparedness required

B SHANKAR JAISWAL
IPS – JOINT COMMISSIONER OF POLICE, DELHI POLICE

"In the last three years, the number of cyber-crimes has jumped from 10,000 to 15,000, which is very alarming. Speaking honestly, we don't have so much resource as things is moving in an exponential fashion. Any amount of research cannot keep pace with the speed that these crimes are rising, which are doubling every three years. The trend is that, every six months we are discovering a new crime arising. Phishing is common which has been there for many years, while DDoS has been a big threat for cyber-critical physical infrastructure. Identity theft has become very common as it is generated through Artificial Intelligence and we have had many new cases involving Deep fake recently, the investigations for which are very challenging. AI and quantum computing are two things which are going to completely change the landscape of cyber-crimes and combined with technologies like Internet of Things (IoT) and Blockchain, this is going to make the online a very complex place. Ordinary citizens who are not used to technology are absolutely vulnerable to such cyber-menace and the only way this can be tackled or is through awareness, training and education. On one hand, while 5G is going to make our lives easy, it also has its own share of pitfalls. Thanks to 5G, certain crimes which could never be conceptualised earlier would now come to fore. For instance, earlier sniper attack could never be thought of being conducted remotely, but now with 5G and with minimal latency, these attacks can now be accurately planned, coordinated and conducted from a remote location. With the coming of Quantum computing, whatever encryption standards we have, will go completely haywire."

As per DoT data, 97% of the mobile users in West Bengal has an internet connection

SANJAY KUMAR DAS
ADDL. SECRETARY, IT&E DEPT AND STATE CISO, WEST BENGAL

"Talking about West Bengal as a prospective market, we have many successful use cases with many vendors going and setting up shop in the state because of the potential. The population is equivalent to that of Bangladesh – around 10 crores, of which 97% of the mobile users has an internet connection. This is as per DoT data. One-third of them are having two internet connections. Redundancy is the call of the day for everyone in West Bengal. West Bengal is known for aesthetic, creative and logical thinking because we are deeply political and voice our concerns without any hesitation. The state has been involved in cybersecurity activities since 2016 and in 2017 we set up the Cybersecurity Centre of Excellence. This also happens to be the first CoE in the country on cybersecurity that looks after two verticals – awareness & skilling, and cyber-assurance, which are pre-incident verticals. Again, there are two post incident verticals – Incident Response & Management (IRM), under which there is Cyber crisis Management Plan (CCMP) and the next vertical supports the law enforcement agency in their investigation capabilities and provides the necessary tools and services like the forensics. Thousands of school teachers and lakhs of students are regularly trained on cybersecurity. The first basic training that we give is cyber-hygiene practice and cyber-skilling. All the skilling certifications are either from WEBEL or it is EC Council certified. Close to 33,000 girl students from Kolkata schools are being trained by Kolkata police under the Rani Laxmibai training program. Since 2018 we have in place a cyber-assurance plan looking after infrastructure security."

Technology has a great impact on enhancing the efficiency of the system in any industry

DR GULSHAN RAI
FORMER NATIONAL CYBER SECURITY COORDINATOR AND FOUNDER & FORMER DG, CERT-IN

"Technology is no longer a singular approach. Today we are in a converged era where we do not deal with only one aspect of technology at a time. Such kind of transformation has taken place in today's time, though this has impacted in a large way the social development of the country. A whole lot of technologies are coming in, bringing with it a whole lot of challenges. And I would say, we are still on the tip of the iceberg. The productivity and the efficiency of the system has certainly got enhanced – be it any sector like education, defence, healthcare, etc. Like for instance in the hospitals, most of the surgeries are now robotic and the efficiency it brings in is beyond wonder. Even cataract surgeries are no longer manual ones. So, in other words, technology transformation has happened to a large extent and such is their impact that we cannot anymore envisage a society without technology. At the same time, the monitoring of this technology is equally becoming very complex. If you take the examples of the Ukraine-Russia war or the Israel-Hamas war, technology is playing a big role in it. Now technology has both a legacy as well as the modern systems in it, and at no cost you can replace those legacy systems. So going forward, we are going to see a hybrid approach, which is the merger of both the legacy and the modern systems. Another factor which we see in the emergence of the latest technology is the new products getting added up almost every day. We see start-ups coming up with innovative products based on the current technologies. The challenge here is to see that their products can seamlessly speak to the base technologies that have been implemented."

Hackers steal your PII data and write the AI program to create Frankenstein identities

SUDHIR SAHU
FOUNDER & CEO – DATASAFEGUARD INC.

"Synthetic frauds happen when your PII (Personally Identifiable Information) data like Pan card number, Aadhaar cad number gets stolen. Hackers then use AI program and create Frankenstein identities using your personal data. In 2023 alone, three trillion dollars were taken using synthetic fraud. By taking fake identities, fraudsters are able to open bank accounts, steal money and move them through these fake accounts. Nobody is able to track them and that is where data privacy comes very handy. If we are able to protect the PII data, we can then prevent synthetic fraud from taking place as even if a breach happens, hackers will not be able to get access to these data. Data privacy and cyber-security became relevant 20 years back when enterprises started investing in security solutions. But after Covid, there has been a huge increase in data digitization, making it easier for hackers to lay their hands on PII and PHI data. Data digitization thus gave rise to Synthetic Fraud. In 2023, the total spend on cyber-security was $175 Billion and the good news is that this spend in budget is gradually shifting towards data privacy. Again in 2023, there were 694 known data breaches that cost an average of $9.5 Million per breach to identify/contain and remediate the attack. Enterprises have failed to protect customers' PII and PHI data and meet data privacy compliance, resulting in having to pay huge penalties. In 2021, the data privacy fines were $10B while in 2023 that has crossed to $25B. More than 300+ large companies across 30+ countries have been fined for not able to meet compliances."

Modus operandi adaptation lessens the fraudster ecosystem's audacity

ATUL KUMAR
LEAD-GOVERNMENT INITIATIVES AND GLOBAL TRADE- DATA SECURITY COUNCIL OF INDIA

"In this decade, it is imperative for individual industries, ecosystems, and national levels to embrace technology for growth and sustainability. Simultaneously, we must recognize cyber as the fifth domain following air, sea, land, and space, which is also rapidly evolving. It's crucial to address both aspects comprehensively, considering various dimensions involving regulation, technology, and ecosystem preparedness. Cyber is emerging not only as a domain of opportunity but also as a realm of cybercrime, posing significant challenges due to the escalating volume, value, and velocity of data transactions. Initiatives undertaken by the Indian government and industries to digitize processes have opened up new threads and complexities, especially with the unbundling of transaction processing. Innovations like the Unified Payments Interface (UPI) have streamlined service delivery but also exposed vulnerabilities to data aggregation and exploitation. While initiatives like the Data Protection Bill aim to safeguard against these threats, adversaries continuously exploit emerging technologies like generative AI for malicious purposes. The cross-border nature of cyber activities complicates attribution, making it challenging to identify perpetrators and discern between state-sponsored and quasi-state-sponsored activities."

Privacy is a myth

SANJAY KAUSHIK
MANAGING DIRECTOR, NETRIKA CONSULTING INDIA

"Despite the concerted efforts of Chief Information Officers (CIOs), Chief Security Officers (CSOs), and cybersecurity practitioners, who have invested billions in capital expenditure, cyber fraud persists at an alarming rate. The Reserve Bank of India (RBI) and other authorities have repeatedly highlighted these dangers through various media channels, including television and radio broadcasts. However, incidents of fraud, such as those involving impersonation, persist, as evidenced by recent news reports detailing harrowing experiences, including instances where individuals have been driven to contemplate suicide due to fraudulent schemes. Financial losses resulting from cyber fraud are indeed distressing, but the loss of life is even more tragic. Consider the case of a Chief Financial Officer (CFO) who, despite possessing considerable expertise falls victim to a fraudulent video call, resulting in a significant financial loss. These incidents raise important questions about the efficacy of existing technologies and security protocols in safeguarding against such threats.

Privacy is a myth. With the expansion of digital footprints the vulnerability of personal information increases exponentially. Despite the availability of numerous cybersecurity solutions and the diligence of CIOs and CSOs in implementing robust security measures, vulnerabilities persist, often due to the actions of entry-level employees who inadvertently compromise security protocols. Addressing these vulnerabilities requires a comprehensive approach, one that encompasses technological innovations, heightened awareness, and proactive measures to mitigate risks effectively."

Organizations should comply with the Indian Government's cyber law to avoid penalties

DR. PAVAN DUGGAL
CHAIRMAN, INTERNATIONAL COMMISSION ON CYBER SECURITY LAW

"First and foremost, we are in a data economy. In India, if I am touching any of the seven raw materials - use of computers, computer systems, computer networks, computer resources, communication devices, and also data and information in electronic form, I am covered under the Indian cyber law. Why do we need to be bothered about cyber law, a 24-year-old legislation? The law got amended once in 2008. The law provided secondary legislation powers to the government and the government from time to time is coming up with new rules and regulations, it began with regulation in 2001, 2011, February 2021 and then this got amended as latest as April 2023.

In case in India if you are dealing with third party data, then you are dealing with fire. According to 28 June 2022 notification of the Indian government known as IT directions, which says the moment you know about a cyber security breach, please report within six hours. If you do not report then you have automatically committed a punishable offence with one year imprisonment and fine. Now, there's a new added dimension, from 11 August 2023, the government of India has passed this new legislation called Digital Personal Data Protection Act 2023. If you do not comply with this, just be prepared to be fined from Rs 50 crore to Rs 250 crores. Here, one of the leading trends that is coming up is that we will have to start going behind the 'Suraksha Kavach' that the law is providing to us. The law is providing a statutory exemption from legal liability."

Under reporting giving rise to larger cyber crime business

ADV (DR.) PRASHANT MALI
PRESIDENT & FOUNDER, CYBER LAW

"The financial cyber crime happening in our country is because of the grid of getting more interest, more money than the standard practices. Second is being aware of technology and frauds but yet not keeping an eye on what is happening around. Two most important policy aspects are one is there are only 321 cyber police stations in our country. Out of that there are 55 in Maharashtra, 45 in Karnataka, 35 in West Bengal and only seven in Jharkhand and it is the hotbed of all the cyber crimes. In Parliament it has been reported that 1.1 million cases of online frauds have happened in our country and the leading state was UP then Maharashtra and Karnataka. There are two policy decisions which are continuously failing, one is the apathy of police to file an FIR so justice never begins. We do end up in giving police a written complaint or there is a portal called cybercrime.gov.in. which is a forwarding portal. So, what happens is the government does not have data on how much frauds are happening. Government gets data from NCRB (National Crime Record Bureau) and it is reporting the FIRs that are registered. The conversion ratio of FIRs registering is 1.7% out of 100. One police station gets around 2.5 lakh complaints. The conversion ratio that was shown was only 5000 FIRs are being filed.

Second is we - Corporates are also responsible because many times the cybercrime that we face is never reported. It is not reported to the regulators and the insurance companies also. Corporates are failing because of various business considerations. We do not have an actual figure of losses.

We are facing these policy related things where under reporting is giving rise to larger cyber crime businesses and this has become the most beautiful business."

Every crucial application requires a disaster recovery plan

ROOP KUMAR
CATEGORY MANAGER – STORAGE, HPE INDIA

"The primary challenge we face with ransomware is, understanding its vast radius. We need to identify clean data and swiftly restore it to keep our operations running smoothly. Having an API to detect the vast radius quickly is crucial. Detecting the vast radius online provides insights to address application issues and ensure server integrity offline. The key is, understanding how to protect our data and maintain regulatory compliance continuously, whether applications are on-premises, in the cloud, or a combination. To mitigate the evolving threat of ransomware and ensure swift recovery, compliance with industry standards is essential. Our software runs on various platforms, including workplace applications, both virtualized and on-premises or in the cloud. Rapid recovery from ransomware is imperative for business continuity. Disaster recovery and continuous data protection plans for critical applications are vital. As data moves between on-premises and cloud environments, our software addresses these challenges, focusing on ransomware resilience as a priority. Our operational framework replicates data in real-time, detecting anomalies that may indicate ransomware encryption. By isolating critical application data, we create a cyber-secure environment, protecting against cyber threats and ensuring data integrity. Regular testing and continuous improvement are essential components of this process. Our software facilitates replication, detection, isolation, recovery, and testing in a continuous cycle, safeguarding against hybrid cyber attacks."

There are lot of investments going on in the Dark Web to carry out cyber-attacks

ROHIT SOBTI
REGIONAL SALES MANAGER, NORTH & EAST INDIA, NEPAL & BHUTAN – FORTINET

"Fortinet, as a US cybersecurity leader has been driving security practices, architecture and defining our security offerings in front of the larger audience for the past 23 years or more. Not only next-generation firewall (NGFW), but Fortinet has been investing in a lot of other security technologies over a period of time; we empower more than 50+ technologies and sell them to customers through our offerings. Our support centres are functional across the globe and we have our cloud presence in 100+ areas across the world. Lot of our services are also operational using the Google Cloud Platform. Talking about the cybersecurity scenario in India, there has been a large, diversified, constant endeavour of cyber-attacks that have been maturing and have been going past the deck. Gone are the days when traditional cyber-attacks used to effect individuals or businesses; now it is an army of people or associations who are responsible for stealing data, and there are people who will probably buy those stolen data. So there is all together a parallel world, otherwise called the Dark World (Dark Web) that is constantly investing in carrying out such nefarious attacks across industries – pharmaceutical, manufacturing, or any other vertical for that matter. This is the kind of maturity in cyber-attacks that have been progressing really strongly. While there are incidents which are reported, there are still many more which go unreported – like oil refineries that were compromised where hackers breached pipelines using compromised passwords. Going forward, planned cyber-attacks are going to impact institutions, organizations and on a larger scale economies and nations."

Visibility is critical for cyber security

DINESH KUMAR
SALES DIRECTOR- INDIA & SAARC, SOTI

"While most of our gadgets, the ecosystem and threat surfaces are increasing day by day and most of the devices under threat are mobile in nature. The attack surface is becoming huge and the device ecosystem is becoming very complex, IoT devices, drones, cloud, digital kiosks, even connected printers. Visibility is the most critical criteria. While visibility is the biggest challenge, so can I get a visibility dashboard? If we look at today's topic, the industries which will very well catch up in the next three to nine months in India will be healthcare. Patient data will be under threat, compliances like the DPDP Act have to be brought in place and healthcare will be one industry which will immediately have to adopt this. So, what would you require from that perspective, remote control and view, broader device support and optimize operations and also predictive intelligence of what is happening on the devices which are being used to take care of the patient. If you take that control, you can ensure at least some security from that perspective on the devices which are being deployed. Retail is another area where most of the data of users is being used and taken, that again is a cyber threat, which we can secure right from in store technology to broadest device support. Then the supply chain, the heart of any logistics, transport organization and warehousing. So whatever IoT devices and RFID devices are being used in supply chains they need that critical care so that the systems are in place and there is no threat of attacks."

DNS is critical for businesses

CHIRAG NAGDA
CUSTOMER SOLUTION ARCHITECT TEAM LEAD (INDIA & SAARC), EFFICIENTIP

"DNS plays the role of resoling a domain name into an IP address. It can easily allow the users to move from DC to DR or from moving from one data center to the other seamlessly without any manual intervention. About Zero trust foundation, it's been almost a few years that every security OEMs or organizations are talking about zero trust. A decade before we used to bother more about perimeter security but today, we are more bothered about inside to outside and within the east west traffic. If one of my insiders is trying to do some mischievous activities then how do I control that? That is where zero trust comes into picture where I don't trust outsiders, I do trust employees and colleagues but at the same time I want to put a better control. The key foundations from a Zero trust perspective is visibility, where what is connected, how it is connected, what kind of traffic is running in my network, what are the mysterious activities happening? Once I have analytics, I want to do orchestration and automation. That is why everywhere AI is going on. So, looking at the very specific protocol, DNS; it is mission critical which means without DNS, you cannot live. If I have to type efficientip.com, the first thing I will do is resoling a domain name to an IP address. Then I will do HTTP, HTTPS etc. So without DNS, I cannot access any kind of application. No DNS means no business and cannot access anything on the network, it can be internal or on public domain."

Organizations need to be proactive to avoid cyber risks

ROHIT RAMAN
MANAGING PARTNER & HEAD APAC, ETEK

"Whatever we do, we are going to be hacked. So how we can fight back, recover something which we've already lost? There has been a bit of work that we have been attempting to do with the customers, with the experience of over three decades. We have realized the struggle that our industry and communities are facing. It's an attempt to talk about how to become proactive in the present scenarios.

There are three critical functions in an organization – business, IT and cybersecurity. Out of these three functions business has always been the priority. Then comes the vision for IT and at last comes cybersecurity which is completely ignored. When we approach the board for cybersecurity, the common objection that we face is what's the hurry.

But when we expose them - what is happening today, the incidents and the attacks that are increasing every day - that is the challenge we are trying to solve.

To solve that problem which is required to be done is proactiveness which means anticipating the future. In terms of cyber security, we know what are the risks that we can encounter and prepare against those risks today so that we no longer talk about resilience and recovering data. It cannot be 100% guaranteed, but it is possible by becoming proactive."

Improving compliance with data privacy laws is crucial to lower cybersecurity risks

DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF & PUBLISHER, VARINDIA

"With the rapid growth of digitalization and increased reliance on technology, cybersecurity in India has become critical. The Indian government has recognized this and taken several initiatives to address the challenges posed by cyber threats. We have recently witnessed alarming instances of AI-generated frauds, such as deepfake media, which pose significant risks, including identity theft, phishing scams, and cyber-bullying. These incidents underscore the urgency of addressing emerging cybersecurity threats.

Cloud security breaches have also been on the rise, with a study revealing that 39 percent of businesses experienced a data breach last year. In the same survey, 75 percent of companies said more than 40 percent of their data stored in the cloud is sensitive. The consequences of such breaches are severe, impacting a company's reputation and customer trust. In 2023, the cybersecurity space witnessed transformative changes, with the rise of ransomware attacks, IoT vulnerabilities, and sophisticated social engineering tactics. AI and machine learning have also played a significant role in shaping the cyber ecosystem.

As we look ahead, the weaponization of technology presents new security challenges, especially in the realm of AI for military purposes. Organizations must continue to invest in talent, technology, and tools to thrive in this complex landscape."

FIRE - SIDE CHAT SESSION - I

ARVIND JAWAHAR BHAT
HEAD MANAGED SECURITY OPERATION & ISOC, AIRTEL

Emerging Trends in Technology and Security

"The landscape of technology is evolving rapidly, and I'll describe it based on my observations over the past five years. Traditionally, security was understood to rely on three key pillars: people, process, and technology. However, in the last two years, additional pillars have emerged. One crucial addition is security automation, followed by AI and ML. These three new pillars are essential because the nature of attacks customers face now demands these capabilities within their operations.

With attacks evolving and digitalization progressing, approximately 80% of customers are transitioning to the cloud. A recent trend involves the emergence of new generative AI, which fuels cyber attacks such as deep fake videos and the production of new malware. This signifies a significant shift, where security operations, previously reliant on people, process, and technology, must now incorporate automation, machine learning, and AI generation into their operations for the next five to ten years.

Another notable change that I foresee is the emergence of what I perceive as a singularity. In my observation, within any enterprise, there are typically 30 to 40 security components. What I'm noticing is a rising trend towards consolidation, where people are increasingly interested in streamlining their security infrastructure. Partners and OEMs, including Elastic, are actively pursuing this direction, aiming to offer singular products that cater to diverse needs. This trend is likely to be a topic of discussion for the next five years."

ANIMESH BANSRIYAR
DIRECTOR – SOLUTION ARCHITECT, ELASTIC

Adaption to evolving conditions in a Tech-Driven Environment

"We collaborate with numerous security partners and managed security service providers. For sizable enterprises, investing in security entails more than just acquiring the appropriate tool sets or products; it also involves assembling the right team of individuals. People play a crucial role in security operations for all entities, be they large enterprises or SMBs.

While large enterprises can establish their in-house setups, smaller customers or SMBs, unable to afford independent security operations, must engage with the appropriate managed security service providers. This aspect is integral to the ecosystem; it encompasses not only software but also the essential components of people and processes.

Setting up and operating security operations has become increasingly complex due to the intricate ecosystem. There exists a multitude of threat vectors and various types of protective software, contributing to the complexity. Consolidating all these elements into a single platform, which Arvind accomplishes, proves highly beneficial. Moreover, the world is evolving, particularly with the rise of AI. While we extensively leverage AI for defense purposes, attackers also exploit the same technology. Thus, security remains a perpetual cat-and-mouse game that has persisted for decades and will likely continue, especially as we delve further into AI."

FIRE – SIDE CHAT SESSION – II

SUDHIR SAHU
FOUNDER & CEO, DATADAFEGUARD.AI

Synthetic fraud needs to be addressed otherwise $10 trillion will be lost by the end of 2025

This is a question for today's age that so much of money is being stolen by synthetic fraud and what can we do to stop it? How is it happening? Data privacy and synthetic fraud are both related subjects. If the data cannot be stolen, synthetic fraud cannot be inflicted. Why is it linked, because data privacy helps reduce data breaches. It protects the PII data which is necessary to create synthetic identities which is also known as Frankenstein identities which means it is a fake identity. It is someone's Aadhar card number, anyone else's PAN Card number, somebody else's home address and again somebody else's phone number, email ID. Using AI algorithms, hackers write this data. After they breach the data, they collect it or buy it from the dark web and write AI algorithms to create fake identities and they create millions and millions of them. They apply for credit cards, bank account numbers, do wire fraud, terrorism funding and all kinds of other activities. Two of the largest examples around the world is the PPP loan which was a multi-trillion-dollar loan which the Federal Government started in the US. $232 billion were stolen by creating fake companies. So, imagine to what extent these hackers can go to perfect the act of creating Frankenstein identities which look so real that they actually open bank accounts so the money can be taken into the bank account then they bounce it off of 300 different servers around the globe and the money ends up primarily in Eastern Europe because the synthetic fraud originates from there and many of those countries have perfected the act. Sometime back in 2018 I went to Estonia which is an Eastern European country, Tallinn is the capital and has thousands of universities where hacking is taught and also, they teach how to create synthetic identities. These are funded by the mob syndicate from Eastern European countries. Synthetic fraud is such a large industry, in 2023, $3 trillion were stolen and if nothing is being done then more than $10 trillion will be lost by the end of 2025.

RAMEESH KAILASAM
CEO, INDIATECH.ORG

As India is digitizing fast, it needs to be secure faster

I work on ease which means ease of living, doing business, kind of continuing your life, access to mobility everything. If you look at today's generation, they want everything on the swipe of a screen or a click of a button. Gone are those days when people used to physically come out and do things. The connected world has made it very possible for having an ease in your life. With this growing ease there is a growing concern of the fact that as India is racing fast. We have a good collaboration of government, citizens and industry working together to live a connected life. In fact, we were the first to automate government to citizens in a range of areas. Businesses actually D2C (direct to customer) is happening now. We always had B2B (business to business) because the D2C was a physical world for us. Now, the government moved ahead, so government to citizen services happened faster. I remember when I was part of AP Government, E-Seva was the first which connected citizens with the government. India is rapidly digitizing and with that there is a comfort factor that all of us are getting used to. The part that we need to fix quickly is the security. If there is no security, the day it gets broken we will be in chaos because we are getting used to this new lifestyle of living in a connected environment where right from your travel tech to mobility tech to food tech to delivery tech to edutech everything is digitized. The moment one of us experiences breach and our trust will be broken that day. It is a big danger point not only for the startup ecosystem, the investor ecosystem but also for the entire country. If you look at it from the government standpoint, it is also building the digital public infrastructure. Whether it's UPI, ONDC, everything that the government is pushing from an industry standpoint to go into the digital world, all of that is a kind of a security checkpoint. One other thing is that 20 years back we were discussing critical infrastructure protection, today we transact on the banking system digitally, book tickets digitally, and we are getting all our services digitally. All this data is sitting in different places and an attack on one of them is something that can completely break this trust factor and therefore as India is rapidly digitizing fast, it needs to secure it faster.

Panel Discussion : (Session I) Personal Safety in the Digital World

Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA; Dr. Manjari Khanna Kapoor, Chairperson SEQURE and CPTED India; Veena Gupta, Founder & MD, Seam Risk Solution India; Jaspreet Singh, Partner, Grant Thornton Bharat LLP and Major Subhendu Mahunta, Head-Financial Crime Prevention, FPL Technologies

DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF, VARINDIA

Personal safety in the digital world is crucial in today's interconnected age. Navigating the online landscape can be daunting but with the right knowledge and habits you can significantly improve your security and wellbeing. We rely on the internet for communication, information, entertainment and much more. However with the convenience of the digital realm comes the potential of threats to our online security and privacy. Protecting your digital world is essential to ensure your data, identity and online activities remain safe.

DR. MANJARI KHANNA KAPOOR
CHAIRPERSON SEQURE AND CPTED INDIA

My focus of work is on security by design in the physical world, mostly the design of buildings and the built environments we live in. In that context, I was introduced to the word CPTED which is Crime Prevention Through Environmental Design and today it is in the third generation that is being interpreted in different ways. As the crime and the focus of crime shifts from physical domain to digital domains so should CPTED. I am also representing the International CPTED Association here so there is a divided view, security designers and security scientists across the world are a little divided on exactly how CPTED gets interpreted in the cyber context. Some of them say that cyber CPTED is an oxymoron. but there are others who are doing a lot and there are different ways, versions, interpretations.

VEENA GUPTA
FOUNDER & MD, SEAM RISK SOLUTION INDIA

We have been talking about data privacy, data protection, the digital world is evolving every day by adding on new applications and it is basically adding on new risks in our life. Digital safety is becoming more complex than anything else. Every day all of us individually use almost thousands of apps which includes Paytm, Financial Resources etc. Women do use beauty and social media apps more often than men. So, this is putting us in more risk and thanks to AI. If I think about a blue sapphire the next day, I have a free voucher. The minute you think, you have things in front of you in the way of a platter where you get free things. This puts us every day at risk and we are the ones who are creating cyber crimes. So cyber crimes are happening on humans and who are doing this - humans itself.

JASPREET SINGH
PARTNER, GRANT THORNTON BHARAT LLP

As you design a house you keep a safe because you wanted to put your jewels there not that it would never get burgled but you wanted to make sure that whoever is the thief has the maximum amount of difficulty in reaching there. That is what corporate security, whether physical or digital security is all about. How should your crown jewels be safeguarded? Someone who is pursuing you today will have access to such data. This is more from the standpoint of corporate security—he finds the weakest link and exploits it. A YouTube video demonstrates that someone went to CP, gave someone a phone number, gave them Rs 200, and stated, 'Share whatever OTP comes on this number with me.' That is the level of awareness we are discussing. The larger issue arises when anything goes wrong because we are clueless about what to do. If deepfake becomes available on Facebook tomorrow, you can probably ask people where they're going, how they're going to make a formal complaint, and how they're going to report it, and they won't know. I believe there is a need to increase awareness, whether it is on a business or personal level.

MAJOR SUBHENDU MAHUNTA
HEAD-FINANCIAL CRIME PREVENTION, FPL TECHNOLOGIES

When you talk about privacy, we have this Data Privacy Act coming up and we are waiting for regulations to be set in force. While the government is trying to really work upon all these parameters it is an individual responsibility to ensure that your data is protected. You have applied for credit cards or bank loans, how many of you have actually read the terms and conditions. You are compromising your financial security there and you do not read it. Suddenly, due to some exigency you falter on payments and your father or sister gets a call, how fair is it? It is not fair at all. That means you have compromised the information, you have not read the entire details. So that is what the entire concept of Data Privacy and Data Protection Act and I am expecting the consent to come up very clearly which prohibits individuals, which prohibits the data processors and data fiduciary to have a control not to take more information than what is expected out of you.

DR. RAKSHIT TANDON
RISK ADVISORY, CYBER DETECT & RESPOND LEADER

Digital safety is important because now we are into a digital explosive world. I would use the word digital explosion because today we are getting dependent on technology in every phase of our life. So, in that case it is very important for us to understand the basic nuances of cyber hygiene, keeping devices and operating systems safe, what apps are you installing, what permissions are you giving. Every second month you will see a warning coming from the Government of India about updating your Apple and Android devices, they have vulnerabilities and now it is becoming mandatory for all companies which are jumping into IT solutions which first bring security by design.

Panel Discussion : (Session II) Strategies for cyber resilience in 2024: Future outlook

Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA; Dr. Karnika Seth, Legal Advisor, Ministry of Defence, GoI; Deepak Maheshwari, Public Policy Researcher & Consultant; B Shankar Jaiswal, IPS – Joint Commissioner of Police, Delhi Police; Suchitra Maurya, CGM- Reserve Bank of India (RBI Ombudsman); Harnath Babu, Partner & Chief Information Officer- KPMG and Kersi Tavadia, Ex CIO- Bombay Stock Exchange

DEEPAK MAHESHWARI
PUBLIC POLICY RESEARCHER & CONSULTANT

When we are looking at anything related to cyber resilience obviously we do have National Cyber Security Policy which was in 2013, 3rd of July and then on 2019 the consultation process started from the National Cyber Security Coordinators Office on 3S which was for the National Cyber Security Strategy - Secure, Strengthen and Synergize. They received a lot of inputs, in fact the Prime Minister also had mentioned on 15th August 2020 that we will have a National Cyber Security Strategy soon and hope that in 2024 at least we should have a new National cyber security strategy. Exactly 11 months back from today which was on 9th March 2023 Minister of State for Electronics and IT made a presentation in Bangalore on Digital India Act, a very broad outline.

DR. KARNIKA SETH
LEGAL ADVISOR, MINISTRY OF DEFENCE, GOI

Proactive steps are taking both from legal and regulatory side

The legal and regulatory environment in India has progressed. It has definitely been a sea-change right from the time when I actually started practicing law in the year 2000. We know how technology really speeds up and lawyers are actually trying to catch up with the technology. In my view, technology has led us to a position where we cannot afford to be lazy anymore. We are actually taking proactive measures both from the legal and regulatory side, not only the institutions, the policy changes or the legal landscape, the way the contours of law are changing now, the whole matrix is about to be revolutionized. We are one of the world's largest contributors of IT in the whole world. At this juncture, the way we have managed to bring out the decriminalization of laws for example the liberalization of the IPC, the CRPC, the Evidence Act, the DIA Act, the Telecom Bill. We are already discussing the UN Convention on cyber crime are underway.

HARNATH BABU
PARTNER & CHIEF INFORMATION OFFICER- KPMG

There is lack of cyber preparedness when compared to digital adoption

One thing which has happened in last couple of years especially in our country is that digital push has been very extensively taken up by the government and certainly Covid also pushed many of the organization to move towards digital which means that there is a lot of digital footprint that is getting created within the country and some of the policy changes that have come in from the government especially from a digitization perspective. Those also have pushed a lot of organizations and consumers -the citizens of the country to start embracing and adopting digital. The country has aspirations and all these are foundation stones for the future but have we taken the right steps to also protect as we are progressing faster. Are the organizations prepared today to be completely cyber safe, we do not know at this point in time.

KERSI TAVADIA
EX CIO- BOMBAY STOCK EXCHANGE

A comprehensive education system is required

"The job of CISO is very tough nowadays. Earlier he was a villain to the internal users, now he is a villain to the regulator also. He is a hero for all the vendors because they keep giving him and confusing him with a lot of tools. When I was in BSE, we built up one of the first SOCs in the country. In that job role I asked the consultants to give me one dashboard where I can see everything and all the top consultants in the country were unable to show a sample.

Unfortunately, many training programmes and educational institutions now offer cybersecurity courses without a background in IT. This is completely incorrect; at the absolute least, you are training someone to practise, but what is he practicing on? When I have been interviewing people from a cybersecurity school and ask him the question of active directory, 'How will you fix it?' They said that was not in their curriculum. So, all the regulators, policy makers need to have a comprehensive education system."

SUCHITRA MAURYA
CGM- RESERVE BANK OF INDIA (RBI OMBUDSMAN)

"The importance of cybersecurity and the digital protection framework is very much emphasized"

As far as the resilience of the regulated entities that we have, what I would like to say here is that this cannot be cyber resilience and cannot be a prescriptive issue because it is constantly evolving so we have to set guidelines for how to go about it. This is a risk for the bank and it can affect the balance sheet. We have issued guidelines to the banks. Earlier it used to be a back room or an operational activity, now we have made it a boardroom activity. The board is responsible to proactively assess the risks and find ways to mitigate the risks and implement, monitor the implementation and continuously check for vulnerabilities in the system and proactively work. So, the importance of cybersecurity and the digital protection framework is very much emphasized. We monitor that they are testing and they are also reporting guidelines that the incidents have to be reported so we check that apart from certain it is to be reported to the Reserve Bank and we examine and monitor the subsequent mitigation and strengthening in of the systems that is what we do.

Panel Discussion : (Session III) Fortifying the Financial Sector: Strategies against Cyber Threats

Gyana Ranjan Swain, Consulting Editor- VARINDIA; Saurabh Gugnani, Head IT & Security- MAX Life Insurance; Shaik J. Ahmed, V.P, Head of Information Security Risk & Governance- Mashreq Bank; Saumil Purani, V.P-IT (Infrastructure Solution & Delivery)- Axis Bank; Shubhendu Dutta, CTO-NSE Indices and Data and Sudhir Sahu, Founder & CEO of Datasafeguard.ai.

The third, thought-provoking panel discussion, on "Fortifying the Financial Sector: Strategies against Cyber Threats," provided attendees with actionable strategies for protecting critical assets in the financial sector. The moderator of this discussion was Gyana Ranjan Swain, Consulting Editor-VARINDIA, and the panelists were Saurabh Gugnani, Head IT & Security- MAX Life Insurance; Shaik J. Ahmed, V.P, Head of Information Security Risk & Governance- Mashreq Bank; Saumil Purani, V.P-IT (Infrastructure Solution & Delivery)- Axis Bank; Shubhendu Dutta, CTO-NSE Indices and Data and Sudhir Sahu, Founder & CEO of Datasafeguard.ai.

Enhancing Personal Information (PI) Security through Layered Defense Strategies

SAURABH GUGNANI
HEAD IT & SECURITY- MAX LIFE INSURANCE

"As others have mentioned, you are critically encrypting the personal information (PI) on which you can build something. If you stop the attack at the first layer, you are preventing a variety of attacks from occurring. If, however, you say that the attack is still occurring, you can use layered approache using technologies such as MFA, phase ID, or MIGN. Even though you have all the necessary safeguards in place, if someone is still sending out attacks and compromising your system, you can construct the procedures using a tiered approach and do everything to lessen the influence on a bigger group of people. At the end of the day it is awareness which is very much predominantly required because in any case first level of defense is the end users."

Preventing Unauthorised Access and Reducing User Authentication Challenges in Banking Applications

SHAIK J. AHMED
V.P, HEAD OF INFORMATION SECURITY RISK & GOVERNANCE- MASHREQ BANK

"Users have difficulties while using banking applications because banks wanted to make sure it was only you before providing amenities. Hackers gain direct access to systems by using various methods, disguising themselves as users, and using other things to gain control of legitimate facilities. Although the tokenization of the system will change, they will adhere to the same rules as the users. The person is not known to the system; authentication is all that is needed. Because of this, we must safeguard our credentials and prevent unauthorized access. Whether or not you have a ten-factor authentication system in place, anybody can access your account if your login details are public."

Protection of Personal Information reduce the chance of Unauthorised Disclosure

SAUMIL PURANI
V.P-IT (INFRASTRUCTURE SOLUTION & DELIVERY)- AXIS BANK

"If you share your PAN card or Aadhar card data to unauthorized partners without keeping validity or making a document explicit that becomes saleable data. Data which is available on Darkweb is saleable data. Hackers take these data and build their engines to send random messages. If anyone responds to that knowingly or unknowingly are the ones who are trapped. Since we have one of the largest economies and more people are joining digital platforms every day, many of them are not yet fully tech-savvy and are unaware of the risks. Therefore, even though we have developed some of the best technological solutions for defense and protection, if a user clicks or provides a top-secret password without thinking twice, all of your security precautions are nullified."

Achieving Smooth Transactions and Cyber Resilience through Capital Market Strategy

SHUBHENDU DUTTA
CTO-NSE INDICES AND DATA

"In the context of discussing industry- or organization-specific strategies, the strategy that I'll be discussing here is for the capital market as a whole. In the context of the industry, we currently have about 14 crore Demat accounts. These are the possible investors in the market; each month, we add about 14 new investors to examine the magnitude of the situation as it stands. Therefore, the most important thing for this business to assure is that all investors, or potential investors, should be able to complete their transactions without any problems; otherwise, they aren't considered industrial. The most crucial aspect of strategy is making sure that an operational and cyber resilience framework is in place and consistently working."

Setting Data Privacy first leaves Compliance Measures in place for better protection

SUDHIR SAHU
FOUNDER & CEO OF DATASAFEGUARD.AI

"You put yourself first by putting data privacy compliance into practice. If the data is protected at the source, and if the breach occurs as mentioned, you will need to go through five steps to log into your bank account. However, Hackers can complete this process in less than ten seconds because they are utilising automated technology, or a bot. This is possible because they have already gathered the data and have been preparing for months. This is due to the preparation that they have been doing by stealing our data and creating the pipeline. Since the bad actors have been planning to steal our private information for many years, if we block access to it, they won't be able to obtain it in any manner, shape, or form."

Panel Discussion : (Session IV) Navigating the landscape of Data Privacy

Dr.Damodar Sahu, Co-Founder & Chief Growth Officer- Datasafeguard Inc.; S. Mohini Ratna, Editor-VARINDIA; Vijay Sethi, Digital Transformation, and sustainability evangelist at Mentorkart; Sourabh Gupta, Group Chief Digital and Information Officer-Gujarat Fluorochemicals Ltd.; Kamal Kashyap, Director, and Country Manager - Storage Business Unit, HPE India; Khushbu Jain, Advocate- Supreme Court Of India; Col.(Dr.) Indrajeet Singh, Founder- Cybersleuths and Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA

S. Mohini Ratna, Editor-VARINDIA, moderated an insightful panel discussion on "Navigating the Landscape of Data Privacy," featuring prominent experts such as Vijay Sethi, Digital Transformation, and sustainability evangelist at Mentorkart; Kamal Kashyap, Director, and Country Manager - Storage Business Unit, HPE India; Col.(Dr.) Indrajeet Singh, Founder- Cybersleuths; Dr.Damodar Sahu, Co-Founder & Chief Growth Officer- Datasafeguard Inc.; Sourabh Gupta, Group Chief Digital and Information Officer-Gujarat Fluorochemicals Ltd.; and Khushbu Jain, Advocate- Supreme Court Of India.

S. MOHINI RATNA
EDITOR-VARINDIA

"Today's topic in this session 'Navigating the Landscape of Data Privacy' is a vast and constantly evolving topic. India has reached a watershed movement with the enactment of the data protection act that is DPDP act, which undoubtedly marks a defining moment in India's technological trajectory signifying a resolute commitment to securing citizens rights in the digital age while also bolstering the nation's cyber security infrastructure. Te DPDP act represents a significant milestone in India's digital journey aiming to strike a balance between fostering innovation and protecting individual privacy."

VIJAY SETHI
DIGITAL TRANSFORMATION, AND SUSTAINABILITY EVANGELIST AT MENTORKART

"The majority of businesses don't take any action when it comes to cyber security. There would be a security policy, but it would not be followed by 90% of people. There will be firewalls with half of the passwords being the standard ones, but an act is about to happen. A new regulation is on the horizon that would compel businesses to prioritize cyber security over data privacy. This means that instead of the government handling all of this data privacy-related work, the government agency will force businesses to handle cyber security and safeguard my data."

KAMAL KASHYAP
DIRECTOR, AND COUNTRY MANAGER - STORAGE BUSINESS UNIT, HPE INDIA

"The DPDP bill will undoubtedly contribute to the acceleration of the digital transformation because it provides a framework for the organizations that may not have been doing it for a variety of reasons. These reasons may have included inertia, a lack of awareness, or a host of other factors, but now that the organizations are planning their next step in the digital transformation, they will incorporate this into the architecture of their technology framework, which will be extremely helpful because it is usually beneficial to receive some broad guidance to ensure compliance with all regulations."

COL.(DR.) INDRAJEET SINGH,
FOUNDER- CYBERSLEUTHS

"Our data is being stolen, and we are genuinely unable to apprehend the offenders. The impending DPDP ACT represents a fundamental shift. Knowing who owns your data is possible with the data ownership right. Now that you are aware of the criminal's identity, you can apprehend them. In the last IT Act instance, we were attempting to gun down the offender even though we didn't know them. However, as part of the DPDP ACT, things are reversed."

DR. DAMODAR SAHU
CO-FOUNDER & CHIEF GROWTH OFFICER- DATASAFEGUARD INC.

"As a customer or citizen, I expect the government or an organisation to secure my data, as that is how it truly contributes to the expansion of our economy. In the unlikely event that a data breach occurs and hackers obtain my personal information, even though it is useless to them, my confidence in the government and enterprise will increase. Even when the hackers steal my useless info, if my data is fully redacted before a data breach occurs in any database. My confidence in the government or business will increase in that scenario, and the economy will undoubtedly grow as a result. Use of the complete reduction of data before data breach happens is necessary."

SOURABH GUPTA
GROUP CHIEF DIGITAL AND INFORMATION OFFICER-GUJARAT FLUOROCHEMICALS LTD.

"DPDP introduces us to fundamental hygiene, so it is not that people were not practicing that level of cyber hygiene; rather, it all depended on whether or not certain industries were subject to regulations. Some industries were subject to regulations, either because of foreign legislation or because their parent firm was based in the US or Europe, where GDPR and other laws were common. Although they were practicing that level of cyber hygiene, that was not the case in India at the time, and now it varies from company to company. We have the chance to clear such things up and prepare the country for the upcoming years in order to be ready for 2040, thanks to the DPDP Act. The DPDP will shortly be into full effect."

KHUSHBU JAIN
ADVOCATE- SUPREME COURT OF INDIA

"Talking about the digital economy, we are heading towards digital India, which will become the fifth largest digital economy in the world when all of these things are taken into consideration. However, when we discuss security and safety, the world becomes incomplete when digital threats emerge, which is why we see that privacy is the foundation for all security measures because without privacy, trust grows and cybercrime occurs. To see that as a holistic approach, we see DPDP emerging, which only discusses the most fundamental cyber security issues."

Winners in CDS 2024

A highlight of the evening was the awards ceremony, recognizing outstanding contributions and innovations in cybersecurity solutions. The awards, based on feedback from end-users, acknowledged companies for their excellence in cloud security, IoT security, unified endpoint management, network security, and more.

Awards category and winners

BEST COMPANY INTO CLOUD SECURITY SOLUTION - **ELASTIC TECHNOLOGIES INDIA PVT. LTD.**

BEST COMPANY INTO IOT SECURITY SOLUTIONS - **CHECK POINT SOFTWARE TECHNOLOGIES INDIA PVT. LTD.**

BEST UNIFIED ENDPOINT MANAGEMENT COMPANY - **SOTI INDIA PVT. LTD.**

BEST COMPANY INTO NETWORK SECURITY - **CISCO SYSTEM INDIA PVT. LTD.**

BEST COMPANY INTO XDR SOLUTION - **PALOALTO NETWORKS**

BEST SD-WAN SOLUTION PROVIDER - **FORTINET TECHNOLOGIES INDIA PVT. LTD.**

BEST IDENTITY & ACCESS MANAGEMENT (IAM) SOLUTION - **OPENTEXT**

BEST COMPANY INTO ZERO TRUST SECURITY- **FORCEPOINT INDIA PVT. LTD.**

BEST COMPANY INTO ENDPOINT CYBERSECURITY- **SENTINELONE**

BEST DISTRIBUTOR INTO CYBER SECURITY SOLUTIONS - **RAH INFOTECH PVT. LTD.**

EMERGING VALUE ADDED DISTRIBUTOR IN INDIA - **SATCOM INFOTECH PVT. LTD.**

BEST DATA PROTECTION & DISASTER RECOVERY SOLUTION - **ZERTO-A HEWLETT PACKARD ENTERPRISE COMPANY**

FORCEPOINT INDIA PVT. LTD.

CISCO SYSTEM INDIA PVT. LTD.

SENTINELONE

FORTINET TECHNOLOGIES INDIA PVT. LTD.

RAH INFOTECH PVT. LTD.

SOTI INDIA PVT. LTD.

SATCOM INFOTECH PVT. LTD.

DELEGATES IN THE EVENT

SOLUTION DISPLAY KIOSKS

SOTI | SATCOM

RAH INFOTECH | EFFICIENT IP

FORTINET

VEEAM

SOTI | SATCOM

RAH INFOTECH | EFFICIENT IP

FORTINET

PRESENTING PARTNER

Intensity | Hewlett Packard Enterprise

PLATINUM PARTNER

efficient iP | RAH INFOTECH

PRINCIPAL PARTNER

elastic

KNOWLEDGE PARTNERS

datasafeguard | NETRIKA

NETWORKING PARTNER

Power Is On | BPE

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FORTINET | savex TECHNOLOGIES | SOTI | SATCOM | veeam | etek

YouTube

NAVIGATING CLOUD WASTE

Cloud computing has undoubtedly revolutionized the way businesses operate, offering unparalleled scalability, flexibility, and cost-efficiency. The recent release of the 2023 State of Cloud report by Flexera has brought to light a critical issue plaguing organizations worldwide: cloud waste. According to the report, annual public cloud waste currently stands at 28%, showcasing a slight improvement from the previous year's 36%.

While this reduction is promising, it underscores the pressing need for organizations to reassess their cloud optimization strategies and explore alternative solutions for sustainable cloud management.

Cloud waste not only translates to financial losses but also contributes to carbon emissions, aligning with our commitment to sustainability. At ThoughtSol, we recognize our responsibility to help clients navigate these challenges and maximize the value of their cloud investments while minimizing waste.

There are several key factors contributing to cloud waste, including:

1. Overprovisioning: One of the primary culprits of cloud waste is overprovisioning—allocating more resources than necessary to meet current demand. This often occurs due to a lack of visibility into usage patterns or fears of performance degradation during peak periods. By implementing proactive monitoring and rightsizing techniques, organizations can accurately match resource allocation to actual workload requirements, reducing waste without compromising performance.

2. Idle Resources: Another significant contributor to cloud waste is idle resources, including virtual machines, storage volumes, and databases that remain underutilized or unused for extended periods. These idle resources continue to incur costs without delivering any tangible value to the organization. Implementing automated scheduling, resource tagging, and lifecycle management practices can help identify and decommission idle resources, freeing up capacity and reducing expenses.

3. Suboptimal Architectures: Inefficient application architectures and deployment patterns can also contribute to cloud waste by overutilizing resources or introducing unnecessary complexity. Adopting cloud-native design principles, such as microservices, serverless computing, and containerization, can improve resource utilization and agility while minimizing waste. Additionally, leveraging cloud-native managed services and serverless offerings can offload infrastructure management responsibilities and optimize cost efficiency.

4. Lack of Governance and Controls: Without proper governance and controls in place, organizations risk proliferation of unapproved cloud resources, leading to shadow IT and decentralized spending. Establishing clear policies, role-based access controls, and automated compliance checks can help enforce accountability and ensure adherence to budgetary constraints. Furthermore, implementing centralized cost management and reporting tools enables real-time visibility into cloud spending and facilitates informed decision-making.

Addressing cloud waste requires a multifaceted approach encompassing technology, processes, and cultural change. ThoughtSol is committed to partnering with organizations to develop tailored cloud optimization strategies aligned with their business objectives and sustainability goals.

RATAN DARGAN
CO-FOUNDER AND CTO
THOUGHTSOL INFOTECH

In addition to optimizing public cloud usage, organizations should also explore alternative deployment models, such as on-demand private cloud solutions. Private clouds offer greater control, security, and customization options while maintaining the scalability and agility of the cloud.

By leveraging hybrid or multi-cloud architectures, organizations can achieve the flexibility to deploy workloads where they are most cost-effective while minimizing vendor lock-in and reducing dependency on a single provider.

Furthermore, ThoughtSol advocates for a proactive approach to cloud optimization, emphasizing continuous monitoring, analysis, and optimization to adapt to evolving business needs and market dynamics. By embracing a culture of innovation and experimentation, organizations can leverage emerging technologies, such as artificial intelligence and machine learning, to automate optimization processes and drive continuous improvement.

In conclusion, the findings of the 2023 State of Cloud report underscore the critical importance of addressing cloud waste to maximize the value of cloud investments and mitigate environmental impact.

ThoughtSol remains committed to empowering organizations with the expertise, tools, and best practices needed to optimize their cloud environments effectively and drive sustainable innovation. Together, we can navigate the complexities of the cloud landscape and unlock new opportunities for growth and efficiency.

INDIA POISED TO BECOME A GLOBAL DATA CENTER HUB

For last five years, we are witnessing a steady rise in the Indian data center market. The surge in the India's data center market, post pandemic, is being driven by various factors. The growth is accelerated by dynamic digital landscape, burgeoning internet penetration, and the imminent transition to 5G networks. As per a joint report by the Confederation of the Indian Industry and Colliers, the key factors responsible for the growth are penetration of 5G across the country, adoption of Cloud Services, increase in OTT and content usage. The Data Localization laws and Digital Personal Data Protection Act 2023 also has led to increase in data center capacities in India. A JLL report mentioned that Indian data centre market is expanding at a 9.9% CAGR and is predicted to exceed 1.3GW of power capacity by 2024.

An ASSOCHAM-EY analysis predicts that India has potential to become a global data center hub and expected to grow from $4.4 billion in 2020 with to $8 billion by 2026.

Technologies like 5G, IoT, and AI have emphasized the need for building the necessary physical infrastructure to support India's rapidly evolving digital ecosystem. International data center operators, cloud service providers, hyperscalers, private equity investors, and developers have already made significant investments in the country. The growth is further pushed by progressive government initiatives like Digital India, Make in India, and Atmanirbhar Bharat. With expected annual investments in data centers exceeding USD 200 billion by 2025, India presents a significant opportunity, boasting widespread internet access, strong connectivity, and affordable mobile devices. Mumbai, Chennai, and Bengaluru are expected to dominate around 75% of the data center market, while the remaining 25% will be distributed among cities like Delhi NCR, Hyderabad, Kolkata, Noida, and Pune.

NTT Global sees a surge in data center investments

Vimal Kaw, Senior Director - Products and Services, NTT Global Data Centers and Cloud Infrastructure, India

"The Indian data center industry is one of the fastest-growing markets globally, and this momentum is likely to persist in the foreseeable future. From a market size perspective, it was valued at $4.5 billion in 2023 which is quite a small share of the global pie, but it is the CAGR of 10.98% that's of great promise. It will be apt to say that the true expansion of the sector has only just begun in the country. India's colossal IT industry and market size have attracted every major international player from diverse industries to operate within its borders. The conducive atmosphere for industry growth is attributed to factors such as data localization, an increasing demand for data safety, and the advantages of storing data in proximity to target markets.

Moreover, India boasts a fantastic talent pool, robust digital infrastructure, and abundant natural resources like land, water, and solar energy, making it an ideal location for the sustainability-driven data centers of the future. As a result, we are witnessing a rapid surge in data center investments in the country.

India is a key market for us, and we have been an integral part of the country's data center revolution. NTT has taken several steps to continue complementing the DC economy's growth in India and to maintain its position as the leading brand in the years ahead."

Sify Technologies witnesses traction from OTT companies

Prashant Pereira, VP Data Centre Services, Sify Technologies

"The Indian data centre industry has undergone major shifts in terms of scalability and density in recent years. As a result of this expansion, India is well positioned for future growth. Though Tier 1 cities have traditionally been selected for primary Data Centre expansion, India is seeing a steady increase in the growth of Data Centres in Tier 2 cities, which are also suitable locations for establishing Edge Data Centres

Much like other industries, data centers are also constantly evolving with technological advancements and changing business needs. With technological breakthroughs like IoT, AI and ML, the focus is shifting to third-party data centers and cloud platforms to meet structural requirements.

Our Data Centers are highly interconnected with presence of all major TELCOs, Internet Exchanges and ISPs. Our data centers have four fiber access paths into the building. Multiple MMRs are present in the Data Center towers. We focus heavily on developing this "Interconnect ecosystem" this enables global OTT and Content providers in our Data Center to reach eyeballs with low latency and high resiliency. OTTs have been significantly increasing their Data Center and network capacities with us. OTT companies are asking for capacities for their edge data centers in Tier 2 cities. Our network services connect Sify and non Sify datacenters in a very resilient architecture."

ESDS witnesses strong demand from cloud players and enterprises

Piyush Somani, Managing Director and Chairman, ESDS Software Solution

"India is expected to see a surge in data centers with the rising demand to localize data and overall economic growth. We are already on the verge of becoming a data center hub for MNCs from around the world. Supported by GOI and the Digital India Initiative the market has seen massive investments around the nation. Additionally, the demand from both cloud players and enterprises post pandemic is strong. ESDS' focus includes banking, securing power, and preparing for AI-driven infrastructures. With companies pouring in billions of dollars in capital to set up such infrastructure components, about 4,900-5,000 MW of data centre capacity is expected to be added in the next few years basis a study by ICRA Ratings.

The large amount of data generated by the consumption needs be processed, stored and distributed which can create a strain on data centers. Which in turn increasing the demand for computing capacity along with the connected infrastructures, such as storage, connectivity and edge computing support. To combat this, we can look at containerization and virtualization to be faster and more efficient. These technologies support the increased 4G usage and also will be able scale up to handle the current 5G networking infrastructure. Also, we can look at increasing the lifecycle upgrade processes by replacing simpler networking hardware such as switches and routers with 5G capable ones."

"Equinix envisions a future where the digital industry empowers digital ecosystems"

Manoj Paul, Managing Director, Equinix India

"An industry valued at $4.35 billion in 2021 is set to burgeon by 132% to $10.09 billion by 2027. With over 836 million internet users in 2022 as per DoT annual report, the country's digital platform users momentum surpasses all other countries except China.

Growth in consumption of multiple services on digital platforms by citizens and adoption of digital platforms by enterprises is fuelling demand for datacenter services. As the demand for datacenter industries grows and major metros saturate, we will see demand for non-metro locations, while at present the demand is predominantly in major metros and its suburbs only.

Equinix envisions a future where the digital industry empowers digital ecosystems. Digital transformation, fuelled by emerging technologies like AI, will reshape the competitive landscapes across industries.

Enterprises need to strategically acquire data from reliable sources and utilize appropriate models to fully leverage the potential of AI. Private AI is a concept that involves creating an AI environment specifically tailored for an organization's exclusive use. Traditional, siloed data centers are replaced by highly interconnected internet exchange points. Equinix has long been an advocate and champion for XaaS through Platform Equinix where users can interconnect and adopt digital capabilities and emerging technologies to build a competitive edge."

Pi Datacenters realizes the opportunities ingrained in India's data center market

Debmalya Dey Roy, Chief Revenue Officer and Global Marketing Head, Pi Datacenters

"It's evident that the trajectory of India's data center market is one of robust expansion, fueled by a dynamic digital landscape, burgeoning internet penetration, and the imminent transition to 5G networks. Projections indicate substantial growth potential, with anticipated revenues reaching $7.44 billion by 2027 and a noteworthy CAGR of 5.84%.

The colocation model recognized globally, gains traction in India, spurred by the growing digital economy encompassing various sectors such as social media, e-commerce, gaming, and streaming services. Moreover, the emphasis on Tier 3 and Tier 4 data centers is discernible, driven by their superior reliability, disaster recovery capabilities, and on-site support.

Government initiatives are pivotal in shaping the trajectory of the data center landscape, with an emphasis on fortifying infrastructure for seamless internet connectivity, robust data security, and scalable cloud computing solutions.

Looking ahead, the trajectory remains promising, with the market poised to burgeon to $11.6 billion by 2032, demonstrating a commendable CAGR of 10.2%. As one of India's first Greenfields and Uptime Institute Tier IV Certified Datacenter, we at Pi Datacenters, realize the vast opportunities inherent in India's data center market, and acknowledge the responsibility we carry on our shoulders to deliver quality and scale for our clients and partners to drive business growth in their respective fields. All of these are done by leveraging our expertise to drive innovation, scalability, and resilience."

CtrlS Datacenters focusing on expanding infrastructure and service offerings

Vipin Jain, President, Datacenter Operations, CtrlS Datacenters

"Datacenter expansion in India has surged notably following the COVID-19 pandemic. Presently, the country stands 14th worldwide, boasting more than 151 datacenters. Yet, there remains a pressing need for substantial capacity growth to accommodate the escalating number of internet users and the massive data they generate. This demand is further compounded by the increasing adoption of cloud and AI-based services, alongside the rise of hybrid workplaces and other emerging trends. This trend has attracted major hyperscalers, necessitating the expansion of datacenter infrastructure to accommodate their availability zones. Projections suggest substantial growth, with the market expected to reach $8 billion by 2026, encompassing 183 datacenters with a total capacity of 24 million square feet and 1752 MW of IT capacity.

CtrlS Datacenters is strategically positioning itself to complement India's projected surge in data consumption and is focusing on expanding its infrastructure and service offerings to cater to the evolving needs of businesses and consumers. The company boasts a capacity of 234 MW, with datacenters strategically located in Mumbai, Chennai, Bengaluru, and Noida. We plan to strategically expand our pan-India footprint, building new datacenters across major cities to cater to increased demand. We are initiating the establishment of a series of Edge datacenters across India, with a particular focus on tier-2 and tier-3 cities with operational facilities already existing in Lucknow and Patna. The overarching strategic goal involves the establishment of a total of over 20 Edge datacenters in the coming years."

5G, digital infrastructures and Gen AI boosting growth of Indian data center industry

Rohan Sheth, Head of Colocation Services, Yotta Data Services

"The Indian data center market has seen a consistent uptick over the last 5 year, with an increasing focus on all things digital. According to an analysis conducted by ASSOCHAM-EY, India is poised to become a global data center hub, expected to grow from $4.4 billion in 2020 with to $8 billion by 2026.

Propelled by 5G penetration, the increased digital activities of Indians right from booking flight tickets, consuming OTT content, gaming or dealing with UPI transactions leads to data generation per millisecond. The introduction of digital infrastructures like CoWIN, UPI, Aadhar and ONDC creates a massive need for hyperscalers to store and compute this data. The recent data center launches and expansions announced by large players in the industry are just the beginning of an impending surge in demand. The recent Generative AI wave has also demanded an evolution of existing traditional infrastructure to be able to cater to the high computing needs of this technology.

To complement this growth, we have strategically expanded our offerings of traditional data center services to provide GPU-as-a-service to our end customers – a pioneering move in the industry. Our high-performance offering is not only capable of handling significantly larger workloads but also facilitate connectivity, providing high-speed, low-latency, and scalable solutions for AI and cloud data centers."

Increasing data consumption can be addressed by reliable and scalable data center services

Amit Agrawal, Chief Business Officer, Web Werks

"Due to growth drivers like the adoption for cloud services, growing user base and requirements for data to reside within the country, there are strong indications that the outlook for data centers in India is positive. According to industry reports, the Indian data center market is projected to reach a value of USD 4.5 billion by 2025, growing at a CAGR of around 14% from 2020 to 2025.

India has 138 data centers and currently is the 13th largest data center market in the world. There are 45 new data centers that are planned to be developed by 2025. Web Werks also has expansion plans which includes an investment of INR 20,000 crore for a DC park in Bengaluru, Hyderabad and Chennai. Last year, the company partnered with Iron Mountain to invest INR 4,000 crore to expand DC capacity in Maharashtra.

As India is projected to lead global data consumption in the coming years, data center businesses like Web Werks will play a significant role to play in supporting this growth. For this, data center enterprises need to focus on expanding infrastructure capacity and enhancing network connectivity. This includes increasing the number of data centers, improving data center efficiency, and investing in robust networking infrastructure. By providing reliable and scalable data center services, businesses can support the increasing data consumption and cater to the growing demand for IT solutions in India."

STT GDC India is strategically positioned to capitalize data growth

Jatinder Pabla, Chief Sales & Marketing Officer of ST Telemedia Global Data Centres (India)

"The unprecedented growth of digital-first companies and a digitally empowered population, coupled with supportive government policies and robust digital infrastructure, has been and will continue to be a key driver of India's growth trajectory. India's digitalization story is one of the most significant success stories worldwide and cloud, the foundational element of this digital transformation, has been experiencing annual growth rates exceeding 30%. Complementing this growth, Data Centres, essential for large-scale cloud deployments, are also expanding at approximately 25% annually.

STT GDC India, with 28 facilities totalling over 318MW of IT load across 10 cities, including those under development, is strategically positioned to play a pivotal role in this transformative digital future. Leveraging our expertise, we are committed to meeting the escalating demand for data services, driving digital transformation, and advancing the digital industry landscape in India.

With 318 MW existing and another 250 MW in planning, STT GDC India is strategically positioned to seize the momentum of data consumption in India.

Our campuses in Chennai, Pune, Mumbai, and Noida stand out as some of the largest in the country, each capable of scaling to 100+MW of IT load capacity. These developments underscore our commitment to meeting the evolving demands of India's digital ecosystem and solidify our position as a key player in driving digital transformation across the nation."

"The data center market in India is poised for substantial growth"

Pinkesh Kotecha, Chairman and Managing Director, Ishan Technologies

"India's prominence in the data center arena is evident in its current standing as the 14th largest global market with 151 operational data centers. The industry has witnessed remarkable growth, expanding from 2.7 million square feet (msqft) in 2017 to 11 msqft in 2023. This growth is attributed not only to increasing demand but also to the Indian government's proactive push for digitalization, exemplified by initiatives like the 'Digital India' campaign and crucial policies such as the National Digital Communications Policy, Data Protection Act, and the Data Centre Policy. The regulatory environment, especially the emphasis on local storage of personal data in the DPDP Act, is steering companies towards secure and compliant data storage solutions within India.

Enhanced connectivity further solidifies India's position as an attractive destination for data center providers. New submarine cable infrastructure linking Mumbai and Chennai to global hubs like Singapore, South East Asia, Europe, and the Middle East ensures not only improved connectivity but also reduced latency. This strategic advantage empowers data center providers to offer more competitive services, aligning with the escalating demands of businesses and consumers. In essence, the data center market in India is poised for substantial growth, driven by a confluence of global digital trends, significant investments, supportive government policies, and advanced connectivity infrastructure. The outlook suggests a thriving ecosystem, making India a key player in the dynamic landscape of the digital economy."

CIO Outlook 2024

2024 is shaping up to be a crucial year for the impact of emerging technologies like Generative AI (GenAI), large language models (LLMs), and industry-specific co-pilots. Careful implementation and responsible development will be crucial to ensure these technologies benefit everyone.

As much as generative AI may be the latest focus of the C-suite agenda, the CIO mandate for 2024 is very much the similar one. When it comes to GenAI, CEOs will expect CIOs to deliver ROI this year. And if that's not enough of a goal to put before CIOs, chief executives are also looking to GenAI to provide the path to reinventing their company's business model. Advances in GenAI are poised to revolutionize various fields, including healthcare, agriculture, and personalized services, by leveraging genetic data and AI algorithms for enhanced decision-making and outcomes.

Another technology which is anticipated to make significant strides is Quantum computing, which is enabling breakthroughs in complex problem-solving, cryptography, drug discovery, and optimization tasks that are beyond the capabilities of classical computers. Augmented reality (AR) and virtual reality (VR) technologies will also continue to gain traction, transforming industries such as gaming, education, healthcare, and retail with immersive experiences, training simulations, and interactive content. Advancements in autonomous vehicles, drones, robots, and smart appliances will drive the proliferation of autonomous systems; this will offer benefits in transportation, logistics, manufacturing, and home automation.

Edge computing will be another trend which will become increasingly essential for processing data closer to the source, enabling real-time analytics, low-latency applications, and bandwidth optimization in IoT deployments, autonomous systems, and smart infrastructure.

Cybersecurity will continue to impact the industry. With the coming of GenAI, AI-driven or AI-powered cybersecurity solutions will become indispensable for detecting and mitigating sophisticated cyber-threats, leveraging machine learning, behavioral analytics, and automation to enhance threat intelligence and response capabilities.

With growing concerns about climate change and environmental sustainability, technologies such as renewable energy, smart grids, circular economy solutions, and green manufacturing processes will gain momentum in addressing global challenges. Another area which is much talked about and will gain traction is Digital Health and Telemedicine. The adoption of digital health tools, telemedicine platforms, wearable devices, and remote patient monitoring solutions will continue to accelerate, enabling personalized healthcare delivery, remote consultations, and improved patient outcomes.

Though 2023 did not see much adoption of Blockchain technology but in 2024, Blockchain Applications and technology will see broader adoption beyond cryptocurrencies, with applications in supply chain management, decentralized finance (DeFi), digital identity, smart contracts, and secure data sharing gaining traction.

Furthermore, the rollout of 5G networks and advancements in satellite internet and wireless communication technologies will drive innovation in areas such as smart cities, connected vehicles, IoT, and high-definition multimedia streaming.

In 2024, AI and ML will increasingly integrate into various business processes

DR. BALVINDER SINGH BANGA
CIO - RITCO LOGISTICS LTD.

"As the CIO of the Logistics Industry (Ritco Logistics Ltd), I am entrusted with the pivotal task of identifying and investing in emerging technologies that promise maximum ROI in 2024. Among the diverse array of options, GenAI emerges as an exceptionally promising avenue, offering transformative potential to revolutionize various facets of our operations. One compelling application of GenAI lies in route optimization. By harnessing advanced algorithms capable of ingesting and processing vast datasets encompassing historical traffic patterns, weather conditions, delivery schedules, and real-time traffic updates, we can dynamically generate optimal routes for our fleet of transportation vehicles. Moreover, GenAI holds immense promise in the realm of predictive maintenance. Leveraging its ability to analyse sensor data, telemetry streams, and historical maintenance records, GenAI can forecast when vehicles and equipment are likely to require servicing or replacement parts. In essence, by strategically integrating GenAI into our logistics operations, we stand poised to unlock unprecedented efficiencies, drive innovation, and achieve significant ROI in the dynamic landscape of 2024 and beyond. Embracing GenAI represents a strategic imperative, positioning us at the forefront of industry evolution and empowering us to navigate the complexities of the modern logistics landscape with agility and foresight. Looking forward to 2024, the technology landscape promises to be dynamic and transformative. Trends, ranging from artificial intelligence (AI) and 5G technology to blockchain and edge computing, will continue to shape the way businesses operate and interact with their customers. Blockchain and Distributed Ledger Technology (DLT) are also poised to disrupt industries beyond cryptocurrencies, with applications in supply chain management, digital identity, and decentralized finance (DeFi)."

Wearable devices and digital health software to change the way clinical research is performed

DR. MAKARAND SAWANT
VICE PRESIDENT – INFORMATION TECHNOLOGY, SAHYADRI HOSPITALS

"Contact Centre Automation, Patient App, Patient Portal, Patient Bot, Virtual Consultation, Patient Lifecycle Management, Wearables & integration for remote care are going to be a few of the technology areas key in 2024. Generative AI can enhance customer experience and improve TAT through clinical documentation, analyse patient data and optimize workflows.

While my team is geared up for adoption of latest technology solutions that can impact customer experience, operational excellence, and cost optimization, they understand that AI can help to gather information, store and analyze it, and provide data-driven insights from vast numbers of people. They are leveraging this information to help healthcare professionals determine how to better treat and manage diseases.

Parallel to the pursuit of more specific, sensitive, and stable devices is the powerful application of artificial intelligence (AI) using machine learning and data mining. The connectivity between devices and to the internet enables not only continuous data acquisition but also real-time information processing. For example, newer generations of commercially available activity trackers and smartwatches monitor both body movements and heart rate; providing personal analytics such as energy expenditure and sleep cycles. Based on the data, algorithms could be developed to identify patterns and help users recognizing how their behaviours might be impacting their health (e.g., a better night of sleep follows by a more active day than one's usual level). Integration of data from different sources (e.g., mood, stress level, food log) would further enrich the knowledge base for algorithm development to refine the summary of past behaviours and experience and to predict future behaviours and the impact on health."

While 2023 witnessed a dynamic tech landscape, 2024 will see these technologies succeed

PRINCE JOSEPH
GROUP CIO - SFO TECHNOLOGIES PVT. LTD. (NEST GROUP)

"In 2024, our organization is focusing on several key technologies that we believe will provide the maximum return on investment -

1. Generative AI (GenAI): We recognize the transformative impact GenAI can have across various domains. Our investment will target advancements in natural language processing (NLP), image generation, and code generation.
2. Edge Computing: To cater to the increasing number of IoT devices and to enhance application performance, we are investing in edge computing.
3. Quantum Computing: Given its potential to tackle problems beyond the reach of traditional computing, we are exploring investments in quantum computing.
4. Blockchain: Our investment in blockchain technology is driven by its ability to offer transparency, security, and immutability. We aim to leverage blockchain to secure our supply chain, manage asset tracking efficiently, and enable innovative business models.
5. 5G Technology: With the advent of 5G, we anticipate significant improvements in wireless communication, including faster speeds, reduced latency, and increased capacity. Investing in 5G will enhance the connectivity experiences of our employees, customers, and partners, and supporting our commitment to leveraging cutting-edge technology.

In 2023, there were areas where progress fell short of expectations. As we step into 2024, we will be seeing these "misses" transform into successes, further shaping the future of technology."

GenAI to lead businesses for digital transformation in year 2024

GAURAV VIJ
CTO - SPAZE.AI

"Co-Living industry today is where we had E-Commerce a decade back, a huge landscape of automation, analytics and platform and information driven businesses. Although, there are products in the industry, but there is definitely a thought required on a digital transformation, and think digitized. Generative AI is going to play an important role to the transformation of co-living and facility management industry in 2024.

As use of generative AI becomes increasingly widespread, and is the key and the catchment of every business leadership for year 2024, At Spaze, as well as at HooLiv, the CIO office is geared towards identifying the right use cases, and having them implemented with Generative AI. The use and fitment of the technologies will be a derivative of the use cases identified. Some of the key technologies to be focused on includes Open AI, Copilot X, Python, Tensorflow. While Generative AI is the buzz word, it looks like it's time to start thinking about it, and how to structure generative AI teams within your data organization. To get the organization and its teams ready for Generative AI, it needs a change in thought. The implementation as well as application/functional team should adopt a continuous learning process with their coverage of the generative AI fundamentals, evolution and technologies. The implementations should focus on driving with small sprints with defined outcomes and training of the models, as well as adopt the learnings and optimizations going in next sprints. Be ready to reject any model, and move towards a different approach to the Generative AI."

Metaverse technologies to gain traction and pick up in 2024

JAIPDEEP KHANDUJA
CTO - ACCIOMANGO

"Our team is fully prepared to leverage cutting-edge technologies to propel our organization forward. We have invested in upskilling our workforce in areas like artificial intelligence, machine learning, and data analytics to harness the power of data-driven insights. Additionally, we are fostering a culture of innovation and collaboration to encourage experimentation and the exploration of emerging technologies. By aligning our IT strategy with the business objectives, we aim to drive efficiency, agility, and competitiveness across all aspects of our organization.

Some of the top technology trends expected to dominate the industry in 2024 include -

- Artificial Intelligence and Machine Learning: Continued advancements in AI and ML algorithms will revolutionize various industries, enabling automation, predictive analytics, and personalized experiences.
- 5G Technology: The widespread adoption of 5G networks will unlock new opportunities for high-speed connectivity, enabling innovations in IoT, AR/VR, and real-time data processing.
- Edge Computing: Edge computing will gain momentum as organizations seek to process data closer to the source to reduce latency, enhance security, and improve overall efficiency.
- Cybersecurity: With the increasing frequency and sophistication of cyber threats, cybersecurity will remain a top priority for organizations, driving investments in threat intelligence, zero trust architecture, and identity management solutions.
- Blockchain: Blockchain technology will continue to disrupt traditional business models, particularly in sectors like finance, supply chain management, and healthcare, by providing transparency, security, and decentralized governance."

Organizations are increasingly exploring suitable GenAI use cases for the respective industry

SHWETA SRIVASTAVA,
HEAD IT - MATIX FERTILISERS & CHEMICALS LTD.

"Matix is comparatively young as an organization and yet has seen steep growth in terms of production. This year, the focus is on complete digital transformation of the organization which shall change the way we have been operating till now. We are strongly looking at Plant automation, AI/ML based Cybersecurity tools, Analytics & Dashboard and multiple other tech-driven initiatives to enhance productivity and efficiency at each level. We would also like to explore GenAI based applications to exploit the strength of this technology which learns from their interactions, improve autonomous responses over time and potentially transform the experience of all stakeholders.

There are some wonderful use-cases which GenAI based solutions can solve and hence can be effectively utilized for achieving the intended objectives in a typical manufacturing set up. With the strong capability towards predictive and prescriptive analytics, AI based solutions can contribute in minimizing the outage of plant machinery and equipment. GenAI can be leveraged for suggesting the most optimal combination of inputs in terms of raw material, heat, electricity etc. which can help in greater efficiency and energy conservation. This powerful technology tool will be helpful in increasing the yield while minimizing the spend on multiple resources.

From security standpoint, we look forward to AI/ML based cyber security solutions which can perform proactive threat monitoring and protection against any potential attack. In addition to these, at Matix, we are also focussing on automating mundane tasks done by the workforce which can help in enhancing the employee experience as well as help in increased productivity."

GenAI undoubtedly is going to transform the way enterprises are operating. Last year also it was most discussed technology in all forums and conferences while this year we shall witness Live implementation of great use cases. AI/ML has also evolved in a way that it can be leveraged to achieve organizational goals much faster and assist in automated and dynamic decision making. There are also some of the advanced use cases of IoT based solutions which are helping in Intelligent and Smart way of operating the plants. While 2023 was a year where everyone was looking to implement GenAI but were exploring the most suitable use case within their respective organizations, only few success stories were heard. I feel we should be able to witness some great implementations of this technology in 2024."

Staying informed about emerging industry trends and developments is the key for a CIO

YOGENDRA SINGH
HEAD – IT, BARISTA COFFEE COMPANY

"As a CIO/CTO looking to invest in and adopt new technologies in 2024, it's essential to focus on innovations that align with your organization's goals and have the potential for maximum return on investment (ROI). Here are several promising technologies to consider -

- Implement AI and ML solutions to enhance automation, decision-making, and predictive analytics across various business functions. Explore AI-powered customer service, Chatbots, and personalization for improved user experiences.
- Invest in edge computing to process data closer to the source, reducing latency and improving the efficiency of real-time applications.
- Allocate resources to advanced cybersecurity solutions, including AI-driven threat detection, zero-trust frameworks, and multi-factor authentication.
- Stay informed about developments in quantum computing and assess its potential impact on your industry.
- Explore AR and VR applications for training, education, and immersive customer experiences.
- Adopt RPA for automating repetitive and rule-based tasks, improving operational efficiency.
- Invest in technologies that contribute to sustainability, such as renewable energy solutions, energy-efficient data centers, and eco-friendly IT practices.
- Evaluate technologies that support the organization's commitment to environmental responsibility.

Before making investments, conduct a thorough assessment of your organization's needs, align these technologies with your strategic goals, and ensure a clear plan for implementation and integration. Collaborate with key stakeholders, and consider scalability and adaptability for long-term success. Staying informed about emerging trends and industry developments is the key to making strategic decisions in the rapidly evolving tech."

2024 will be a crucial year for Mystifly to pursue technology innovation and investment

BHARAT GOYAL
CO-FOUNDER AND CTO, MYSTIFLY

"Mystifly is pursuing four areas of technology innovation and investment this year -

1. Generative AI for offer personalization: At Mystifly, we have the advantage of developing a proprietary fine-tuned model better suited for LLM and Generative AI. In 2024, we intend to leverage this advantage to inject value into a legacy ecosystem and use Generative AI for dynamic travel recommendations, customized offers, and hyper-personalized user experiences, boosting engagement and conversion rates.
2. Embedded Finance for travel B2B payment and settlement: Mystifly is transforming the payments landscape in 2024 by integrating B2B payment and real-time settlement solutions powered by fintech advancements. Using our new "Airlinepay solution," airlines can unlock new revenue streams, enhance customer loyalty, and gain a competitive edge in the ever-evolving travel landscape.
3. Real-time data analytics: 2024 is the year where Mystifly scales up the investment in a new generation cloud-based solution purpose-built for the fast, real-time, transactional nature of airline retailing – resulting in multiple use cases for adding value across the airline value chain.
4. Embedded infrastructure platform play: At Mystifly, we are laser-focused on delivering solutions in 2024 that are purpose-built for travel tech providers and are leveraging our deep understanding of supplier communication protocols to provide a secure cloud-based orchestration platform that solves legacy problems and expedites speed to market.

In 2023, we invested heavily in technology and product leadership. As a result, our team is now well-equipped to take our organization to the next level through several key initiatives like strategic partnerships, platform development, knowledge sharing and talent acquisition."

Companies enhancing product development by adopting GenAI and ChatGPT

CHITRANJAN KESARI
CHIEF INNOVATION OFFICER AND BUSINESS HEAD - IDEMEUM

"Even though GenAI is being discussed, this is one of the inputs we are focusing on. We are currently working on multiple technologies, including a reliable and cost-effective CRM solution, a better SaaS-based solution, and a focus on customer service. We are collaborating closely on workforce transformation and everything else.

Our focus is on customer support, product enhancement, and everything else, and we are working closely with our customers to achieve this. A token of appreciation will be provided to employees who bring great knowledge and all.

Companies are working to enhance product development by adopting GenAI and ChatGPT in multiple versions. My study found that Cybersecurity and backup, including DR, are a focus area. Many companies are still struggling with proper backup and data protection.

Identity management is a key focus for many companies when it comes to their applications, and they monitor them for unauthorized usage. Examining password-less technology and all its aspects, and it is crucial to provide proper protection for all aspects."

Technologies experiencing mixed success in 2023 are poised for significant growth in 2024

SAURABH GUGNANI
HEAD OF CYBER SECURITY - MAX LIFE INSURANCE

"As a CIO/CTO in 2024, some top technologies to consider investing in for maximum ROI could include - GenAI (Genetic Artificial Intelligence), Quantum Computing, Extended Reality (XR), Internet of Things (IoT) and Edge Computing, Blockchain and Distributed Ledger Technology (DLT), 5G Technology, and Cybersecurity Technologies. By strategically investing in these technologies and aligning them with the organization's goals and priorities, we can ensure maximum ROI and stay ahead of the competition in 2024 and beyond.

To take our organization to the next level, my team is focused on several key strategies - Talent Acquisition and Development, Strategic Partnerships, Agile and Adaptive Processes, Customer-Centric Approach, Innovation Labs and Centers of Excellence, Robust Infrastructure and Scalability, and Diversity and Inclusion.

In 2023, several technologies may have experienced mixed success, but are poised for significant growth in 2024. While there have been a few hits like GenAI (which is still in its early stages), Edge Computing, and Digital Health, there had been also some misses.

- Virtual Reality (VR): Despite initial hype, VR adoption may have fallen short of expectations in 2023, primarily due to high costs, limited content, and usability concerns.
- Blockchain in Mainstream Finance: While blockchain technology has shown promise in areas like cryptocurrencies and decentralized finance (DeFi), its widespread adoption in mainstream financial institutions may have been slower than anticipated in 2023, due to regulatory uncertainties and scalability challenges.
- Artificial General Intelligence (AGI): While AGI remains a long-term goal for AI research, its practical applications may still be limited in 2023 due to technical hurdles and ethical considerations."

Organizations going for automation big time to improve efficiency and reduce costs

KERSI TAVADIA
EX CIO – BOMBAY STOCK EXCHANGE

"Talking about the latest technology trends, the topmost one will be cybersecurity, followed by data analytics and the use of AI and with both cybersecurity as well as analytics. So I think these three technologies will play a very, very pioneering role and this is going to be a watershed time of the year in which all these three technologies will boom up and come up with something unexpected.

Automation and AI are two very two different things. Automation can work without AI, but AI will further help in automation. So organizations are going for automation big time to improve the efficiency and reduce costs. AI on the other hand pertains to doing the same job a little differently and to a larger scale trying to find out what you never thought of it.

The way we are looking at cybersecurity itself will see a massive change, reason being GenAI now coming in. Where earlier we were talking about humans making frauds and involving into certain crimes, now with the coming of GenAI, it is opening up a huge plethora of Pandora's Box. So we really don't know what can hit you from where and how, and learning GenAI is going to be the most sought after talent, unfortunately not for the good reason but for the bad reasons. That's where both the government and the law enforcement agencies will have to train their people. So this is going to be very challenging times in case of cybersecurity because of GenAI. While the good part is that people can keep doing creative things using GenAI, there is also a very large scope for things going wrong."

An emerging bridge between the digital and physical worlds will continue in 2024

DINESH KAUSHIK
GROUP IT HEAD - SHARDA MOTOR INDUSTRIES

"In 2024, the initial cultural fascination with early generative AI will yield tangible business results. This technology, which includes the ability to process and generate text, voice and video content, is revolutionizing.

- Customization of enterprise AI - Enterprise AI customization is on the rise, with businesses embracing tailored generative AI applications. These applications are designed to meet specific business needs by integrating proprietary data and help to ensure more accurate and relevant responses. For example, a global retail chain might adopt region-specific AI models that are trained on data, such as customer preferences and cultural nuances.
- Open source AI models - In 2024, open source pretrained AI models will gain significant traction, empowering businesses to accelerate growth by combining these models with private or real-time data.
- API-driven AI and microservices - The proliferation of application programming interfaces (APIs) will simplify the creation of complex AI-driven applications, boosting productivity across various sectors.
- AI as a national priority - Recognizing AI's immense potential, nations worldwide are expected to prioritize its development in a manner reminiscent of a new space race.
- Multimodal generative AI - Transitioning from text-based generative AI to multimodal language, the integration of text, speech and images promises contextually relevant responses and fosters innovation across diverse sectors.
- AI safety and ethics - As AI becomes more integrated into our lives, the focus on AI safety and ethics intensifies. Leading AI organizations are collaborating to develop robust AI systems with standardized safety protocols and best practices to help ensure ethical AI usage."

Technology trends undergo fluctuations from year to year due to unforeseen factors

AJAY YADAV
HEAD – IT & SAP, SBL

2024 indeed promises to be a year of exciting advancements into various new age technologies like GenAI. As a CIO/CTO, we are optimistic of investing in and adopting new technologies this year which will ensure maximum ROI for your organization -

- GenAI (Genetic Artificial Intelligence) – 1. Invest in GenAI-powered platforms and solutions for drug discovery and personalized medicine in homeopathy. Leverage AI algorithms to analyze genetic data, identify potential therapeutic targets, and develop customized treatments tailored to individual patients' genetic profiles.
- Partner with research institutions or biotech companies specializing in GenAI to accelerate the development of innovative homeopathic remedies and enhance the company's competitive advantage in the market.
- Digital Twin Technology - Develop digital twin models of manufacturing processes and equipment to simulate and optimize production workflows, identify bottlenecks, and improve resource utilization.

Our IT SAP Digital team is committed to leveraging SAP's cutting-edge technologies and solutions to transform our homeopathy organization, drive sustainable growth, and deliver superior value to our customers, employees, and stakeholders. Through continuous innovation, collaboration, and strategic alignment with business objectives, we are confident in our ability to take our organization to the next level in the dynamic healthcare industry.

AI/ML, 5G, IoT, Cyber Security & Privacy are going to be some of the technologies that are going to dominate the 2024 tech landscape. Technology trends often undergo fluctuations and shifts from year to year due to various factors such as market demand, technological advancements, and unforeseen challenges. AI-Powered Personal Assistants, Self-Driving Cars and Self-Driving Cars are some of the examples of technology trends that might have experienced hits and misses in 2023 but are expected to pick up momentum in 2024."

2024 to see a focus on sustainability and adoption of renewable solutions

SANJAY SINGH
GLOBAL HEAD INFRA & INFORMATION SECURITY - GEDU GLOBAL EDUCATION

"As a CIO/CTO, our goal for 2024 is to get the highest return on investment by putting money into performance improvement programs and next-generation staff productivity monitoring systems. With the use of these technologies, we can optimize resource allocation and workflows by gaining real-time insights into work patterns and cooperation dynamics. To increase employee performance and engagement, we are also putting technologies like AI-driven coaching platforms and customized training modules into practice. Comprehensive workforce optimization, which includes programs for diversity and employee well-being, is our strategy's top priority. Our goal is to develop a collaborative and innovative culture that will increase productivity, develop talent, and lead our company to long-term success in the digital age. Our team is all geared up to propel our organization forward by fostering innovation, agility, and collaboration. With a clear vision and open communication, we adapt swiftly to change and capitalize on opportunities. We prioritize continuous learning, ensuring we stay ahead in a dynamic digital landscape.

In 2024, key technology trends will shape industries significantly. Artificial intelligence (AI) and machine learning advancements will redefine processes, enabling personalized experiences and automation. The widespread adoption of 5G technology promises faster connectivity, facilitating the growth of IoT devices and autonomous systems. Additionally, edge computing will gain prominence, enhancing efficiency by bringing processing power closer to data sources for real-time decision-making. Augmented Reality (AR) and Virtual Reality (VR) technologies will see increased adoption across industries. Furthermore, there will be a growing focus on sustainability, driving the adoption of renewable energy solutions, green data centers, and circular economy practices."

The DPDP law is strengthening the privacy regime in India

DR KARNIKA SETH
LEGAL ADVISOR, MINISTRY OF DEFENCE, GOI

"Talking about trends, different kinds of cyber-crimes will prevail and ransomware is one of them. The deep fake usage will be on the rise. A lot of morphing rackets, phishing rackets and sextortion are on the rise too. Similarly use of AI based images and videos especially going viral and blackmailing for extortion is also seen as a big crime on internet today. So companies need to be mindful of their data practices and how they safeguard their data from intrusion or social engineering attacks. It is important to keep measures on prevention as well as combating an incident response while being in a strong and robust position.

A lot of capacity building programs are both in the private and the government sector are on the rise and that's the need of the hour. When we say data protection, not only the civil society needs to know, but the corporate world also should be aware of it, which also includes data. The DPDP law, which is been brought into enactment is actually strengthening the privacy regime in India. It's a good sign and a lot of education awareness needs to be around it so that the citizens are aware that no service provider, be it an app provider or otherwise can collect any personal information about them and use it without their explicit consent. Thanks to this law, a citizen of India is now empowered to actually control what personal data is collected from him, how that data is utilized and for how long it is allowed to keep it."

Oracle CloudWorld 2024 - Driving innovation with partner enablement

Oracle recently convened with longstanding members of the Oracle Partner Network (OPN), including PwC and Path Infotech, to delve into its partner strategy and its pivotal role in driving innovation and customer success. Oracle's relentless pursuit of innovation serves as the bedrock for pioneering solutions that cater to the evolving needs of customers worldwide. Collaborating closely with partners, Oracle endeavours to deliver comprehensive solutions that underpin business growth and prosperity.

Navigating Partnership with Oracle

Within the Oracle Partner Network (OPN), partners have the flexibility to engage with Oracle in alignment with their business strategies, while leveraging OPN as a framework for seamless collaboration. Whether partners are developing products with Oracle's technology, harnessing Oracle Cloud Infrastructure for hosting applications, integrating with Oracle applications, or delivering consulting and managed services, OPN simplifies and accelerates the partner journey with Oracle. Oracle's partner ecosystem encompasses a diverse array of collaborators, including traditional Systems Integrators and Business Solution Providers.

Focus on India's Partner Landscape

India stands as a strategic hub for Oracle's partner ecosystem, with over 600 partners driving substantial business growth. Through strategic alliances and initiatives like the OPN program, partners in India are empowered to develop competencies across Oracle's suite of products, becoming the preferred choice for customers.

Strategic Partnerships Driving Innovation

Oracle's strategic partnerships extend beyond traditional alliances, encompassing collaborations with industry leaders like NVIDIA, VMware, and Microsoft. These partnerships enable Oracle to deliver cutting-edge solutions, such as extending AI capabilities in enterprise applications and addressing computing demands for AI applications in various sectors.

Empowering Partners for Success

Oracle's commitment to partner success is evidenced by its investment in partner enablement and certification programs. With partners engaged in a significant portion of Oracle Cloud engagements in the Asia Pacific region, Oracle offers free and funded certifications to ensure partners acquire and maintain the latest Oracle Cloud skills. In India, OCI and Apps certifications have witnessed significant growth, reflecting partners' commitment to enhancing their capabilities and driving customer success.

Cloud Strategy

The company also unveiled its revamped cloud strategy and market approach, signalling its pivotal role in driving business transformation across industries in India. With a renewed focus on innovation and strategic partnerships, Oracle aims to redefine industry landscapes and accelerate India's digital journey.

As per the data shared by the company, Oracle's growth trajectory in India is impressive, with significant milestones in both cloud infrastructure and applications:

Oracle Cloud Infrastructure (OCI): Achieved a 50% year-on-year growth in cloud consumption in Q2FY24, with a staggering 380% year-on-year growth in Cloud@Customer offerings.

Oracle Cloud Applications: Witnessed double-digit growth in Fusion applications in H1FY24, with the ERP cloud business emerging as a major growth driver, contributing to a 34% year-on-year growth in H1FY24.

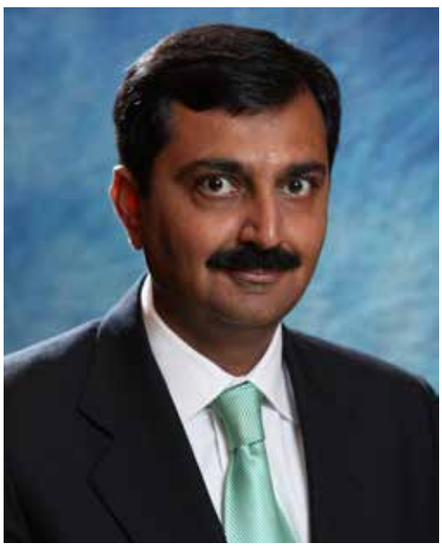
Srikanth Doranadula, Group Vice President, Technology, Oracle India, highlighted Oracle's substantial growth in cloud consumption and its transformative impact across industries. "In India, Oracle has clocked 50% YoY growth in cloud consumption in the recent quarter. Also, our SMB business has been growing in cloud consumption by over 70% for the past three years. Our cloud regions in Mumbai and Hyderabad are running at full capacity, with customers deriving business benefits of scale, price, performance, and reduced costs – it's multicloud or hybrid cloud." he said.

Oracle's generative AI strategy, spanning cloud infrastructure, applications, and platforms, addresses critical customer challenges. By harnessing Oracle Cloud Infrastructure (OCI), Oracle Cloud Applications, and industry-specific solutions, Oracle is at the forefront of driving digital transformation in India.

Deepa Param Singhal, Vice President, Cloud Applications, Oracle India, emphasised Oracle's focus on driving innovation and enabling customers to unlock new possibilities through AI and cloud solutions. "Generative AI is riding on the paradigm shift to reshape industries, amplify human capabilities and creativity, and aid in redefining the fabric of work. We are bullish of sectors like healthcare, e-commerce, IT services, BFSI, public sector – they are all modernising at a rapid pace. Oracle Fusion Applications business has been growing and Oracle Fusion Cloud ERP is one of the biggest contributors, growing at 34%."

Conclusion: Driving Innovation Through Collaboration

By fostering strategic partnerships, investing in partner enablement, and delivering customer-centric solutions, Oracle and its partners are at the forefront of digital transformation, empowering organizations to thrive in an ever-evolving business landscape. Through a shared commitment to innovation and customer excellence, Oracle and its partners continue to shape the future of technology and drive impactful outcomes for customers worldwide.



LALIT MALIK
GROUP VICE PRESIDENT, HEAD, ALLIANCES & CHANNELS, ASIA PACIFIC AT ORACLE CORPORATION

Oracle supported Infolob Solutions to flourish

Satyendra Pasalapudi
MD, Infolob Solutions

Infolab Solutions is a 14 years old organization started in Texas as the headquarters. When we look at the major Cloud providers, we found that OCI as the go-to cloud for us. So, we created a plan on how do we do it and there is a lot of support from the Oracle partner ecosystem where we do not need to invest heavily on the Salesforce. Oracle helped us a lot in building what we are today and its partner ecosystem is also very good. We just concentrated on building the teams, and having a clear focus of what is our go to market strategy. We have added almost hundreds of customers in the last three years, expanding heavily in the Middle East region and trying to get to the US. Currently Hyderabad is our Global delivery center with the second delivery center in Chennai. We have 350 people in this region and globally we are 500 plus. Now we are actively looking forward for expanding in this region.

Neophyte transforming Legacy Supply Chains with its Next-Generation Ambient Intelligent Ecosystems

NeoPhyte is an expert at interpolating ground-level sensor signals from a variety of ecosystem nodes, such as warehouses, distribution centres, and storefronts, in order to provide environmental intelligence to all chain stakeholders. The key to the company's success is implementing its cutting-edge research in Co-Botics, 3D Vision, AIIoT, and Sustainable AI, which is bundled with its AmIWare platform and product offerings. Legacy Supply Chains are being transformed by NeoPhyte into Next-Generation, Sustainable, Ambient Intelligent Ecosystems. In a chat with VARINDIA, Anurag Sahoo, Co-Founder & CEO, Neophyte.ai and Dr. Abhinav Anand, Co-Founder and CTO, Neophyte.ai delve deep into the current landscape of the supply chain management, its mission, GTM Strategy and key market leaders.

ANURAG SAHOO
CO-FOUNDER & CEO, NEOPHYTE.AI

Role in bridging the supply chain management gap

"Neophyte Ambient Intelligence serves as a bridge between information systems and physical systems in sectors like E-commerce, retail, and supply chains. Our focus lies in leveraging visual AI and ambient intelligence to address the reality gap that exists within these industries. Earlier, we discussed how achieving supply chain excellence involves implementing various information systems, such as Warehouse Management Systems (WMS) and similar tools. The issue arises from discrepancies between these information systems and physical reality. For instance, the WMS might indicate that shelves should display certain products with specific discount promo codes, yet when customers visit the store, the products may not be available, or the pricing may be incorrect due to underlying assumptions. This disparity between the digital representation and the actual situation is the problem we aim to address. Our products encompass stores, warehouses, and sourcing sites across different points in the value chain. To bridge this gap, we integrate with existing IoT devices or deploy our own devices on the ground. By streaming data into our intelligence platform, we can process it and offer insights to centralized business operations."

Neophyte's mission while identifying the challenges

"Since 2015, we have been providing video analytics services to CCTV monitoring companies. Initially, our focus was on security-related applications, where we connected existing CCTV cameras to deep learning frameworks for analytics. As we expanded our services to include companies within the value chain, such as warehouses and supply chain operations, we encountered a shift in problem statements. Our platform began addressing not only security concerns but also operational challenges, aiming to enhance warehouse efficiencies and ensure compliance adherence.

This transition highlighted a significant gap within the value chain, where each transaction incurred potential losses due to missed opportunities. For example, empty shelves leading to lost sales or employee productivity lapses. Recognizing this opportunity, we responded to the growing demand, particularly catalyzed by the COVID-19 pandemic, which exerted immense pressure on supply chain operations. Consequently, we became part of the technological wave aimed at optimizing processes and meeting the evolving needs of the industry."

DR. ABHINAV ANAND
CO-FOUNDER AND CTO, NEOPHYTE.AI

Market strategy for AI powered supply chain management

"Our fundamental technological philosophy revolves around being a tech company primarily focused on software development. We specialize in creating cutting-edge software adaptable to various platforms, including cloud, on-premises, and embedded devices. Our core objective is to condense intelligence into the smallest embedded devices capable of functioning in diverse environments.

Initially, we are directing our efforts towards the supply chain environment, with a specific focus on the Indian market. We have already initiated product deployments and pilot programs with significant clients in India. This decision stems from the realization that many challenges, such as data inconsistency, are prevalent in regions like India, where infrastructure may not be uniform, especially in rural areas. These circumstances serve as robust testing grounds for our software products. Given our status as an Indian startup, prioritizing the Indian market aligns with our initial go-to-market strategy.

Our product lineup addresses critical gaps across various nodes of the supply chain. Our flagship product- Disha which is Digital Shelf Analysis, streamlines tasks such as inventory management and record accuracy, significantly reducing turnaround time compared to traditional methods. Additionally, our customer engagement tool offers insights into customer preferences and ensures stores remain updated accordingly.

In terms of our go-to-market (GTM) strategy, we are initially targeting key players in the Indian market before expanding our reach to encompass small to medium-sized supermarkets and warehouses. Subsequently, we plan to extend our presence to established markets such as the UK, US, and Australia, where we aim to enhance customer engagement and automate processes to streamline operations.

Our current focus revolves around targeting the Indian market and establishing a foothold in other established markets, followed by enhancing customer engagement and automating processes in subsequent phases."

Key customers of Neophyte

"Our clientele includes major players like Reliance, spanning across different verticals such as retail, lifestyle, and groceries. By leveraging our technology, they gain ground-level visibility into store operations, ensuring compliance, monitoring shelf conditions, and enabling data-driven decision-making. Two industries have already adopted our apps, and they have been operational for approximately six months, successfully scaling up. The second vertical involves beauty and cosmetics brands like Lakme and Sugar, with plans to expand to additional sectors such as lifestyle products, including Reliance Fashion. We are currently piloting our software with other verticals like Reliance Smart, a grocery brand, to ensure retail integrity across all sectors. As we progress, we anticipate catering to additional clients who will benefit from our diverse intelligence solutions."

VAR SECURITY

Dell Technologies leading the Digital Frontline with its commitment to Data Protection and Cybersecurity

Dell Technologies epitomizes a steadfast commitment to safeguarding organizational data integrity and empowering businesses to navigate the complexities of the digital era. With a comprehensive suite of cybersecurity solutions and a forward-looking approach to data protection, Dell Technologies emerges as a trusted partner for enterprises seeking to fortify their defenses against escalating cyber threats. In a recent interview, Ripu Bajwa, Director and General Manager, Data Protection Solutions, Dell Technologies India, sheds light on the evolving landscape of data protection and cybersecurity.

Driving Factors behind Data Protection Measures

In response to the escalating challenges faced by organizations in safeguarding their data, Ripu Bajwa highlights several driving factors:

Unchecked Digitization: The exponential growth of new-age technologies grants threat actors unprecedented access to sectors like banking. This, coupled with evolving phishing mechanisms, poses significant threats, necessitating enhanced data protection measures.

Limited Institutional Sharing of Threat Intelligence: While collecting data from diverse sources is feasible, deploying threat intelligence to enhance detection and response mechanisms remains challenging. The lack of agility in security teams hampers the prioritization and execution of response measures.

Limited Knowledge of Security Protocols: Employees serve as the first line of defense, yet the absence of adequate detection infrastructure prolongs response times to threats. Executives must embrace new cybersecurity norms to meet business requirements, regardless of their organization's maturity levels.

Arduous Recovery Processes: Recovery from cyberattacks is time-consuming and allows attackers leeway to launch subsequent campaigns. Streamlining recovery processes is essential to minimize downtime and mitigate further risks.

Safeguarding Organizational Data Integrity

Ripu Bajwa emphasizes the critical need for Indian enterprises to safeguard their data against cyber threats. He comments,"According to Dell Technologies 2024 Global Data Protection Index report, approximately 34% of Indian organizations have incurred losses of around $1 million due to cyberattacks or other related incidents in the past year. Hence, it becomes imperative for Indian enterprises to safeguard their data against cyber threats.

Dell Technologies' integrated security solutions address these challenges by focusing on data security, enhancing cyber resilience, and streamlining security complexities. By securing data and systems infrastructure, ensuring accessible backups, testing recoveries, and enabling safe data sharing and access, Dell Technologies empowers businesses to effectively protect their valuable data assets."

Empowering Businesses with Generative AI

Regarding the role of Dell Cybersecurity solutions in advancing Generative AI initiatives, Ripu Bajwa emphasizes, "The opportunities that Generative AI provides are so pervasive that determining the best focus and approach for a business can be challenging. But as with any emerging technology, tangible business value is gained only by leveraging Generative AI the right way for the unique demands of the business. Security cannot be an afterthought for Indian enterprises. According to the Dell Technologies 2024 Global Data Protection Index report, 57% of the organizations in India believe that Generative AI will require large datasets to run, that will keep growing over time and will need to be protected and secure.

Zero Trust is the way that we will end up securing AI, and ultimately quantum will be the thing that powers it over the long term for the performance and efficiency needed to scale it into a global system. Zero Trust is a cybersecurity model that shifts how organizations approach security from reliance solely on perimeter defenses to a proactive strategy that allows only known good activity across ecosystems and data pipelines. Dell Technologies aims to serve as a catalyst for customers to achieve Zero Trust outcomes by making the design and integration of this architecture easier. To minimize attack surfaces and better protect organizations, we offer a new vulnerability management service with Dell experts that regularly scan customer environments for vulnerabilities, provide a full picture of exposures and help prioritize patching efforts

The Dell Technologies PowerProtect Cyber Recovery helps promote cyber resilience by ensuring that a clean copy of data free from corruption can be recovered after a cyber or ransomware attack. Ity enables cyber resilience by protecting and isolating critical data from ransomware and other cyber threats. PowerProtect Cyber Recovery also provides a secure digital vault that is logically and physically isolated from the production and backup networks with an operational air gap. Additionally, Dell's services like PowerProtect Data Manager software addresses the increasing need for cyber resiliency and supports Zero Trust principles with new built-in operational security capabilities, such as multi factor authentication, dual authorization, and role-based access controls."

Implementing Zero Trust Security Principles

RIPU BAJWA
DIRECTOR AND GENERAL MANAGER, DATA PROTECTION SOLUTIONS, DELL TECHNOLOGIES INDIA

Ripu Bajwa elucidates how the implementation of Zero Trust security principles enhances organizations' overall cybersecurity posture. He points out, "Zero Trust enables organizations to better align their cybersecurity strategy across the data center, clouds and at the edge. In an ever-changing technology landscape, it will help us to not only protect data but also lower breach risk significantly. A Zero Trust approach organically reduces threat detection time. From an enterprise point-of-view, when businesses are increasingly moving to a cloud-based model, Zero Trust gives back control of the data to the organization when rolled out strategically. With Triple 'A' pillars of Zero Trust - authorization, authentication and accounting, future-ready data protection is simple to achieve."

To conclude

In his concluding words Ripu Bajwa emphasizes Dell Technologies' commitment to empowering organizations with comprehensive data protection measures, ensuring resilience in the face of evolving cyber threats. He says, "By partnering with Dell Technologies, an organization can confidently advance its Generative AI efforts, knowing they can rely on Dell, every step of the way."

CADYCE intros USB-C Docking Station CA-C4VIEW for ultimate connectivity with multiple displays and PXE support

CADYCE is thrilled to introduce the CA-C4VIEW, a versatile USB-C Docking Station designed to elevate your computing experience. This advanced docking station seamlessly integrates with USB-C enabled computers, providing a comprehensive array of connectivity options to meet the demands of modern professionals.

Unprecedented 4K and 8K Visual Experience: The CA-C4VIEW boasts HDMI, DisplayPort, and USB-C ports, supporting stunning visual resolutions. Users can enjoy immersive content with HDMI resolution up to 4K@60Hz, DisplayPort resolution up to 8K@30Hz, and USB-C resolution also reaching an impressive 8K@30Hz. This ensures crystal-clear visuals and vibrant colors for an unparalleled viewing experience.

Multi-Display Capabilities: Unlock the potential of multitasking with the CA-C4VIEW's support for up to four displays simultaneously. Whether you're a content creator, professional, or avid multitasker, this docking station provides the flexibility needed to boost productivity and creativity.

Versatile Ports for Seamless Connectivity: The CA-C4VIEW features a Full HD VGA port, a USB-C 3.1 Gen2 port supporting 10Gbps and BC1.2 charging, a USB-A 3.1 Gen2 port with similar capabilities, and a Gigabit LAN port with PXE Booting support. This comprehensive selection of ports ensures that you can connect various peripherals effortlessly and stay productive in any work environment.

Rapid Charging and Power Delivery: Experience lightning-fast charging with the USB-C Power Delivery capability of up to 100W. The USB-C 3.1 Gen2 and USB-A 3.1 Gen2 ports also support high-speed data transfer while ensuring efficient charging for your devices.

Mac OS and Windows MST Compatibility: The CA-C4VIEW is fully compatible with Mac OS and supports Windows MST (Multi-Stream Transport) for enhanced display configurations. This ensures a seamless experience across different operating systems, making it a versatile choice for users with diverse computing needs.

Maximum Performance with 10Gbps Data Transfer: The USB-C 3.1 Gen2 and USB-A 3.1 Gen2 ports offer lightning-fast data transfer speeds of 10Gbps, ensuring that you can transfer large files quickly and efficiently.

In summary, the CADYCE CA-C4VIEW USB-C Docking Station is a game-changer, providing unparalleled connectivity options, stunning visual experiences, and efficient charging capabilities. Elevate your productivity and connectivity with CADYCE's commitment to innovation.

Motorola disrupts the entry level smartphone market with moto g04 priced at Rs. 6,249

Motorola launched its latest entry level smartphone, the moto g04.It comes with a premium design with acrylic glass finish (PMMA) and will be available in 4 attractive colours. It also features a 16.66 cm (6.6") IPS LCD punch-hole display with 90 Hz refresh rate. The moto g04 is also India's most affordable smartphone with the latest Android 14. Furthermore, the moto g04 delivers powerful performance with its built-in 4GB or 8GB RAM which can be extended up to 16GB with RAM boost feature and 64GB or 128GB UFS 2.2 storage with UNISOC T606 chipset, and a massive 5000mAh battery. Additionally, it features IP52 water-repellent design, a rarity in this price range, and a 16MP AI camera with a Quad Pixel camera system for superb pictures, whether in daylight or low light.

The moto g04 boasts an exceptional design, beautifully crafted from premium materials. Its streamlined camera housing feels great in hand and the device is extremely thin just 7.99mm and lightweight just 178g making it one of the lightest and slimmest smartphone in the segment. Moreover, the side-mounted fingerprint reader ensures an easy and fast unlock along with high-quality matte finish on the back of the phone making it look as good as it feels. Available in four vibrant colours, namely Concord Black, Sea Green, Satin Blue, and Sunrise Orange, the moto g04 compliments every style. The IP52 water-repellent design also ensures the device stays protected even with light spills and splashes.

Users can enjoy a multidimensional audio-visual experience owing to the punch-hole 16.66 cm (6.6") 90 Hz display with a High Brightness mode complemented by a powerful Dolby Atmos speaker. The display offers an immersive experience, eliminating all distractions and disturbances.

HONOR launches HONOR X9b to the Indian market

HONOR has announced the launch of its globally acclaimed X Series line-up with the introduction of HONOR X9b. With this launch, HONOR aims to deliver eXtra to consumers across all segments, bringing them unparalleled display quality, enhanced battery, along with an optimised software performance, catering to diverse user needs.

Designed to elevate the mobile experience for users, the HONOR X9b showcases top-notch quality brilliance with the industry-first Ultra-Bounce 360° Anti-Drop Display and ushers a new era of durable smartphones. . The smartphone also houses a massive 5800mAh battery, in a sleek and premium design making it the perfect companion for modern day smartphone use.

To further enhance the overall device ownership experience, HONOR introduces HONOR Protect, a free Mobile Protection Plan powered by OnsiteGo, worth INR 2,999.

In addition to the HONOR X9b 5G smartphone, the brand also announced the launch of its TWS

HONOR CHOICE X5, offering superior audio, and the HONOR CHOICE smartwatch equipped with the HONOR Health app for fitness tracking, aiming to establish a connected ecosystem in India.

Madhav Sheth, CEO, of HTech, said, 'HTech takes great pride in delivering the highest-quality smartphone experiences to customers. The HONOR X9b is designed from the ground up to solve user pain points and meet the high expectations of HONOR's customers. It empowers them by giving them access to some of the most advanced technologies available today. The HONOR X9b is infused with these technologies and is a worthy addition to the HONOR portfolio in India.'

Nokia chairs Tarun Chhabra as new India head

Device-maker Nokia has assigned Tarun Chhabra as India head. This development comes at a time when the company is facing challenging market conditions and has announced plans to reduce its global workforce by 11,000 to 14,000 jobs, as reported.

This move aims to increase operational efficiency and adapt to evolving market dynamics.

Chhabra was previously positioned as the head of mobile networks and senior vice president at Nokia. The new appointment is effective from April 2024. He succeeds Sanjay Malik, who has been leading Nokia's Indian market operations for nearly eight years.

Chhabra will oversee the Indian market and manage the mobile networks group's business in India. He will report to Tommi Uitto, the President of Mobile Networks at Nokia.

GoTo appoints Tony Haller as the Global Head of IT Partner Sales and Strategy

GoTo announced Tony Haller as their new Global Head of IT Partner Sales Strategy. Tony will focus on increasing partner awareness and performance of GoTo's IT support and management products.

GoTo continues to double down on its investment in the GoTo Partner Network and make key enhancements and hires to support partner's needs. Tony is the latest addition to the company's stellar team and his expertise will ramp up the MSP program, boost sales, and drive innovation to support GoTo partner's IT needs and grow their businesses.

Tony brings decades of technology industry sales expertise to further GoTo's commitment to supporting and growing the IT partner community around the world, focusing on MSPs and strategic partnerships. In addition

Pure Storage names Fredy Cheung as Area VP for Asia

Pure Storage has announced the appointment of Fredy Cheung as Area Vice President for Asia, covering ASEAN, Greater China, India and Korea. Based in Hong Kong, Cheung will take charge of sales operations in the region, working closely with Pure Storage's growing customer base to utilise the company's innovative and sustainable all-flash solutions that can be consumed as-a-service for business advantage. Artificial intelligence (AI), data center modernisation, environmental sustainability and data protection are some of the biggest issues facing organisations in Asia and driving growth in the storage market. According to IDC Worldwide Quarterly Enterprise Storage Systems Tracker 2023 Q3 Forecast (December 2023 Release), the external OEM storage market in Asia (Hong Kong, India, Indonesia, Korea, People's Republic of China, Singapore, Taiwan and Thailand) is expected to grow from US$9.4 billion in 2024 to US$10.9 billion in 2027.

SonicWall elevates Sanjeev Kumar as Regional Sales Director for India and SAARC

SonicWall has announced the appointment of Sanjeev Kumar as the Regional Sales Director for India and the SAARC Region. This strategic decision comes at a pivotal moment, as SonicWall demonstrates remarkable growth and success, defying the challenges posed by the current economic landscape.

"I am honoured and excited to take on the role of Regional Sales Director for India and the SAARC region at SonicWall," said Sanjeev Kumar. "India holds immense potential, and I am committed to driving SonicWall's continued success in this dynamic market. With a strong foundation built over the years, I am confident that we will further elevate our performance, providing cutting-edge cybersecurity solutions to our customers. I am grateful for the opportunity and look forward to leading a talented team towards achieving new heights of innovation and growth in the region."

Data Safeguard Appoints Mohit Puri as Director of Sales for APJ Region

Data Safeguard, a leading provider of AI-powered Data Privacy compliance and synthetic fraud prevention solutions, has announced the appointment of Mohit Puri as Director of Sales for the Asia-Pacific, Japan (APJ) region. This strategic move aims to leverage Mohit's extensive experience in the cybersecurity industry to further strengthen Data Safeguard's position in the global market as part of its expansion strategy.

Mohit Puri brings a wealth of knowledge gained from leadership roles in various cybersecurity companies. Prior to joining Data Safeguard, Mohit served as Country Manager for India and SAARC at SonicWall, where he played a crucial role in driving business growth and enhancing customer relationships. His tenure at Sophos as Director of Presales for India & SAARC showcased his exceptional leadership in pre-sales strategy and execution. Additionally, Mohit held the position of Country Manager for WatchGuard Technologies, where he successfully led sales and business development initiatives.

Mohit holds a Bachelor of Engineering degree from Nagpur University and is an alumnus of Army Public School.

CtrlS Datacenters welcomes Dr. Hari K Parameshwar as Chief Projects Officer – Colocation

CtrlS Datacenters has announced the appointment of Dr. Hari K Parameshwar as its Chief Projects Officer (CPO) - Colocation. In this role, Dr. Hari will primarily be responsible for construction of all new datacenters at CtrlS, including edge datacenters. With a diverse and extensive work experience spanning over three decades in the engineering and construction industry, Dr. Hari will strengthen the leadership team at CtrlS. He will be reporting to CtrlS Datacenters Chairman & CEO – Sridhar Pinnapureddy.

Sridhar Pinnapureddy, said, "We are pleased to welcome Dr. Hari K Parameshwar to our leadership team as we look to accelerate our growth with a line-up of marquee datacenters across key markets, including edge datacenter facilities. Dr. Hari has been entrusted with the prime responsibility to set new standards for datacenter builds, that our demanding customers expect of CtrlS." CtrlS is bullish on the growth prospects both in India and internationally, and as the company embarks on adding an additional 350 MW capacity by 2029 as part of its announced $2 billion investment plan, Dr. Hari's appointment will catalyse the momentum.

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