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THEME : PARTNERS - THE CATALYST FOR RAPID INNOVATION

14TH NOVEMBER, 2025
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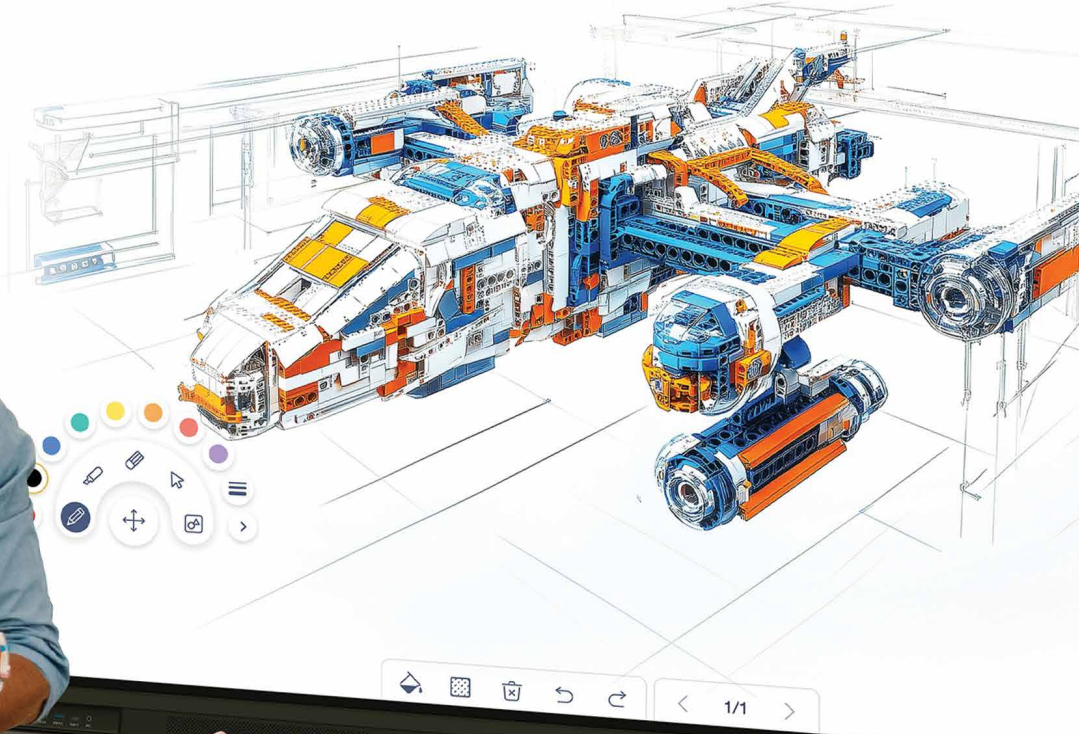
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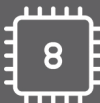
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AI-POWERED CYBERSECURITY A CRITICAL NEED FOR EVERY BUSINESS

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India moves to mandate labels on AI-generated content

The Ministry of Electronics and Information Technology has proposed amendments to the IT Rules, 2021, mandating labels for AI-generated content to curb deepfakes and promote digital transparency. Issued on October 22, the draft directs platforms like YouTube, Instagram, and Facebook to tag synthetic images, videos, or audio with visible or metadata-based labels covering at least 10% of the screen or clip duration. Creators must declare AI use. IT Minister Ashwini Vaishnaw said the measure targets impersonation and misinformation. MeitY Secretary S. Krishnan clarified it ensures transparency, not censorship: “You can post AI content—just label it clearly.”

Microsoft enhances Windows 11 Copilot with voice, vision, and automation

Microsoft is expanding its Copilot assistant for Windows 11 with new voice, vision, and automation features as part of its push to make every device an “AI PC.” Users can now activate Copilot hands-free by saying “Hey Copilot” and end sessions with “Goodbye.” The new “Copilot Vision” interprets on-screen content from apps for context-aware help, while “Ask Copilot” on the taskbar enables quick access. Microsoft is also testing “Copilot Actions,” letting users describe tasks for autonomous execution. These features are rolling out to Windows Insiders ahead of a wider release.



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INDIA'S AI AWAKENING: FROM DIGITAL TO HUMAN INTELLIGENCE

In a world where artificial intelligence powers every decision, the question is no longer how fast AI can think—but how wisely it can reason.

India stands at a pivotal point in its technological journey. Despite a \$250 billion IT industry and global leadership in software services, domestic IT spending remains just 1% of the global total—a gap that limits the nation's potential to lead the AI revolution.

To secure its position in the AI-driven global order, India must make bold, visionary investments in accelerated computing infrastructure, particularly in GPU-powered systems—the very backbone of modern AI. Unlike traditional general-purpose computing, which improves efficiency roughly twofold every two years, accelerated computing offers exponential progress, delivering nearly a tenfold boost annually.

Consider this transformative difference: training a large language model (LLM) on general-purpose infrastructure can cost over \$10 million, demand 1,000 compute nodes, and consume about 13 gigawatt-hours (GWh) of energy. In contrast, GPU-powered accelerated computing can achieve the same training with just 10 nodes and 3.2 GWh, representing a staggering 44-fold increase in efficiency.

With global compute spending already reaching \$250 billion annually, the shift toward accelerated AI computing creates an unprecedented \$1 trillion opportunity over the next four years. For India, this is not merely a technological upgrade—it is a national imperative. Strategic investments in this space can ignite innovation across sectors such as healthcare, education, agriculture, governance, and climate resilience.

At the same time, this acceleration aligns seamlessly with India's expanding renewable energy initiatives, ensuring that the growth of AI infrastructure remains both sustainable and sovereign. The future of AI leadership will belong to nations that combine compute power with clean power—and India has the potential to lead on both fronts.

The digital era was about connecting people. The AI era is about understanding and empowering them. As enterprises integrate AI, hybrid cloud, and automation into their DNA, they are no longer just transforming processes—they are redefining purpose.

Businesses now operate in intelligent, self-optimizing ecosystems, where AI predicts outcomes, prevents disruptions, and personalizes every experience. This evolution marks a profound shift:

- From product-centric models to immersive story worlds where experiences matter more than features.
- From linear funnels to dynamic ecosystems where every touchpoint fuels intelligence.
- From vanity metrics to authentic impact, measured in trust, loyalty, and human outcomes.

In this new paradigm, the role of technology extends beyond automation—it becomes a collaborator, augmenting human creativity and decision-making. As algorithms handle repetitive tasks, humans are free to focus on imagination, ethics, and empathy. The transformation is no longer about machines replacing people; it's about machines amplifying human potential.

As AI systems become deeply embedded in critical sectors, security and trust will define their longevity. The world is rapidly approaching the quantum era, where traditional cryptographic systems like RSA and ECC will become obsolete against the power of quantum decryption. To stay ahead, organizations must prepare for the next frontier in cybersecurity—Quantum Neuro Cryptography.

By integrating Quantum Key Distribution (QKD) for secure key exchange and neural cryptography for adaptive, self-learning encryption, AI systems can achieve quantum-safe resilience. Such architectures ensure data integrity even in a post-quantum world, protecting sensitive biometric, video, and financial data against evolving cyber threats.

India, with its strengths in AI research and emerging semiconductor ecosystem, has the opportunity to pioneer quantum-secure AI infrastructure. This not only safeguards national interests but also positions the country as a trusted global provider of ethical, secure, and sovereign AI solutions.

The next phase of India's growth story depends on how quickly and wisely it can build the foundations for AI leadership. Accelerated computing, quantum security, and hybrid intelligence form the technological triad of this transformation. But at its heart lies something even more profound—human intelligence, creativity, and trust.

The shift from digital to human transformation is about reimagining technology as a collaborator—one that empowers, not dictates, and blends empathy and ethics with innovation and efficiency.

As AI reshapes the world, India stands uniquely poised to lead with purpose. Its blend of digital talent, entrepreneurial spirit, and democratic values gives it the moral and intellectual capital to shape a more equitable, secure, and human-centered AI future.

At the heart of this evolution lies an enduring truth:

While technology reshapes our world, it is the stories we create with it that inspire trust, build belief, and define our collective future.

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Built in India, Built for Enterprise: TVS Electronics Drives Innovation with Rugged AIDC Solutions and the Blaze Laser Printer Series

TVS Electronics (TVSE), a pioneer in Indian electronics manufacturing with a legacy of over three decades, continues to drive innovation through a strong commitment to "Made in India" excellence. With a deep understanding of enterprise technology, TVSE delivers end-to-end solutions that redefine efficiency and reliability for modern businesses.

At the forefront of this journey lies TVSE's AIDC (Automatic Identification and Data Capture) portfolio, empowering organizations with precise, rugged and scalable solutions designed to streamline operations, enhance accuracy and strengthen productivity. From barcode scanners and thermal printers to advanced point-of-transaction devices, TVSE's AIDC ecosystem ensures businesses operate with seamless control and data confidence across sectors including Retail, Logistics, BFSI and Manufacturing.

BRAND EVOLUTION WITH AIDC SOLUTIONS

TVS Electronics has evolved into an integrated provider of enterprise-grade technology solutions, combining innovation, performance and service excellence. Its AIDC solutions reflect years of domain expertise and a deep focus on customer needs.

The company's AIDC range is built to ensure durability, precision and scalability, offering products that thrive in challenging environments while maintaining accuracy and speed. Whether it is retail billing, warehouse management or logistics tracking, TVSE's solutions form the backbone of real-time visibility and traceability for business operations.

With a robust service network and nationwide reach, TVSE reinforces its leadership as a trusted technology partner enabling India's businesses to thrive in the era of digital transformation.

SCALABLE SOLUTIONS WITH TVSE BLAZE - LASER PRINTER SERIES

Continuing its pursuit of innovation, TVSE has expanded its enterprise solutions with the BLAZE Series of Laser Printers. Living up to the message "Stop Thinking, Start Blazing", the range is built for organizations that demand precision, speed and reliability in every print.

The BLAZE series embodies TVSE's philosophy of intelligent design and performance. Each model, from the compact SN-26NW to the multifunctional MD-30ANW, offers superior print speeds, wireless mobility and an eco-efficient refillable toner system that ensures sustained productivity with reduced running costs.

Designed for scalability, the BLAZE series caters to both small enterprises and large-scale deployments, providing a unified solution for printing, scanning and document management. Its durable build and user-friendly interface make it an ideal companion for today's performance-driven businesses.

COMPLEMENTING THE 'MAKE IN INDIA' VISION



TVS Electronics remains deeply aligned with the Government of India's Make in India vision, driving self-reliance through indigenous design, development and manufacturing. Its AIDC and printing solutions are proudly built in India to global standards, delivering innovation and reliability that empower the nation's enterprises.

BRAND ROADMAP

As industries embrace automation, data-driven insights and digital efficiency, TVS Electronics stands ready to lead this transformation with a comprehensive suite of enterprise solutions. The company's roadmap focuses on enhancing product intelligence, deepening service engagement and expanding reach into emerging markets. From rugged AIDC devices to smart printing systems, TVSE's mission is to deliver technology that empowers, solutions that endure and innovations that inspire.

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GENERATION Z AT CROSSROADS: IS AI THE VILLAIN?

A subtle yet significant conversation is quietly unfolding across global media platforms, centering on the role and unrest of Generation Z. Far from being a series of isolated incidents, these youth-driven protests reflect a larger, systemic frustration that has reached multiple corners of the world. Initially observed in Sri Lanka a few years ago, the movement has since spread through the power of shared sentiment and modern communication — to countries across continents, such as Kenya, Indonesia, Bangladesh, Nepal, and more recently, as far-flung as Madagascar and Morocco. The movement is now drawing increasing international attention and scrutiny.

At the heart of this unrest lies a deep concern among governments and societies about the growing instability among youth. While some are quick to attribute the protests to widespread unemployment and the rapid replacement of human labor by Artificial Intelligence and automation, this view is overly simplistic and lacks a nuanced understanding of the broader socio-economic context. Indeed, technology is advancing at a fast pace, often reducing the demand for human labor, especially in industries like manufacturing where automation brings efficiency and cost savings. However, to suggest that human workers will be entirely replaced is an exaggeration. Empirical evidence indicates that the absolute number of jobs added to the existing workforce is getting reduced. In some countries, the fall is sharp. Most of these countries are in the developing bloc.

There are certain sectors, like mining, where automation is not just an option but a necessity due to the high risks involved. Even in technologically advanced countries, mining remains a dangerous occupation, and replacing human workers with machines in this field is largely supported. However, this logic doesn't apply universally. Sectors such as agriculture, construction, and textiles, which rely heavily on unskilled or semi-skilled labor, should not be rushed into automation. These industries provide livelihoods for millions. Excessive haste to automate in the name of competitiveness risks causing massive social disruption.

Policymakers and industry leaders are largely focused on cost-cutting as the ultimate path is to global competitiveness. But cost isn't only a matter of money—it has a social dimension too. Focusing solely on monetary costs, while ignoring the social implications such as job losses, economic inequality, and youth disillusionment, is a recipe for long-term instability. This dilemma suggests the classic “guns vs. butter” debate in economic policy—how governments must balance between defense (or non-essential spending) and essential public services. Investing heavily in infrastructure or global prestige projects at the expense of food security, education, or healthcare can have serious consequences.

Take Morocco, for example, which is not a least developed country and compared to many of the African countries, the standard of living is far better. The government is investing billions in preparation for the 2030 FIFA World Cup, which the country is co-hosting with Spain and Portugal. Protesters are questioning the rationale behind such expenditure when the nation faces immediate challenges such as high unemployment, poor healthcare, and inadequate education infrastructure. Similarly, in Nepal, anger among young people stems from rampant corruption and social inequality. News of such inequalities now spreads at lightning speed through digital and social media, making it impossible to isolate local discontent from global awareness. Unlike the slow communication of past centuries—when news of major wars took months to reach foreign lands—today's information flows in real-time, making discontent more contagious and solidarity movements easier to spark.

This raises an important question: Is social media the root cause of youth-led unrest? The answer is more complex. While social media plays a role in amplifying messages, the real driver is the accumulation of grievances—inequality, lack of opportunity, and perceived injustice. Suppressing these frustrations only worsens the situation. Societies



DR. ASOKE K. LAHA

Chairman-Emeritus and Founder, InterrelT

should instead allow open channels for expression, dialogue, and dissent. However, this does not mean social media platforms should operate without regulation. They must be held accountable for curbing misinformation, fake content, and protecting user privacy.

One cannot ignore the elephant in the room—global unemployment, especially among the youth. The fear that machines will render humans obsolete is growing stronger. While it's true that unchecked technological adoption can displace workers, this risk must be addressed proactively. The problem becomes even more urgent in countries lacking social safety nets. In developed nations, unemployed individuals may rely on state support in times of need. In contrast, in developing countries, job loss can be catastrophic resulting in homelessness, hunger, and severe psychological distress. They add to discontentment and frustration and act as a spark for triggering agitations.

The recent trend of layoffs in global tech companies is a case in point. In many cases, these companies are trimming their workforce not because of financial distress but to streamline operations and maintain competitive advantage. However, mass layoffs—especially of middle-aged employees—can cause immense hardship. These are people with families, mortgages, school fees, and medical expenses. In such cases, the human cost must be considered alongside profit margins. Corporations across the world advocate corporate social responsibility. But such lofty ideas are flung to the air when it comes to the question of retrenchment.

It is imperative that we take responsibility for upskilling and reskilling affected workers, especially in technology-driven sectors. The question is: who pays for this transition? A joint fund contributed by both governments and corporations could serve this purpose, ensuring that retrenched workers are not left stranded. Moreover, such a model could be expanded beyond the tech industry to manufacturing and other labor-intensive sectors. In the future, it will be essential for employees—especially technical workers—to have foundational knowledge in AI and digital technologies. Massive skill development initiatives may be necessary to keep the workforce relevant and employable.

Equally important is the need to rethink traditional employment structures. The rigid 9-to-5 job model no longer suits the dynamic needs of modern economies. Companies could consider a more flexible, contract-based approach for certain types of work. This model would allow teams or individuals to complete projects with clear deadlines and deliverables, while also promoting efficiency and accountability. Essentially, this is outsourcing within outsourcing and could be mutually beneficial for both employers and workers.

As we navigate through this period of economic uncertainty, social discontent, and technological disruption, one thing is clear: the old ways of thinking and governing no longer suffice. We must be open to bold, innovative approaches that address the root causes of unrest—not merely the symptoms. A shift in mindset, policy, and practice is necessary to ensure social stability, economic resilience, and a better future for the younger generations.



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Bharti Airtel and Google to build India's first AI hub in Visakhapatnam

Bharti Airtel has partnered with Google to establish India's first Artificial Intelligence (AI) hub in Visakhapatnam, Andhra Pradesh, a move set to strengthen the country's digital infrastructure and accelerate AI adoption. The project, part of the IndiaAI Mission, underscores India's growing role in the global AI economy.



The initiative involves a \$15 billion investment from 2026 to 2030, including gigawatt-scale data centers, a subsea cable network, and renewable energy infrastructure to handle advanced AI workloads. Airtel and Google, in collaboration

with AdaniConneX, will build a hyperscale data center and a cable landing station, connecting India to Google's global network. Airtel will also expand intra-city and inter-city fibre networks to ensure high-speed, low-latency connectivity.

Executives highlighted the hub's potential to enable large-scale AI deployment across healthcare, education, finance, logistics, and manufacturing while promoting digital inclusion and innovation. The project positions Visakhapatnam as a global AI hub and strengthens India's digital ecosystem for enterprises and communities nationwide.

Oracle AI Data Platform turns enterprise data into actionable intelligence

Oracle has announced the general availability of the Oracle AI Data Platform, a unified solution connecting enterprise data with leading generative AI models. The platform simplifies the AI lifecycle, enabling organizations to transform raw data into production-ready intelligence and create agentic applications that automate workflows and drive decisions autonomously.

Built on Oracle Cloud Infrastructure (OCI), Oracle Autonomous AI Database, OCI Generative AI Service, and NVIDIA-accelerated infrastructure, the platform supports high-performance AI workloads securely and at scale. Its Zero-ETL and Zero Copy capabilities connect data across finance, HR, supply chain, marketing, and more, while a unified data lakehouse and AI Data Catalog ensure interoperability and governance.

Features like Agent Hub allow AI-driven guidance directly within workflows. Pre-integrated with Oracle applications, the platform facilitates immediate access to curated AI-ready data. Global partners including Accenture, Cognizant, KPMG, and PwC are investing \$1.5 billion to develop AI use cases and train 8,000 practitioners, accelerating enterprise adoption of AI at scale.

India's new e-Aadhaar app to bring ID updates to your fingertips

The government plans to launch a new e-Aadhaar mobile app by the end of 2025 to simplify the process of updating personal details linked to Aadhaar. Developed by the Unique Identification Authority of India (UIDAI), the app will allow users to modify key information such as name, address, and date of birth directly from their smartphones, eliminating the need to visit Aadhaar Seva Kendras for most updates.

Powered by Artificial Intelligence (AI) and facial recognition, the platform will enhance security, speed, and convenience while reducing identity fraud risks. It will also fetch verified data automatically from government databases, including PAN, passport, and PDS records, minimizing manual documentation.

Biometric updates like fingerprints and iris scans will still require in-person verification. UIDAI describes the app as a "one-stop solution" for Aadhaar-related updates, reflecting India's broader push toward secure, digital, and contactless governance.

RBI moves to predictive fraud management with AI-powered DPIIP

The Reserve Bank of India (RBI) is launching DPIIP, an AI-driven platform designed to shift fraud management from reactive measures to real-time, predictive intervention amid the rapid growth of digital payments like UPI. Developed by the RBI Innovation Hub (RBIH), DPIIP aims to unify fraud detection across banks, enhancing trust and safety in India's digital ecosystem.

In its first phase, DPIIP is creating a "negative registry"—a dynamic list of fraudulent or suspicious entities. The platform aggregates data from multiple sources, including mule accounts, intelligence from the Indian Cyber Crime Coordination Centre (I4C), and telecom fraud indicators. By analyzing these combined datasets, the AI model can detect complex fraud patterns that traditional systems often miss, enabling proactive interventions.

With India's digital transactions reaching global record levels, DPIIP represents a major step toward predictive, AI-powered fraud prevention, setting a benchmark for secure, real-time digital payments nationwide.

IBM runs quantum error-correction algorithm on AMD chips, boosting commercial prospects

IBM announced it has successfully executed a key quantum error-correction algorithm on widely available AMD chips, marking a major step toward commercial quantum computing. The breakthrough comes as IBM competes with Microsoft and Google, which recently revealed advances in quantum algorithms.

Quantum computers operate using qubits, capable of solving complex problems beyond the reach of classical computers, such as simulating trillions of atoms. However, qubits are prone to errors, which can compromise computations. IBM's algorithm, introduced in June, corrects such errors, and recent tests demonstrate it can run in real time on AMD field-programmable gate arrays (FPGAs). Jay Gambetta, IBM's director of research, noted the implementation is ten times faster than required and works on affordable, widely accessible hardware.

Looking ahead, IBM plans to build its full-scale Starling quantum computer by 2029, underscoring its progress in making quantum computing more reliable, scalable, and accessible using mainstream hardware.

Atlas browser puts ChatGPT at the heart of the web

OpenAI has unveiled ChatGPT Atlas, an AI-powered web browser that integrates its popular chatbot directly into the browsing experience, positioning the company as a competitor to Google Chrome.



The launch represents OpenAI's push beyond conversational AI to make web browsing interactive, personalized, and AI-driven.

Atlas features an in-browser sidebar that summarizes content, compares products, and analyzes data from any website. In premium "agent mode," it can autonomously perform tasks such as completing forms, conducting research, or shopping online. A live demo showed ChatGPT locating a recipe, navigating a grocery site, and adding ingredients to a cart automatically.

Initially available for macOS, Atlas will expand to Windows, iOS, and Android. OpenAI CEO Sam Altman said the browser lets AI "do the heavy lifting," providing synthesized, context-aware answers rather than keyword searches. Analysts note Atlas could accelerate AI-driven search adoption, challenging Google's long-standing dominance. The launch signals OpenAI's broader strategy to redefine how users search, shop, and interact online.



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LG Electronics India lists on NSE, outlines long-term 'Make in India' vision

LG Electronics has listed its subsidiary, LG Electronics India Limited (LGEIL), on the National Stock Exchange of India (NSE), marking a major milestone in its strategy to become a national company and strengthen its role in India's economic growth. The IPO offered 15% of LGEIL's shares (101.8 million) at INR 1,140 each, raising approximately USD 1.31 billion with subscriptions 54 times the offering.

The listing ceremony on October 14 in Mumbai was attended by LG executives and NSE officials. CEO William Cho highlighted India as central to LG's Global South strategy, citing the growing middle class and rising appliance demand.

Alongside the listing, LG outlined its long-term vision: "Make for India"—develop products tailored to local needs; "Make in India"—expand domestic manufacturing, including a new INR 50.01 billion factory in Sri City; and "Make India Global"—position India as a hub for innovation, manufacturing, and talent within LG's emerging markets strategy.

Acronis appoints Frux Technologies as Cloud Aggregator in India

Acronis, a global leader in cybersecurity and data protection, has appointed Frux Technologies as its official Cloud Aggregator in India. The partnership will provide Indian enterprises and SMBs with secure, scalable, and resilient cyber protection and cloud backup solutions, supporting the country's accelerating digital transformation.

Frux Technologies will leverage its partner ecosystem to deliver Acronis' Cyber Protect Cloud, backup, disaster recovery, and endpoint security solutions to enterprises, MSPs, and channel partners nationwide. The collaboration focuses on partner enablement, local market expansion, and promoting integrated cyber resilience.

Rajesh Chhabra, Acronis GM for India & South Asia, emphasized the growing importance of cyber protection, while Frux's Shantanu Singh highlighted delivering secure and compliant cloud solutions to safeguard digital assets. The alliance aims to boost cloud adoption, strengthen data resilience, and offer cost-effective cyber protection across India.

Exclusive Networks partners with Druva to strengthen data security in India

Exclusive Networks has entered into a pan-India partnership with Druva, a leading cloud-native data security solutions provider, to enhance its cybersecurity portfolio. The collaboration brings Druva's SaaS-based Data Security Cloud Platform to Exclusive Networks' partners, enabling them to deliver modern, scalable, and cost-efficient data protection solutions.



With cyberattacks growing more sophisticated and data breaches costing an average of USD 4.4 million globally, India's information security spending is expected to surge 16.4% to USD 3.3 billion in 2025, according to Gartner. The rise in ransomware, GenAI-driven data sprawl, and cloud adoption is pushing enterprises to replace outdated, complex data protection systems.

Veeranna Ganigere, Regional GM at Exclusive Networks, said the partnership addresses the "data dilemma" of securing fragmented IT environments while unlocking business value. Druva's channel-first approach and cloud-native platform will help partners drive profitability and deliver resilient data security across India.

Global privacy tech market sees consolidation amid rising regulations

The surge in global privacy laws—from the EU's GDPR and California's CCPA to India's DPDP Act—has made data privacy both a compliance requirement and a business differentiator. Yet only 10% of organizations have adopted advanced privacy management technology, leaving a compliance gap.

Veeam's \$1.7 billion acquisition of SecuritiAI highlights the trend toward unified "privacy by platform" models. Integrating AI-powered data governance with backup and security, Veeam aims to create a single data command center for hybrid and AI-driven environments. Other major acquisitions, including Rubrik-Laminar, Palo Alto Networks-Dig Security, and Salesforce-Informatica, reflect the same convergence of cybersecurity, compliance, and privacy.

Key providers like OneTrust, TrustArc, BigID, Securiti, and Data Safeguard are driving AI-enabled data discovery, consent management, and automated compliance, while private equity activity—such as Main Capital acquiring TrustArc—underscores investor confidence in mature privacy platforms. The focus is shifting from reactive compliance to proactive trust management, making privacy a strategic business asset in the AI era.



India powers GitHub's global surge with 21.9 million developers and counting

GitHub has reported record-breaking growth in India, now home to over 21.9 million developers — making it the second-largest and fastest-growing developer community after the United States. The 2025 GitHub Octoverse Report revealed that India added 5.2 million developers in the past year, marking 31% growth and contributing 14% of new global sign-ups. India also leads in open-source contributions, ranks second in AI repositories, and tops GitHub Education users.

Kyle Daigle, COO of GitHub, said India's rapid rise underscores how AI is helping developers innovate faster and redefine the global tech landscape. GitHub expects India to surpass 57.5 million developers by 2030, becoming the world's largest developer community.

Globally, GitHub Copilot Free, launched in 2024, has spurred AI adoption, with 80% of new users employing AI tools within their first week. TypeScript emerged as the most popular programming language, followed by Python, which drives nearly half of new AI projects.

Redington partners with The Printer House to boost India's label & packaging sector

Redington Limited has partnered with The Printer House (TPH) to exclusively manage sales, service, and consumables support for TPH's Orient L&P series, designed for label and packaging applications. The collaboration aims to accelerate growth in India's label and packaging industry by providing high-quality, efficient, and sustainable printing solutions.

The partnership aligns with Redington's strategy to expand beyond commercial printing into the fast-evolving label and packaging segment, promoting a "Made in India" digital inkjet solution tailored for local needs.

TPH will leverage Redington's distribution and service network to enhance product reach across India and international markets. Both companies aim to empower Indian converters with world-class equipment, boosting productivity, customization, and competitiveness. Executives highlighted that this collaboration marks a pivotal step in modernizing India's printing ecosystem and supporting the sector's long-term growth and global positioning.



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Key Business Benefits

Performance	Simplicity	Cost Reduction
Blazing fast secure internet access with hybrid on-device and cloud-based security	Single-vendor SASE with unified management and streamlined operations	Consolidate multiple security tools and reduce TCO

80+	99.99%	10,000+	700+
Global PoPs	SLA Uptime	App Optimization (SD-WAN)	DLP Data Types



Internet Access

- Optimized TCO with throughput-based pricing for branch use cases
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- Browser-based protection with DLP, Gen AI monitoring, and more
- On-device SSL inspection
- Automatic Wi-Fi security for remote users



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- Firewall-as-a-Service capabilities
- High performance global backbone



SaaS Security

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SD-WAN & Management

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Rubrik launches Agent Cloud to help enterprises deploy AI agents securely

Rubrik has launched Rubrik Agent Cloud, a new platform designed to help organizations adopt AI agents safely and efficiently while maintaining visibility, control, and auditability. The company said the product addresses one of the biggest challenges in enterprise AI transformation: balancing innovation with the risks posed by



rubrik

agentic AI systems including hallucinations, unauthorized actions, and potential misuse by threat actors. Built on the Rubrik Security Cloud, the new platform

allows businesses to monitor and govern AI agents across cloud and enterprise environments.

“IT and security leaders often don’t know what their AI agents are doing or how to undo their mistakes,” said Bipul Sinha, CEO, Chairman, and Co-founder of Rubrik. “AI agents have the potential to cause ten times the damage in one-tenth of the time. With Rubrik Agent Cloud, we’re giving enterprises the visibility, governance, and control they need to deploy AI agents with peace of mind.”

Elastic announces Logs Essential in a new low-priced tier

Elastic has announced Elastic Observability Logs Essentials, a new tier within Elastic Cloud Serverless that delivers fast, scalable and cost-effective log analytics powered by Elasticsearch. Built for



elastic

Site Reliability Engineers (SREs) and developers, Logs Essentials provides critical capabilities for ingesting, searching, visualizing, and alerting on logs without needing to handle ops, upgrades,

or tuning. It accelerates root cause analysis, provides deep contextual insights through ES|QL, Elastic’s piped language capability, detects issues proactively, and helps visualize and monitor operational health.

“SREs need a hassle-free, scale-as-you-go, high-availability logging solution that empowers them to focus entirely on operational insights, not infrastructure, without the complexity of standing up and maintaining observability tooling,” Santosh Krishnan, general manager, Observability & Security at Elastic. “Logs Essentials makes it easy to get started with Elastic by offering a simple, reliable path to insights at a lower entry point.”

Commvault launches cyber resilience for AI Data Lakehouses on AWS

Commvault has launched Clumio for Apache Iceberg on AWS, the industry’s first and only solution to deliver Iceberg-aware, air-gapped cyber resilience. Commvault is empowering organizations to accelerate the recovery of their critical AI and analytics workloads at a massive scale while establishing a new standard for data lakehouse protection.

Modern data lakehouses built on Apache Iceberg, while foundational to AI and analytics initiatives, often lack robust, native data resilience. This leaves organizations at risk for data loss, ransomware attacks, and compliance risks. Native snapshots, while a first step, are typically tied to the source account, lack a true air-gapped copy, and are not designed for large-scale, point-in-time recovery. This makes them vulnerable to the same risks. Furthermore, restoring from non-Iceberg-aware backups often requires complex manual processes to rewire and reconfigure tables, leading to extended downtime and a high risk of data inconsistency.

Micron unveils 192GB SOCAMM2 modules to boost power efficiency in AI data centers

Micron Technology has announced the customer sampling of its new 192GB SOCAMM2 (Small Outline Compression Attached Memory Module), designed to drive energy efficiency and performance in next-generation AI data centers. The launch marks a major advancement in Micron’s low-power memory portfolio, extending the capabilities of its first-to-market LPDRAM SOCAMM solution with 50% higher capacity in the same compact form factor.

The 192GB SOCAMM2 leverages Micron’s cutting-edge 1-gamma DRAM process technology, delivering over 20% improvement in power efficiency and helping optimize power design across large data center clusters. The company said the added capacity could reduce time to first token (TTFT) in real-time AI inference workloads by more than 80%, a critical performance gain for large-scale AI models. Micron’s modular SOCAMM2 design also enhances serviceability and enables easier future capacity expansion. In large AI installations, where racks can include over 40 terabytes of CPU-attached DRAM, these improvements can translate into substantial power and cost savings.

Varonis unveils AI-powered Interceptor to stop email breaches at the source

Varonis Systems has launched Varonis Interceptor, an AI-native email security platform designed to block advanced social engineering attacks before they reach users’ inboxes. The solution uses multi-layered AI — including natural language processing, computer vision, and behavioral analysis— to detect threats from trusted or compromised sources that traditional tools often miss. Built on technology from SlashNext, acquired in September, Interceptor’s AI Phishing Sandbox simulates user behavior in real time to identify and neutralize new attack variants. It provides multi-channel protection across email, Microsoft Teams, Slack, and WhatsApp, along with automated remediation and a live threat intelligence database that tracks millions of malicious URLs and phishing attempts.

“Bad actors aren’t hacking computers, they’re hacking trust,” said Yaki Faitelson, Co-founder and CEO of Varonis. “Varonis Interceptor stops breaches at the earliest point of attack — the inbox.”

Samsung unveils its first Android XR headset - Galaxy XR

Samsung has officially introduced Galaxy XR, a next-generation AI-native headset designed to redefine immersive experiences across work, play and discovery. The device officially marks the beginning of the Android XR ecosystem, developed in collaboration with Google and Qualcomm Technologies. As the first product built on the new Android XR platform, Galaxy XR merges advanced AI and extended reality (XR) to offer natural interactions through voice, vision and gestures.

With Gemini integrated at the system level, Galaxy XR doesn’t feel like a tool following users’ commands but a new type of AI companion that helps them manage their tasks, delivering natural and intuitive interactions through voice, vision, and gesture. In the form of a headset, it understands users’ surroundings by seeing what they see and hearing what they hear. This allows Galaxy XR to respond in conversational ways that feel natural and human, giving users entirely new ways of interacting with technology.





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Cisco unveils the 51.2T routing systems for distributed AI workloads - Cisco 8223

Cisco has unveiled the Cisco 8223, the industry's most optimized routing system for efficiently and securely connecting data centers and powering the next generation of artificial intelligence (AI) workloads. The Cisco 8223 rises to the challenge as the only 51.2 terabits per second (Tbps) Ethernet fixed router built for the intense traffic of AI workloads between data centers. Cisco today also announced its latest Silicon One innovation – the P200 chip – which sits at the core of the 8223. Together, these innovations empower organizations to shatter bottlenecks and future-proof their infrastructure for the AI era.



The Cisco 8223 system gives organizations the flexibility and programmability necessary to build these networks, with deep buffering to provide the cross-site

security and reliability necessary for crucial workloads. It provides customers the capacity to handle surging workloads, the necessary flexibility with full programmability, and the power efficiency to directly address power consumption challenges.

CyberArk expands its Machine Identity Security portfolio with new capabilities

CyberArk has announced new discovery and context capabilities across its Machine Identity Security portfolio. The enhancements enable security teams to automatically find, understand and secure machine identities – spanning certificates, keys, secrets, workloads and more – reducing risk and simplifying compliance at scale.

“Implementing machine identity security programs has become increasingly complex as organizations grapple with shrinking certificate lifespans, the rise of AI agents, vault sprawl and vulnerable software supply chains. With these new discovery, context and remediation capabilities, customers gain the visibility and control they need to tame sprawl, enforce policy and secure their environments more efficiently,” said Kurt Sand, GM of Machine Identity Security at CyberArk. “This milestone, just one year after our acquisition of Venafi, marks a significant step forward in our commitment to delivering the industry's most comprehensive, end-to-end machine identity security solution.”

Veeam launches Veeam Data Cloud for MSPs

Veeam Software has officially launched Veeam Data Cloud (VDC) for Managed Service Providers (MSPs) via its Veeam Cloud & Service Provider (VCSP) program. The new offering provides MSPs with a secure, scalable SaaS platform designed to simplify deployment, management, and protection of client workloads across Microsoft 365, Entra ID, and more, all managed through a single, intuitive interface. Veeam Data Cloud aims to reduce operational complexity by delivering multi-tenant, multi-workload management alongside actionable insights, multi-layered security, and powerful automation capabilities.



This empowers MSPs to accelerate service delivery, enhance compliance, and scale their business efficiently.

John Jester, Veeam's Chief Revenue Officer, emphasized the strategic importance of partners in Veeam's growth, “With Veeam Data Cloud for MSPs, partners can easily provide industry-leading data resilience and exceptional customer experiences, reducing overhead and enabling scalable, profitable growth.”

Dell Technologies launches Dell Pro Max with GB10 in India

Dell Technologies has launched the Dell Pro Max with GB10 in India, an AI developer desktop system that brings data center-class power to the desk. This machine is built for developers and professionals pushing the limits of AI and high-performance computing and allows local prototyping, experimentation, and full-scale AI development, bridging the gap between desktops and enterprise data center solutions.

With NVIDIA CUDA, PyTorch, NVIDIA TensorRT, and AI Workbench pre-installed on every system, teams can go from unboxing to productivity in minutes. For those needing even more power, connecting two Dell Pro Max with GB10 systems



turns them into a single node capable of supporting 400 billion-parameter models, a clear demonstration of Dell's approach to scalable AI infrastructure. With Dell Pro Max with GB10, researchers can run large models like Llama 3.3 70B right on their desktops, enabling rapid hypothesis testing and model adaptation without relying on shared or remote resources.

Nothing unveils Essential – its new AI platform

Nothing announced Essential, its new AI platform and the foundation for a future personal operating system. Essential is a suite of AI tools that will evolve into Essential OS, a truly AI-native operating system. That vision begins with the launch of two core pieces – Essential Apps, personalised apps one can create instantly with natural language, and Playground, a new community-powered platform for downloading, sharing and remixing Apps, and other community creations.

With Essential, Nothing is turning foundational AI into hyper-personalised experiences that help in daily life, while breaking away from the rigid and walled gardens that define today's smartphones. That journey starts with the launch of Essential Apps for Nothing devices. Just describe what one needs – ‘capture the receipts from camera roll, and export a finance-ready PDF every Friday’, ‘create a mood tracker that syncs with a music playlist’ – and AI generates an Essential App that the user can add to the home screen instantly.

Sophos launches ITDR to combat surge in credential-based attacks

Sophos has unveiled its latest offering, Identity Threat Detection and Response (ITDR), a new solution integrated into the Sophos Central platform that helps organizations detect, analyze, and respond to identity-based cyberattacks. The launch marks a major step for Sophos following its acquisition of Secureworks, making ITDR the first Secureworks-developed technology fully integrated into Sophos' portfolio. The company said the new solution enhances the capabilities of Sophos XDR (Extended Detection and Response) and Sophos MDR (Managed Detection and Response), both of which are used by more than 600,000 customers worldwide.

Sophos ITDR continuously monitors enterprise environments for identity misconfigurations, weak credentials, and potential signs of compromise. It also scans the dark web for stolen or exposed credentials linked to an organization's users—an increasingly critical capability amid a sharp rise in credential theft incidents.



CONFERENCE | BEST OEM | BEST PARTNERS
14th (Friday), November, Le Méridien New Delhi

Theme : Partners – The Catalyst for Rapid Innovation

The Star Nite Awards (SNA) stands as one of the most distinguished and influential annual events in India's technology landscape—widely regarded as the “DNA of the Channel.”

This prestigious forum brings together the entire IT channel ecosystem, uniting **Original Equipment Manufacturers (OEMs)**, **Chief Marketing Officers (CMOs)**, **Value-Added Resellers (VARs)**, and **Channel Partners** under one roof. It serves as a dynamic platform for industry leaders to exchange insights, forge strategic alliances, and celebrate collective excellence.

Core Objectives of SNA:

- **Knowledge Sharing:** Fostering meaningful dialogue and thought leadership on emerging market trends and industry best practices.
- **Networking:** Providing a premier forum for relationship-building, collaboration, and new business opportunities among key stakeholders.
- **Recognition of Excellence:** Celebrating outstanding performance, innovation, and contributions within the channel community.

This year's SNA will also mark the unveiling of the 6th Edition of the Channel Policy Handbook – “The Blueprint for Partner Success.”

This Impactful Partner Program Handbook serves as a definitive operational guide that outlines a vendor's strategic framework for managing relationships with its Solution Partners, VARs, and Resellers, reinforcing the principles of transparency, collaboration, and mutual growth.

Key Highlights (Awards & Recognition)

Storage Solution Company
Channel Favourite Company
Best Data Security Company
Transformational Business Leader
Best Networking Solution Company
Hyper Converged Infrastructure Solutions
End To End Technology Solution Company

CMO Of The Year 2025-26

Channel Chief of the Year 2025

Channel Leadership Awards 2025

Tech Talk by Tech Experts

Panel Discussion Session (Vars/Partners)

SNA
Highlights

15+
Sessions

45+
Speakers

400+
Delegates

11+
Hours of Networking

Delegates Profiles

Country Head

Channel / Alliance Head

CMO

Partners / VARs

40 Leaders from IT Associations

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Website: www.varindia.com

D-Link unveils advanced M2M solutions for smart buildings, IoT, and transit connectivity

D-Link Corporation has announced its latest 4G/5G Machine-to-Machine (M2M) solutions, a comprehensive portfolio designed to connect and manage distributed devices across smart buildings, transportation, telematics, and industrial automation. With the brand promise of MIT quality, creative innovation, solution-oriented, one-stop service, and sustainable design, D-Link empowers



enterprises to enable real-time data transmission, reduce maintenance costs, and streamline operational efficiency with reliability, scalability, and security. This comprehensive portfolio helps enterprises build resilient digital infrastructures to drive the future of intelligent operations.

D-Link's 4G/5G M2M lineup includes the DWM

Series for 4G/5G WAN data access, the DOM Series to bridge OT/IT/Cloud for big-data analytics, and the DTM Series to power vehicle telematics. Customers gain always-on, secure connectivity, real-time data, simplified integration, and reliable remote management across edge deployments. The DWM Series includes M2M modems, PoE modems, and M2M routers, delivering robust 4G/5G connectivity with advanced VPN security for secure remote access.

Tata Communications powers pan-India launch of BSNL eSIM services

In a move set to redefine mobile connectivity in India, Tata Communications has partnered with Bharat Sanchar Nigam Limited (BSNL) to roll out pan-India eSIM services. This initiative is designed to offer users greater flexibility, security, and ease of access, as India pushes forward with its digital transformation agenda. The service enables BSNL subscribers to activate their 2G, 3G, or 4G mobile connections remotely using a QR code—eliminating the need for a physical SIM card. This digital onboarding model aligns with global telecom trends, especially benefitting users of dual-SIM smartphones who can now enjoy BSNL connectivity alongside another carrier, particularly while travelling abroad.

The eSIM functionality is supported by Tata Communications' GSMA-accredited Move platform, delivered through Tata Communications Collaboration Services Private Ltd. (TCCSPL). This robust infrastructure enables scalable provisioning, ensuring seamless service for millions of BSNL users across urban and rural regions.

Vi announces Vi Protect AI-powered safety for customers and enterprises

Vi has announced Vi Protect, a comprehensive AI-powered initiative that unifies all of Vi's consumer, network, and enterprise safety and security measures against the rapidly evolving landscape of spam, scams, and cyber-attacks under one umbrella.

As part of this initiative, Vi introduced two powerful measures. An AI-based Voice Spam Detection system and AI-driven network defence and incident response system for its core network. Vi's voice spam detection detects and flags fraudulent and spam calls in real time. Using advanced AI models, web crawlers, and user feedback, it identifies suspicious callers before they reach the customer. When a potentially fraudulent number calls a Vi customer, the phone screen will display 'Suspected Spam', thereby helping customers decide whether to answer the call. Unlike third-party caller ID apps, this feature works natively within Vi's network, ensuring better accuracy, and enhanced privacy.

BSNL and Viasat India partner to work together on satellite and UAV technologies space

Bharat Sanchar Nigam Limited (BSNL) and Viasat India have expanded their collaboration initiatives focused on further promoting skill development and industry readiness in the field of satellite communications and emerging technologies, as well as the commercialization of advanced uncrewed aircraft solutions.

Bharat Ratna Bhim Rao Ambedkar Institute of Telecom Training (BRBRAITT), a specialized training institute under BSNL located in Jabalpur, offers key infrastructure and logistical support for enabling local technology training programs. The collaboration between Viasat and BRBRAITT will focus on advancing skills development and establishing a Centre of Excellence for Uncrewed Aerial Vehicles (UAVs), the Internet of Things (IoT), and other related advanced technologies. BRBRAITT will provide state-of-the-art infrastructure, classrooms, and logistical support for the training programs. Engineering students from IT, Electronics & Communication, and Computer Science streams will have the opportunity to participate in sessions and demonstrations of Viasat terminals at the Center of Excellence through this collaboration.



TP-Link achieves breakthrough with first Wi-Fi 8 connection

TP-Link India has successfully demonstrated Wi-Fi 8 connectivity, transmitting data with a prototype device developed through a joint industry partnership. This achievement represents a major step toward defining the next generation of wireless technology.

The test successfully validated both the Wi-Fi 8 beacon and data throughput, confirming the viability of the technology and marking a critical milestone in Wi-Fi 8 development. This technology is poised to deliver the ultra-reliable wireless performance that the industry will require as more devices and bandwidth-intensive applications come online. Through ongoing collaboration with ecosystem partners, TP-Link is dedicated to advancing the technologies that will shape the next era of connectivity, offering users unprecedented speed, stability and reliability. TP-Link India, a part of US headquartered TP-Link Systems Inc., is a globally recognized leader in networking and connectivity solutions, offering a wide range of routers, switches, security cameras, and smart home devices.

Airtel Business bags multi-year contract for the Indian Railway Security Operations Centre

Airtel Business has secured a multi-year contract from Indian Railway Security Operations Centre (IRSOC) to deliver comprehensive, industry-leading security services to safeguard the digital backbone of India's railway network. With advanced and centralized security controls, Airtel Business will build multi-layer protection to secure the expansive database of the railways. Ensuring a resilient and compliant secure backend, Airtel Business will also safeguard the end-to-end digital operations of the country's railway services, which include 160,000 employees distributed across 26 locations. The country's railway services are a vital national asset that operate over 13,000 trains daily, serve more than 20 million commuters and enable millions of digital transactions each day, while transporting over 1.5 billion tons of freight annually. Safeguarding this immense flow of critical data including sensitive customer identities, payment details, as well as key operational databases for ticketing, train tracking, freight and signalling is crucial in today's era of intensifying cyber threats.

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Iris Global rewards premium partners with an exclusive trip to Switzerland

India's leading IT distribution house, Iris Global Services, recently hosted an exclusive "Pleasure-Business" trip to Switzerland for its top-performing partners. The five-day experiential retreat, attended by a 31-member delegation comprising Iris management and premium partners, was designed to express gratitude, deepen relationships, and explore future business growth opportunities.

The event recognized partners who achieved exceptional milestones under a special incentive program for executing large transactions with Iris Global. The Switzerland program featured a Business Conference that highlighted the company's expanding product portfolio and its Make-in-India (MII) initiatives promoting technology self-reliance.

"This trip helped our team strengthen mutual trust and confidence with our partners, offering deeper insights into our portfolio for faster deal closures," said Kamini Talwar, Director, Iris Global Services. During the retreat, Iris unveiled new channel engagement programs aimed at empowering partners to scale faster and capitalize on emerging market opportunities. Some partners even announced upcoming transactions exceeding ₹100 crore.

"Their success reflects our shared vision of growth. We remain committed to helping partners build resilience and enhance their revenue base," said Sanjiv Krishen, Chairman & Managing Director, Iris Global Services. The Switzerland retreat reaffirmed Iris Global's philosophy of growing together, celebrating success, and nurturing partnerships that drive digital transformation.

Ingram Micro India empowers SMBs nationwide through 2025 SMB TechTalks series

Ingram Micro India, a global leader in technology distribution and solutions, has concluded the 2025 edition of its flagship SMB TechTalks, a nationwide initiative designed to accelerate digital transformation for India's small and medium businesses (SMBs).

The multi-city engagement covered Madurai, Mysuru, Chhatrapati Sambhajinagar (formerly Aurangabad), and Guwahati, bringing together business leaders and technology experts to explore



how cloud, AI, and cybersecurity are reshaping SMB growth in the digital-first era. Each city hosted interactive sessions, technology showcases, and discussions focused on agility, resilience, and innovation.

In Madurai and Mysuru, AWS emphasized cloud migration and GenAI-led modernization; Microsoft showcased AI-driven productivity; Fortinet addressed AI-powered cybersecurity; and AMD demonstrated Ryzen CPU performance for AI workloads. Sambhajinagar and Guwahati saw sessions on AI adoption, data modernization, and evolving SMB ambitions.

Flavio Moraes Junior, Managing Director and Chief Country Executive, Ingram Micro India, said, "Our mission is to empower SMBs with the right technology, expertise, and guidance to thrive in a digital-first economy. The strong participation in SMB TechTalks reaffirms India's readiness to embrace AI, cloud, and cybersecurity for sustainable growth."

Encouraged by the success, Ingram Micro plans to expand SMB TechTalks 2025 to more cities nationwide.

CP PLUS showcases Make-in-India innovation at TrafficInfraTech Expo and IREE 2025

As India advances toward a smarter, safer future, CP PLUS, the nation's leading security and surveillance brand, reaffirmed its leadership by presenting the country's largest STQC-certified and cyber-secured surveillance portfolio at two landmark events — TrafficInfraTech Expo 2025 and International Railway Equipment Exhibition (IREE) 2025.



At the TrafficInfraTech Expo 2025 in New Delhi, CP PLUS showcased its indigenously developed surveillance innovations aimed at making India's roads safer and more efficient. From AI-powered ANPR (Automatic Number Plate Recognition) to Intelligent Video Analytics and Advanced Traffic Management Systems, the company's technologies empower authorities with real-time insights, automated enforcement, and actionable intelligence that align with India's Smart City and Safe City missions.

At IREE 2025, CP PLUS unveiled India's most comprehensive range of STQC-certified surveillance solutions designed for the Indian Railways. Its AI-based monitoring systems and command-and-control platforms highlighted how intelligent surveillance can enhance passenger safety and operational efficiency. The visit of Ravneet Singh, Minister of State for Railways, underscored the importance of innovation and reliability in rail safety.

Through these showcases, CP PLUS reinforced its mission to develop 'Secure in India, for India' technologies — pioneering a safer, smarter, and self-reliant surveillance ecosystem.

ESET Security Days addresses the rising wave of AI-powered cyber threats in India

Global cybersecurity leader ESET brought its flagship event, ESET Security Days, to India for the first time in collaboration with Canon India. Held under the theme "Building Cybersecurity Resilience in an AI-Everywhere World," the conference gathered over 150 C-suite executives, IT leaders, and security professionals to discuss the growing impact of AI-driven cyberattacks. ESET Research recently identified PromptLock, the world's first AI-powered ransomware.

ESET Telemetry data showed that overall threat detections in India dropped 12% between January and August 2025, reflecting stronger awareness and prevention. However, ransomware detections surged 70% over the past year, while phishing remained India's most common cyber threat. The company also reported a 500% rise in HTML/FakeCaptcha scams earlier this year, followed by a 95% drop after disruption efforts targeting the LummaStealer malware network. Parvinder Walia, President of APAC at ESET, said the event aimed to help Indian enterprises build resilience in an AI-driven era. Toshiaki Nomura, President & CEO of Canon India, emphasised that cybersecurity is integral to digital transformation and customer trust.

The event featured demonstrations of ESET's advanced detection and response technologies, highlighting the need for integrated, AI-ready cybersecurity strategies across enterprises.



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The Heart of Progress™

CADYCE Innovative Connectivity and AV Solutions

EMPOWERING SEAMLESS CONNECTIVITY AND EXCEPTIONAL DIGITAL EXPERIENCES

CADYCE, a global leader in connectivity and AV solutions, showcased its latest product innovations at InfoComm India 2025, held at the Jio World Convention Centre, Mumbai.

As one of the most prestigious events in the professional audio-visual and integrated experience industry, InfoComm India attracted leading brands, technology experts, and decision-makers from across the globe. CADYCE’s booth became a focal point for visitors eager to explore its next-generation docking stations, USB/USB-C hubs, display adapters, AV solutions, USB-C cables, chargers, and monitor arms.

The company’s live demonstrations highlighted seamless connectivity, cutting-edge design, and superior performance, reinforcing CADYCE’s position as a trusted provider of innovative solutions that simplify digital experiences for professionals and enterprises alike.

Gautam Shah, Managing Director of CADYCE, commented, “InfoComm India provides an excellent platform to engage with industry leaders, partners, and customers. The enthusiastic response we received at this year’s exhibition reflects the growing trust in CADYCE’s solutions and inspires us to continue delivering products that empower businesses and enhance connectivity worldwide.”

The event enabled CADYCE to strengthen its industry partnerships and engage with potential customers, further solidifying its presence in the professional AV and IT infrastructure space.



PRODUCT OF THE MONTH

Hikrobot 3D Laser Profile Sensor

Delivering High-Precision 3D Measurement for Various Application Scenarios



Hikrobot India has introduced its 3D Laser Profile Sensor in India, targeting advanced applications in consumer electronics, lithium battery, and PCB industries. The cutting-edge sensor is designed for high-precision, non-contact measurement, and is expected to significantly boost efficiency and quality in the country’s manufacturing ecosystem.

The 3D Laser Profile Sensor relies on laser triangulation measurement to output high-frame-rate point clouds, depth images, and intensity images at micrometer-level accuracy in real time. It is ideally suited for online 3D measurement in non-contact scenarios, offering precision and speed for complex production environments.

REAL-TIME HIGH-PRECISION MEASUREMENT

The sensor uses a 405 nm ultra-uniform fine blue light to accurately extract the contour lines of measured objects. Its customized large-iris lens ensures extremely high MTF resolution, while the combination of a high dynamic range sensor and Scheimpflug optical design guarantees clear imaging even in complex scenarios.

Equipped with a built-in high-speed processing unit, the camera achieves processing speeds of up to 19 KHz/s, and the high-speed image acquisition chip supports a maximum frame rate of 49 KHz, thanks to SOC chip hardware acceleration. Using triangulation principles, the sensor calculates 3D contour data from the laser line reflected off object surfaces, reconstructing spatial information as the camera or object moves.

The system also incorporates advanced algorithms such as subpixel super-resolution, multi-exposure fusion, single-frame HDR, and halo feature extraction, which collectively enhance accuracy, robustness, and stability. Built-in post-processing options, including spatial and time-domain filtering, allow users to process data efficiently without burdening the host CPU.

KEY FEATURES AND BENEFITS

Hikrobot’s sensor delivers high-frame-rate point clouds, supports multiple exposure and integration modes, and provides stable filtered data. Its submicron-level precision, non-contact measurement, and real-time processing enable faster decision-making and higher reliability in demanding industrial settings.

APPLICATIONS ACROSS INDUSTRIES

- **Consumer Electronics:** Inspecting components and finished products.
- **Lithium Battery:** Measuring battery parts for quality assurance.
- **Printed Circuit Boards (PCBs):** Accurate inspection and measurement.

With the launch of the 3D Laser Profile Sensor, Hikrobot aims to empower manufacturers with high-precision, efficient, and robust 3D measurement solutions, helping India’s industrial sectors meet growing global standards in quality and production efficiency.

The Future's Smart.
Are You Ready?

Let's Make
**TOMORROW
SMARTER**

Nvidia hits \$5 trillion valuation, surpassing most global economies

Nvidia has achieved a historic milestone, becoming the first company to reach a market valuation of \$5 trillion, surpassing the GDP of every country except the U.S. and China, according to World Bank data. The chipmaker's stock rose over 3% on October 29, pushing its value to \$5.03 trillion, just three months after hitting \$4 trillion and two years after crossing \$1 trillion.



The company's meteoric rise underscores the AI investment frenzy driving U.S. markets to record highs, while sparking concerns of a potential AI bubble reminiscent of the late 1990s internet boom. Nvidia's surge followed its annual AI

conference in Washington, D.C., where CEO Jensen Huang unveiled major partnerships and investments with firms such as Nokia and Uber, and projected \$500 billion in AI chip orders through next year.

Nvidia's dominance cements its role as the defining force of the global AI revolution.

72 nations sign first-ever global treaty to combat cybercrime

In a historic move to strengthen global cyber governance, 72 countries have signed the United Nations Convention against Cybercrime in Hanoi, creating the first legally binding international framework to combat online threats. Adopted by the UN General Assembly in 2024 after five years of negotiations, the treaty defines offences such as ransomware, data theft, and child exploitation, while promoting cross-border cooperation and harmonised cyber laws.

The convention mandates the sharing of electronic evidence, creation of a 24/7 contact network for real-time investigations, and capacity building for developing nations. It classifies cybercrimes into cyber-dependent crimes, cyber-enabled crimes, and child exploitation and abuse.

Once 40 countries ratify it, the treaty will take effect, with the UN Office on Drugs and Crime (UNODC) overseeing implementation. The accord is hailed as a global milestone, bridging the digital divide and setting new standards for coordinated cyber justice worldwide.

Jaguar Land Rover cyberattack costs UK economy £1.9 billion

A massive cyberattack on Jaguar Land Rover (JLR), owned by Tata Motors, has cost the UK economy an estimated £1.9 billion (\$2.55 billion), according to the Cyber Monitoring Centre (CMC). The August breach, one of the country's costliest cyber incidents, halted operations at JLR and over 5,000 partner organisations, including suppliers and dealerships.

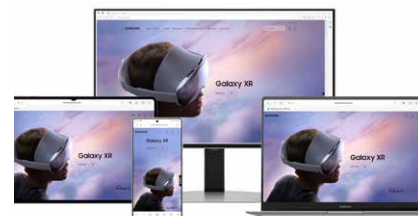
Production at JLR's three UK plants was suspended for nearly six weeks, affecting around 1,000 vehicles per day and causing weekly losses of £50 million. To stabilise operations and aid suppliers, the UK government approved a £1.5 billion loan guarantee. Partial production resumed in October, but full recovery is expected only by January 2026.

The CMC classified the breach as a Category 3 systemic event, warning of further losses if delays continue. The attack disrupted a supply chain supporting over 150,000 UK jobs, underscoring growing vulnerabilities in industrial cybersecurity.

Samsung brings its mobile browser to PC, powered by Galaxy AI

Samsung Electronics has launched the beta version of Samsung Internet for PC, extending its popular mobile browser to desktop users. The release marks a significant step in creating a seamless, connected browsing experience across Galaxy devices.

Initially available for Windows 10 and 11 users in the U.S. and Korea, the browser allows syncing of bookmarks, browsing history, and passwords via Samsung Pass. It also supports cross-device continuity, enabling users to resume browsing sessions between smartphones and PCs effortlessly.



Powered by Galaxy AI, Samsung Internet introduces features like Browsing Assist for instant webpage summarization and translation. The browser maintains Galaxy's strong privacy standards, offering smart anti-tracking and a Privacy Dashboard. According to Won-Joon Choi, COO of Samsung's Mobile eXperience Business, the launch marks "the first step toward truly ambient AI" across the Galaxy ecosystem. A global rollout is expected to follow in the coming months.

U.S. partners with AMD in \$1 billion project to build next-generation supercomputers

The U.S. Department of Energy (DOE) has announced a \$1 billion partnership with Advanced Micro Devices (AMD) to develop two cutting-edge supercomputers that will advance research in AI, nuclear energy, cancer treatment, and national security. Backed by Hewlett Packard Enterprise (HPE), Oracle Cloud Infrastructure, and Oak Ridge National Laboratory (ORNL), the collaboration aims to deliver unprecedented computing power for scientific innovation.

The first system, Lux, set to go live within six months, will feature AMD's MI355X AI accelerators and deliver nearly three times the AI capacity of today's top supercomputers. The second system, Discovery, expected by 2029, will use AMD's next-generation MI430 chips optimized for AI and high-performance computing workloads.

Energy Secretary Chris Wright said the initiative will accelerate breakthroughs in fusion energy, drug discovery, and digital defense, strengthening U.S. leadership in AI-powered science and innovation.

Netherlands seizes Chinese-owned Nexperia over national security concerns

In a dramatic escalation of global tech tensions, the Dutch government has seized control of Nexperia, a Chinese-owned semiconductor firm vital to Europe's automotive and electronics sectors. Citing national security, The Hague invoked the Goods Availability Act, suspending the CEO, freezing parent company Wingtech Technology's decisions, and transferring voting rights to an independent trustee.

The move, Europe's toughest action yet against Chinese tech ownership, aims to prevent potential risks such as intellectual property loss, equipment relocation, and supply chain disruptions during geopolitical crises. Analysts say U.S. pressure played a key role, as Wingtech has been on a U.S. blacklist since 2024.

China condemned the seizure as "economic coercion" and imposed export curbs on related components. While Nexperia continues operations under Dutch supervision, the takeover underscores Europe's shift toward technological sovereignty, marking a decisive moment in the global semiconductor power struggle.

Google Expands India Presence with Major Gurugram Office Lease

Google has leased 617,000 sq ft of office space at Atrium Place, Gurugram, marking one of India’s largest corporate real estate deals of 2025. The property, jointly developed by DLF and Hines, underscores Google’s long-term commitment to India’s fast-growing corporate and technology ecosystem.

The Gurugram lease strengthens Google’s footprint in the National Capital Region (NCR), following an earlier acquisition of 550,000 sq ft through managed workspace provider Table Space. While financial terms remain undisclosed, real estate experts note Google’s consistent focus on premium infrastructure, sustainability, and connectivity when selecting office locations.

The deal coincides with rising office leasing activity in Delhi-NCR. According to Cushman & Wakefield, the region recorded 5.1 million sq ft of gross office leasing in Q3 2025, a 10% increase quarter-on-quarter and 56% rise year-on-year, fueled by technology, consulting, and financial firms expanding operations.

Beyond NCR, Google continues to strengthen its presence across India’s key metros. In Bengaluru, its IT services arm renewed a five-year lease for 870,000 sq ft at Bagmane Capital Business Park, while in Mumbai, Google India and Google Cloud extended their Bandra-Kurla Complex lease for another five years.

Together, these strategic expansions reaffirm Google’s confidence in India’s digital economy and its long-term vision to deepen engagement across the nation’s major business hubs.

NEC to Acquire CSG Systems for \$2.89 Billion in SaaS Growth Push

NEC Corporation has announced plans to acquire CSG Systems International in an all-cash deal worth \$2.89 billion, underscoring its strategic expansion into cloud-based SaaS and AI-driven solutions. The Japanese technology giant will pay \$80.70 per share, representing a 17% premium over CSG’s recent closing price.

The acquisition, unanimously approved by both boards, is expected to close in 2026, pending shareholder and regulatory approvals. Once completed, CSG will become a wholly owned subsidiary of NEC, furthering its global digital transformation agenda.



Through the deal, NEC aims to leverage CSG’s strong SaaS portfolio and diversified customer base across media, finance, healthcare, retail, and telecom sectors. The integration will enhance NEC’s enterprise software capabilities and reinforce its position as a global technology leader.

The transaction also builds on the strengths of Netcracker, NEC’s subsidiary specializing in Business and Operational Support Systems (B/OSS), enabling deeper collaboration with communication service providers (CSPs) worldwide.

Financed through existing cash reserves and new borrowing, the acquisition strengthens NEC’s competitiveness in AI, SaaS, and digital infrastructure markets, aligning with global shifts toward cloud-first innovation.

With CSG’s expertise and NEC’s scale, the merger positions the company as a frontrunner in next-generation enterprise platforms, accelerating its vision for connected, intelligent, and customer-centric digital ecosystems.

Francisco Partners Acquires Jamf for \$2.2 Billion

Francisco Partners, a leading global technology investment firm, has announced plans to acquire Jamf, a prominent Apple device management and security solutions provider, in an all-cash transaction valued at \$2.2 billion or \$13.05 per share. The offer represents a 50% premium over Jamf’s average share price before reports of the potential sale surfaced. The deal, unanimously approved by Jamf’s board, is expected to close in Q1 2026, pending regulatory approvals.

Vista Equity Partners, Jamf’s largest shareholder with a 34% stake, has agreed to sell its shares and vote in favor of the acquisition.

Founded over 20 years ago and headquartered in Minneapolis, Jamf helps organizations manage and secure Apple devices across enterprise, education, and government sectors. Serving more than 75,000 customers globally, Jamf reported \$344.1 million in revenue in the first half of 2025, marking a 12.8% year-over-year increase, though it continues to face profitability challenges.

Jamf CEO John Strosahl stated that going private would provide greater financial flexibility to accelerate innovation, enhance customer experience, and pursue strategic acquisitions.

Francisco Partners, known for scaling cybersecurity and enterprise software firms such as Forcepoint and Sumo Logic, aims to strengthen Jamf’s leadership in the Apple ecosystem by expanding its secure management and identity protection portfolio.

This acquisition marks a pivotal new chapter for Jamf, reinforcing investor confidence in the company’s strategic role in Apple’s enterprise landscape.

Microsoft Launches Copilot Tools for App Building and Task Automation

Microsoft has unveiled two new Copilot agents — App Builder and Workflows — aimed at transforming productivity within the Microsoft 365 ecosystem. These tools allow users to build apps and automate tasks through simple text prompts, underscoring Microsoft’s growing focus on AI-powered workplace efficiency. Currently available to select users under the Frontier program, wider rollout is expected in the coming months.

App Builder empowers users to create fully functional applications just by describing their ideas in plain language. Acting as a no-code AI solution, it converts prompts into working apps featuring dashboards, charts, forms, and calculators. Users can refine apps through multi-turn conversations, preview versions in real time, and share finished projects easily through links — with Microsoft Lists handling backend data management.

Workflows, the second Copilot agent, automates routine tasks across Microsoft 365 tools such as Outlook, Teams, SharePoint, Planner, and Approvals. By typing natural-language instructions, users can schedule reminders, manage meetings, and share updates seamlessly. Adjustments to automations can be made instantly through chat-based interactions.

Built on Microsoft’s enterprise-grade Agent Flows infrastructure, both tools promise high reliability and smooth integration across the company’s productivity suite.

The launch marks another major step in Microsoft’s AI evolution, directly challenging rivals like Google, which recently introduced “vibe coding” in its AI Studio — intensifying the race to redefine AI-driven productivity.

AI-Powered Cybersecurity

A Critical Need for Every Business

Cyber threats are intensifying in both scale and sophistication, with global data breaches now costing organizations an average of \$4.45 million. Traditional defenses such as firewalls and antivirus software are no longer sufficient to counter the speed and complexity of modern attacks. As enterprises accelerate digital transformation, adopt multi-cloud environments, and expand connected ecosystems, their attack surfaces have grown exponentially — exposing new vulnerabilities that cybercriminals are quick to exploit.

In this fast-evolving threat landscape, Artificial Intelligence (AI) has become a cornerstone of next-generation cybersecurity. AI-powered systems now detect anomalies, predict breaches, and automate incident responses in real time. Machine learning models can identify zero-day attacks, uncover hidden vulnerabilities, and neutralize threats before they disrupt operations. By transforming cybersecurity from reactive to predictive, AI has emerged as a critical component of the global digital defense framework.

What makes AI transformative is its ability to analyze massive data sets, identify hidden patterns, and detect abnormal behaviour beyond human capability. Unlike traditional signature-based tools, AI leverages behavioural analytics to recognize subtle deviations in user or network activity. This proactive intelligence enables organizations to anticipate and prevent attacks, drastically reducing response times and strengthening overall resilience.

Yet, as AI's role deepens, it also raises questions of ethics, privacy, and governance. Ensuring transparency in how AI models operate, maintaining accountability, and complying with emerging data protection laws are now top priorities. To address these, cybersecurity leaders are investing in explainable AI — systems that offer auditable, interpretable reasoning behind automated decisions, thereby strengthening user trust and regulatory adherence.

Collaboration is another defining force reshaping cyber defense. In today's hyperconnected world, no single entity can manage the growing complexity of threats alone. Partnerships between technology vendors, managed service providers, government agencies, and academia are fostering a more resilient, AI-driven security ecosystem through intelligence sharing and coordinated response efforts.

Amid this shift, VARINDIA spoke with senior cybersecurity and data protection leaders to explore how organizations are leveraging AI to detect advanced threats, uphold ethics, and build collaborative defense frameworks. The consensus is clear: AI has become the digital immune system of the modern enterprise — ushering in an era of intelligent, transparent, and collective cybersecurity.



Trellix focuses on responsible, collaborative AI to advance cyber resilience

GANESH IYER
MANAGING DIRECTOR - INDIA & SAARC, TRELLIX

“Artificial intelligence is deeply embedded in our Security Platform to detect and respond to advanced threats such as zero-day attacks with the agility that traditional tools cannot match. The platform integrates data across endpoints, email, network, and cloud to deliver complete, real-time visibility. Through our Trellix Wise GenAI suite, we have built an intelligent automation layer that detects anomalies, understands context, and executes rapid automated responses. AI also plays a vital role in automated remediation, from isolating compromised assets to executing playbooks that neutralize threats instantly. The result is faster containment, reduced analyst fatigue, and greater resilience, enabling SOC’s to move from reactive to proactive defense.

Responsible security is at the core of how we build technology. Cybersecurity must always be intelligent but never intrusive. Our approach to responsible AI is built on three key pillars: transparency, governance, and compliance. We design AI systems that operate within strict privacy frameworks, ensuring all data used for training or analysis is anonymized, purpose-driven, and compliant with global and local regulations such as GDPR and India’s Digital Personal Data Protection Act. Every model undergoes rigorous validation in our Trellix Advanced Research Center, combining global threat intelligence with local expertise from Bengaluru to ensure performance, fairness, explainability, and security impact.

We also believe true cyber resilience depends on collaboration. We actively engage with technology partners, academic institutions, and government-led cybersecurity initiatives to build a trusted, AI-enabled cybersecurity ecosystem.”

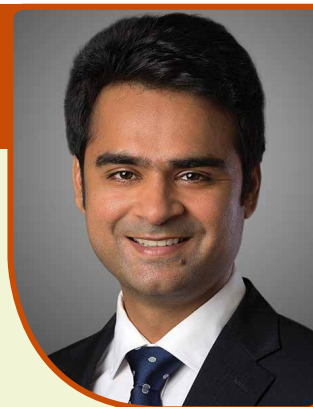
AI is now the digital immune system for businesses

AMIT JAJU

GLOBAL PARTNER/ SENIOR MANAGING DIRECTOR - INDIA, ANKURA CONSULTING

“At Ankura, AI sits at the core of our threat intelligence and incident-response architecture. Our proprietary systems integrate large language models with anomaly-detection pipelines to identify zero-day exploits, lateral movements, and data-exfiltration patterns far earlier than traditional SIEM-based tools. By fusing telemetry from endpoints, network logs, and cloud workloads into behavioral baselines, AI continuously recalibrates to detect subtle deviations indicating compromise. When flagged, automated playbooks orchestrate rapid containment and evidence preservation, cutting mean-time-to-respond by over 60%. AI is only as strong as its governance. Every algorithm we deploy is subject to human oversight, model-risk assessment, and data-minimization protocols aligned with the DPDP Act, GDPR, and sector-specific frameworks. We apply privacy-preserving analytics, tokenization, differential privacy, and federated learning to ensure insights without exposure. Our models are explainable by design—each alert is accompanied by contextual reasoning, enabling investigators to validate outcomes.

Resilience requires collaboration. We partner with cloud hyperscalers, CERT-In, global threat-intel exchanges, academic labs, and AI-security startups to develop models tuned to Indian threat landscapes, where multilingual phishing and supply-chain breaches are rising. We also align with law firms and regulators to ensure rapid response meets admissible evidence standards. Cybersecurity fails without trust. We ensure transparency through audit trails, model-explainability dashboards, and red-team validation. AI is no longer optional—it is the immune system of digital enterprise defense.”



Harnessing AI with speed, trust, ethics, compliance, and collaboration

DEBASHISH JYOTIPRAKASH

VP ASIA & MD INDIA, QUALYS

“We leverage an integrated AI-driven approach that enhances our cyber teams’ ability to detect, analyze, and neutralize advanced threats—especially zero-day attacks—faster and more effectively than ever before. Key capabilities include real-time anomaly detection, automated threat response, predictive threat intelligence, continuous learning, and scalable security telemetry data processing.

Balancing AI-driven cybersecurity with privacy, ethics, and regulatory compliance requires a multifaceted strategy grounded in transparency, data protection, and responsible AI governance. We adopt a privacy-first design, use explainable AI, and foster an organizational culture that prioritizes AI ethics, digital governance, and continuous monitoring. We limit AI training and operational data to only what is necessary, store it securely with encryption, strong access controls, and conduct regular security audits. Additionally, we use AI cybersecurity tools with built-in compliance to privacy laws like GDPR and CCPA, which automate data loss prevention, sensitive data mapping, and audit readiness.

Critical to building a resilient, AI-enabled cybersecurity ecosystem are partnerships among cybersecurity vendors, AI innovators, and cloud providers to integrate detection, endpoint protection, threat intelligence, and response automation. We also collaborate with threat intelligence networks, OWASP, and cybersecurity research communities to shape AI security standards, ethical frameworks, and open tools. Ensuring transparency and trust involves clear communication, bias detection, participatory governance, and ongoing accountability to meet regulatory expectations and user trust.”



Palo Alto Networks uses AI to predict, prevent billions of cyber threats

HUZEFA MOTIWALA

**SENIOR DIRECTOR, TECHNICAL SOLUTIONS, INDIA
AND SAARC, PALO ALTO NETWORKS**

“At Palo Alto Networks, we’ve embedded AI at the core of our prevention architecture to proactively detect and stop unknown threats like zero-day attacks. Our Precision AI identifies 2.3 million never-before-seen threats daily and blocks up to 11.3 billion attacks in real time. From Advanced Threat Prevention, which detects exploit-style anomalies without prior signatures, to Cortex XSIAM 3.0, which processes massive telemetry to automate response within seconds—we use AI not just to detect but to predict and prevent. This transforms security from a reactive process into an autonomous, proactive shield.

As AI becomes foundational to cybersecurity, we believe innovation must be paired with responsibility. Our secure AI-by-design approach embeds privacy, ethics, and compliance into every layer. We uphold rigorous certifications like FedRAMP, ISO, SOC 2+, PCI DSS, and others to meet global standards. Our models are trained under strict protocols—we never use customer data for training—and are regularly audited for bias, explainability, and fairness. We also apply human-in-the-loop oversight to maintain accountability and ethical integrity, particularly in regions with evolving regulations.

Cybersecurity is a team sport. Through partnerships with technology leaders like Okta, public-private threat intelligence sharing, and the research of Unit 42, we continuously enhance AI models with real-world adversary insights. We ensure transparency and trust through explainable models, audit trails, red-teaming, and compliance with GDPR and CCPA—giving stakeholders confidence in every AI-driven decision.”



CrowdStrike is leading the shift to autonomous security operations with AI



JON FOX
VP - CHANNELS AND ALLIANCES, CROWDSTRIKE ASIA PACIFIC AND JAPAN

“Adversaries are weaponising AI to accelerate and scale their attacks, collapsing defenders’ window to act. In this reality, organisations must embrace AI to transition from reactive responses to proactive threat disruption. Agentic capabilities that can reason, prioritise, and act across identity, endpoint, and cloud data in real-time empower organisations to move beyond assisted workflows to autonomous security operations. CrowdStrike’s new Agentic Security Platform provides the foundation for autonomous security operations, with the industry’s richest AI-ready data layer and revolutionary capabilities to operationalise AI securely, intelligently, and at scale. At its core is the Enterprise Graph, which unifies CrowdStrike’s pioneering graph technology with telemetry from across the enterprise to build a living, connected model of the enterprise – with one common query language built for AI. This makes every signal instantly actionable by agents and analysts. Trained on years of SOC decisions from Falcon Complete Next-Gen MDR, agents inherit the judgment to think, reason, and act like an elite security analyst – with Falcon-grade governance ensuring humans remain in command. CrowdStrike agentic capabilities operate within a bounded autonomy framework that provides accountability, human oversight and customer definition of how and when agents act, and what data they act on. Charlotte AI also respects role-based access controls and auditability requirements, enabling organisations in highly-regulated industries to take benefit from its game-changing agentic capabilities. Organisations need the world’s AI leaders to partner and collaborate to drive breakthrough innovations across AI-powered security and security for AI. CrowdStrike is leading this charge.”

Check Point combines AI and partnerships to secure against advanced threats



MANISH ALSHI
SR. DIRECTOR - CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES INDIA & SOUTH ASIA

AI is central to how we anticipate, detect, and neutralize sophisticated threats, including zero-day exploits. At Check Point, AI is deeply woven into our Infinity Platform and ThreatCloud AI, which leverages over 55 machine learning engines to process real-time telemetry and make more than 4 billion security decisions daily. This enables us to detect anomalies, uncover hidden attack patterns, and stop emerging threats before they cause damage. Our prevention-first strategy, powered by AI-driven defenses, flags unknown malware and polymorphic attacks early, while automating responses across network, cloud, and endpoint layers — dramatically reducing detection-to-mitigation times. Capabilities such as predictive threat intelligence, AI-powered SOC co-pilots, and deepfake detection further enhance resilience against next-generation cyberattacks. We deploy AI with a strong commitment to responsible innovation. Our models follow privacy-by-design principles, ensuring data is anonymized, encrypted, and processed in compliance with regulations like RBI, SEBI, and GDPR. Customers maintain control over data collection and analysis, while our systems are continuously evaluated for bias and ethical impact, with human oversight built in to safeguard trust and transparency. Partnerships are key to building a resilient, AI-enabled cybersecurity ecosystem. We collaborate with cloud hyperscalers, ISVs, MSSPs, and OEMs to deliver multi-layered defense and co-innovate on future-ready solutions, including GenAI and quantum-safe encryption. Ultimately, transparency underpins trust. We provide explainable AI, full alert visibility, and audit trails — ensuring stakeholders understand, not just accept, AI-driven decisions.

Cohesity transforms backup with AI for cyber resilience and compliance



MAYANK MISHRA
REGIONAL DIRECTOR - SALES, INDIA AND SAARC, COHESITY

AI and ML are deeply embedded into Cohesity’s platform, enabling early detection of threats such as sudden encryption activity, irregular file access, and suspicious lateral movement—before ransomware can cause real damage. We recognize that backup is no longer a passive insurance policy; it’s evolving into an active, intelligent data layer that powers cyber resilience, compliance, and business continuity. Our AI-powered Gaia platform leverages Retrieval Augmented Generation (RAG) to allow users to query massive volumes of unstructured data using natural language, delivering faster, simpler, and more cost-effective insights. Even at the scale of hundreds of exabytes, our platform operates as “statistics at scale.” It identifies risks early, automates compliance, classifies sensitive data, and uncovers hidden patterns across unstructured datasets—while continuously optimizing storage decisions. We are applying AI across the board, from smart indexing and metadata search to automatic backup verification, so that recovery is not only faster but also more dependable. With deep security integration, Cohesity’s AI-first architecture enables real-time anomaly detection, malware scanning, and threat hunting—much like an immune system spotting infection. Built with immutable-by-design architecture and zero trust by default, our backups are inherently secure and optionally encrypted, making them tamper-proof. Trusted by 85 of the Fortune 100, we’re building the industry’s most advanced AI-powered platform for data security and management. Over the next 3–5 years, we aim to lead in cyber resilience, AI-native compliance, and data classification.

Using AI with transparency and collaboration to tackle evolving cyber threats

PANKIT DESAI
CEO & CO-FOUNDER, SEQUIRETEK

We leverage advanced AI technologies to detect and respond to sophisticated threats, including zero-day attacks, by using models and algorithms trained to understand and predict diverse attack patterns. These AI models operate continuously, analysing behaviours and linguistic patterns across vast datasets to swiftly detect and respond to both legacy and next-generation threats. As our algorithms evolve into self-learning modes, they enhance their ability to identify novel threats in real time. Our approach to detection engineering emphasizes extraction and application over time, strengthening the security posture against advanced cyber threats.

Privacy, ethics, and compliance are treated as core design principles—not afterthoughts. We ensure that no data collected contains personally identifiable information (PII). Our sources include open-source media, honeypot-defined infrastructures, and non-PII logs. We strongly emphasize explainable AI, which is essential to maintaining transparency and trust. Every AI-generated outcome is accompanied by a clear and understandable process, ensuring visibility into how and why decisions are made. No organization can defend in isolation. The modern threat landscape requires a connected ecosystem. We partner extensively with national and international CERTs and open-source forums to share intelligence and collaborate on threat detection and response. We also work closely with regulatory and governmental bodies to align with national cybersecurity goals, particularly during international crises. Finally, trust is built through transparency, governance by design, human oversight, and measurable outcomes supported by explainable AI.



Barracuda uses multimodal AI to enhance security and foster trust

PARAG KHURANA
COUNTRY MANAGER - INDIA, BARRACUDA

“With the speed and sophistication of modern threats and new vulnerabilities emerging almost daily, organisations need AI to help their security keep pace. At Barracuda, we leverage multimodal AI to detect and respond to threats across multiple formats, including text, images, and QR codes. Our AI-powered platform, BarracudaONE, further strengthens this by consolidating security capabilities and enabling deeper threat detection and faster response—ensuring agility and resilience against zero-day attacks while reducing complexity for lean IT teams. We’re focused on using AI to solve real business challenges. Our strategy extends beyond the model itself to its overall integration and user experience. That means embedding ethical guardrails, prioritising data governance, stakeholder education, and cross-functional collaboration. The result is AI-engaged teams, united in a mission to optimise AI use for efficiency, performance, and scalability—while safeguarding compliance and trust.

Building resilience requires a full-stack, integrated ecosystem approach. Collaboration between MSPs, security teams, business leaders, and security vendors is essential to advance security posture, implement AI-driven solutions, reduce complexity, and maintain business continuity while scaling AI adoption responsibly. Ultimately, successful AI adoption begins with clarity. Leaders must understand the technology, assess needs, define goals, and establish governance. With centralised dashboards, clear documentation, and measurable outcomes, we build transparency, trust, and confidence in AI-powered security tools—and demonstrate their impact on productivity, cost, and the bottom line.”



TTBS deploys AI and ML to deliver proactive, ethical cybersecurity solutions

PRAVIR DAHIYA
CHIEF TECHNOLOGY OFFICER, TATA TELESERVICES

At Tata Tele Business Services (TTBS), we are integrating Artificial Intelligence and Machine Learning across our cybersecurity framework to proactively identify, analyse, and respond to evolving threats such as phishing, malicious URLs, ransomware, and zero-day attacks. Our Email Security platform leverages AI and real-time threat intelligence to detect and mitigate risks before they cause harm, while our Endpoint Security solution ensures continuous monitoring and proactive protection to maintain device and data integrity. Through our collaboration with McAfee, we are combining global threat intelligence with local insights to deliver predictive protection for MSMEs in India, ensuring their networks and digital assets remain secure even against previously unknown exploits.

We adopt a ‘privacy and compliance by design’ approach across all cybersecurity implementations. Our Email Security ensures encrypted communication and archiving for auditability, and our Data Loss Prevention (DLP) solution prevents unauthorized data sharing. Operating within a zero-trust framework, every access request is verified, monitored, and logged. All AI-based detections are explainable and periodically reviewed to ensure ethical governance and compliance with evolving data protection laws.

Collaboration and transparency remain at the core of our cybersecurity approach. By partnering with technology leaders, regulatory bodies, and customers, TTBS ensures interoperability, accountability, and centralized visibility across Email, Endpoint, and DLP layers—building enduring confidence in AI as a trusted enabler of cybersecurity and secure digital transformation.



Inspira strengthens cybersecurity with AI-driven, ethical, and transparent threat detection



RAJESH ANANTHAKRISHNAN
PRESIDENT, AND HEAD - MANAGED SECURITY SERVICES, INSPIRA ENTERPRISE

“At Inspira, we leverage AI to detect and respond to advanced threats, including zero-day attacks—previously unknown software errors exploited by hackers that can disrupt networks. Daily alert volumes often create blind spots, as analysts may overlook low-priority threats. Sophisticated attackers exploit this by blending malicious activity into seemingly innocuous noise. Our AI-driven models use intelligent data routing and adaptive analytics that evolve with changing attacker tactics, identifying anomalous behaviour and flagging suspicious activity. Our AI SOC provides a vendor-agnostic, adaptive, intelligence-driven operations model, enhancing efficiency, reducing costs, and aligning security operations with business resilience. We balance AI cybersecurity with privacy, ethics, and regulatory compliance through a clear governance framework. AI-specific impact assessments, compliance with GDPR, NIST, and ISO 27001, real-time violation scanning, diverse training data, adversarial testing, and explainable AI techniques ensure trust and human oversight. Human-in-the-loop mechanisms support high-stakes decisions, while AI models are continuously updated with synthetic data to adapt to evolving threats and regulations.

A resilient AI-enabled cybersecurity ecosystem requires collaboration across public, private, academic, and industry sectors to share intelligence, standardize practices, and mitigate risks. Public-private partnerships, global cooperation, and initiatives like CoSAI and CISA’s AI Cybersecurity Collaboration Playbook support secure-by-design practices. Transparency and trust are reinforced through verifiable logs, bias audits, cryptographic proofs, human oversight, and public transparency reports, ensuring AI-powered security tools operate ethically, responsibly, and effectively.”

Tenable leverages AI to combat zero-day threats with transparency



RAJNISH GUPTA
MD & COUNTRY MANAGER, TENABLE INDIA

“Tenable addresses zero-day threats through a proactive, multi-layered strategy. Our research team actively discovers unknown vulnerabilities and creates detection signatures before they are publicly exploited. Tenable’s Attack Path Analysis maps how an attacker could leverage a zero-day on one system to reach critical assets. By helping organizations identify and sever potential attack chains—often by fixing misconfigurations or other known flaws—we neutralize the impact of zero-day exploits. This approach focuses on making the environment resilient to unknown threats, not just scanning for known ones.

We balance AI-driven cybersecurity with privacy, ethics, and regulatory compliance by using multiple data sources, including public, commercial, and anonymized internal information, to train our machine learning models. No identifiable customer data is used in any model, including Large Language Models, eliminating data leakage risks. Secure data handling and transparent policies ensure compliance with global regulations. Channel partners are critical for building a resilient, AI-enabled cybersecurity ecosystem, guiding customers through complex challenges like agentic AI, multi-cloud strategies, and budget constraints. By tailoring solutions to specific business needs, partners build trust and demonstrate the impact of cybersecurity on business performance. To ensure transparency and trust, Tenable prioritizes explainability, data privacy, and user engagement. Clear, natural-language explanations, anonymized training data, AI assistants, and interactive feedback mechanisms allow stakeholders to query, understand, and refine AI insights, fostering confidence and ensuring AI-powered security tools remain accountable, reliable, and ethical.”

Trend Micro combines AI, human insight, and partnerships to outsmart zero-day threats



SHARDA TICKOO
COUNTRY MANAGER - INDIA & SAARC, TREND MICRO

Advanced threats, such as zero-day attacks, require equally sophisticated defense strategies. Zero-day vulnerabilities exploit unknown flaws with no available patches, giving attackers a critical window to compromise systems. Trend Micro’s Zero Day Initiative (ZDI) acts as an early warning system, leveraging a global network of security researchers to identify vulnerabilities and coordinate with vendors for rapid patching. This intelligence feeds directly into Trend Vision One, our AI-powered unified cybersecurity platform, which continuously analyzes billions of security events, detects exploitation patterns, correlates indicators across multiple attack vectors, identifies patient zero, and traces full attack chains within minutes, enabling proactive defense rather than reactive mitigation.

Balancing AI-driven cybersecurity with privacy, ethics, and compliance is foundational. Explainable AI (XAI) ensures every detection or recommendation includes auditable logic trails, supporting regulatory adherence and analyst accountability. Human-AI collaboration allows security teams to trace, validate, and refine AI decisions, reducing alert fatigue while preserving sensitive data and creating a feedback loop that reinforces expertise. Building a resilient AI-enabled ecosystem requires strategic partnerships across technology, standards, public-private initiatives, and research communities. Collaborations with NVIDIA enable GPU-accelerated detection, while alignment with OWASP, MITRE ATLAS, and Cloud Security Alliance ensures ethical, regulatory-compliant frameworks. ZDI connects global researchers to neutralize vulnerabilities pre-emptively. Moreover, transparency and trust are reinforced through Sovereign Private Cloud deployments, human-readable AI reasoning, hands-on demos, and open collaboration with partners, enabling continuous refinement of AI performance and accountable cybersecurity for stakeholders and end users.

ManageEngine uses AI and explainable security to stay ahead of zero-day threats

SUBHALAKSHMI GANAPATHY

CHIEF IT SECURITY EVANGELIST, MANAGEENGINE

“Zero-day attacks exemplify the unpredictability of modern cyber threats, exploiting vulnerabilities faster than traditional defenses can respond. At ManageEngine, we believe combating such threats requires a shift from reactive defense to proactive intelligence. With Log360, our AI-driven security platform, we embed this philosophy at the core. Zia Insights, our generative AI layer, transforms overwhelming log data into contextual understanding, providing concise summaries that highlight who’s involved, how activities connect, and how events align with frameworks like MITRE ATT&CK.

Our UEBA engine continuously learns normal behaviour across users and devices, detecting subtle deviations such as unusual logons or data transfers long before traditional systems react. Adaptive, machine-learning-powered alert thresholds reduce noise and improve accuracy, ensuring teams focus on genuinely suspicious activity. Together, these capabilities form an adaptive defense system that anticipates emerging threats, combining AI’s predictive power with human expertise to stay ahead of zero-day attacks. At the same time, we prioritize privacy, ethics, and compliance. All AI models and insights are trained exclusively on individual customer data, with no cross-sharing, adhering to global frameworks like GDPR and India’s DPDP. Customer data is encrypted at rest while enabling AI-driven threat detection. We foster human-AI collaboration, pairing AI’s speed and scale with domain expertise to validate findings and minimize false positives. Using Explainable AI, we ensure stakeholders understand decisions, building transparency, trust, and accountability, empowering organizations to act confidently while maintaining ethical and regulatory standards.”



Sophos leverages behavioural AI and explainable tools to tackle cyber threats

SUNIL SHARMA

VP & MD - SALES (INDIA AND SAARC), SOPHOS

“Signature-based detection alone can no longer keep pace, especially in India’s rapidly growing digital ecosystem. At Sophos, we leverage behavioural models and anomaly detection that continuously learn normal baselines across networks, endpoints, and cloud systems. Deviations—such as lateral movement, privilege escalation, or unusual data flows—are flagged as potential zero-day or novel attacks. In India, AI-driven approaches are proving indispensable, detecting exploits faster than traditional tools. Once detection occurs, automated response orchestration isolates affected systems, throttles suspicious processes, or enforces microsegmentation, containing threats before human intervention. Analysts then validate, tune, and refine responses, enabling AI to learn from real-world feedback. Balancing AI-driven cybersecurity with privacy, ethics, and regulatory compliance is critical. We adopt privacy-by-design: collect minimal metadata or anonymized features, avoid storing raw personal data, and apply differential privacy or masking. Human-in-the-loop checks ensure expert review when decisions impact privacy. AI systems comply with India’s DPDP 2023, mapping every decision flow to obligations, maintaining audit trails, and running algorithmic audits. Ethical guidelines such as MeitY’s Principles for Responsible AI embed fairness, accountability, transparency, and inclusivity.

No single organization can address threats alone. We collaborate with threat intelligence networks, academic institutions, government bodies, standards organizations, and open-source communities to share insights, validate models, and ensure interoperability. Transparency is reinforced through explainable AI, feedback loops, third-party audits, red-team tests, and stakeholder reports, ensuring AI decisions are understandable, accountable, and trustworthy while maintaining performance, fairness, and security.”



Okta fortifies cybersecurity with AI and identity protection

SHAKEEL KHAN

REGIONAL VICE PRESIDENT AND COUNTRY MANAGER, OKTA INDIA

As artificial intelligence rapidly transforms both industry and the threat landscape, businesses face a new era of risk, where advanced threats—including zero-day exploits and intelligent attacks—constantly evolve. The traditional perimeter defense model, static barriers, and legacy firewalls is no longer sufficient to secure a decentralized, multi-cloud environment increasingly populated by non-human identities (NHI) such as AI agents and bots. Addressing this challenge requires a fundamental shift to continuous, adaptive, identity-centric defense strategies.

We are actively leveraging AI to monitor every access attempt in real time, synthesizing risk signals across the ecosystem, and detecting anomalies at machine speed. Solutions such as Okta Identity Threat Protection (ITP) exemplify this approach, allowing security teams to analyze behavioural patterns and contextual factors—from device health to location—to automatically and dynamically enforce Adaptive Authentication. This ensures verification, whether through Multi-Factor Authentication (MFA) or biometrics, intensifies precisely when risk is highest, without sacrificing user experience or slowing legitimate innovation.

At Okta, we believe true security depends on trust and governance. As AI advances, addressing privacy, ethics, and compliance is essential. Our approach, built on the principle that AI scales at the speed of trust, focuses on transparent design, strong audit trails, and solutions such as Okta Identity Governance (OIG) to ensure compliance with global and DPDP standards. Partnerships with CrowdStrike, Palo Alto Networks, and Zscaler enable coordinated, context-aware responses, prevent lateral movement, and automate incident response, delivering a unified, adaptive, and auditable Zero Trust framework.



AI and responsible governance drive Kyndryl's cyber defence



HARISH SONI
RESILIENCY AND SECURITY PRACTICE LEADER, KYNDRYL INDIA

At Kyndryl, we recognise the transformative potential of AI, particularly its speed and scalability in detecting and responding to advanced cyber threats, including zero-day attacks. To maximise these benefits, we are actively reducing complexity across our IT landscape, consolidating tools, and building a robust data platform that underpins our AI initiatives, enabling effective model training and enhanced cyber defence capabilities. Kyndryl Bridge exemplifies this approach, leveraging operational data, intellectual property, and embedded AI to provide comprehensive observability across an enterprise's IT estate. Over 1,200 enterprises currently benefit from the platform, which generates more than 12 million AI-driven insights each month.

We ensure responsible AI usage through an AI Governance Committee that oversees internal policies and procedures and extends to customer solutions. Our "customer zero" policy tests and refines solutions internally before deployment, fostering trust, privacy, ethics, and compliance. Building a resilient, AI-enabled cybersecurity ecosystem requires simplified architecture, tool consolidation, and skilled talent. As part of a \$2.25 billion investment over three years, Kyndryl is modernising technology infrastructure in India, establishing an AI lab, and developing future-ready talent to advance AI-driven cybersecurity. Cybersecurity is constantly evolving, with emerging threats challenging traditional defences. Kyndryl leverages AI and machine learning to predict threats and identify anomalies in real time. Attack Surface Management continuously identifies, assesses, and reduces potential entry points across networks, applications, cloud environments, endpoints, and human factors. Combined with a Zero Trust framework, every access request is verified, enabling secure, transparent, and trustworthy AI-powered security solutions.

Securonix harnesses agentic AI and human oversight to strengthen modern SecOps



DIPESH KAURA
COUNTRY DIRECTOR - INDIA & SAARC, SECURONIX

"Securonix is built for modern SecOps teams that demand autonomy, precision, and speed to address advanced threats. We are at the forefront of AI innovation, strategically integrating the latest advancements in LLM technology to ensure AI capabilities are deeply embedded across our tech stack—from detection to investigation and response. Our industry's first Unified Defense SIEM, powered by Agentic AI, enables multiple agents to collaborate, share context, and continuously learn, transforming SecOps with a human-in-the-loop philosophy. This cloud-native platform delivers proactive, autonomous operations to effectively counter complex threats, including zero-day attacks.

While AI-driven cybersecurity has significantly enhanced threat detection and mitigation, it also raises ethical concerns such as bias, privacy, misuse, and transparency. We address these by ensuring diverse and representative training data, maintaining transparency in AI algorithms, conducting regular audits, and keeping AI policies updated with regulatory advancements. Our teams are trained to oversee AI systems and review critical decisions made by them. Building a resilient, AI-enabled cybersecurity ecosystem requires collaboration across public and private sectors, academia, and global organizations. Through the Securonix Elevate Partner Program—spanning VARs, MSSPs, OEMs, Technical Alliance, and Affiliate Partners—we foster an open, collaborative network that combines partner expertise with our platform's power. Our agentic AI philosophy, rooted in explainability, trust, and human oversight, ensures transparency, accountability, and continuous improvement in cybersecurity operations."

Fortinet advances cyber defense with AI innovation and collaborative security ecosystem



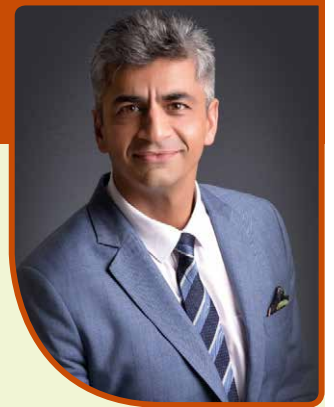
VIVEK SRIVASTAVA
COUNTRY MANAGER - INDIA & SAARC, FORTINET

"At Fortinet, AI can dramatically enhance threat detection and defense through autonomous AI agents, enabling swift responses without human intervention. Its ability to extract significantly more actionable intelligence from vast datasets enhances accuracy and detection, allowing organizations to defend at scale by automating security processes and accelerating mitigation in real time. AI also helps address the cybersecurity skills gap, enabling teams to focus on strategic initiatives. Its capacity to process complex data and detect intricate patterns allows rapid identification of diverse threats, including malware, ransomware, zero-day exploits, and AI-driven attack vectors, streamlining operations and empowering teams to strengthen security proactively.

The challenge, however, is that AI adoption is outpacing regulation and, in many cases, effective security controls. While governments and industry groups are advancing frameworks such as the EU AI Act and the NIST AI Risk Management Framework, many organizations still lack clear internal governance for AI use. The democratization of AI—extending beyond IT to functions like legal, sales, HR, and finance—demands governance frameworks that address current risks while supporting innovation sustainably.

As cyber adversaries leverage AI to advance their attacks, public-private partnerships are essential to intelligence sharing and rapid, coordinated responses. Fortinet remains committed to advancing FortiGuard AI-Powered Security Services, FortiAI Ops, FortiAI, and AI-powered DLP to enhance real-time threat intelligence, transparency, compliance, and trust across AI-driven cybersecurity operations."

Saviynt embeds AI at the heart of identity security



NITIN VARMA

SVP AND MANAGING DIRECTOR - INDIA & SAARC, SAVIYNT

“At Saviynt, we are embedding AI and ML deeply into our identity security platform so that identity itself becomes the first line of defence against advanced threats such as zero-day attacks. As threat actors move rapidly in India’s fast-evolving digital landscape, we continuously monitor access behaviour across human and non-human identities, including APIs, bots, and service accounts. By establishing behavioural baselines and using anomaly detection, our system flags privilege escalations and zero-day patterns in real time. Through predictive analytics, we not only detect but also forecast risks at the identity level before a breach occurs. When a potential threat is validated, AI-driven automation orchestrates containment by revoking or verifying access, triggering workflows, and alerting the security team almost instantly.

We also place strong emphasis on balancing AI innovation with privacy, ethics, and regulatory compliance. Guided by frameworks such as the Digital Personal Data Protection Act, 2023, and CERT-In guidelines, we embed responsible AI principles—transparency, fairness, and accountability—into our platform. Every automated decision is traceable, auditable, and explainable, with human oversight for sensitive actions. Collaboration remains key to building resilience. We work with cloud providers, system integrators, academia, and industry forums to ensure identity security aligns with real-world compliance, regulatory nuances, and innovation. We also engage with policy bodies and research institutions to advance responsible AI and strengthen ecosystem readiness. Ultimately, we believe ethical, transparent, and identity-centric AI is essential to building trust and ensuring secure digital growth in India.”

ESET leverages AI and collaboration to stay ahead of emerging cyber threats



AJAYKUMAR JOSHI

COUNTRY HEAD - INDIA & SAARC, ESET ASIA PTE. LTD.

“AI plays a central role in how we uncover and respond to new-age cyber threats. At ESET, technologies like LiveGuard Advanced analyse unknown files in a secure cloud sandbox to detect malicious behaviour the moment it appears. Our AI models learn from telemetry collected across millions of endpoints, constantly evolving to recognise subtle anomalies and predict emerging attack patterns. A strong example is our discovery of PromptLock, the world’s first AI-powered ransomware, which highlights how early research and AI-led analysis help us stay ahead of attackers. To close the loop, ESET AI Advisor supports analysts by managing repetitive triage tasks, enabling them to focus on high-impact investigations. It’s about combining intelligent automation with human judgment for faster, more reliable defence.

We see security and privacy as two sides of the same coin. Our AI systems are designed to comply with strict data protection standards such as GDPR, using anonymised data and minimal collection principles. Every AI decision is explainable, allowing both regulators and internal teams to understand how conclusions are reached. We test our models regularly to avoid bias and ensure fairness, keeping humans firmly in the decision-making loop.

No single organisation can secure the digital world alone. That’s why we work with technology leaders like Intel to integrate AI-powered telemetry at the processor level, and with universities and global research groups to share insights, strengthen defences, and accelerate innovation across the cybersecurity ecosystem.”

Veeam strengthens cyber resilience with AI-driven security and partnerships



SANDEEP BHAMBURE

VP AND MD - INDIA & SAARC, VEEAM SOFTWARE

“In the past year, 69% of impacted organizations experienced multiple ransomware attacks, averaging 2.2 attacks per organization. This highlights the growing need for intelligent, AI-driven security that can anticipate threats and respond in real time. At Veeam, our AI and machine learning capabilities within the Veeam Data Platform detect anomalies, identify zero-day vulnerabilities and automate responses, helping organizations minimize disruption, safeguard critical workloads and recover rapidly.

Our Data Resilience Maturity Model (DRMM) provides a structured approach for organizations to evaluate their data protection readiness and strengthen it through AI integration. It enables businesses to benchmark their current capabilities, pinpoint vulnerabilities and embed automation into their resilience strategies. The DRMM helps shift cybersecurity from a reactive stance to a forward-looking model where prevention, response and recovery operate seamlessly.

Partnerships play a key role in making this vision possible. Through the Veeam Cloud & Service Provider (VCSP) program and collaborations with global technology leaders, cloud providers, and security innovators, we create a connected ecosystem that delivers unified protection across hybrid, multi-cloud and edge environments. At the foundation of all our innovations lies trust and transparency. Our AI-powered solutions are built to be explainable and intuitive, giving IT teams complete visibility and confidence in every decision made. By combining intelligent automation with accountability and user control, Veeam helps enterprises strengthen their defence posture and build lasting cyber resilience.”

Cracking the Code to a Successful Channel-Friendly Policy



In today's digital era, when technology drives growth, channel-friendly policies are the backbone of sustainable corporate success in India. They enable companies to expand faster, operate efficiently, and build enduring relationships, all of which are critical for thriving in one of the world's most diverse and competitive markets.

Corporate partner programs, tailored to each company's needs, aim to secure loyalty and drive sustainable growth. The most effective one's foster collaboration through clear incentives and strong support, ensuring mutual success in a dynamic tech landscape. They play a vital role in driving corporate growth in India, a market that thrives on collaboration and long-term partnerships. For any organization seeking to scale operations and strengthen market presence, a well-structured, transparent channel strategy is indispensable. A successful channel-friendly policy should therefore emphasize simplicity, transparency, and mutual benefit.

In a market as vast and diverse as India, such policies become even more critical. The country's wide geographic spread makes it challenging to maintain a direct sales presence across all regions. This is where strong channel partnerships prove invaluable — extending a company's reach and enabling efficient penetration into regional and niche markets.

Through these partnerships, organizations can tap into new markets and customer segments that might otherwise be difficult to access. By leveraging partners' resources, expertise, and networks, companies can enhance their overall capabilities without heavy investment. Moreover, close collaboration with partners fosters innovation through shared insights and resources, driving the development of new products and services.

These programs and policies help in expanding market reach. India's vast geography and cultural diversity make it difficult for any company to maintain a direct sales presence across all regions. Channel-friendly policies — such as fair margins, partner incentives, and transparent communication — empower local distributors, resellers, and system integrators to extend a company's reach into tier-2 and tier-3 cities, as well as niche industry segments. Furthermore, the Indian market values trust, relationships, and consistency. When partners feel valued and secure, they are more motivated to promote and prioritize the company's products or solutions, ensuring sustained business growth.

When companies treat their partners as strategic allies rather than mere intermediaries, it fosters collaboration. Channel-friendly ecosystems promote joint marketing, co-creation, and solution innovation — enabling both the company and its partners to stay competitive and relevant. And lastly, empowered partners act as local brand ambassadors. With clear, supportive policies and adequate training, they represent the brand consistently and effectively, helping build stronger customer trust and brand recognition across India.



Acer considers its growth to be deeply interconnected with partner success

“At Acer India, our channel policies are built on the belief that our growth is deeply interconnected with the success of our partners. We have designed a balanced framework that aligns corporate objectives with the evolving needs of our channel ecosystem, ensuring mutual profitability and sustained growth. Our policies are adaptive, transparent, and market-responsive, enabling partners to remain agile in a rapidly changing environment. We continue to strengthen our engagement through performance-linked incentives, co-marketing initiatives, and structured enablement programs that empower partners to expand their reach and enhance service quality.

ESTABLISHING TRUST & LOYALTY

Building and nurturing trust has always been at the core of our channel philosophy. Over the past year, we have enhanced our partner engagement through structured programs that focus on profitability, knowledge sharing, and consistent support. We conduct regular partner meets, training sessions, and certification programs to help our partners stay updated with the latest technologies and market opportunities. Our digital platforms offer real-time access to pricing, inventory, and support tools, enabling faster decision-making and operational efficiency.

Looking ahead, our vision is to build a more connected, intelligent, and future-ready channel ecosystem that thrives on collaboration and innovation. We aim to deepen regional partnerships, expand our distribution footprint, and leverage digital tools to enhance agility, transparency, and efficiency across operations. As AI and hybrid computing become central to business transformation, we see our partners as key enablers in helping customers unlock the full potential of these technologies.”



SANJEEV MEHTANI
CHIEF SALES OFFICER,
ACER INDIA

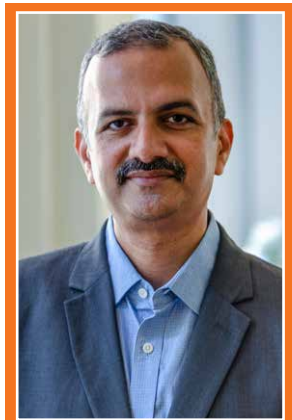
Check Point equipping partners to deliver next-gen cybersecurity innovations

“At Check Point Software, our channel strategy is built on a simple principle - our success is inseparable from our partners’ success. As a 100% channel-driven company in India, every transaction — from enterprise solutions to SMB deployments — is executed through our partner ecosystem. This deep integration ensures that our channel policies are always aligned with corporate growth objectives while staying adaptive to evolving partner priorities.

Central to this alignment is our New Generation Partner Program (NGPP), launched to simplify engagement, enhance profitability, and future-proof partner capabilities. We streamlined the tier structure from six to four levels (Advanced, Professional, Premier, Elite), giving partners clear visibility into benefits relative to their investment and performance. We have also embedded transparency and collaboration into policy design. Continuous partner feedback informs program evolution, while tools like the Check Point Engage App and Partner MAP provide real-time deal tracking, competitive insights, and sales intelligence. This partner-first approach has doubled deal registrations, expanded our partner base from 250 to over 600, and is set to exceed 700 by the end of 2025.

UNLOCKING NEW OPPORTUNITIES & REVENUE STREAMS

Partners are instrumental in driving Check Point’s expansion into new markets and revenue streams. Their local expertise, customer relationships, and vertical specialization enable us to penetrate sectors and geographies that would otherwise be challenging to reach directly. Through close collaboration with Managed Security Service Providers (MSSPs), we are delivering AI-powered Quantum Spark gateways and simplified security solutions tailored to SMBs and MSMEs, helping us tap into high-growth, underserved segments.”



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

Offering smarter collaboration experiences to customers together with partners

CLICKSHARE CHANNEL STRATEGY FOR A COLLABORATIVE FUTURE

“In an era where collaboration and technology converge to shape the future of workplaces, Barco ClickShare stands at the forefront—empowering channel partners through a robust, transparent, and future-ready partner ecosystem. Barco as a leading brand in the visual space has been redefining how partner relationships are nurtured, sustained, and grown across regions.

ENABLING BRIGHT OUTCOMES FOR PARTNERS

Barco’s channel policies are designed to achieve one clear objective—create a win-win model where corporate goals align seamlessly with evolving partner expectations. The ClickShare channel program focuses on shared success, emphasizing mutual profitability, consistent communication, and operational transparency. Barco’s promise is ‘enabling bright outcomes.’ And that’s not just for our end users—it’s for our channel partners, as well.

The ClickShare Connect! Partner Program gets you up and running as quickly and simply as possible. Our approach is not just about selling products; it’s about building value-driven partnerships. Barco ClickShare’s channel policy is structured to ensure partners grow with us. We empower them with tools, training, and incentives that align with our vision of sustainable, inclusive growth. We continuously evolve our partner framework, ensuring adaptability to market dynamics, customer demand patterns, and digital transformation trends. The goal is simple: enable partners to stay competitive while driving Barco’s mission of smarter collaboration experiences. Channel partners also play a critical role in Barco’s expansion strategy across emerging markets. From corporate and education sectors to government and healthcare, partners act as key growth catalysts.”



GOPAL KRISHNA
DIRECTOR –
SALES, APAC,
BARCO

Arista meticulously balances its corporate goals with partner needs

“Our approach to channel policy is fundamentally built on alignment through specialization, moving away from a traditional transactional model. Arista’s overarching corporate goal is to lead cloud networking, data center, and cognitive campus segments. We achieve this by meticulously structuring our channel policy to reward partners who make the necessary investments in these key areas. Our policy carefully balances corporate goals with partner needs through tiered rewards based on capability, rather than simply capacity.

We believe that trust is built on predictability and protection, and true co-partnership with our mutual customers.

- Deal Protection: We have formalized a clear policy to protect partner driven opportunities so that pre-sales investment is recognized and rewarded.
- Strategic Investment: We invest in partner enablement beyond the traditional model to include funding for Not-For-Resale equipment as well as subsidized training and certifications via Arista Academy.
- Collaborative Partnerships: we engage through joint planning and open communication, focusing on shared capabilities, customer outcomes and co-innovation rather than on transactional volume.

Our segmented ecosystem is designed to drive both expansion into new markets and the generation of new revenue streams. Our partners are the primary drivers of our high-margin recurring service offerings. By enabling them to offer ongoing services, migrations and ongoing support, they unlock recurring revenue streams. They are also strategically selected to penetrate specific, underserved regional markets within India and emerging verticals in SAARC.”



PRANAV JHA
CHANNEL
DIRECTOR- (INDIA
& SAARC), ARISTA

CommScope creating a strong bond with partners by enabling their business growth

“Our channel policies are designed to strike a strategic balance between our corporate objectives and the evolving needs of our partners. We achieve this by maintaining open lines of communication, regularly engaging with partners to understand their challenges and aspirations. This feedback loop informs our policy development, ensuring alignment with market dynamics and partner expectations. For example, our partners have expressed the need for more localized training and technical support—leading us to expand our training seminars and introduce more resources. Their feedback has helped us tailor our multi-tier channel programs—covering distribution, system integration, installation, and design—to better support partner growth while ensuring alignment with CommScope’s priorities.

EMPOWERING PARTNER ENGAGEMENT

CommScope has launched a series of initiatives aimed at helping partners and customers uncover new revenue opportunities. We have developed tailored programs for four distinct partner types—Distributors, Solutions Providers, Ecosystem Partners, and Alliances—to support our market solutions and drive mutual growth. Each program is structured to empower partners with differentiated capabilities, enabling them to deliver greater value to customers in India. As part of our digital transformation efforts, we have also rolled out digital tools that offer partners real-time access to sales enablement and technical resources, product updates, and support services. Our partners are also trained to provide local insights, which puts our high-performance solutions to work. Extensive guidance and access to resources for partners are also included as part of the PartnerPRO program, to elevate their marketing and technical expertise.”



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

CP PLUS and partners continue to redefine Growth by transforming markets and mindsets

“At CP PLUS, our channel philosophy is based on one clear conviction - growth is a shared pursuit. Our partner policies are designed to maintain a delicate balance between corporate objectives and the ever-evolving needs of our partners. We have built a framework that rewards performance, supports agility, and safeguards brand integrity, while ensuring that every partner feels empowered to grow with us. From transparent tier structures and clear incentives to flexible operational guidelines and responsive service policies, we have ensured that our ecosystem remains fair, future-ready, and attuned to ground realities.

UNLOCKING NEW OPPORTUNITIES & REVENUE STREAMS

Our partners are the engines that power our expansion into new markets. Their local insights and relationships help CP PLUS reach communities, cities, and industries much better and deeper than traditional corporate frameworks. From bringing advanced surveillance solutions to Tier II and III towns to unlocking new verticals like healthcare, retail, logistics, and public safety, our partners transform access into advantage. Together, we don’t just move products - we create ecosystems of safety, intelligence, and trust.

Looking ahead, our vision for the channel ecosystem is one of evolution and empowerment. We see our network transforming from a product-driven chain into a value-driven collective. With deeper specialization, indigenous technology, and a stronger emphasis on data security and compliance, CP PLUS and its partners will continue to redefine what it means to grow together - shaping not only markets, but mindsets across the security and surveillance landscape.”



ADITYA KHEMKA
MANAGING
DIRECTOR,
CP PLUS

CrowdStrike continues to expand its position as cybersecurity’s platform of choice with help of partners

“CrowdStrike has introduced and expanded multiple initiatives to help our channel ecosystem accelerate their business growth and deliver superior customer outcomes by consolidating on the AI-native CrowdStrike Falcon platform. These initiatives include -

- **CrowdStrike Falcon Flex** – Falcon Flex empowers partners to maximise value, maintain strong margins and outpace their competitors with adaptable licensing for the Falcon platform’s full portfolio of best-in-class modules. Customers benefit by gaining full flexibility to use any of the Falcon platform’s modules they need, when they need it, and across their subscription term.
- **Accelerate Partner Program** – Accelerate sets the standard for uniting the cybersecurity partner ecosystem and enables them to accelerate growth and profitability through enhanced education, incentives and gamified rewards, resources, training programs, and support tools.
- **Services Partner Program** – Our Services Partner Program empowers GSIs, MSPs, and MSSPs to accelerate adoption of CrowdStrike Falcon Next-Gen SIEM, with specifically designed training and enablement, performance-driven incentives, tools, and CrowdStrike resources and support.
- **APEX Program** – APEX accelerates customer growth and revenue outcomes for distributors by providing them with a strategic framework of enhanced partner enablement and pipeline building activities.

Most recently, we announced a new strategic distribution agreement with Redington. Through this partnership, Redington’s partner base of leading resellers throughout India will help customers consolidate their fragmented security tools and reduce cost and complexity, by delivering industry-leading, AI-powered protection across endpoints, identity, cloud, and data.”



JON FOX
VICE PRESIDENT
CHANNELS AND
ALLIANCES,
CROWDSTRIKE
ASIA PACIFIC
AND JAPAN

Cyble’s channel policies founded on a “Partner-First” approach

“Cyble’s channel policies are built on a “Partner-First” foundation, aligning corporate objectives with evolving partner priorities. Our programs that include MSSP, Reseller, Referral, and Technology Alliance (TAP) offer flexibility across business models and markets. Tiered benefits (Authorized to Platinum) ensure scalable growth with structured incentives like rebates, market-development funds, and co-marketing support. Dedicated partner managers and flexible deployment models allow each partner to align our solutions with their customer needs while meeting Cyble’s goal of global reach and innovation-led growth.

BUILDING PARTNER TRUST AND LOYALTY

Trust and loyalty are driven by collaboration and transparency. Through the Cyble Partner Network (CPN), partners access training, certifications, sales enablement, marketing collaterals, and technical documentation. We offer dedicated support teams, joint business planning, and incentive-based programs to recognize high-performing partners. Initiatives such as co-branded marketing campaigns, integration support under TAP, CRN listing and partnerships with leading GSIs demonstrate our long-term commitment to partner success. By fostering consistent communication, transparent rewards, and shared market opportunities, we ensure sustained confidence and mutual growth.

Partners are central to Cyble’s expansion strategy. They help us enter new geographies, industries, and customer segments by combining local market expertise with our threat-intelligence capabilities. Collaborations such as alliances in Africa, Europe and integrations with platforms like InsureMO showcase how partners unlock vertical-specific opportunities. MSSPs embed Cyble’s threat-intelligence into their service stack, creating recurring revenue streams. Our tiered programs further incentivize business development, making partners key catalysts for expanding Cyble’s footprint and accelerating global adoption.”



MANDAR PATIL
SVP -
INTERNATIONAL
MARKETS AND
CUSTOMER
SUCCESS, CYBLE

Dell Technologies powering the Channel with the right skill sets and policies

“Our channel strategy is built on the principle of shared growth ensuring that every policy we design helps partners align more closely with customer priorities while driving mutual profitability. We focus on clarity, consistency, and predictability in our programs so partners can plan long-term with confidence. Every evolution in our policies is guided by market feedback and business insights, ensuring we stay agile and relevant. The goal is to create a partner ecosystem that not only supports Dell’s strategic vision but also empowers our partners to differentiate themselves, expand capabilities, and deliver stronger outcomes for customers.

DRIVING THE PARTNER ECOSYSTEM

Channel partners have always been the driving force behind Dell Technologies’ business growth, and we are committed to strengthening this ecosystem. Together, we have built one of the largest go-to-market engines in the industry, with partners contributing a significant percentage of our net revenue. We offer one of the industry’s broadest portfolios, from client devices to the data centre, underpinned by an unwavering commitment to driving positive impact for business, people and the planet. We listened to our partners’ feedback and continue to enhance our tools, policies and processes to make it easier for partners to do business and engage with us. Our vision is to make Dell’s partner ecosystem the most trusted and growth-oriented network in the industry. Over the next year, we aim to deepen collaboration through a more integrated partner experience, one that’s simpler, more profitable, and technology-forward. The future of our channel ecosystem will be defined by shared success powered by technology, trust, and a relentless focus on customer outcomes.”



ATUL MEHTA
SENIOR DIRECTOR
AND GENERAL
MANAGER – INDIA
CHANNELS, DELL
TECHNOLOGIES

Elastic’s next phase of growth to be partner-driven

“Elastic supports partner growth through tiered engagement, training, incentives, and transparency (via scorecards and roadmap reviews). Our policies reflect Elastic’s focus on openness, performance, and innovation, while remaining flexible to support the growth and evolving priorities of our partners. To assist our growing base of channel partners in India, Elastic is increasing its partner team headcount, including partner managers, solutions architects, and sales teams. We also hold joint programmes to ensure that we are fully aligned and equipped to drive innovation and bring creative solutions to market based on our business priorities.

BOOSTING PARTNER TRUST AND LOYALTY

Trust has always been central to how Elastic works with its partners. It starts with openness and grows through collaboration. The Elastic Partner Program recognises commitment and capability, giving partners the opportunity to innovate, differentiate, and build with Elastic. Our approach is not about transactions but about creating value together. We continue to invest in enablement, joint planning, and open dialogue so that partner feedback directly shapes our priorities. Consistency, transparency, and shared growth remain the foundation of how we strengthen trust and loyalty across our ecosystem.

Elastic’s next growth phase will be partner-driven. The company aims to support, educate, and highlight successes with partners to establish a trusted and transparent reputation in India and beyond. The role of the channel is changing as AI becomes central to how enterprises think about data and automation. Our task is to help partners build the competence and confidence to lead that change, not as intermediaries, but as innovators in their own right.”



**KARTHIK
RAJARAM**
AREA VICE
PRESIDENT
& GENERAL
MANAGER,
ELASTIC INDIA

For ESET, partners act as vital connectors between technology and local opportunities

“Balancing corporate objectives with partner expectations calls for policies that are both clear and adaptable. Flexibility is key—channel programs offer tailored incentives and enablement opportunities to empower partners as market dynamics shift, especially in fast-evolving areas like AI and cloud security. Transparent communication and equitable terms create a trust-based relationship, allowing partners to confidently invest in new technologies alongside corporate goals. This collaborative mindset ensures that growth ambitions align naturally, fostering mutual success across diverse market conditions.

UNLOCKING NEW OPPORTUNITIES & MARKETS

Partners act as vital connectors between technology and local opportunities. Their deep market insight enables tailored cybersecurity solutions to reach emerging sectors like healthcare, education, IT-ITES and compliance driven BSFI, and manufacturing. Joint sales and marketing efforts expand reach and build customer trust, opening fresh revenue avenues for both partners and the company. Preparing partners for tomorrow’s challenges requires ongoing education and technology access. Comprehensive training programs empower partners with expertise in AI-driven and cloud-native security, equipping them to articulate value to customers convincingly. By collaborating with technology vendors and investing in R&D, the company ensures its portfolio evolves with the tech landscape. This approach enables partners to confidently adopt and sell cutting-edge solutions that address complex cybersecurity demands ESET AI Solutions. We will also aim to host more events in India like the recent ESET Security Days 2025 held in Mumbai. Looking ahead, we anticipate deeper specialization among security partners, aligned to vertical needs and outcome-based areas such as compliance, resilience, and threat response.”



AJAYKUMAR JOSHI
COUNTRY HEAD
- INDIA & SAARC,
ESET ASIA

For Fortinet, partners are solution architects for their customers’ networking & security needs

“At Fortinet, we see our channel not just as sellers, but as solution architects helping customers consolidate and converge networking and security operations. Our channel policies are designed to empower partners to solve real customer challenges through the Fortinet Security Fabric, that delivers better protection and operational simplicity. Fortinet is a 100% channel-oriented company and our partners are an extension of who we are. Everything we do, from enablement to incentives, is structured to help them grow profitably.

Our Engage Partner Program offers multiple pathways for growth with clear benefits at each stage. We also equally focus on partner enablement, from dedicated account managers and technical experts to marketing resources and campaign-in-a-box toolkits. Partners can specialize across seven high-growth areas such as Secure Networking (Firewall, LAN, SD-WAN), SASE, Cloud Security, OT Security, and Security Operations. Each specialization unlocks deeper training, go-to-market support, and greater profitability. Partners also play a central role in driving Fortinet’s growth in new markets, especially as demand accelerates for unified SASE, AI-driven SOC, and OT security.

VISION FOR CHANNEL

Fortinet’s constant innovation and customer-first approach enable partners to meet tomorrow’s challenges while executing at scale today. We will continue to deliver unmatched performance, scalability, and cost efficiency across the most critical security and networking use cases, empowering partners in the new market. Our goal is simple - to make Fortinet not just the easiest vendor to work with, but also the most rewarding.”



JITENDRA GHUGHAL
SENIOR DIRECTOR,
CHANNEL
MANAGEMENT,
INDIA & SAARC
FORTINET

Committed to helping partners embrace the era of digital orchestration

“At Exclusive Networks, we have built our channel framework around one belief that true growth happens when business goals and partner ambitions move in the same direction. Our policies are designed to be adaptive, transparent, and region-specific. We focus on aligning our objectives with our partners’ growth priorities through clear communication, agile incentives, and data-driven decision-making. Whether it is profitability, service excellence, or skill development, every initiative is tuned to the reality of the Indian partner ecosystem. This balance ensures that our global strategy remains locally relevant, and our partners see measurable value in every engagement.

BUILDING TRUST & LOYALTY

We see every partner as an extension of our own organization. We listen to their challenges, celebrate their successes, and support their ambitions with unwavering commitment. Loyalty, in our view, is not about policy, it’s about partnership, trust, and purpose. When our partners grow, the ecosystem grows with them. That belief continues to guide our journey to build a channel community that is inspired, capable, and future-ready. We are deeply committed to helping our partners move beyond traditional system integration and embrace the era of digital orchestration. We believe that true growth happens when curiosity meets capability. Through the Exclusive Academy and our hands-on technology enablement labs, we give our partners real-world exposure to AI-driven threat detection, SASE architectures, and hybrid cloud security solutions. Our mission is simple to turn learning into leadership and knowledge into measurable business impact. Together, we design workshops that focus on solving customer challenges rather than just positioning products.”



VEERANNA GANIGERE
REGIONAL
GENERAL
MANAGER -
INDIA & SAARC,
EXCLUSIVE
NETWORKS

Socomec believes in driving mutual growth and strong collaboration with partners

“At Socomec, we follow a holistic approach to building a future-ready channel ecosystem in India. The Power+ Partner Program is at the heart of this strategy, offering structured onboarding and access to our complete portfolio of power management solutions. We conduct certified training programs to strengthen the technical and commercial expertise of our partners, enabling them to deliver world-class services. To drive digital empowerment, our MySocomec Partner Relationship Management (PRM) platform provides real-time access to sales tools, marketing resources, deal registration, and lead generation. We hold the Annual Distributor Conference to recognize partner achievements and discuss strategies for shared challenges. In addition, our wide service network and robust partner recognition programs ensure that our partners remain motivated and empowered to deliver exceptional customer value across India.

A WELL CURATED PARTNER PROGRAM

Socomec’s Power+ Partner Program is designed to drive mutual growth and excellence by strengthening collaboration with our partners. It focuses on creating a collaborative ecosystem where both Socomec and its partners benefit through shared goals and strategic alignment. Through joint sales and marketing efforts, targeted promotions, and revenue-sharing models, the program enables market expansion and accelerates revenue generation. Continuous engagement and feedback from partners help us refine our approach, ensuring sustainable value creation for all stakeholders. Partners benefit from joint marketing initiatives supported by Marketing Development Fund(MDF) and Co-op funds, gaining access to campaigns, Point of Sale(POS) materials, and sales tools. The MySocomec Partner Relationship Management (PRM) portal acts as a single hub for training, deal registration, technical documentation, and lead generation, ensuring seamless collaboration.”

Working closely with partners to provide partners with ample technical support

“At the very onset when we were formulating the corporate goals, we were particular that we need to have a channel policy that needs to change with the evolving needs of the market. Our channel policy for example, didn’t have a defined credit limit for any partner. Our objective has always been to find ways to help channels execute an order, however large it would be, with the available provisions and instruments so that credit limit does not come in the way of their growth. At the same time help analyse the safety of executing such orders.

UNLOCKING NEW OPPORTUNITIES & MARKETS

We are in a market which is ever evolving with new technologies and growing for existing technologies. We work very closely with partners providing the most critical factor of technical support in both pre and post sales which helps partners to confidently approach their customers and add per capita by cross selling new technologies to their customers which will not only enhance growth but also position the partner as a new technology enabler for their customers.

In terms of our vision for the channel, adding more value to the channel ecosystem in terms of enabling them with new and emerging technologies, engaging with their technical pool and help them continuously in reducing their skill gap, helping them in acquiring new customers in various verticals and assisting them in becoming more profitable and sustainable in their business will be our main focus.”



MEENU SINGHAL
REGIONAL
MANAGING
DIRECTOR,
SOCOMECS,
GREATER INDIA

Ingram Micro enabling partners think beyond usual reselling with tools like Xvantage

“The channel policies of Ingram Micro are rooted in transparency and flexibility that ensures a tiered framework for partners to perfectly align with their evolving needs and distinct growth plans. We clearly communicate our vision behind every strategic initiative that can help partners understand our strategies and collaborate more effectively to achieve the shared goals.

As different partners have different business models and capabilities, our tiered policy framework perfectly aligns with distinct sets of goals and priorities for partners in different phases of their evolution journeys. For instance, if there’s a partner that has a keen interest in specialized solutions, we help them with our expertise in conceptualizing and delivering tailored solutions for customers. Similarly, we have a distinct set of policies for partners who are looking to expand their presence in different realms with technology-led business solutions.

EMPOWERING PARTNERS

We empower our partners with a wide range of solutions and services that can help them think beyond usual reselling and meet the end-to-end requirements of customers. Our Cloud Services, Financial Solutions, IT Asset Lifecycle Management and Disposition Services, and Vertical-focused Solutions (for healthcare and hospitality verticals) help our partners offer end-to-end solutions to customers and unlock new revenue streams.

The launch of Ingram Micro Xvantage has been a major step in this direction, where we are enabling our partners to learn, build, manage and buy a wide range of technology-led business solutions.”



VISHAL HEGDE
DIRECTOR –
SALES, INGRAM
MICRO INDIA



RAJIV UNNIKRISHNAN
SENIOR VP
CHANNEL
DEVELOPMENT
– INFLOW
TECHNOLOGIES

Partners are the true growth multipliers for iValue in its ecosystem

“At iValue, our channel philosophy has always been rooted in shared growth. While our corporate goals focus on scaling profitability and expanding reach across India’s digital transformation landscape, our policies are continuously refined to reflect partner realities on the ground. We recognize that as the market shifts toward subscription and consumption-based models, partners need flexibility, transparency, and enablement rather than rigid frameworks. Our channel policies are therefore designed to ensure that our success is directly proportional to our partners’ success, balancing performance objectives with long-term relationship value.

BUILDING TRUST & LOYALTY

Trust and loyalty come from consistent engagement and transparent collaboration. We’ve invested significantly in digital platforms that provide end-to-end visibility — from deal registration to lifecycle management. Beyond technology, we believe in empowering people. Through our Partner Enablement sessions, we enable partners with ongoing training and certifications in areas like cybersecurity, cloud, and DevSecOps. We also conduct regular co-selling sessions, and joint go-to-market initiatives. These efforts help us move beyond transactional interactions to strategic, trust-based partnerships built on shared outcomes.

We consider partners as the true growth multipliers in our ecosystem. They help us tap into new markets, verticals, and customer segments that value localized expertise and personalized engagement. Together, we’re expanding reach across Tier 2 and Tier 3 markets and enabling adoption in highly regulated sectors like BFSI, government, and healthcare. By co-creating value, our partners help iValue move beyond distribution into business acceleration, unlocking new recurring revenue streams and long-term customer stickiness.”



R VENKATESH
CHIEF REVENUE
OFFICER,
IVALUE GROUP



**ARVIND
CHABRA**
DIRECTOR -
ONE CHANNEL,
LENOVO INDIA

Lenovo’s channel policies built around principles of Enable, Connect, and Grow

“At Lenovo, our channel policies are built on agility and partner-centricity. We align closely with Lenovo’s strategic imperatives while remaining responsive to the evolving needs of our ecosystem. Whether it’s through differentiated onboarding phases, flexible activation models like TruScale, or tailored support for strategic partners, our frameworks ensure that corporate goals are met without compromising partner growth and autonomy. Our policies are rooted in the foundational pillars of Enable, Connect, and Grow under the Lenovo 360 framework. Enable ensures partners have access to the right tools, digital platforms, and training to drive business outcomes. Connect brings together communities and collaboration forums that strengthen relationships and foster shared learning. Grow focuses on rewarding and incentivizing partner performance through structured programs that recognize contribution and success.

STRENGTHENING PARTNER TRUST & LOYALTY

Trust is earned through transparency, consistency, and shared success. Through the Lenovo 360 framework, we empower partners with the right tools, training, and AI-driven insights to deliver value across markets. By fostering collaboration, co-creation, and continuous enablement, we are building long-term trust and loyalty that translates into sustainable, shared growth across the Lenovo partner ecosystem.

Our partners are growth multipliers. Through strategic onboarding of regional leaders and vertical specialists, we are expanding into untapped geographies and sectors. The strong Lenovo value proposition of Pocket to Cloud enables partners to explore and expand their play beyond one line of solutions for their customers like expanding from only endpoint hardware to infrastructure solutions and vice versa.”

Micron envisions on building an agile, digitally empowered channel ecosystem

“At Micron, our channel policies are designed to align strategic business objectives with the evolving needs of our partners. We ensure that our programs are flexible enough to adapt to market dynamics while staying rooted in our core values of innovation, collaboration, and customer-centricity. By continuously engaging with partners and incorporating their feedback, we maintain a balance that drives mutual growth and long-term success. We focus heavily on transparency, enablement, and recognition. Our initiatives include regular partner training sessions, joint business planning, and incentive programs tailored to partner performance. We also invest in digital tools that simplify engagement and provide real-time visibility into program benefits. These efforts help build trust and foster a sense of shared purpose across our partner ecosystem.

GROWTH DRIVERS

Our partners are instrumental in expanding our reach into emerging markets and verticals. Their deep local insights and customer relationships allow us to penetrate segments that would otherwise be difficult to access directly. Through collaborative go-to-market strategies and co-branded initiatives, we’ve been able to unlock new revenue streams and scale our presence across India. We actively support our partners in adopting next-gen technologies by offering technical training, solution blueprints, and joint technical meetings with end customers.

Looking ahead, we envision a more agile, digitally empowered channel ecosystem that thrives on collaboration and innovation. Our focus will be on deepening partner specialization, accelerating digital transformation, and fostering inclusive growth. We believe that by investing in partner success, we can collectively drive greater impact in the technology landscape.”



RAJESH GUPTA
DIRECTOR,
COUNTRY
MANAGER - INDIA
SALES, MICRON
TECHNOLOGY

NetApp guided by the policy of building a trusted, long-term partner ecosystem

“NetApp sees its partners as an extension of our business, and strengthening the channel ecosystem in India continues to be a top priority. We are a 100% partner-led company, and our partners are at the center of how we go to market. Our channel engagement model is built on the belief that success comes from shared growth, where we empower partners with the tools, training, and incentives they need to deliver differentiated value to customers.

KEY INITIATIVES & PROGRAMS

Over the past few months, we have rolled out initiatives to help partners capitalise on the growing demand for cloud, AI, and hybrid multicloud solutions. We have expanded our Partner Sphere program to provide deeper training, enablement, and rewards, making it easier for partners to differentiate themselves and deliver greater value to customers. Our focus is on co-innovation — giving partners access to NetApp’s latest cloud-native, data management, and AI-ready infrastructure solutions, so they can help enterprises modernise faster. We are also investing in regional partner support and co-marketing initiatives in India to build stronger go-to-market motions. By simplifying engagement models, increasing agility in deal support, and creating more opportunities for joint growth, we’re ensuring that our partners are well-equipped to address the evolving needs of Indian enterprises in today’s AI-driven, digital-first economy.

In India, our focus has been on deepening partner enablement — with investments in certifications, co-marketing, and demand-generation initiatives that help partners expand their reach. We are also prioritizing collaborative go-to-market motions, so partners can leverage NetApp’s technology leadership while bringing their own unique strengths to customers.”



HITESH JOSHI
DIRECTOR -
CHANNELS AND
ALLIANCE, INDIA
& SAARC, NETAPP

Nutanix looks to fostering autonomy and building lasting relationships with the Channel

“Nutanix is a channel-first organization, and our channel policies are grounded in our Big Four guiding principles: Profitability, Product, Long-term commitment and Trust. These pillars shape how we align corporate objectives with partner success. While the Nutanix Elevate Partner Program remains a key enabler, we’ve expanded our approach with platforms like the Nutanix Partner Central, which offers real-time visibility into deal registration, rebates and renewals. This holistic framework ensures partners can operate with agility, make informed decisions, and grow profitably in a dynamic market.

TRANSPARENCY & SHARED SUCCESS

Partner engagement at Nutanix is driven by transparency, enablement, and shared success. We have introduced initiatives that reflect what partners care about most — simplified SKUs, competency-based enablement, and targeted incentives for new business. Our commitment to Trust and Long-Term Partnership is reinforced through tools like Partner Central, which offers 24x7 access to performance insights and collaboration resources. These efforts foster autonomy and build lasting relationships across our ecosystem.

In addition, partners are at the forefront of Nutanix’s expansion into new markets and customer segments. Our hybrid multicloud and HCI solutions enable them to address diverse workloads across BFSI, manufacturing, public sector, and mid-market verticals. Incentives like Outperformance reward growth in both new and existing accounts.

Guided by our Profitability and Product principles, we equip partners with actionable insights, flexible go-to-market strategies, and tools like Partner Central to identify opportunities, accelerate sales, and build recurring revenue through managed services and modernization initiatives.”



HARSH VAISHNAV
SR DIRECTOR AND
HEAD CHANNELS,
SOUTHERN ASIA
- NUTANIX

Optoma takes pride in having a strong and expanding channel network in India

“With the aim of building stronger relationships with local dealers, after operating in India for more than a decade, we opened our head office in New Delhi last year. This strategic expansion is helping us to build a robust channel ecosystem, enabling seamless operations across the country and providing more flexible, comprehensive global services to our partners.

Over the past few years, Optoma has also strengthened its relationships with partners in the country by following fair and transparent policies that ensure healthy margins while maintaining attractive pricing across our entire product range. These partners are the backbone of our operations and have contributed significantly to our growth trajectory. They act as our extended arms, reaching out to diverse customer segments across India. Our Channel partner’s local presence and strong relationships enable us to access markets that would otherwise be difficult to reach directly. Throughout the year, we organize workshops, training sessions, meet-and-greets, and large-scale dealer events in cities such as Pune, Ahmedabad, Bangalore, Guwahati, Chandigarh, Indore, and Kolkata. These events allow us to express gratitude, share strategies, and strengthen our ties with dealers and partners across India.

A STRONG, GROWING CHANNEL ECOSYSTEM

Optoma currently has a strong and expanding channel network in India covering the length and breadth of the country. We are supported by trusted partners who have played a vital role in our growth over the last decade. In FY25, the company aims to strengthen this ecosystem further by offering improved partner programs, better margins, and comprehensive support.”



VIJAY SHARMA
MANAGING
DIRECTOR,
OPTOMA
TECHNOLOGY

Palo Alto Networks helping partners build new capabilities with Flexibility, Insights, and Support

“At Palo Alto Networks, our channel strategy has always focused on shared success and ensuring that as we grow, our partners grow with us. With technology rapidly changing, we believe that the most effective channel policies are the ones that strike a balance between long-term business goals and our partner’s priorities. We recognize that our partners, whether a global system integrator, MSSP or VAR, are adapting to the same market forces that are transforming our customers like cloud, AI and identity. This means that our channel model must evolve in lockstep — giving partners the flexibility, insights, and support they need to build new capabilities around cloud, AI, and security outcomes. Ensuring that our programs, incentives, and tools are enabling partners to grow profitably while driving meaningful business outcomes for customers is the main priority.

GROWTH OPPORTUNITIES FOR PARTNERS

As our next-generation security portfolio expands across areas like SASE, Cortex and AI-powered SOC transformation, we are revamping our NextWave Partner Program to better align partner capabilities. The upcoming enhancements will simplify processes, offer greater access, flexibility, benefits, training, and funding for programs. We are investing in better experiences for our partners with faster response time for approvals, clearer visibility & better enablement. We are also focused on helping partners adopt and build value around emerging technologies. Through our NextWave and Technology Partner Programs, we provide partners with deep access to open, API-driven platforms, enabling them to build intelligent, interoperable solutions that address everything from network and cloud security to AI-powered operations.”



SWAPNA BAPAT
VICE PRESIDENT
& MANAGING
DIRECTOR, INDIA
AND SAARC, PALO
ALTO NETWORKS

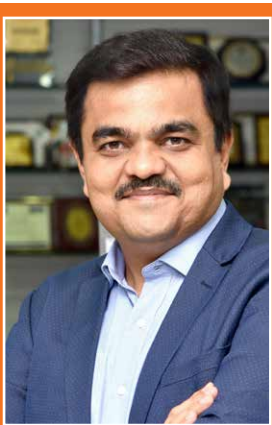
Hikvision India is committed to empowering partners while driving technology adoption in the security industry

“Hikvision India's channel policies aim to strike a fine balance between corporate goals and nurturing partner needs by implementing flexible and adaptive strategies. By integrating these elements, Hikvision India's channel policies support sustainable growth, harmonious channel relationships, and alignment with corporate goals.

For Hikvision India management, trust and loyalty are the two strong foundations of partner engagement. We truly value our partners and they are the ones who represent us in the market space. Hikvision India management believes in strengthening the partner's trust and loyalty through various initiatives. Some key aspects of Hikvision India initiatives are -

- **Collaborative Model:** Emphasizing partnership and joint decision-making, Hikvision India involves partners in strategic planning, ensuring alignment with corporate objectives.
- **Regular Evaluation:** Continuous assessment of partnership performance allows for timely adaptations and growth, addressing changing market conditions and partner needs.
- **Clear Communication:** Open and transparent communication channels ensure partners are informed and engaged, fostering trust and collaboration.
- **Incentive Programs:** Performance-based incentives reward partners for behaviours aligning with strategic objectives, driving mutual growth.
- **Adaptability:** Hikvision India's policies accommodate evolving partner needs, prioritizing flexibility and responsiveness to market changes.

Successful partnerships require careful planning, open communication, and shared vision. By leveraging these collaborative growth strategies, businesses can unlock new revenue streams, drive growth, and expand their market reach.”



ASHISH P. DHAKAN
MD & CEO,
PRAMA HIKVISION
INDIA PRIVATE
LIMITED

Red Hat committed to evolving its global partner engagement experience

“Red Hat has unveiled its Specialized Partner Program to acknowledge partners' deep technical expertise and proven capabilities throughout the customer lifecycle. By recognizing partners’ skills in high-demand areas, Red Hat aspires to enhance market visibility for validated partners. The programme expansion beyond Red Hat Automation Platform and Red Hat OpenShift includes new specializations in RHEL (Red Hat Enterprise Linux) and RHEL AI. The existing specialization for Red Hat OpenShift will be divided into specific focus areas. Qualifying partners will be designated Red Hat Specialized Partners and put into categories by their technical skills

Another exciting development is the launch of the Red Hat Partner Demand Center. This platform empowers partners with self-service capabilities to autonomously deliver marketing campaigns, create workshop and webinar registration pages, and foster brand synergy with Red Hat solutions. This platform is designed to provide partners with assisted control over their marketing efforts, providing them with joint branding and messaging.

PARTNER GROWTH - THE KEY FOCUS

Red Hat remains committed to evolving its global partner engagement experience. By enhancing both rebate opportunities and digital tooling, Red Hat is not only boosting partner profitability but also augmenting product growth, especially concerning Red Hat Ansible Automation Platform and Red Hat OpenShift. The overall objective is to cultivate stronger collaboration among partners and extend meaningful, tailored solutions to customers. Red Hat has a three-tiered partner program: Ready, Advanced, and Premier. Higher tiers receive progressively more benefits, such as enhanced sales incentives, increased visibility, and greater access to Red Hat resources.”



AUSIM KHAN
DIRECTOR,
PARTNER
ECOSYSTEM,
INDIA AND SOUTH
ASIA - RED HAT

SAS positioning itself as a partner-first, innovation-driven organization

“At SAS, our channel policies are designed to be dynamic and adaptable. Our partners help us navigate diverse and evolving market conditions to deliver high-quality brand experiences and scale growth in strategic industries like health, financial services, public sector and SMB, amongst others.

Transparency and shared accountability are the key pillars that help us stay responsive to evolving partner needs while driving long-term growth and innovation. SAS also uses tools like market development funds, joint business plans, and training discount models to steer partner incentives in directions that support SAS’s roadmap. Recognizing that partner needs change over time, SAS embeds flexibility into our approach through advisory boards and feedback loops, ensuring partner input shapes program evolution while staying aligned to our strategic goals.

VISION FOR CHANNEL

Our vision for the channel ecosystem in the coming year is to strengthen SAS’s position as a partner-first, innovation-driven organization, where partners are not just sales enablers but true extensions of SAS’s value delivery to customers.

The focus will be on building deeper capabilities around SAS Viya and AI, so partners can confidently lead AI initiatives across industries.

Continuous engagement via advisory councils, joint solution development and shared success metrics ensure that partner feedback directly informs strategy and program evolution. This vision aims to create a connected ecosystem that is agile, profitable, and aligned with market transformation, positioning SAS and its partners as trusted advisors helping organizations unlock the full potential of data and AI.”



MANISH NAIR
HEAD OF
ALLIANCES AND
CHANNELS, SAS

Redington recognizes its partners’ role in driving success for the brand

“In today’s rapidly digitalizing world, purchasing patterns are constantly evolving. Redington designs its channel policies to regularly adapt to the dynamic needs of our partner ecosystem. Our annual policy reviews along with robust governance models and compliance frameworks offer clarity in roles, compliance, and ethical conduct. Our digital first vision fosters unified messages across all ecosystems, with seamless communication to our partners and fine-tuning policies to support the partner's journey. Redington addresses business challenges through hardware, software, and value-added integrated services.



RAJAT VOHRA
CEO – INDIA,
REDINGTON
LIMITED

STRENGTHENING PARTNER TRUST AND LOYALTY

At Redington, our people’s first approach is central, and we recognize our employees as the driving force behind our ecosystem’s success. We actively invest in their growth, well-being, and empowerment. We deeply value every relationship across our ecosystem—vendors, partners, and collaborators—and are committed to building trust through transparency, collaboration, and mutual respect. To strengthen partner trust and loyalty, we adhere to robust data privacy and security standards such as DPDPA, ISO 27001, and other government and industry frameworks. We maintain open communication through regular partner forums and feedback mechanisms. Our training programs keep partners competitive and future ready.

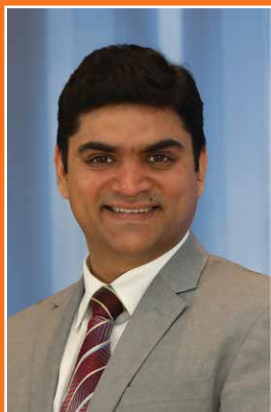
At the same time, partners play a critical role in expanding our market reach and revenue streams. They help with hands-on industry expertise to make strategic decisions and solution development. Our diversified product and solution portfolio with focus on AI, cloud, software and emerging technologies provides one-stop solutions and value for partners. Partner inputs also help in partnership with new brands and OEMs.”

For Securonix, it is always ‘Partner First’

“The channel policies of Securonix pivot on the “partner first” Elevate Program, empowering partners who act as an extension of our internal teams. This program is a strategic initiative that contributes to a collaborative relationship between Securonix and our channel partners, driving mutual growth and profitability. It ensures flexibility and alignment, harmonizing our corporate objectives with the evolving needs of our partners while supporting our goals of expanding market share and driving new business growth. By bringing together our partners’ substantial industry and domain expertise with the power of the Securonix Unified Defense SIEM designed for the modern SOC, we are able to jointly deliver advanced cybersecurity solutions to address the fast-evolving AI-powered threat landscape.

BOOSTING GROWTH & EMPOWERMENT

We consciously select partners based on their regional strength, industry specialization, and local market understanding and further provide them with a wealth of enablement, marketing, and sales resources. Securonix strives to delight our partners, earning their trust and loyalty through consistent value and collaboration through our Elevate Program. Securonix ensures ease of doing business by eliminating all hurdles with no program fees, free accredited training and certification programs, flexible billing options, and a competitive and simple pricing model. Our partners’ wallet share is amplified with margin protection, deal reciprocation, and services enablement, providing a strong foundation for their growing practice. The Elevate program also empowers partners with joint business planning and sales forecasting tools to foster strategic alignment. These initiatives promote a strong, synergistic partnership between us.”



DIPESH KAURA
COUNTRY
DIRECTOR -
INDIA & SAARC,
SECURONIX

Sify collaborates with partners who are committed to driving its shared vision forward

“At Sify, we work closely with customers through their digital transformation journey. Through our comprehensive trinity of products and services - Datacenters, Networks and Cloud, we strive to add tangible value at every stage. We understand that transformation is not a destination but a continuous journey. Our channel engagement strategies and policies are therefore, designed to build and nurture long-term, strategic relationships and not merely transactional ones. Our channel policies emphasize transparency, trust, and collaboration and we have a strong governance framework in place to reinforce this. We recognize that meaningful partnerships take time to nurture and that is why we are highly selective in choosing our partners. We seek partners who can carry forward our shared vision and in doing so, strengthen their own customer base and relationships.

PARTNER ENGAGEMENT & ENABLEMENT POLICY

Our overall theme of Supercharging Growth with Sify is to strengthen partner trust and accelerate their journey towards growth. Under the ambit of the Channel Elevate program our partners know at the start of the year, what accounts they can work on, what commissions and rebates they can earn, what training they need to complete and the revenue objectives that need to be met. Through automation enabled by the One Sify Marketplace Portal, we simplify engagement and empower partners to work more efficiently and effectively. We offer best-in-class commissions supported by strong policies and governance framework. This not only ensures transparency but also protects our partners’ interests for long term success.”



RAJAT GOSSAIN
HEAD OF CHANNEL
BUSINESS,
SIFY
TECHNOLOGIES

Snowflake building a more integrated, insight-driven partner ecosystem

“Our partners are strategically aligned with Snowflake’s core goals - creating new routes to market, acquiring new customers, helping our joint customers extract value out of their Snowflake investments, and meeting industry-specific needs. Our partner policies are designed to align corporate growth objectives with the evolving needs of our ecosystem. Through initiatives like SPN Learn, our on-demand training and certification platform, we enable partners to stay current with Snowflake’s latest innovations and best practices, ensuring that they can deliver maximum value to customers. We are also running a specialized partner champions program to upskill tech practitioners in partner organizations on the latest Snowflake platform offerings in AI/ML, Snowflake Intelligence, and the Data engineering space. Besides, we have also introduced the Service Registration Incentive (SRI) program, which rewards partners for successful customer engagements, strengthening collaboration and shared success. This helps accelerate customer POCs and adoption. Additionally, our revamped SPN Resale Program empowers qualified partners to resell Snowflake as part of their solutions, giving them the flexibility to manage the entire customer lifecycle, from procurement to deployment, success, and renewals.

VISION FOR CHANNEL

Our vision is to build a more integrated, insight-driven partner ecosystem—one that thrives on co-creation, innovation, and measurable outcomes. We are laying the groundwork for a future where our partners can capitalize on unprecedented opportunities, build and deliver innovative solutions, and thrive in a connected ecosystem. Our investments are designed to fuel long-term growth with our partners while helping joint customers achieve even greater success with the Snowflake AI Data Cloud.”



DHIRAJ NARANG
DIRECTOR
AND HEAD OF
PARTNERSHIPS-
INDIA,
SNOWFLAKE

A channel-first company, SolarWinds enables partners to go beyond product sales

“At SolarWinds India, significant investment has been directed toward building a resilient channel ecosystem. The recent appointment of Sukhdeep Singh as the head of channel sales for Asia-Pacific and Japan underscores this focus, aiming to strengthen partner alliances, expand regional reach, and accelerate growth in the observability and IT management software business. Across regions, SolarWinds actively invests in the partner ecosystem through SolarWinds Partner Summits. In India we are a channel-first company helping partners to go beyond product sales and provide strategic consulting, industry insights, and expertise in implementation and support for their customers.

CHANNEL ENGAGEMENT & ENABLEMENT POLICY

The SolarWinds channel engagement strategy is built on transparency, growth, and partner enablement. The SolarWinds Partner Program empowers partners with a consistent and predictable structure, offering expansive field coverage, expert product training, sales and technical support, and performance-driven rewards. These elements are designed to help partners grow by selling across the full SolarWinds portfolio, capturing new market opportunities, and maximizing profitability through an annuity-style subscription model and robust renewal streams.

The channel strategy is further supported by the 2025 Partner Program, introduced under the theme “Elevating Together,” which delivers enhanced benefits, financial incentives, and resources to help partners thrive in a rapidly evolving technology landscape. At SolarWinds, we are dedicated to creating lasting value for partners through collaboration, shared growth and a unified vision.”



ROHIT KUMAR SHUKLA
SENIOR SALES
DIRECTOR,
INDIA & SAARC,
SOLARWINDS

Transparency, fairness, and growth for committed partners

- guiding principles for Sophos channel policy

“At Sophos, our partners are at the heart of our go-to-market strategy. Over the past year, we have enhanced the Partner Program to make it more rewarding, flexible, and transparent. The introduction of Sophos Partner Care has created a 24x7 single point of contact for partners, reducing operational delays and helping them close deals faster. We have expanded enablement through certifications, specialization tracks, and bootcamps, ensuring partners are technically equipped to address complex customer needs. The launch of our local data center in Mumbai further strengthens the ecosystem by giving partners the ability to offer customers low-latency services that meet India’s data sovereignty requirements.

CHANNEL ENGAGEMENT & ENABLEMENT POLICY

Our channel engagement policy is straightforward: transparency, fairness, and growth for committed partners.

- The program is tiered, with higher rewards, MDF, and deal advantages as partners move up.
- Deal registration and incumbency protection reduce channel conflict and improve margins.
- Certifications and compliance audits ensure partners maintain high technical standards and receive ongoing benefits.
- We provide extensive co-marketing resources, joint campaigns, and field engagement opportunities so partners can generate demand effectively.
- Through regular councils and feedback forums, we ensure that the program evolves in line with partner needs.”

SEPL-VAD envisions to build a highly collaborative, innovative, and future-ready channel ecosystem

“SEPL-VAD designs channel policies to align corporate objectives with partner success. By adopting a consultative approach, we understand each partner’s unique business requirements and provide tailored programs that support revenue growth, operational efficiency, and technology adoption. Policies emphasize transparency, fair incentives, and enablement support, ensuring partners can meet market demands while contributing to SEPL-VAD’s strategic goals. This balance ensures mutual growth and strengthens long-term collaboration.

KEY ROLE PLAYED BY PARTNERS

Partners are critical in expanding SEPL-VAD’s reach and accessing new market opportunities. Leveraging their local expertise and customer relationships, partners enable entry into emerging sectors and geographies. Through collaboration on solution design, marketing, and deployment, they help identify unmet needs, introduce new offerings, and drive revenue growth. This ecosystem approach ensures both SEPL-VAD and its partners capitalize on evolving market trends effectively. At the same time, building trust and loyalty is central to SEPL-VAD’s partner engagement strategy. We maintain open communication, provide timely support, and invest in continuous training and certifications. Recognition programs, performance incentives, and co-marketing initiatives further reinforce commitment. By consistently delivering value and enabling partners to implement AVS, DCS, and cloud solutions effectively, SEPL-VAD fosters long-term relationships rooted in mutual growth and success. Going forward, SEPL-VAD envisions a channel ecosystem that is highly collaborative, innovative, and future-ready. By continuing to strengthen partner capabilities, integrating emerging technologies, and fostering trust and loyalty, we aim to create a resilient and growth-oriented network.”

Tenable helping partners deliver cybersecurity services and address the growing demand

“As a 100% channel-first company, Tenable works closely with partners to share insights, develop customized solutions, and ensure they have the necessary tools to meet evolving cybersecurity challenges. This collaboration ensures that channel partners can deliver valuable cybersecurity services and meet the growing demand for effective tools that address real-world risks. We invest in empowering channel partners with training, certification, and collaboration opportunities to help them successfully deliver Tenable’s solutions to customers across the globe. We have a range of partner programs to ensure that goals and strategies remain aligned at every stage. There are four tiers to the Tenable Assure Partner Program.

STRENGTHENING PARTNER TRUST AND LOYALTY

Tenable’s core philosophy is based on the understanding that helping channel partners become successful will ultimately make us successful. We provide our partners with resources and support needed to build revenue streams such as cross-selling and upselling opportunities, advanced training programs, go-to-market campaign support, and sales tools to help them achieve their business goals. We also ensure that our own teams are incentivized based on partner performance. We incentivize partners with deal registration discounts, ensuring better pricing for deals they bring in. This incentivizes channel partners to successfully sell and deploy Tenable’s solutions across India. We are also empowering partners to expand the scope of their cybersecurity offerings. For instance, if a partner specializes in vulnerability management and would like to strengthen its cross-sell and upsell opportunities by branching out into Cloud Security and OT Security within our exposure management platform, Tenable fully supports them and facilitates market reach expansion.”



RAJEEV GUPTA
DIRECTOR OF
CHANNEL SALES,
INDIA & SAARC,
SOPHOS



DEBRAJ DAM
CHIEF OF VAD
- SUPERTRON
ELECTRONICS PVT.
LTD. (SEPL-VAD)



RAJNISH GUPTA
MD & COUNTRY
MANAGER,
TENABLE INDIA

Channel fueling TP-Link's next phase of enterprise growth

"At TP-Link, our channel policies are designed around mutual growth. We understand that partner ecosystems are dynamic, so our approach emphasizes flexibility, transparency, and profitability. While our corporate goals focus on expanding market share and strengthening brand equity, our channel programs ensure that partners have the right tools, incentives, and product margins to remain competitive. We regularly evaluate feedback from partners to fine-tune our pricing, training, and support structures, ensuring that business goals stay aligned with partner success."



MOHIT MAHESHPURIA
GENERAL
MANAGER - SMB
(DISTRIBUTION),
TP-LINK

BUILDING PARTNER ENGAGEMENT & TRUST

Building trust is at the core of our channel strategy. We have implemented structured partner enablement programs that include product certification, hands-on technical training, and co-marketing support. On one hand through VIGI and Omada-focused engagement, we are slowly but steadily strengthening our SMB and Enterprise partner base, on other hand our consumer partner network for TAPO range of solutions is closely working partners working on home automation and other allied segments. Our partners are the bridge between innovation and adoption. Through their strong regional presence and local market understanding, we are able to penetrate new verticals such as SMBs, hospitality, education, and manufacturing. Their ability to integrate TP-Link solutions from Omada SDN networking to VIGI surveillance systems helps us expand beyond products into complete solutions. Additionally, our project-based incentive model encourages partners to pursue high-value opportunities and deliver customized deployments, driving mutual growth. With our expanding portfolio of Wi-Fi 7 Dual Band, surveillance, and cloud solutions, we see the channel ecosystem evolving into a consultative, solution-oriented network that fuels TP-Link's next phase of enterprise growth."

Trend Micro empowers its partners to serve as trusted advisors to their customers

"Trend Micro's success in India is linked to our partners; hence, we invest heavily in their success and, indirectly, our success as well. Over the past few years, we have shifted from a transactional to an ecosystem model where partners can develop into trusted advisors to their customers. A significant part of this shift is our enablement framework. Through the Trend Campus platform, partners get the capability to pick up role-based training and certifications, either in sales, presales, or services, thus gaining hands-on experience in areas like AI-powered threat intelligence, advanced detection, and automated risk response."



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

PARTNER ENGAGEMENT & ENABLEMENT

Our Partner Competency Programme helps to certify a partner's maturity in high-growth areas like Managed Services and Incident Response. Certification not only builds credibility but also opens up more business opportunities and enhanced benefits. In addition, the engagement models have been streamlined, robust technical support has been introduced, and co-selling programs have been initiated. The emphasis is to equip Indian partners with the required skills, visibility, and competitive differentiation required for their transformation from being resellers to actual cybersecurity advisors.

Our channel policy is crystal clear - our success relies on the success of our partners. We work with partners who are ready to transition from the role of resellers to that of strategic advisors and who want to provide lasting value through proactive, AI-driven security solutions. Enablement is the core of our strategy. Partners are equipped with ongoing training, certifications, and updates through Trend Campus so that they are ahead of rapidly evolving threats."

Driving growth together: Vehere's Partner-First channel philosophy

"At Vehere, our channel policies are built on a "Partner-First" philosophy, creating a win-win balance between our corporate objectives and the partner's growth. We anchor our business goals to the partner's profitability through rock-solid deal registration, protected margins, and rewarding incentive structures, including back-end rebates and marketing development funds (MDF). Our flexible engagement models and joint business planning ensure that as the market evolves, our partnership adapts, driving mutual success and predictable revenue."

STRENGTHENING PARTNER TRUST AND LOYALTY

We back our partners with clear deal protection, joint go-to-market programs, and end-to-end enablement from day one. Continuous training, certifications, and co-marketing support empower partners to deliver real value, strengthening loyalty and long-term growth. Our partners in return help unlock new markets and revenue streams by leveraging our constantly evolving product portfolio. We will soon unveil an additional brand-new product line, enabling partners to reach more customers. Being fully 'Make in India,' Vehere products give partners a competitive edge to win government and institutional deals. We enable partners to leverage our AI-driven solutions and cloud-deployable sensors while staying true to our on-premises-by-design philosophy. Through targeted training, hands-on labs, and go-to-market support, we help partners adopt advanced technologies securely, delivering high-performance solutions without compromising control or compliance for their customers.

Over the next year, we envision a more empowered, agile channel ecosystem. We are launching a new partner program with enhanced tools, including a partner portal with co-brandable assets, bespoke support, online training, and smoother onboarding."



SANJIV THAKUR
CHANNEL
ACCOUNT
MANAGER,
VEHERE

Strengthening its bond with the Channel is a daily commitment for ViewSonic

“At ViewSonic India, our channel policies are designed on a simple but powerful principle — mutual growth through transparency, trust, and technology enablement. We recognize that every partner today is operating in an increasingly competitive and digitally driven environment. Hence, our policies are crafted to be both strategically aligned to our global objectives and locally adaptive to partner realities.

We focus on a “Partner-First” philosophy, where every initiative — be it pricing structure, incentive programs, or product training — is aimed at empowering our channel ecosystem to deliver better value to customers. Our goal is not only to achieve sales targets, but to build long-term profitability and sustainability for our partners. To ensure alignment, we constantly engage with our channel partners through regional meets, feedback loops, and digital communication platforms. This helps us refine our policies in real-time — whether it’s improving credit terms, optimizing logistics, or customizing marketing support for regional dynamics.

Ultimately, our policy alignment is about ensuring that ViewSonic’s business success and our partners’ growth remain one unified objective, not parallel goals.

BUILDING TRUST & LOYALTY

At ViewSonic India, we believe trust is earned through consistency, fairness, and continuous engagement, not just through transactions. We have built multiple engagement layers to deepen this trust — from transparent pricing policies and timely incentive disbursement to region-specific partner programs that reward long-term association and performance. Each partner, whether national distributor or regional reseller, is treated as a growth stakeholder in our ecosystem.”



SANJOY BHATTACHARYA
DIRECTOR SALES & MARKETING
- IT BUSINESS,
VIEWSONIC

Zoom commits to cultivating a mutually beneficial ecosystem for partners

“Zoom’s channel policies strives to balance corporate strategy with partner needs across five key areas - Strategic Alignment (supporting Zoom’s strategy while enabling partner success and market flexibility), Partner Enablement (quality training, resource allocation for high performers and emerging partners, scalable technical support), Revenue Models (performance-based commissions, deal protection, competitive pricing), Market Adaptation (geographic, vertical, and competitive differentiation), and Policy Evolution (regular reviews, feedback mechanisms, agile adjustments). Effective management requires ongoing, transparent dialogue between Zoom and its partners to achieve corporate goals and foster a thriving ecosystem.

UNLOCKING NEW OPPORTUNITIES AND REVENUE STREAMS

Partners help unlock new markets and revenue streams by leveraging Zoom’s AI-first work platform, the enhanced Zoom Up Partner Program, and the Zoom Up Services Program, to expand their offerings and deliver exceptional value to customers. By embracing Zoom’s innovative solutions, partners can serve new customer segments and scale their business in both established and emerging markets. Through the Zoom Up program, partners gain access to enhanced quoting and ordering tools, streamlined deal registration, and automation that allows them to transact efficiently and reach customers faster at scale. These initiatives remove barriers, simplify doing business, and provide opportunities to capture higher-margin services and recurring revenue. The Zoom Up Services Program is specifically designed to empower partners to deliver differentiated, world-class post-sales services spanning solution deployment, support, customer success, and managed services to serve customer needs across the Zoom platform. Through specialized enablement and hands-on training, partners can unlock revenue growth opportunities, create differentiation in the market, and deliver exceptional solutions and support to their customers.”



VISHAL AMIN
CHANNEL HEAD
- INDIA & SAARC
REGION,
Zoom

Zscaler committed to building synergies with its partners and ensure business success

“Our partners are integral to our business, with more than 95 percent of our business fulfilment coming through the channel. That means our growth and our partner’s growth are one and the same. We have moved from a traditional channel model to a partner ecosystem that rewards capability and collaboration, not just transactions. By equipping our partners to deliver these end-to-end services, we are not only meeting the evolving needs of our customers but also positioning Zscaler and our partners for long-term growth. This is why programs like the Summit Partner Program and Partner Academy focus on helping partners build consulting, managed, and implementation capabilities that strengthen both their profitability and our collective expertise.

BOOSTING PARTNER TRUST & LOYALTY

At Zscaler, we are committed to building synergies with our channel partners by fostering confidence in our technology, people, and world-class channel programs. Our Sales teams collaborate with partners at every stage of the customer journey – from prospecting to deployment and ongoing support – to ensure success. We also invest in enablement and co-marketing initiatives to help partners scale their operations faster, strengthening their go-to-market confidence and capabilities.

As part of our broader strategy, we launched the Zscaler ACES program as a key component of our partner transformation efforts. The program serves as a structured framework for partners to deepen their technical expertise, align on joint go-to-market priorities, and access resources that accelerate deal velocity and customer outcomes. Through programs like ACES, we aim to help our partners succeed and continue building valuable relationships in the Zero Trust landscape.”



FOAD FARROKHNIA
VICE PRESIDENT,
CHANNELS & ALLIANCES,
APJ, ZSCALER

Hyperscalers vs. Superscalers:

The Great Cloud Realignment in the Age of AI

As enterprises rethink data-center strategy for an AI-driven world, the choice is no longer about size but intelligence. Hyperscalers bring global reach and elasticity; superscalers deliver AI-optimized performance and control. The future belongs to those who can orchestrate both.

When the first wave of cloud migration hit corporate IT, the question was simple: which cloud could lift and shift fastest? A decade later, enterprises are not merely choosing platforms; they're designing operating models for the AI age. The familiar orbit of AWS, Microsoft Azure, and Google Cloud still dominates, but the gravitational pull is shifting. A new category of providers is asserting itself—call them superscalers—architected not for breadth of services but for depth of performance. Hyperscalers offer planetary reach, global availability, and an almost encyclopedic menu of services. Superscalers counter with deterministic throughput, accelerator-dense clusters, liquid cooling, and data fabrics tuned for petabyte-scale training. The resulting realignment is not a fight to the death; it's a choreography. Increasingly, the most competitive enterprises are orchestrating scale where it's cheap and speed where it matters, blending the hyperscalers' backbone with the superscalers' AI factories.

Across conversations with 16 technology leaders—CIOs, CTOs, CISOs, and digital chiefs from healthcare, manufacturing, financial services, consumer brands, and data-center operators—one theme recurred with drumbeat regularity: the winners are not choosing a camp; they are composing a portfolio. Their architectures are hybrid and federated, their governance automated, and their security born secure rather than bolted on. "The real power comes when they work together," says Saurabh Gupta, Group Chief Digital & Information Officer at InoxGFL. "Hyperscalers scale infrastructure—superscalers scale intelligence." That distinction, repeated in different guises by nearly every leader we interviewed, is the spine of this story.

THE FAULT LINE SHIFTS FROM CAPACITY TO CHARACTER

Definitions help, if only to show where they fall short. Hyperscalers—AWS, Azure, GCP—are the builders of worldwide elasticity. Their value proposition is to make almost anything possible, almost anywhere, almost instantly. They marshal thousands of services, vast partner marketplaces, multi-region replication, and mature support models that have become the standard vocabulary of enterprise cloud. Dhananjay Rokde of Imanedge captures it crisply: these providers operate "massive data centers designed for virtually limitless growth," the place to go when needs are large and unpredictable and when global distribution is a feature rather than a constraint.



ANIL NAMA
CIO, CtrlS Datacenters



Nama argues for workload realism and architecture by design. He prioritizes hybrid/multi-cloud compatibility, low-latency interconnects, and partner ecosystems—plus transparent TCO (including egress/support) and ESG alignment. Security must be "designed in," with Zero Trust and continuous assessment, while AI/ML telemetry drives energy and workload optimization.



Superscalers, by contrast, pursue depth over breadth. They aren't trying to be everything to everyone; they are trying to be uncompromising where performance is non-negotiable. The architecture is tight rather than sprawling: dense GPU or custom accelerator pools connected by InfiniBand and NVLink; low-latency fabrics that make the most of model and data parallelism; liquid or immersion cooling to keep 50–100 kW racks within thermal budget; storage that feeds terabytes per second without starving the chips. Yogendra Singh, a technology leader steeped in platform strategy, describes superscalers as the providers that "don't just scale; they specialize," blending high-performance computing sensibilities with AI-native design. The difference is not only technical. It is philosophical: hyperscalers are built to say yes to every enterprise; superscalers are built to say yes to one kind of enterprise task—the kind that would otherwise run out of runway.



SUNIL GURBANI
Head of IT, Fratelli Wines

Gurbani frames the choice as broad and stable versus fast and specialized. His playbook relies on tiered infrastructure, autoscaling, AI-based energy management, and Zero Trust with micro-segmentation. He champions AIOps and IaC for consistency, with rigorous cost transparency and hybrid/edge strategies for latency and resilience.

If that sounds like a clean separation, the leaders we spoke to warn against treating it as a binary. Anil Nama, CIO at CtrlS Datacenters, argues that the starting point must be the workload's DNA rather than a provider logo. "Not all hyperscalers are optimized for every type of workload," he says. He urges teams to scrutinize hybrid and multi-cloud fit, data-residency constraints, network performance and interconnects, and—often overlooked—the quality and depth of the partner ecosystem that wraps around any given provider. He has a particular emphasis on transparency: total cost of ownership should include egress fees, support tiers, and the operational drag of tooling mismatches. And because ESG has sharpened as a board-level lens, he wants sustainability commitments and energy footprints right alongside price sheets.

Regulated industries sharpen the distinction further. In healthcare, Bohitesh Misra, CTO at Avexa Systems, uses a simple litmus test: if a platform cannot meet HIPAA, FHIR, HITRUST, and rigorous auditability for PHI, its raw performance is irrelevant. He is blunt: "If a superscaler gives us specialized GPU clusters but lacks a compliance agreement, it's a non-starter." Misra's architecture keeps critical clinical systems in highly secure, redundant zones; places inference at the edge where clinicians make time-sensitive decisions; and centralizes training where elasticity is abundant but privacy remains uncompromised. Performance and cost are tuned inside that compliance perimeter, not the other way around.

Dr. Rakhi R. Wadhwani, who leads operations and compliance at ISOQAR, frames the choice as risk choreography. The giants suit the broad middle of workloads precisely because they bundle



DHANANJAY ROKDE
CTSO, Imanedge

Rokde contrasts hyperscalers' elastic "pay-as-you-go" growth with the predictable budgeting of bespoke or colocation options. He stresses energy efficiency, automation, and predictive maintenance for costs; scale-out architectures and purpose-built AI floors for performance; and layered, Zero Trust security with compliance as baseline.

maturity—uptime histories, global compliance frameworks, and proven tooling—into a package that most enterprises can adopt without ceremony. Superscalers narrow the aperture and ask for reciprocal maturity on the customer side: expertise to exploit dense hardware, discipline to manage bespoke pipelines, and clarity about what compliance means when the infrastructure is more specialized than standardized. Her advice is unfussy: test small, measure rigorously, and insist on vendor trust that extends beyond glossy SLAs.

THE TRIAD REWRITTEN: COST, PERFORMANCE, AND SECURITY IN MOTION

Because AI is a thermodynamic problem as much as a computational one, the old triangle of cost, performance, and security has been redrawn. The leaders in this story reject the idea that one corner must suffer so that another can prosper. "Cost, performance, and security aren't trade-offs anymore," says InoxGFL's Gupta. "AI has turned them into a triangle of continuous optimization." It is a decisive line, and it reflects a new operating model.

On cost, the advice converges on two imperatives: attack the power bill and instrument everything. Energy and cooling have become the dominant variables in the data-center equation, which is why liquid and rear-door cooling, hot/cold aisle containment, and AI-assisted facility management are moving from experiment to default. Rokde argues for automation as a cost weapon as much as an operational one, and Sunil Gurbani of Fratelli Wines extends that logic into the financial layer. He wants cost telemetry bound to the workload rather than to the cluster: right-sizing, preemptible and spot capacity, chargeback and showback, and anomaly detection built into the daily rhythm of engineering. It is FinOps upgraded from spreadsheet to control loop.



AJAY YADAV
Head-IT, SBL Homoeopathy

Yadav favors a hybrid model: hyperscalers for rapid scale and global reach; superscalers for tailored performance in AI and analytics. He balances cost via reserved capacity and pay-as-you-go mixes, keeps security integral (encryption, Zero Trust), and leans on predictive analytics to scale proactively.

Performance now begins with proximity. Gupta is emphatic that co-locating compute and data is no mere performance tweak; it is an architectural decision that defines whether AI clusters spend money learning or spend money waiting. The superscaler argument shines here. Deterministic throughput—born of tight orchestration, lossless fabrics, and storage that keeps pace—is the antidote to expensive idling. Shibu Kurian notes that this is how you make "adding more GPUs actually speed up training" rather than exposing a bottleneck elsewhere. On the hyperscaler side, the elastic value proposition remains powerful, particularly for burst-heavy work and global inference footprints. The difference is that more teams now understand the behavior of their models well enough to place jobs where the run will be fastest rather than where capacity is simply available.

Security, finally, has become a design language rather than a checklist. Nama sees the modern posture as zero trust by default, micro-segmentation at the fabric level, hardware roots of trust establishing provenance, and confidential computing where code and data must be shielded even from privileged eyes. Archie

Jackson pushes for posture management to move from quarterly governance to continuous assurance, with policy drift monitored alongside CPU utilization. Misra's stance is a practical corollary: in healthcare, encryption in transit and at rest is merely the starting point; data-residency guarantees and the option to train via federated learning rather than centralized data movement turn security into a path-finder for AI, not a gate that closes after the fact.



SAURABH GUPTA
Group CDIO, InoxGFL

Gupta's mantra: "Hyperscalers scale infrastructure—superscalers scale intelligence." He operationalizes the cost–performance–security triad via AI-led capacity planning, FinOps/AIOps, GPU scheduling, and data proximity, wrapped in Zero Trust and AI-based threat detection.

AI FORCES THE DATA CENTER TO CHOOSE ITS PHYSICS

If legacy data centers were built to keep networks up, AI-era facilities are built to keep physics in check. Dr. Ravi Mundra calls AI "the deepest architectural disruption" he has seen in nearly two decades. The bottlenecks have migrated from racks and routers to heat and I/O. That migration explains the industry's otherwise dizzying convergence: hyperscalers and superscalers alike are marching toward liquid cooling, toward modular "AI pods" as the repeatable unit of capacity, toward storage and interconnects that keep pace with training appetites measured in trillions of parameters.

The hardware side of the story is familiar but worth stating plainly. Hyperscalers field elastic pools of GPUs and custom chips—TPUs, Inferentia, and their successors—making it trivial to scale out training one week and scale up inference the next. Superscalers push density to the edge of what power and thermals can bear, using liquid or immersion cooling to run higher TDPs safely and to keep thermal throttling out of the equation. Dr. Makarand Sawant offers a helpful mental model: hyperscalers provide the macro-level horizontal scale that makes the world feel elastic; superscalers optimize the micro-level execution of ML math,



DR. RAKHI R. WADHWANI
Chief Operations & Compliance Officer
ISOQAR

Wadhwani urges a risk-aligned choice: hyperscalers for general, reliable services; superscalers for extreme, specialized needs. She emphasizes uptime records, compliance tooling, and integration maturity, with vendor trust and lock-in strategy as key decision filters.



VINOD KUMAR GUPTA
CISO & DPO, PayTM Money

Vinod spotlights scale, cost models, latency, ecosystem fit, and compliance as evaluation pillars. He advocates multi-layered security (encryption, identity, threat detection), hybrid and multi-cloud for sovereignty, and automation to harden posture while optimizing performance.

where every FLOP counts because every second is purchased in megawatts.

Software is the multiplier that turns power into progress. Kubernetes, Slurm, Ray, and the distributed training frameworks of PyTorch and TensorFlow do the choreography, carving vast pools into logical fleets that expand or contract to suit the job. Hyperscalers emphasize elasticity and managed services that abstract away complexity; superscalers favor predictability and schedulers tuned to serve long-running, extremely large jobs with minimum wasted motion. Either path depends on a data plane that keeps accelerators fed. That is why you see object stores in one camp and co-located high-bandwidth filesystems in the other; why edge inference nodes bloom in clinics, factories, and retail floors; and why CDNs suddenly matter to ML teams as much as to web teams.



DINESH KAUSHIK
Group IT Head, Sharda Motor Industries

Kaushik offers a concise matrix of realities: hyperscalers for global general-purpose; superscalers for HPC and AI. His balancing act uses tiered storage, spot instances, right-sizing, and governance via continuous monitoring and FinOps, with elastic GPU/TPU platforms or dense accelerator stacks to scale AI.

Cooling and power are no longer facility concerns; they are design inputs. Mundra's insistence on liquid and immersion cooling is not rhetorical. At 50–100 kW per rack, air suffers from physics that no amount of ductwork can finesse. Leaders describe a maturation of power strategy as well: pre-cooling when electricity is cheaper, integrating renewables where geography and grid permit, and building carbon and water intensity into SLOs alongside latency and availability. Enterprises that once treated PUE as an afterthought now plan workloads with thermals as a first-order constraint.

ORCHESTRATION, NOT OPPOSITION: THE HYBRID BLUEPRINT

The clearest point of consensus among the leaders we spoke with is also the simplest: stop asking cloud-versus-cloud and start asking workload-versus-workload. Ajay Yadav, Head-IT

at SBL Homoeopathy, sees the pragmatic pattern in his own environment. Systems of record and compliance-sensitive datasets live where control is maximal and performance predictable; experimentation, bursty analytics, and globally consumed inference thrive on hyperscalers' elasticity and reach. The best latency often lives at the edge. The best throughput often lives in a pod. The best resilience is an emergent property of an operating model that practices for failure rather than presumes it won't happen.



YOGENDRA SINGH
Head IT/SAP, Barista Coffee Company

Singh charts the macro trend: hyperscalers built the digital backbone; superscalers bring AI-tuned depth. He advises tiered architectures, AIOps, hybrid/multi-cloud, Zero Trust, energy efficiency, and recurring audits—"the real superpower isn't scale, it's synergy."

Jackson translates that mindset into daily practice. He wants real-time FinOps so that idle capacity is reclaimed before it becomes waste. He wants hybrid placement where latency is the metric that matters, putting inference next to customers rather than next to tradition. He wants "secure-by-design" rather than "secure-by-audit," which in practical terms means micro-segmentation, confidential computing, and posture management that never sleeps. Gupta pushes a complementary loop: AIOps and SecOps working together so that observability becomes prescriptive, not merely descriptive. If a training queue is starved, the system should either add bandwidth or shift the job. If a cost anomaly appears, it should be flagged before the end of a billing cycle. If a policy drifts, it should be corrected as automatically as a pod is rescheduled.



JASPREET SINGH
Partner & Chief Revenue
Officer - Consulting, Grant Thornton

Jaspreet contrasts hyperscalers' unmatched elasticity with superscalers' customized density and locality. He sees modular AI builds accelerating worldwide and recommends hybrid strategies that align business objectives and regulatory posture with modular power, cooling, and networking.

The reference architecture that emerges is recognizable across industries even as the particulars change. Control planes should be cloud-agnostic, driven by Git and policy, not by manual runbooks. Data planes should speak the open dialects that make portability plausible and governance auditable. Compute planes



DR. JAGANNATH SAHOO
CISO, GFL

Sahoo frames a hybrid governance model: FinOps for cost, GPUs/TPUs plus containers for performance agility, and Zero Trust with automated compliance (ISO/GDPR/DPDPA). He values open standards to avoid lock-in and predictive maintenance to prevent downtime.

should separate training, inference, and traditional workloads by what they need rather than by where they started. Security should drape across all layers, with identity and secrets unifying identities that don't care where a container runs so long as they trust what it is. And, crucially, optimization must be a loop—heat telemetry, cost signals, performance metrics, and security posture all feeding controllers that keep systems efficient, resilient, and compliant without waiting for meetings.

SECTOR REALITIES KEEP EVERYONE HONEST

Industries are not abstractions; they are constraints in the flesh. Healthcare, as Misra reminds us, runs on latency that can change a diagnosis and on privacy that cannot be negotiated away. Edge inference inside hospitals allows care teams to act in real time, while centralized training—elastic when it needs to be—respects the sanctity of PHI through residency guarantees and, where appropriate, federated learning that keeps data where it was born.



BOHITESH MISRA
CTO, Avexa Systems

Misra anchors decisions in healthcare compliance and clinical reliability. Hyperscalers offer mature frameworks; superscalers must prove PHI-safe operations. He deploys a "right-tier" model—edge inference inside hospitals, elastic training centrally—under Zero Trust and strict data residency.

Manufacturing translates the same principles into line speed. Dinesh Kaushik advocates for honest benchmarking of workloads and matching compute to what is actually being asked—analytics and simulation are not computer vision on a line, and they do not want the same diet. Here again, edge nodes coupled with low-latency networks and accelerator-rich cores improve yield, safety, and predictability, sometimes with fewer watts than a single monolithic build would have demanded.

Financial services ask for old virtues in modern clothes: sovereignty, latency, and auditability stitched together with Zero Trust and the kind of segmentation that assumes the blast radius before one exists. Many banks run inference

globally but keep model development and sensitive datasets in limited perimeters. And because capital is not free, FinOps is more than a buzzword; it becomes a governance language that allocates spend the way a portfolio manager allocates risk.



DR. MAKARAND SAWANT
VP-IT, Shayadri Group

Sawant draws a clean dividing line: hyperscalers for macro horizontal scale; superscalers for micro-level acceleration of ML math. He advocates energy-efficient cooling and power, automation to cut OpEx, high-density servers, and high-speed networks with multilayer cyber/physical security.

Consumer and retail illustrate a final translation. Personalization, experimentation, peak traffic—these are classic hyperscaler strengths. But competitive margins make tiered storage and ruthless pruning of idle capacity survival skills, not nice-to-haves. AIOps prevents promotional peaks from collapsing into outages or into over-provisioning that punishes next quarter’s numbers.

THE NEXT THREE YEARS: PHYSICS, PODS, AND PORTABILITY

If the recent past has been about proving the value of AI, the immediate future is about proving the efficiency of AI at scale. The leaders interviewed for this story expect rack densities to rise and liquid cooling to become defaults rather than exceptions. They expect AI capacity to grow by cloning pods rather than building bespoke cathedrals, with enterprises reserving GPU capacity much as they once reserved compute in availability zones. They expect portability to mature from a hope to a habit: open model formats, containerized pipelines, and reproducible training that make it credible to move a workload when economics or policy demand it. And they expect security to shift so far left that it becomes table stakes for experimentation rather than the price of production.

Mundra’s closing counsel translates those currents into action. “The most effective approach is a federated hybrid strategy,”



SHIBU KURIAN
Chief Information & Technology Officer
7 Sages Solutions

Kurian weighs workload fit, deep hardware and network customization, cost-performance, and ecosystem breadth. He emphasizes modular infrastructure, telemetry-driven orchestration, and Zero Trust with hardware encryption—designing systems where cost, performance, and security reinforce each other.



ARCHIE JACKSON
Sr. Director – IT & Security, Incedo

Jackson urges strategic alignment and exit planning to avoid lock-in. His triad blends real-time FinOps, hybrid placement for latency, and secure-by-design practices with confidential computing and CSPM to keep compliance continuous.

he says, “leveraging hyperscalers for global agility and non-sensitive tasks, while using superscalers for localized, high-efficiency AI factories that power your core innovation.” It is not a slogan, and it is not a hedge. It is a way to turn scale into speed and speed into advantage.

WHAT LEADERSHIP ALIGNMENT LOOKS LIKE IN PRACTICE

The practical guidance from our 16 leaders lands on a few stubborn truths. Workload mapping beats vendor enthusiasm every time; AI training is not inference is not analytics is not ERP. Data gravity is more than a metaphor, and moving compute to data is often the only way to make both performance and compliance happy. Thermals and power cannot be back-of-house logistics; they are first-order product features that decide whether models finish on time and on budget. Governance must be automated to be real, with FinOps and AIOps turning dashboards into decisions. And every architecture deserves an exit plan because portability is leverage, and leverage is what keeps innovation moving faster than contracts.



DR. RAVI MUNDRA
Head of Infra, Cyber & Cloud, AG&P

Mundra calls AI “the deepest architectural disruption” in 17 years, shifting bottlenecks to heat and power. He prescribes liquid or immersion cooling, high-bandwidth fabrics, Zero Trust from day one, and AI pods as the repeatable unit that bridges global agility and local efficiency.

Sunil Gurbani compresses the strategy into a single sentence: smart enterprises combine both models to balance scale, performance, and agility. Anil Nama adds the execution clause: treat the data center as a dynamic, data-driven ecosystem rather than a static cost center. Between those two ideas lies a path that many enterprises are already walking: choose composition over allegiance, orchestrate rather than oppose, and let the physics of your workloads tell you where they want to run.

MeitY Set to Launch DLI 2.0 by Year-End to Boost Chip Manufacturing

The Ministry of Electronics and Information Technology (MeitY) is finalizing the list of products and devices to be covered under the upcoming Design Linked Incentive (DLI) 2.0 scheme, slated for launch by end-2025. The initiative aims to accelerate domestic semiconductor production focused on high-demand consumer electronics that can be rapidly absorbed by the Indian market.

In collaboration with the Department for Promotion of Industry and Internal Trade (DPIIT) and the Commerce Department, MeitY is mapping domestic demand for around 30 key products—including televisions, air conditioners, smart meters, refrigerators, telecom gear, and IoT devices.

DLI 2.0 will strengthen local sourcing mandates, creating a ready domestic market for Indian-made chips and attracting semiconductor investment linked to these product categories.

Originally launched in 2021, the DLI scheme provides financial incentives and design infrastructure to boost India's chip design ecosystem. The updated version sharpens this focus by aligning chip manufacturing incentives with high-consumption sectors and domestic demand.

To date, 23 chip design projects have been approved, supporting startups, MSMEs, and academic institutions in advancing innovation and fabrication capabilities.

By combining financial support and regulatory alignment, DLI 2.0 is poised to accelerate India's semiconductor growth, helping the nation build a globally competitive, innovation-driven chip ecosystem and meet the surging demand from its expanding electronics and smart device markets.

U.S. and AMD Partner on \$1 Billion Next-Gen Supercomputer Project

The U.S. Department of Energy (DOE) has announced a \$1 billion partnership with Advanced Micro Devices (AMD), Hewlett Packard Enterprise (HPE), Oracle Cloud, and Oak Ridge National Laboratory (ORNL) to build two next-generation supercomputers aimed at tackling the decade's most complex scientific and technological challenges.

Unveiled by U.S. Energy Secretary Chris Wright and AMD CEO Dr. Lisa Su, the initiative will accelerate breakthroughs in nuclear fusion, cancer research, artificial intelligence (AI), and national security. These systems will equip scientists with unprecedented computational power to model extreme environments, from solar-core conditions to molecular-level drug interactions.

The first machine, Lux, is set to go live within six months. It will feature AMD MI355X AI accelerators, CPUs, and networking chips, offering nearly three times the AI capacity of today's leading systems. ORNL Director Stephen Streiffer called it the fastest large-scale deployment in U.S. computing history.

The second system, Discovery, expected by 2029, will use AMD's next-generation MI430 chips optimized for AI and high-performance computing workloads.

According to Wright, these AI-driven supercomputers will "supercharge innovation" — from simulating fusion energy to transforming cancer treatment — while ensuring the security and modernization of America's nuclear arsenal.

This collaboration marks a new era of public-private innovation, reinforcing U.S. leadership in AI, HPC, and scientific research on a global scale.

OpenAI Targets \$1 Trillion IPO by 2026–27

OpenAI is reportedly preparing for a historic initial public offering (IPO) that could value the company at up to \$1 trillion, placing it among the world's largest-ever listings. Sources suggest the ChatGPT maker may file with regulators in the second half of 2026, with the official listing likely in 2027.

CEO Sam Altman has indicated that going public is the "most likely path" as OpenAI seeks massive funding to scale its AI infrastructure and develop next-generation systems. The IPO would grant OpenAI wider access to public markets, support strategic acquisitions, and fuel Altman's vision of investing trillions in global AI infrastructure.

The move follows OpenAI's corporate restructuring to reduce reliance on Microsoft. The newly established OpenAI Foundation now controls 26% of the for-profit entity and holds warrants for additional shares tied to performance goals.

OpenAI's annualized revenue run rate is approaching \$20 billion, with its current valuation near \$500 billion. A successful IPO could yield enormous gains for major investors, including SoftBank, Thrive Capital, and Abu Dhabi's MGX.

The listing comes amid an AI market surge — with Nvidia's valuation exceeding \$5 trillion and peers like CoreWeave tripling post-IPO — signaling that OpenAI's debut could mark a defining moment in the next wave of AI-driven global growth.

Govt Approves ₹55 Billion Plan to Boost Electronics Manufacturing

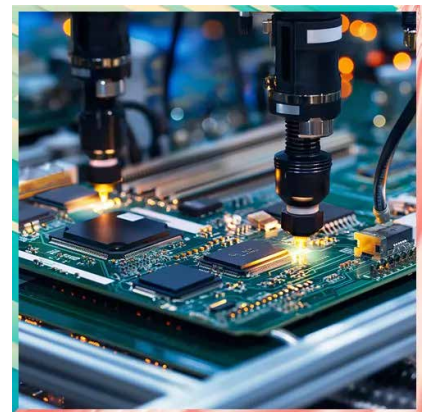
The Government of India has approved the first batch of seven major projects worth ₹55 billion (\$625 million) to enhance domestic electronics manufacturing and reduce import dependence. According to the Ministry of Electronics and Information Technology (MeitY), the initiatives aim to strengthen India's position as a global electronics hub.

The approved proposals include four projects by Kaynes Circuits India, focusing on multi-layer and high-density printed circuit boards (PCBs), camera modules, and laminates. Additional projects from SRF, Syrma Strategic Electronics, and Ascent Circuits have also been cleared, marking a key milestone in India's electronics self-reliance drive.

Spread across Tamil Nadu, Andhra Pradesh, and Madhya Pradesh, these projects are expected to generate ₹365.59 billion in electronic output and create over 5,100 direct jobs. They will contribute to building a resilient supply chain for critical sectors such as defence, telecommunications, electric mobility, and renewable energy.

The move aligns with India's broader push under incentive-based schemes like the Production-Linked Incentive (PLI) program and the India Semiconductor Mission, aimed at attracting both domestic and global investors.

Analysts see this as a major boost to India's ambition of becoming a global manufacturing powerhouse. With companies like Apple and Google expanding operations in India, the country's electronics manufacturing output is projected to grow from ₹1.46 trillion in FY2022 to ₹6 trillion by FY2027, driven by strong policy support and rising global demand.





Karthik Narain Appointed as Google Cloud's Chief Product and Business Officer

Google Cloud has appointed Karthik Narain as its new Chief Product and Business Officer, reinforcing its focus on artificial intelligence and enterprise technology. Announced by CEO Thomas Kurian, Narain will oversee product, engineering, data, developer, and Applied AI teams, along with go-to-market and public sector strategies. Narain said he looks forward to combining his expertise in engineering, product strategy, and enterprise systems with Google's AI capabilities to accelerate digital transformation for global businesses. His efforts will focus on leveraging Google's foundational technologies to deliver scalable, AI-driven enterprise solutions.

Congratulating him, Google CEO Sundar Pichai emphasized Narain's role in advancing AI-led growth, particularly after the launch of Gemini Enterprise. Narain previously served as CTO at Accenture, bringing over 25 years of experience in enterprise technology and innovation.



NTT DATA Business Solutions Appoints Krupal Patel as Managing Director for India

NTT DATA Business Solutions has appointed Krupal Patel as Managing Director for India, bringing over 21 years of experience in business growth, digital innovation, and customer success across Asia-Pacific and the Middle East.

In his new role, Krupal will focus on accelerating revenue growth, enhancing delivery excellence, and positioning NTT DATA Business Solutions India as a trusted SAP and ServiceNow shoring partner within the NTT DATA Group. CEO Norbert Rotter welcomed his appointment, highlighting India's strategic importance to the company's global growth.

Expressing his enthusiasm, Krupal said he is honored to lead during India's transformative growth phase and aims to drive customer success through AI-driven SAP and ServiceNow solutions. He emphasized innovation, trust, and continuous learning as core principles guiding NTT DATA Business Solutions toward creating meaningful technological impact and fostering sustained growth.



Ingram Micro India Appoints Saurabh Taneja as CFO and Executive Director

Ingram Micro India has announced the appointment of Saurabh Taneja as its new Chief Financial Officer (CFO) and Executive Director, who will spearhead the company's financial strategy, transformation, and governance while ensuring operational excellence that supports its growth in India.

Welcoming him, Flavio Moraes Junior, Managing Director and Chief Country Executive, said Taneja's vast experience across global organizations will enhance the company's business momentum and align with its goal of enabling technology-led transformation nationwide. Expressing his excitement, Taneja said he looks forward to strengthening Ingram Micro's financial framework and creating long-term value for partners and stakeholders during this era of rapid digitalization. A Chartered Accountant with over 20 years of experience, Taneja has previously held leadership roles at Mahindra Logistics, Boeing, GE, and PwC. His appointment reinforces Ingram Micro's commitment to ethical governance and integrity-driven growth.

Former HPE India MD Som Satsangi Joins Vehere Board

Vehere, a leading provider of AI-driven Cyber Network Intelligence, has appointed Som Satsangi, former Managing Director of Hewlett Packard Enterprise (HPE) India, to its Board of Directors. The move marks a strategic step in Vehere's expansion and innovation journey.

With over four decades of experience, Satsangi has led major initiatives, including scaling HPE's India operations and advancing the "Make in India" agenda through one of HPE's largest global campuses. His leadership roles across AMCHAM, NASSCOM, CII, and the World Economic Forum reflect his commitment to building a digitally empowered India. Vehere Co-founder and COO Praveen Jaiswal called Satsangi's appointment a milestone that will strengthen the company's presence in the enterprise and national security domains. Satsangi said he is inspired by Vehere's mission to deliver real-time cyber intelligence and advance India's cybersecurity ecosystem under the Atmanirbhar Bharat vision.



Zscaler Appoints Hemant Dabke as VP & MD for India and SAARC

Zscaler has appointed Hemant Dabke as Vice President and Managing Director for India & SAARC, underscoring its commitment to secure digital transformation and zero-trust adoption across the region's fast-growing markets.

With over two decades of leadership experience at companies such as Databricks, UiPath, SAP, Tech Mahindra, and Microsoft, Dabke brings deep expertise in cloud computing, automation, and enterprise technology. At Zscaler, he will focus on helping organizations securely scale digital transformation through the company's industry-leading Zero Trust Exchange platform.

Expressing his enthusiasm, Dabke said he looks forward to driving innovation and delivering secure, cloud-based solutions for businesses in a digital-first era. Andreas Hartl, Senior Vice President for Asia Pacific & Japan at Zscaler, welcomed Dabke, noting that his appointment will accelerate the company's growth and strengthen its leadership in the India & SAARC cybersecurity landscape.



Capgemini Names Sanjay Chalke as New CEO for India; Ashwin Yardi to Become Non-Executive Chairman

Capgemini has announced a leadership transition in India, with Ashwin Yardi set to retire as CEO after seven successful years and assume the role of non-executive Chairman effective January 1, 2026. Sanjay Chalke, currently the Chief Operating Officer (COO) for India, will succeed him as CEO and join the Group Executive Committee.

As non-executive Chairman, Yardi will focus on nurturing key stakeholder relationships and supporting Chalke during the transition. Aiman Ezzat, CEO of Capgemini Group, lauded Yardi's leadership in growing the India team from 105,500 to nearly 180,000 members, while expressing confidence that Chalke will build on this momentum to strengthen India's role in innovation and delivery excellence. Chalke, a long-time Capgemini leader, has spearheaded transformation initiatives in operations, delivery, and talent. His appointment marks a strategic move to further strengthen India's position as Capgemini's global innovation and delivery hub.



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