

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS



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TECHNOLOGY FAIR

THEME : EDGE COMPUTING –
POWERING THE INTELLIGENT EDGE

19TH DECEMBER 2025
THE CHANCERY HOTEL, BENGALURU

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VOLUME XXVII ISSUE 03 NOVEMBER 2025 PRICE RS. 50





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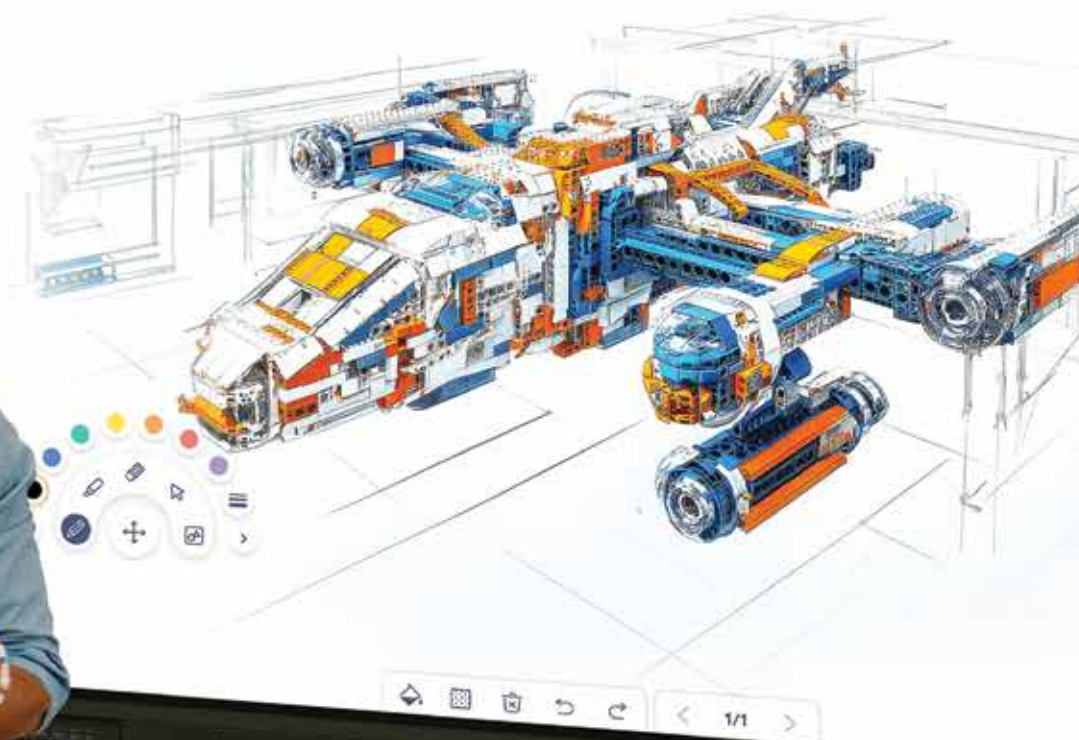


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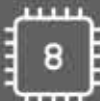
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24TH STAR NITE AWARDS: CELEBRATING EXCELLENCE, INNOVATION AND THE TRUE SPIRIT OF INDIA'S IT INDUSTRY

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Microsoft begins push for in-house superintelligence

Microsoft is advancing its AI ambitions with a new MAI Superintelligence Team, outlined by Chief AI Officer Mustafa Suleyman, marking a shift from the company's reliance on OpenAI. The team will develop AI systems that surpass human capabilities in reasoning, science and engineering, without attempting to mimic human emotion or consciousness. Suleyman stressed that Microsoft will avoid human-like AI and instead prioritise safety, transparency and containment testing. Healthcare will be the first deployment area, with early medical AI models already showing strong clinical potential. The move positions Microsoft to build independent, next-generation AI technologies while continuing its long-term partnership with OpenAI.

C-DOT to establish quantum centre in Amaravati

The Centre for Development of Telematics (C-DOT) has signed an MoU with the Andhra Pradesh Government to join the Amaravati Quantum Valley (AQV) initiative, boosting India's indigenous quantum technology ecosystem. C-DOT will establish a Centre of Excellence for Quantum Communication and Security Solutions within AQV, which aims to create an integrated hub for quantum hardware, software, research and talent development. The CoE will advance quantum communication, privacy-enhancing and quantum-safe technologies aligned with the National Quantum Mission. The MoU was exchanged in the presence of IT Minister Nara Lokesh at the CII Partnership Summit in Visakhapatnam.

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HUMAN RISK AND AI INFRASTRUCTURE TO RESHAPE THE DIGITAL FUTURE

The global technology landscape is undergoing a profound shift. As organizations embrace AI-driven transformation and digitization at unprecedented speed, two converging crises—human-driven cyber breaches and AI infrastructure constraints—are forcing enterprises to confront uncomfortable truths. The year 2025 has become a tipping point, exposing systemic weaknesses that will reshape strategies, investments, and competitive advantage in 2026 and beyond.

Human error continues to dominate the cybersecurity risk matrix, accounting for an estimated 95% of all breaches in 2025. While technology has advanced dramatically, the human element remains dangerously fragile. Routine mistakes—misdirected emails, accidental data sharing, weak passwords, oversharing on collaboration tools, and susceptibility to phishing—routinely bypass the most sophisticated security systems. This gap has widened further with the rise of remote work, real-time messaging, and generative AI tools that accelerate information flow but also increase the likelihood of leakage.

Collaboration platforms, AI assistants, and real-time automated workflows are now cited by 79% of organizations as major threat vectors. The sheer velocity of modern digital operations leaves little

margin for error. As a result, enterprises are realizing that cybersecurity can no longer depend solely on firewalls, SOC alerts, and periodic training modules—it must account for human behavior as a dynamic, measurable risk factor.

This realization has spurred the shift toward Human Risk Management (HRM), a data-driven discipline that goes far beyond traditional awareness programs. HRM identifies high-risk users, analyzes behavioral patterns, and uses real-time nudges to prevent mistakes before they escalate.

Enterprises are deploying AI-driven DLP, contextual monitoring, phishing simulations, privilege controls, and anomaly detection to reduce exposure from inadvertent actions. In a world where one mistaken click can cost millions, securing human behavior is becoming as critical as securing networks.

While cybersecurity wrestles with human vulnerabilities, the AI industry faces a different but equally existential challenge: the physical limits of power, cooling, and infrastructure. For the first time, the global AI market is entering a structural reset—not because of chip shortages, but due to insufficient power and data-center capacity. As 2025 comes to a close, it is clear that AI's explosive growth has pushed energy grids, server farms, and cooling systems to their thresholds.

Google, Amazon, Meta, Microsoft, and leading hyperscalers have expanded aggressively, yet even their massive capital expenditures struggle to keep pace with AI's demands. Petabyte-scale training runs, multimodal models, and ultra-low-latency inference require enormous power—far more than current infrastructure can sustainably deliver. In many regions, data-center approval processes are stalling, local power grids are strained, and energy costs are surging. The bottleneck is no longer silicon—it is physical capacity.

At the enterprise level, the economics of inference has become the critical pressure point. Many companies now understand that training a model is only the beginning; running that model at scale is exponentially more expensive. This shift is driving organizations to rethink deployment strategies—pushing toward smaller, optimized models, edge inference, and hybrid architectures that balance accuracy with sustainability and cost.

These intertwined realities—human error driving breaches and AI hitting infrastructure walls—are not isolated phenomena. Together, they represent a broader digital maturity crisis emerging across industries. Technology has outpaced the operational and structural systems needed to support it. Organizations eager to adopt AI often overlook security fundamentals, while those building for scale underestimate physical constraints.

As 2026 approaches, the winners in both cybersecurity and AI will be defined not by speed alone, but by resilience, adaptability, and sustainable innovation. Enterprises that invest in human-centric security, prioritize infrastructure efficiency, and optimize AI workloads will gain a decisive advantage. Conversely, those ignoring these systemic challenges risk facing crippling breaches, spiraling costs, or operational bottlenecks.

The coming year will force leaders to rethink digital strategy from the ground up. It will reward companies that recognize that people—not just technology—are core to security. It will challenge innovators to design AI systems that deliver value without overwhelming physical infrastructure. And it will push regulators, grid operators, and ecosystem partners to modernize the foundational backbone of the global digital economy.

The world has reached a defining moment. Cybersecurity and AI can no longer be viewed in isolation. Human reliability and infrastructure capacity will shape the next wave of digital transformation—not algorithms, not chips, but the systems and behaviors that sustain them. The organizations that understand this shift today will be the ones that lead tomorrow.

S. Mohini Ratna
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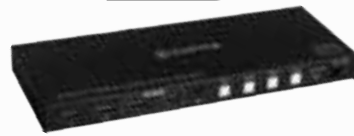


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Printed and Published by **Deepak Kumar Sahu** on behalf of
M/s. Kalinga Digital Media Pvt. Ltd. and Printed at Pushpak
Press Pvt. Ltd. Shed No. 203 - 204, DSIDC Complex, Okhla
Industrial Area, Phase-I, New Delhi-110020 and Published at
A-84A/3 Rose Apartment, Paryavaran complex, IGNOU Road,
New Delhi - 110030, Editor - S Mohini Ratna.

For Subscription queries contact: info@varindia.com
Subscription: Rs. 500(12 issues)Rs. 1000 (24 issues)

All payments favouring:

KALINGA DIGITAL MEDIA PVT LTD

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SNA 2025 helping shape the Digital Future
by celebrating Tomorrow's Leaders



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Built for Today, Secured for Tomorrow

About Airowire

Airowire began its journey with a vision to simplify complex enterprise networks. Over the years, we expanded into cloud, security, automation, and managed services. Our mission is to deliver predictable, scalable, and intelligent digital infrastructure for modern businesses. We help organizations adopt cloud securely while strengthening on-prem and hybrid environments. Our services span Infrastructure, Security, Cloud Services, Licensing, Unified Collaboration, and Cybersecurity. We also provide advanced AI Agents for monitoring, anomaly detection, RCA, and diagnostics. Managed NOC, SOC, and Cloud Operations form the backbone of our day-two reliability model. Day2.work represents our AI-first NOC platform designed for automated network operations. NaaS empowers businesses with on-demand, consumption-driven, fully managed network experiences. Our team integrates observability, automation, and orchestration into every customer environment. We partner with leading OEMs to deliver robust, future-ready enterprise solutions. Across industries, our approach accelerates performance, resilience, and IT operational efficiency. Airowire continues evolving with innovation and customer-centric engineering at its core.

Day2.work

- AI-first NOC automating monitoring, detection, and response at enterprise scale.
- Automated playbooks and smart triage dramatically reduce manual ticket noise.
- Cross-domain event correlation accelerates accurate root-cause identification.
- Continuous telemetry and predictive analytics strengthen end-to-end observability.
- AI-driven recommendations reduce incident time and streamline operational workflows.
- Hybrid human-AI model ensures uninterrupted 24x7 NOC coverage.
- Benefit: fewer outages and significantly faster mean time to recovery.
- Benefit: lower operational costs through automation and stable day-two operations.

NaaS

- Enterprise-grade networking delivered as a fully managed, consumption-based service.
- Subscription model removes hardware purchases and lifecycle upgrade burdens.
- Secure, scalable connectivity for branches, data centers, cloud, and remote users.
- Centralized orchestration unifies policy, security, and performance everywhere.
- Zero-touch provisioning and SD-automation accelerate network expansion.
- End-to-end management covers monitoring, configuration, optimization, and updates.
- Outcome: predictable OpEx replaces large upfront capital costs.
- Outcome: rapid site deployment dramatically speeds time-to-service.



Redington: From Distribution to Orchestration - Unlocking What's Next for the Technology Ecosystem



The world is experiencing a technology shift unlike any in history. Cloud is scaling faster than infrastructure can keep up with; AI is moving from experimentation to everyday workflows; cybersecurity is becoming existential; and digital inclusion is reshaping markets far beyond major cities. In this landscape, India and emerging economies stand at an inflection point-and so does Redington. Over the past few years, Redington has undergone one of the most significant transformations in its 30-year history. From a traditional distributor managing supply chains, reach and logistics, the company has evolved into a full-scale technology orchestrator-a platform-led, service-enabled, insight-driven engine that connects the world's best technology to markets, partners and customers at unmatched scale.

This transformation is captured in Redington's new narrative: Unlock Next. But more importantly, it is anchored in strategy, structure and execution.

THE LEAP FORWARD: HOW REDINGTON REIMAGINED ITS OWN ROLE

For decades, distribution was defined by inventory, reach, fulfilment and credit. Redington mastered this model and became India's most trusted partner for global technology brands.

But as enterprise IT shifted to SaaS, security and cloud-and as SMBs embraced digital tools-Redington realized that distribution alone was no longer enough. The future belonged to companies that could orchestrate entire ecosystems, not just move products.



V.S. Hariharan, Managing Director and Group CEO, articulates this shift clearly: "Redington's transformation is rooted in a simple belief: the future belongs to those who can orchestrate ecosystems, not just supply products. Unlock Next reflects our commitment to enabling growth, access and

innovation across every market we serve."

This was not a cosmetic change-it required re-architecting Redington's operating model across people, platforms, partners, processes and purpose.

A STRATEGY BUILT FOR A NEW TECHNOLOGY ERA

The shift from distributor to orchestrator was built on four strategic levers:

1. Deep market expansion and democratization of access

Redington strengthened its presence from metros to 300+ cities using a new hub-and-spoke model, D2R (Direct-to-Retail), LFR (Large Format Retail) and multi-brand retail. Today, it powers more than 5,000 premium mobility outlets and accelerates digital adoption in tier-2/3 markets through innovative financing.



Ramesh Natarajan, Chief Executive Officer (India and Middle East)expands on this:

"India and the Middle East are entering an era where technology adoption is accelerating beyond anything we've seen. As an orchestrator, Redington's role is to bring global

innovation closer, faster and more intelligently to partners and customers across these diverse markets."

2. Digital platforms that unify cloud, SaaS, security and services

The creation of CloudQuarks transformed Redington's business model. Instead of selling standalone licenses, Redington now powers subscription renewals, cloud consumption, analytics, billing, MSP engagements and a full suite of digital transactions.



Deepak Puligadda, Global Chief Technology Officer, explains:

"Technology is the backbone of our orchestration journey. We are building intelligent, automated, data-driven platforms that amplify scale, strengthen partner experiences and position Redington at the center of a connected,

digital-first ecosystem."

Through this, Redington has become the gateway to hyperscalers, ISVs and cybersecurity vendors for thousands of resellers.



Sayantan Dev, Global Head, Software Solutions Group says: The software ecosystem has evolved from transactional selling to deep, capability-driven engagement. With Unlock Next, we are integrating intelligence, automation, and cloud-native innovation into every workflow

to help partners accelerate transformation. Our mission is to simplify complexity for customers with scalable software solutions, while building the skills and readiness essential for cloud, AI, and cybersecurity adoption in the digital-first era.

3. Services, AI and the emergence of the 'Digital Trinity'

With AI moving mainstream, Redington has conceptualised an internal AI Capability Centre, creating dozens of automation and managed-service use cases that channel partners can deploy.

Redington's "Digital Trinity" approach integrates cloud, cybersecurity and SaaS-helping partners shift from transactional models to recurring revenue and service-led outcomes.



Serkan Kutlu, Global Chief Strategy Officer, puts this transformation in context:

"Strategy today is about clarity and cohesion. As we transition from distribution to orchestration, Unlock Next gives us a unified framework-aligning markets, capabilities and

partnerships so Redington can shape the future of technology consumption across emerging regions."

4. Talent, culture and leadership built for the future

Transformation cannot succeed without people who can drive it.

Redington invested heavily in capability building, leadership development and a cultural shift toward agility, innovation and ownership.



Vijay Swaminathan, Global Chief Human Resources Officer, shares this dimension:

"People are the engine of Redington's transformation. As we unlock next, we are building a culture that encourages innovation, champions learning, and empowers our teams to

drive the next decade of growth as true ecosystem builders."

This cultural shift is a key reason Redington could execute its digital, cloud and sustainability initiatives at speed.

A NEW INDIA MODEL: ACCELERATING LOCAL GROWTH AT GLOBAL SCALE

Redington's India business is not only scaling rapidly-it is shaping the orchestrator model for the entire company.



Rajat Vohra, Chief Executive Officer, India explains the impact: "India's rapid digital expansion and technology integration are strengthening the country's role in the global tech ecosystem. Redington's orchestrator model empowers partners across every corner of the nation with platforms, insights, and capabilities they need to grow their businesses and serve customers with confidence. Today, we aim to unlock efficiency and access to technology across India by strengthening our core of distribution through an enhanced focus on geographic coverage and sustainability in tech."

- This includes:
- Mission 300 – a marketing initiative to digitize 300 towns and cities of the country
 - Redington Online and CloudQuarks- unified digital ecommerce platforms
 - SMB demand generation engines
 - Partner learning academy
 - Cloud, security and SaaS GTM acceleration
 - Mobility transformation across 5,000+ outlets
- This is orchestration at work: access, enablement, expertise, platforms and partnerships-delivered as a unified experience.

FINANCIAL DISCIPLINE: POWERING SUSTAINABLE SCALE

Even as Redington scaled across cloud, AI, retail and enterprise solutions, it maintained a sharp focus on profitability, cash flow strength and long-term value creation.

Despite global challenges and a rapidly shifting tech environment, Redington continues to outperform expectations. The company recorded 11% topline growth last fiscal year, driven by strong results in India and the UAE.

In the second quarter of FY26, Redington's momentum strengthened even further, delivering 17% topline growth and 32% bottom-line growth YoY across all key markets, including India, UAE and Saudi Arabia.



S.V. Krishnan, Finance Director, contextualizes this: "Our transformation is underpinned by financial discipline and long-term value creation. By evolving into an ecosystem orchestrator, we are investing in scalable models, intelligent platforms and sustainable growth engines that will deliver enduring returns for all stakeholders."

This combination-growth plus discipline-is rare in today's tech landscape and positions Redington as a financially strong, strategically clear market leader.

BRANDING THE TRANSFORMATION: THE RISE OF UNLOCK NEXT

Marketing at Redington is a true growth engine—aligning the brand, partners and OEMs under one unified narrative. With high-impact IPs and large-scale partner reach, Redington has set a new standard for ecosystem engagement.

The outcome: stronger OEM penetration, faster partner activation and accelerated customer adoption. Built on trust and a consistent Unlock Next philosophy, marketing continues to open new markets and opportunities. Core Marketing Strengths that Redington today brings to the market

- Digital Demand Generation
- Partner & Customer Engagements
- Human-Centric Storytelling
- Digital & E-Commerce Visibility
- Co-Branded Campaigns

Transformation needs a voice. It needs a narrative that unifies people, partners and the marketplace. That narrative is Unlock Next.



Puneet Chadha, Global Chief Marketing Officer, the architect of the new brand, explains the philosophy: "Unlock Next is more than a narrative-it is the story of Redington's evolution from a distributor into a catalyst for impact, growth and access. Our brand today reflects a mindset: that technology should unlock possibilities for every partner, every customer and every market we serve."

Unlock Next is built on five principles: Impact. Growth. Efficiency. Trust. Access.

These principles guide Redington's decisions, investments and partnerships worldwide.

A RESPONSIBLE TECHNOLOGY FUTURE: SUSTAINABILITY AT THE CORE

As companies scale, sustainability often becomes an afterthought. Redington is doing the opposite-building sustainability into its core business model through:

- Solar business expansion
- Refurbishment and circular economy models
- Energy-efficient technology solutions
- ESG-driven governance



Chief Sustainability Officer R Venkatesh captures this responsibility well: "Technology and sustainability must move forward together. In fact, sustainability is an integral pillar in modern technology innovations. We are prioritising renewable energy solar solutions , refurbishment and circularity programs , Redington Foundations social impact and grant. Redington sustainability is about bringing the right balance between economic progress , environment protection and social impact

WHAT ORCHESTRATION MEANS FOR PARTNERS AND OEMS

For OEMs, Redington is the fastest path to scalable market execution-from cloud and SaaS to devices, cybersecurity, AI and services.

For channel partners, Redington is a growth engine-providing access to new categories, financing, marketing, managed services, digital platforms and demand generation.

Unlock Next creates a unified experience: one brand, one platform, one ecosystem-delivering outcomes at scale.

A FUTURE REDEFINED: REDINGTON AS THE ECOSYSTEM ORCHESTRATOR FOR EMERGING MARKETS

Redington's story is not about replacing distribution. It is about transcending it.

It is the story of a company that recognized change early, restructured boldly, invested intelligently, and emerged stronger.

It is a story of leadership alignment, people transformation, digital reinvention, market expansion, financial discipline and brand clarity.

Most importantly, it is the story of a company ready for the next decade-one defined not by transactions, but by technology orchestration at scale. Redington's leaders are aligned on this vision. The company is aligned on this mission. And the ecosystem is moving with it. Because the next era of technology doesn't belong to those who supply products.

It belongs to those who connect, simplify, enable and orchestrate.

And that is exactly what Redington is built to do. It's time to Unlock Next.

MANKIND VS TECHNOLOGY - TIME TO DECIDE PRIORITY

The other day someone sent me a video culled out from Radio Ceylon containing songs and commentaries of the anchor titled as Binaca List of Old Songs. I do not know how many of our youngsters can believe that it was a program that many people in India were looking forward to being heard. One may have to explain what Radio Ceylon is to drive home that our close neighbor and island country, a few decades ago was known as Ceylon, before it had rechristened. The video contained a few songs of Muhammed Rafi, Kishore Kumar, Lata Mangeshkar et al and the anchors interjections which captivated Indians at that time.

Fast forward to the present times! One may tend to believe how old-fashioned were people of that age or even beyond when gramophone was the only instrument available to the song lovers to enthral themselves in the sweet voice of their favorite singers. Widespread access to radio had come later. I am sure some children, even a significant segment of youth, may not be familiar about the old-fashioned radio.

Advent of transistors was a value addition, which soon caught up with the psyche of people, with receivers of various sizes and hues. That also led to massification of the use of transistors across the board.

Graduating to tape recorders and other sophisticated sound instruments followed as an organic continuation of the radio and now everyone can see what is there on the ground. There is an amazing number of brands of sound instruments, television sets, home theaters and even sets which boast of having over thousand channels across the globe, which was made easy through transponders. Now, even one can set up channels using WhatsApp and beam programs through the internet. One can expect many changes in technology as we move on value adding or even transforming the technology with incremental inputs.

Sound technology is only one archetypal segment how incremental changes have been scripting paradigm changes. Take any sector; tectonic changes are happening across. Let us take the Internet and its applications. The incremental progression internet technology and applications have undergone over the years is mindboggling. There are predictions that the Artificial Intelligence (AI) applications, if not restrained and allowed a seamless flow, it can overtake human mind. There may be exaggeration in such assertions.

Internet is not the one segment, where transformation was tectonic. Take education and healthcare, important pillars of social sector. There was a time when doctors had treated patients feeling their pulse, heartbeat and facial changes et al. Those were the times, when pathology was not developed and testing facilities were limited. That has changed now. Not alone the treatment profile or pathological investigations, but also way the treatments are carried out has undergone major changes. Doctors or para medicos can monitor patients 24/7 keeping them in their own surroundings. Also, telemedicine has empowered medical professionals to conduct surgery and consult patients in distant places without their physical presence.

Education is not far behind. There are universities in the West, which conduct classes by expert professors using digital mode. That has empowered many universities to set up off campuses in different parts of the world and widening their ambit and coverage.

Agriculture is still another example where there has been quantum jumps in production, productivity and considerable depth of research. Genetic engineering, such as genetically modified seeds, precision agriculture, tissue culture, plant grown foods like meat and fish etc, have revolutionized agriculture in several parts of the world, particularly in the western countries. Research also proved how horticultural crops can be grown even in desert conditions.

In short, every layer of society has considerably improved the technology base and know-how. The paradox is that while the benefits



DR. ASOKE K. LAHA
Chairman-Emeritus and Founder, InterrailT

from these breakthrough innovations and discoveries are happening, a major chunk of global citizens, particularly in the developing and least developed countries are overlooked by these achievements of science and technology. For instance, millions of people in Sub-Saharan Africa and elsewhere are still in the grip of hunger. According to the UN Agencies countries like Sudan, Gaza, etc; which are war torn are struggling to meet the challenges emanating from hunger.

The other aspect is the healthcare. While innovations and breakthroughs are happening at regular intervals in the developed world, developing world faces lack of accessibility of basic health infrastructure like primary health centers. Remote areas in Africa, Asia and Latin America, do not have hospitals and depend on quacks and others for treating basic ailments. Cholera, Mpox, Ebola, etc; are still at large in these destinations, killing thousands of people.

This is the real task that is posing the world leaders. They must give more focus to these challenges rather than precipitating issues based on narrow geopolitical considerations and animosities triggered by trivial issues. Yet, such things get peripheral attention other than becoming talking points in international seminars and summits, where speakers dwell on these issues eloquently and where follow up and pledges taken at the huddles are seldom chased or followed up.

A case in point is COP30, which is taking place in Brazil. There is a lot of talk on climate change across the world in different forums and consultations at the highest levels. Yet, it is a pity that heads of state of the world's largest polluters, such as China, and the US are abstaining from the meet. That means countries that are represented at the hallowed forum will be mostly victims of climate change and not perpetrators. That is a sad commentary. For instance, Africa which contributes only 4% of the world pollution levels is bearing the brunt of 94% of environmental degradation will be a mute participant and spectator at the meet. It is time for us to think what purpose such big summits will serve if they do not serve the purpose for which they are designed to serve.

Now thought leaders are espousing the need for a clear direction and magnitude for the future technology revolution to guide the course of humanity. Happily, there are more bold narratives coming out that human race still needs to serve the basic needs of many people who have been bypassed by development. They also feel that while pursuing the next frontiers of technologies in AI, aerospace, ICT, entertainment, healthcare, etc, there should be focused attention to reach out to the people who have been overlooked and the so called destitutes. That is, indeed, a timely call if political leaders take it seriously.



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Government tightens rules to curb IMEI tampering and telecom fraud

The Government of India has intensified measures to prevent misuse of telecommunication identifiers, especially IMEI numbers, amid the rapid expansion of mobile connectivity. The Department of Telecommunications (DoT) has highlighted strict provisions under the Telecommunications Act, 2023, which criminalize altering identifiers, acquiring SIM cards fraudulently, or possessing devices with tampered IMEIs. Offenders can face up to three years' imprisonment, fines of up to ₹50 lakh, or both. These offenses are cognizable and non-bailable, with similar penalties for abetment.

The Telecommunications (Telecom Cyber Security) Rules, 2024, further prohibit modifying IMEIs or using devices that allow such changes. Citizens are urged not to use tampered devices, configurable modules, SIM Boxes, or fraudulently obtained SIM cards. Even handing over SIM cards to others for misuse can invite legal consequences. To support users, the government offers the Sanchar Saathi portal and app, enabling verification of IMEI details and helping prevent fraud while strengthening India's telecom security.

IBM and Cisco unite to build long-distance quantum computing network

IBM and Cisco have announced a joint plan to develop technology that could one day link quantum computers over long distances, aiming to demonstrate a viable quantum network by 2030. The effort represents an early move toward a future quantum internet, though both companies note that several essential technologies still need to be invented with support from academic partners and U.S. federal research labs.



Quantum computers promise breakthroughs in materials science, chemistry and cryptography, but current systems remain fragile and operate inside cryogenic enclosures near absolute zero. The core challenge in connecting

them is converting quantum information from stationary qubits into "flying" qubits that can travel between machines. These exist as microwave signals and must be converted into optical signals for fiber-based transmission, requiring a microwave-optical transducer that has yet to be developed.

Cisco, which recently opened a quantum networking lab, will work with IBM on open-source software to integrate hardware and networking components for future quantum links.

Tim Cook may exit Apple next year as succession planning speeds up

Apple is reportedly fast-tracking its CEO succession planning as Tim Cook, who has led the company since 2011, may step down as early as next year. According to reports citing sources, Apple's board and senior executives are intensifying preparations for a smooth transition.

Cook, who turned 65 last month, succeeded Steve Jobs and has overseen Apple's growth into a \$4 trillion company. The potential departure is part of a long-planned succession strategy, not linked to current performance. The likely internal successor is John Ternus, Apple's Senior Vice President of Hardware Engineering, responsible for the iPhone, Mac, and iPad product lines.

An announcement is expected after Apple's holiday-quarter earnings report, allowing the new CEO time to prepare for major events, including the annual developer conference (WWDC) and the next iPhone launch. Cook has reiterated his preference for an internal successor, emphasizing Apple's detailed succession planning.

Massive WhatsApp vulnerability reveals global user metadata

A critical security flaw in WhatsApp's contact discovery feature allowed researchers to enumerate more than 3.5 billion active accounts globally. A team from the University of Vienna and SBA Research demonstrated that phone number ranges could be queried at extremely high speeds—up to 100 million queries per hour—revealing which numbers were linked to active WhatsApp profiles.

Beyond confirming account existence, researchers also collected publicly visible data, including profile photos, status messages, public encryption keys, and metadata such as device details. While WhatsApp insists no private messages were compromised and says the issue has been fixed by limiting query frequency, experts argue the exposure is more serious than acknowledged.

Cybersecurity analysts warn that aggregated public metadata could fuel phishing, targeted scams, and identity profiling. Users are urged to review their privacy settings and restrict visibility of photos, statuses, and other profile details to trusted contacts.

Microsoft launches Agent 365 to help enterprises deploy and govern AI agents

Microsoft has unveiled Agent 365, a platform designed to help organisations deploy, monitor, and govern AI agents across business operations. The platform acts as a "control plane for AI agents," supporting Microsoft-built, open-source, and third-party systems.

With AI agents projected to reach 1.3 billion by 2028, enterprises face challenges in scaling while maintaining security and compliance. Agent 365 addresses this with five core capabilities: Registry to track and quarantine agents, Access Control to enforce policies and least-privilege access, Visualization dashboards for performance insights, Interoperability with Microsoft 365 apps and partner clouds, and Security integration with Microsoft Defender and Purview to protect data.



Microsoft positions Agent 365 as a shift from isolated AI experiments to enterprise-scale deployments, treating agents as first-class entities alongside users and applications. Available via the Microsoft 365 admin center, the platform simplifies oversight, reduces risks, and integrates AI agents safely into business workflows.

Reliance to build \$11 billion AI-ready data centre park in Visakhapatnam

India's data centre market is accelerating, with Reliance Industries announcing a landmark \$11-billion investment to build a 1-GW AI-ready data centre park in Visakhapatnam through its joint venture, Digital Connexion. The project, set to be India's largest single-location facility, comes amid rising demand fuelled by 5G rollout, rapid digitisation, automation and soaring AI workloads.

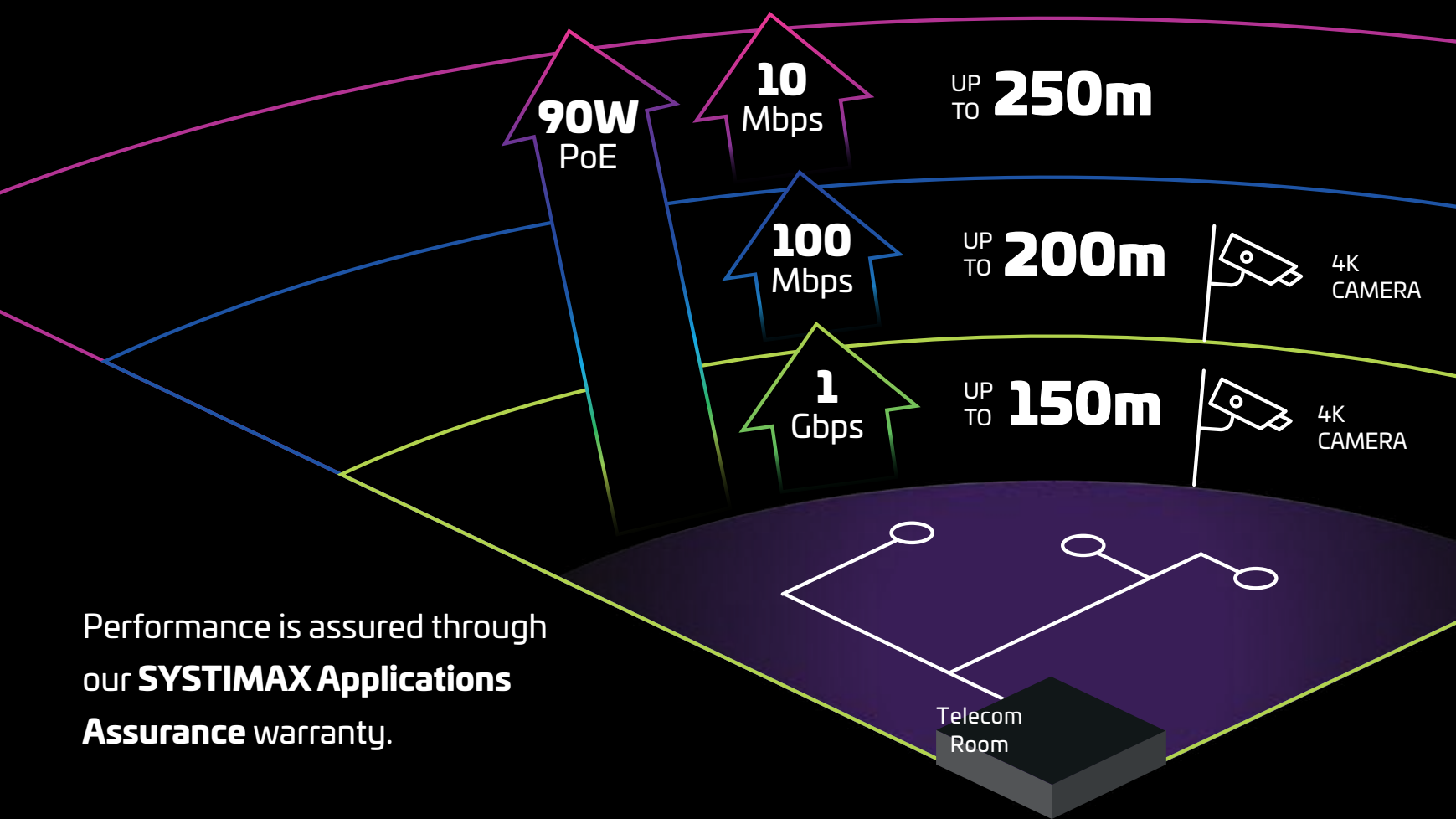
This development follows major global commitments such as Google's \$15-billion investment in Visakhapatnam and AWS's \$12.7-billion expansion in Hyderabad. Indian firms including TCS, Adani Group, CtrlS and Sify are also scaling aggressively, supported by data localisation norms and increasing APAC demand shifting toward India due to cost and power constraints elsewhere.

Industry leaders point to AI as the strongest catalyst, with emerging hubs like Visakhapatnam and Hyderabad gaining traction as traditional centres reach saturation. Nasscom projects national capacity to reach up to 2.5 GW by 2028, while Crisil expects annual operator revenues of ₹20,000 crore. Reliance's entry further boosts India's data centre ambitions.

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Smart e-passports launched in India, promising faster, safer border checks

India has officially launched smart e-passports, marking a major step in modernizing the country's travel documentation system. Equipped with an embedded RFID microchip and secured via Public Key Infrastructure (PKI), these passports enable rapid verification while significantly reducing risks of forgery, identity theft, and passport cloning.



The Ministry of External Affairs (MEA) confirmed that the e-passports comply with global ICAO standards and support automated border control systems, offering smoother international travel for Indian citizens. The rollout will be phased, prioritizing new applicants

and those renewing soon-to-expire passports.

Upgraded production includes enhanced printing facilities, advanced security features, and robust digital systems for chip encoding and PKI verification. Beyond travel efficiency, the initiative strengthens national security, improves identity validation, and complements India's broader digital governance efforts, including DigiLocker integration and streamlined consular services. With smart e-passports, India joins the ranks of countries adopting next-generation travel documents for a faster, safer, and more secure journey abroad.

Ingram Micro India partners with Versa to boost Universal SASE adoption in SEA

Ingram Micro India has signed a strategic distribution agreement with Versa, a global leader in unified security and networking, to deliver its Universal Secure Access Service Edge (SASE) solutions across the South-East Asia market. The partnership aims to address growing demand for secure, reliable networking as organizations accelerate digital transformation.

Versa's Universal SASE platform integrates zero-trust security across SD-WAN, SD-LAN and cloud (SSE/SASE) in a single AI-powered architecture. Versa is also the first Universal SASE provider compliant with India's "Make in India" initiative, giving Ingram Micro a competitive edge. The company operates development, managed services, support and sales locally.

Abhishek Jain, APAC VP at Versa, said the partnership will broaden regional reach. Flavio Moraes Junior, MD of Ingram Micro India, noted it strengthens their mission to deliver secure networking solutions and accelerate customers' digital transformation journeys.

Google, Accel launch joint fund to back early-stage AI startups in India

Google and Accel have announced a joint initiative to co-fund early-stage AI startups in India, marking Google's first collaborative investment effort of this kind. The program will support at least 10 startups, with Google's AI Futures Fund and Accel jointly investing up to \$2 million in each. Accel partner Prayank Swaroop said the focus will span entertainment, creativity, workplace productivity and developer tools.

The move comes as global tech giants deepen their presence in India's rapidly expanding AI ecosystem. Google has stepped up its commitment with a \$15 billion, five-year plan to build an AI data center in Andhra Pradesh. Its AI Futures Fund has already backed over 30 global companies, including India's Toonsutra.

The initiative underscores India's growing role in global AI innovation, with the domestic market projected to reach \$17 billion by 2027.

Netpoleon India partners with Ping Identity to boost enterprise IAM security

Netpoleon India has announced a strategic partnership with Ping Identity to deliver advanced identity and access management (IAM) solutions to Indian enterprises, system integrators, and government organizations. The collaboration supports critical sectors such as BFSI, healthcare, manufacturing, and digital governance.

Ping Identity's AI-driven platform strengthens digital security through adaptive authentication, single sign-on (SSO), multi-factor authentication (MFA), API protection, and real-time threat detection. Its flexible deployment across SaaS, hybrid, and on-prem environments enables organizations to secure every user interaction.

Netpoleon's local market expertise combined with Ping's global capabilities ensures faster deployment of IAM solutions aligned with India's regulatory requirements. Mohan Kumar TL, Director at Netpoleon India, said the partnership positions Indian enterprises to enhance security and compliance. Jasie Fon, RVP Asia at Ping Identity, added that identity-led security is essential in today's threat landscape. System integrators will benefit from training, certification, and joint go-to-market opportunities.

Dell, NVIDIA expand AI Factory to accelerate enterprise AI deployment

Dell Technologies and NVIDIA have introduced upgraded capabilities for the Dell AI Factory with NVIDIA, aiming to help enterprises deploy and scale AI more efficiently. The enhanced platform combines Dell's end-to-end infrastructure with NVIDIA's accelerated computing to simplify complex AI environments and improve performance.

Dell ObjectScale and PowerScale now integrate with NVIDIA's NIM inference microservices, enabling faster model output and reducing infrastructure costs, including achieving a 1-second Time to First Token at a 131K-token context window. New validated solutions add Dell PowerEdge XE7740/XE7745 servers with NVIDIA Blackwell and Hopper GPUs to support advanced multimodal and agentic AI workloads.

Enhancements also include an expanded Automation Platform and AI tools from Tabnine and Cohere North to streamline deployment. Upcoming systems such as the high-density PowerEdge XE8712 and expanded SONiC networking support improve scalability, helping enterprises progress from AI pilots to full production.

Savex Technologies adds VAST AI OS to strengthen enterprise AI infrastructure

Savex Technologies has expanded its AI solutions portfolio by integrating the VAST AI Operating System (AI OS) from VAST Data, enabling partners and enterprises across India to deploy scalable, high-performance AI infrastructure. The move supports growing demand for data-centric systems as organizations accelerate digital transformation.

VAST AI OS includes the VAST DataStore, DataBase, DataEngine, and DataSpace, offering a unified platform to power next-generation AI workloads. Savex aims to help enterprises improve efficiency, gain real-time insights, and unlock greater value from their data.

Raunak Jagasia, Director at Savex Technologies, said the partnership strengthens the company's ability to deliver high-performance, scalable AI solutions that drive faster insights and strong business outcomes. Savex will also support resellers and system integrators through enablement programs, pre-sales support, and customer engagement initiatives. Joanne Ong, Channel Director, APJ at VAST Data, said the collaboration will help Indian enterprises accelerate time-to-insight and optimize data pipelines.



A black Micron 9550 NVMe SSD is shown at an angle, highlighting its heat spreader and the Micron logo and model number. The background of the top section features a blurred image of two people, a woman and a man, looking at a screen in a dimly lit room with blue and purple lighting.

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TVS Electronics introduces Blaze Series laser printer range

TVS Electronics has launched its new Blaze series of high-performance laser printers, expanding its portfolio of Made-in-India solutions for office and home users. The lineup aims to deliver faster printing, lower running costs, and improved reliability for businesses across sectors, backed by a design built specifically for Indian working conditions. Blaze is engineered to address common workplace printing challenges through its high-speed output, wireless connectivity, and a



refillable toner system that significantly reduces cost per page. A dual C-feed channel with precision rollers further enhances print quality while minimizing paper jams, ensuring uninterrupted workflows.

The Blaze series features models supporting print speeds

between 26 and 30 pages per minute, making them suitable for high-volume offices, classrooms, and small businesses. Select models offer all-in-one capabilities for printing, scanning, and copying, while wireless and mobile app support enables flexible printing for hybrid work environments. TVSE has emphasized durability with a rugged build capable of handling a monthly duty cycle of up to 60,000 pages, ensuring consistent performance for demanding workplaces.

Zoho announces AI-powered Zoho One

Zoho has announced numerous enhancements to Zoho One, its all-in-one business software platform, featuring an evolution in the user experience that facilitates easy and secure collaboration. The new Zoho One offers a seamless experience across its 50+ applications, putting the user and context at its core. Originally launched in 2017 as a first-of-its-kind suite allowing businesses to run every aspect of their organisation, Zoho One today serves over 75,000 customers worldwide, with an average of more than 22 apps used per business.

"Today's Zoho One update redesigns the user experience to address how work is evolving from an app-based system to a platform-based system," said Hariharan Muralimanohar, Global Head of Marketing, Zoho One. "Customers are not just licensing apps with Zoho One. They are licensing peace of mind. They expect Zoho to take care of the technology part and let them be productive in their business. Our enhancements with this release deliver essentially that—a unified experience delivered through unified integrations, context and data."

Rubrik unveils new cyber recovery and AI agent security tools for Microsoft ecosystem

Rubrik announced a sweeping expansion of its cyber-resilience and AI operations portfolio at Microsoft Ignite 2025, introducing Intelligent Business Recovery for Microsoft 365, new DevOps Protection capabilities for Azure DevOps and GitHub, and a fresh integration between Rubrik Agent Cloud and Microsoft Copilot Studio. The launches position the company to address both escalating cyber threats and the rapid adoption of enterprise AI agents.

The company said its new Microsoft 365 recovery offering aims to solve a longstanding gap in traditional backup tools, which often restore individual workloads without considering how critical users and data interconnect across applications. Rubrik's Intelligent Business Recovery brings what it calls "business-aware restoration," automatically identifying key users, analyzing their essential workflows across Exchange, OneDrive, SharePoint and Teams, and restoring the minimum viable set of data needed to keep the organization operating. Rubrik said the approach can dramatically shrink downtime following a cyberattack or major outage, allowing teams to stay functional while full recovery continues.

Qualcomm announces Dragonwing IQ-X series

Qualcomm Technologies has announced the launch of the Qualcomm Dragonwing IQ-X Series, offering next-generation industrial-grade processors engineered for PLCs, advanced HMIs, edge controllers, panel PCs and box PCs. Designed for harsh operating conditions, it comes in a ruggedized package and provides extensive peripheral support for easy integration with diverse industrial equipment and flexible deployment across applications. The IQ-X series also brings rich multimedia capabilities in a power-efficient design.

"With the Dragonwing IQ-X Series, we're bringing the Qualcomm Oryon™ CPU's best-in-class single and multi-thread performance to the heart of the industrial PC, enabling smarter factories, more capable and faster edge controllers on the factory floor," stated Nakul Duggal, Group General Manager, Automotive and Industrial & Embedded IoT, Qualcomm Technologies, Inc. "The Dragonwing IQ-X Series gives OEMs and ODMs a superior platform to build on for years while reducing complexity and reducing time to market."

Toshiba launches S300 AI surveillance HDD for AI-driven video applications

Toshiba has introduced S300 AI, a new generation of surveillance hard disk drives (HDDs) engineered for the requirements of modern artificial intelligence (AI) driven video applications. Purpose-built for high-resolution video capture, analysis, and storage, S300 AI delivers higher capacities, enhanced performance, and enterprise-grade durability to meet the demands of AI surveillance workloads.

Available in capacities from 8TB to 24TB, S300 AI supports large-scale, continuous recording and retention for AI video analytics servers and storage, centralized surveillance data storage systems, video archive and recovery infrastructure, and multi-bay Redundant Array of Independent Disks (RAID) setups. This combination of scale, speed, and endurance makes it an effective solution for storing and processing the vast volumes of video and analytical data generated by AI-enabled surveillance systems.

Says Noriaki Katakura, Division President, Storage Products Division, Toshiba Electronics Components Taiwan Corporation, "With S300 AI, Toshiba continues to expand and tailor its HDD range to meet these demands - delivering higher capacities, enhanced performance, and enterprise-grade durability purpose-built for AI workloads."

Veeam launches Data Platform v13

Veeam Software has launched Veeam Data Platform v13, a groundbreaking release that redefines the standard for cyber resilience, intelligent data protection, and data freedom in the AI era. This release represents a fundamental evolution of the industry's most trusted data platform. Built for a world defined by relentless ransomware, rapid infrastructure transformation, and AI innovation, Veeam Data Platform v13 delivers unprecedented resilience, unmatched flexibility, and the intelligence needed for the AI-powered future.

Veeam Data Platform is a unified solution delivering advanced data protection, AI-driven ransomware resilience, and seamless recovery across physical, virtual, and cloud environments to ensure organizations' data is always secure, available, and trusted. With a modern platform architecture, AI-powered intelligence, an expansive hypervisor integration model, and new industry-first security capabilities, Veeam Data Platform v13 delivers a revolutionary leap forward – helping organizations stay ahead of threats, eliminate lock-in, and keep data always available, recoverable, and ready for the workloads of tomorrow.





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Commvault redefines cyber recovery and enterprise resilience with Cloud Unity Platform

Commvault announced a series of transformative innovations under its Cloud Unity Platform Release, marking one of the company's most significant updates to date. The enhancements aim to redefine how organizations recover cleanly, completely, and automatically from cyber incidents, leveraging artificial intelligence and integrated automation. The Commvault Cloud Unity Platform represents a unified approach to enterprise resilience, integrating data protection,

cyber recovery, and identity management across cloud, SaaS, on-premises, and hybrid environments. The AI-enabled version introduces features such as automated discovery, classification, protection policy recommendations, and active monitoring to help organizations manage growing data volumes and distributed environments more securely.

A key highlight, Synthetic Recovery, introduces patent-pending, AI-enabled technology that automatically detects and surgically removes threats during recovery while preserving clean data. Additionally, new runbook automation capabilities within Commvault's Cleanroom Recovery offering allow enterprises to accelerate restoration processes with precision. Together, these features establish a modern, end-to-end cyber recovery workflow.

Cisco announces Unified Edge platform for distributed agentic AI workloads

Cisco announced Cisco Unified Edge, an integrated computing platform for distributed AI workloads. From retail stores to healthcare facilities to factory floors, Cisco Unified Edge brings together compute, networking, storage, and security closer to the data for real-time AI inferencing and agentic workloads. This is critical to turning the AI vision into reality, providing the foundational infrastructure needed to support both traditional and AI workloads.

"Today's infrastructure can't meet the demands of powering AI at scale," said Jeetu Patel, President and Chief Product Officer at Cisco. "As AI agents and experiences proliferate, they will naturally emerge closer to where customers interact and decisions are made – the branch office, retail store, factory floor, stadium, and more. With our Unified Edge we're making it easier to power AI in the real world with flexible, secure systems that are simple to deploy, operate, and scale as demand grows."

FIZIX FX-PRO announces AI-enabled Full HD projector

FIZIX introduced the FX-PRO, a Full HD projector with unmatched clarity over 8.3 million pixels for lifelike detail, offering the future of entertainment at an astonishing price. The FIZIX FX-PRO projector comes with outstanding features and unparalleled performance that will transform any space into a cinematic environment. Immerse yourself in the vibrant details and lifelike colours provided by the amazing 4K clarity, which brings your entertainment to life like never before.

The FX-PRO has an impressive 1920x1080 native resolution, with full support for 4K resolutions, and it delivers a bold and sharp visual experience that sets a new standard for projectors. Thanks to the 30000:1 high contrast ratio, FX-PRO supports 4K decoding for ultra-smooth playback and enhanced realism. FX-PRO delivers 1800 ANSI lumens of brightness with the AI BrightBoost experience, ensuring vibrant colours, deep contrast, and a clear display even in well-lit spaces-perfect for both indoor and outdoor use. With FX-PRO, your visuals will consistently look remarkable in any setting.

Barracuda announces AI-powered Assistant to speed up security operations

Barracuda Networks has announced the launch of Barracuda Assistant, powered by Barracuda AI. Integrated into the BarracudaONE cybersecurity platform, Barracuda Assistant accelerates security operations to help organizations strengthen cyber resilience and drive productivity and ROI. Barracuda Assistant simplifies the complexity of modern security operations for customers and managed service providers (MSPs). It allows users to quickly navigate threats, troubleshoot issues and access actionable insights – such as deployment metrics and configuration recommendations – all from a single, intuitive interface.

"Cyberattacks are growing more sophisticated and relentless, and security teams are under immense pressure to respond faster with fewer resources," said

Brian Downey, vice president of product management at Barracuda. "Barracuda Assistant empowers users of all skill levels to investigate threats quickly and confidently, even in the face of complex attacks. We are helping organizations close critical skills gaps, reduce human error and simplify security workflows that have traditionally been time-consuming and fragmented."



Hitachi Vantara announces Virtual Storage Platform One Block High End storage

Hitachi Vantara has announced the launch of Virtual Storage Platform One (VSP One) Block High End, a next-generation, all-flash NVMe block storage solution designed to address the demands of most mission-critical business and growing AI workloads. Completing its VSP One data platform strategy, VSP One Block High End delivers performance, scalability, cybersecurity and data resilience, empowering organizations to confidently drive data from insight to impact. With seamless workload consolidation across open systems and mainframe, VSP One simplifies data management operations while delivering enterprise-grade security and sustainability.

From reducing latency in high-performance databases to ensuring uninterrupted access to patient records in healthcare, organizations need data infrastructure that they can trust to run their business. With the ability to scale intelligently, recover rapidly, and deliver insights instantly, VSP One Block High End is built to address these challenges by enabling faster transaction processing, enhanced user experiences, and accelerated data science outcomes, while maintaining security, compliance and operational continuity.

Iron Mountain launches updates to its InSight DXP platform

Iron Mountain has announced the latest version of its Iron Mountain InSight DXP platform, engineered to transform passive assets into active intelligence. The secure, cloud-native platform unifies physical and digital information, leveraging AI, autonomous agents, and connectivity to enterprise systems to unlock the full potential of unstructured data and drive next-level enterprise productivity.

The daily volume of unstructured data is accelerating across every industry, with most of it remaining largely untapped. The latest Iron Mountain InSight DXP platform makes it easier to structure the unstructured data and build AI-ready workflows. For orchestrated workflows with agentic AI, InSight DXP, a low/no-code platform, helps customers rapidly deploy tailored agentic workflows that orchestrate users and data sources and automate complex, multi-step, document-intensive processes with AI agents, ensuring enterprise content is fully mobilized for strategic outcomes. InSight DXP also integrates physical records with digital assets.

AI Will Redefine How Networks Are Managed

Akshay Balaganur, Co-founder & CEO, LinkEye

In a landscape where enterprise networks are expanding while IT teams are shrinking, the ability to maintain reliability, visibility, and performance has become a strategic imperative. Bengaluru-based LinkEye, co-founded by Akshay Balaganur, is among the early movers globally building an AI-driven network assurance platform—a step beyond traditional monitoring and observability.

In this conversation with Gyana Swain of VAR India, Akshay explains how AI agents are changing the fundamentals of network operations, why human-in-the-loop still matters, and how new-age companies like Zepto rely on LinkEye to manage thousands of unstable last-mile connections.

Gyana: To begin with, could you briefly introduce yourself and your company?

Akshay: I'm the Co-founder and CEO of LinkEye, an AI-driven network assurance platform. I've spent about 15 years in the networking space—starting with Cisco and later running Aerowire Networks, a consulting and MSP company. LinkEye is a natural extension of that journey.

Gyana: What exactly does LinkEye do and where does it fit into the enterprise IT landscape?

Akshay: LinkEye solves the challenge of managing large enterprise networks with increasingly smaller IT teams. Most IT teams today are generalists, not deep network specialists. The skill gap is widening, and that's where our AI-enabled platform comes in. We use AI agents to diagnose issues, identify root causes, and guide next steps—essentially bridging the expertise gap.

Gyana: What key pain points are you addressing compared to others in the market?

Akshay: Networks are like electricity—nobody notices them until they fail. And when anything slows down, the network gets blamed first, even when it's not at fault.

We address two core questions: Is the network really the culprit? If yes, what exactly is wrong and what should be done next?

Our platform observes the network continuously. When it detects anomalies, AI agents jump in to diagnose and generate a root cause analysis (RCA). This gives IT teams clarity before they act.

Gyana: So one of your major strengths is network observability?

Akshay: Observability is a part of it, yes. Networking has evolved from monitoring □ observability □ assurance. Monitoring gives basic metrics and alerts, Observability adds logs, traces, and richer context and Assurance—where the industry is now heading—brings AI into the loop.

In assurance, AI agents use domain knowledge, vendor-specific knowledge, and

real-time network context to automatically troubleshoot just like a skilled engineer would.

Gyana: How do these AI agents work? Are they rule-based, customer-specific, or universal?

Akshay: We replicate what makes a great network engineer. That expertise has three layers: Domain knowledge – routing, wireless, security (vendor-agnostic), Product knowledge – how Cisco routers, Aruba controllers, Palo Alto firewalls work and Organizational context – the company's real network topology, what we call tribal knowledge

Our AI agents are trained across these layers, and we maintain a digital twin of each customer's network to supply the contextual intelligence.

Gyana: You must be processing massive volumes of data. How large is it?

Akshay: At our current scale, we add 5–6 terabytes of data every month to our system. AI requires a strong, scalable data layer, and we maintain multiple optimized data copies for different use cases.

Gyana: With generative AI, hallucination has become a major concern. How do you handle that?

Akshay: Two points. First, we don't give full autonomous decision-making to the system yet. There's always human-in-the-loop. The AI diagnoses and recommends, but the engineer takes the final call.

Second, to reduce hallucinations, we use RAG (Retrieval Augmented Generation). We narrow the LLM's knowledge window by feeding it validated, contextual, domain-specific training data. Proper training and validation are key.

Gyana: When data passes through your platform, how do you ensure data privacy—especially for regulated sectors like BFSI or government?

Akshay: We follow global best practices and Data privacy is another area where LinkEye has invested heavily. The company is SOC 2 Type II certified and compliant with GDPR and NIS2 requirements for Europe. For highly regulated sectors, LinkEye provides private-cloud deployment options where the entire platform resides within the customer's environment. And so far, we haven't had any data breach incidents.

Gyana: What's next for LinkEye? Are you expanding beyond network assurance?

Akshay: We're still early—we're barely scratching the surface. Today we focus on enterprise campus networks. Next, we plan to expand into data center environments.



AKSHAY BALAGANUR
CO-FOUNDER & CEO
LINKEYE

AI for networking is a very new domain globally, and we're among the early movers. The industry itself is evolving in real time.

Gyana: Can you share your customer base and growth numbers?

Akshay: I can't disclose revenue, but we serve 60+ customers in India and 20+ customers internationally. Our customers include large retailers, jewellery brands, sports retailers, a top three pharma company, a major power distribution utility, and India's largest aluminium manufacturer.

To name a few, Decathlon, Hindalco, Zepto, Dr. Reddy's, and BESCOM are our customers.

Gyana: Why do modern, fast-growing companies like Zepto choose LinkEye over established players?

Akshay: Because we solve a mission-critical operational problem.

Zepto operates thousands of dark stores. Each store is a standalone network with two internet links, and India's last-mile connectivity is highly unstable.

Managing thousands of fluctuating links manually is impossible.

We automate the entire process—monitoring, diagnostics, and link management—so a small IT team can manage thousands of sites efficiently.

Gyana: How old is the company and what's your growth trajectory?

Akshay: LinkEye is about 2.5 years old, and we're growing 100% year-on-year. We are now entering a high-growth phase—expanding aggressively into Europe and the US, with a European office coming up soon.

Nokia upgrades RailTel’s national DWDM network to boost capacity and efficiency

Nokia has completed a major upgrade of RailTel’s DWDM National Long-Distance (NLD) network, enhancing capacity, resilience and operational efficiency across India. Executed with authorized partners, the project includes the deployment of Carrier-Grade NAT (CG-NAT) and metro optical transport solutions to meet rising demand for high-speed, reliable connectivity.

Using Nokia’s 1830 Photonic Service Switch (PSS) and advanced transponders, RailTel has significantly increased transport capacity while lowering cost per bit by reusing existing infrastructure and unused spectrum. The upgrade also introduces high-capacity Lambda transmission and express traffic lanes between cities, improving overall network performance.

The modernization integrates Nokia’s 7750 Service Router with BNG and CG-NAT functions, enabling RailTel to support enterprise traffic and internal ISP services with greater resiliency. RailTel CMD Sanjai Kumar and Nokia’s Prashant Malkani said the collaboration strengthens service quality and prepares the network for future growth.

Jio upgrades free AI offer, extends access to Google’s Gemini 3 model

Reliance Jio has upgraded its AI benefits by offering all Unlimited 5G users free access to Google’s newly launched Gemini 3 model under the Jio Gemini offer. Jio already provides an 18-month Google AI Pro subscription at no cost, and since Google has shifted all paid users to Gemini 3, Jio customers will now receive the flagship model automatically, without paying extra.

The offer, earlier limited to users aged 18–25, is now available to the entire Unlimited 5G base. Eligible customers can activate the benefit through the MyJio app by tapping the “Claim now” banner and confirming the offer.

The complimentary Google AI Pro plan, normally priced at ₹1,950 per month, includes access to Gemini 3, 2TB Google One storage, image generation via Nano Banana, and Veo 3.1 video creation. Gemini 3 brings improved multimodal understanding, better reasoning and stronger context handling across tasks.

D-Link launches DGS-1530 series smart managed switches to power digital transformation

D-Link has introduced the DGS-1530 Series Gigabit Stackable Smart Managed Switches in India, designed to meet rising enterprise demands driven by cloud adoption, bandwidth-heavy applications, and stronger security needs. The new series supports 8 to 48 Gigabit ports with 10G uplinks, ensuring smooth performance for workloads such as cloud computing, video conferencing, and large-scale data transfers.

The DGS-1530-28P and DGS-1530-52P models feature full PoE+ support with a 370W power budget, expandable to 740W with a redundant power supply, making them suitable for powering access points, surveillance systems, and IoT devices in schools, hotels, and offices. Enterprise-grade capabilities include ERPS for fast failover, 6kV surge protection, PD-Alive for device recovery, and Zero-Touch Provisioning to simplify deployment.

The switches support intelligent stacking of up to nine units and integrate advanced security features such as ACLs, 802.1X authentication, ARP inspection, and DHCP snooping, offering scalable, secure, and centralized network management.



OPPO launches Find X9 series in India with advanced cameras, performance, and AI features

OPPO India has launched its premium Find X9 series, comprising the Find X9 and Find X9 Pro, strengthening its position in India’s premium smartphone market. The Find X9 Pro (16GB + 512GB) is priced at INR 1,09,999, while the Find X9 is available in 12GB + 256GB at INR 74,999 and 16GB + 512GB at INR 84,999.

The series features Hasselblad Master Camera Systems with high-resolution sensors, advanced zoom, and 4K Dolby Vision video. Powered by the MediaTek Dimensity 9500 chipset, it offers flagship performance, AI-enhanced ColorOS 16, and cross-device functionality. Battery capacities are 7500mAh (X9 Pro) and 7025mAh (X9), with 80W wired and 50W wireless charging.

With slim profiles, ergonomic frames, and AMOLED Infinite View displays, the Find X9 Series combines premium design, immersive visuals, and durable build. AI features, Google Gemini integration, and secure AI processing enhance photography, productivity, and overall user experience.



OnePlus launches OnePlus 15 with triple-chip performance and advanced AI features

OnePlus has come up with the OnePlus 15, its most powerful flagship yet, featuring enhanced performance, imaging capabilities, and AI-driven software. The device emphasizes speed, stability, and a personalized user experience. Robin Liu, CEO of OnePlus India, said the phone builds on the brand’s legacy of smooth performance, delivering “the ultimate flagship to power on without limits.”

The OnePlus 15 debuts in India with a triple-chip architecture: Snapdragon 8 Elite Gen 5, a 3200Hz touch response chip, and an independent Wi-Fi chip for low-latency gaming and seamless multitasking. Its 360 Cryo-Velocity Cooling System ensures peak performance. The 1.5K 165Hz LTPO display offers high-brightness outdoor visibility and ultra-low night brightness.

Photography is powered by a triple 50MP camera array with the DetailMax Engine, supporting 4K 120fps Dolby Vision videography. OxygenOS 16 integrates AI features, Google Gemini, and context-aware tools. A 7300mAh battery with 120W wired and 50W wireless charging ensures long-lasting power. Pricing starts at INR 72,999.

Airtel reports strong growth in Xstream Fiber footprint as broadband demand surges

Airtel has reported significant momentum for its Xstream Fiber broadband service, noting over 50 percent year-on-year growth in home passes and a nationwide fibre footprint exceeding 5,00,000 kilometres. The company said the surge reflects rising demand for reliable home connectivity across India.

Airtel reportedly said that the number of “connected homes” using smart TVs, streaming devices and home appliances is set to double from 50 million to 100 million in the medium term. To meet this demand, Airtel is accelerating its fibre rollout and strengthening its position in the home broadband category.

The operator described the current broadband landscape as a “land-grab” phase, with players rapidly expanding coverage and customer acquisition. Airtel highlighted the growing role of its Xstream ecosystem—which integrates broadband, live TV and OTT platforms—as a unified home entertainment offering.

AI forms the core on which Kaspersky's security technology is built

How is Kaspersky using AI to strengthen its XDR platform?

Kaspersky's XDR platform is fundamentally powered by decades of AI and ML innovation. The AI engine is not an afterthought. It is embedded deeply to drive detection, behavioral analysis, correlation, and automated responses. Our ML models can detect abnormal behavior patterns, fileless attacks, and stealthy lateral movements with far greater precision than traditional signature-based tools, while also reducing false positives, a major pain point for many SOC teams.

By unifying telemetry from endpoints, networks, cloud environments, and OT systems under a single AI-driven analytics layer, XDR enables context-aware detection and comprehensive visibility, allowing faster investigations and response. For enterprises in India, especially those operating in hybrid or complex digital environments, this means they get enterprise-grade security that scales with infrastructure complexity and threat sophistication.

What sets Kaspersky's Threat Intelligence apart today?

Our Threat Intelligence stands out because it merges global scale and long-term human expertise with AI-driven enrichment and context. The nearly 1,000 APT groups we monitor continuously feed into global threat databases, research pipelines, and detection systems.

We do not just supply raw indicators. Using AI-powered OSINT enrichment, campaign clustering, and context analysis, combined with expert human review, we deliver actionable, strategic intelligence: adversary motivations, infrastructure evolution, attack-pattern trends, and likely next steps. This gives enterprises and governments clarity not only on what threats exist but also how adversaries operate, their potential intentions, and what defensive posture to adopt.

We maintain a global, in-house threat intelligence operation which tracks nearly 1,000 advanced persistent threat (APT) groups and campaigns worldwide. That combination, seasoned AI and widespread threat visibility, gives us a vantage point few in the industry can match, and ensures our solutions stay ahead of both old and emerging threats.

In the Indian context, where digital adoption is rapidly increasing and attackers increasingly target local organizations, this kind of actionable intelligence is especially critical. It helps businesses anticipate sophisticated attacks rather than reacting after the fact.

AI is not a recent add-on for Kaspersky, but it is the foundation. For more than two decades, Kaspersky's research and development teams have integrated AI and machine-learning into every layer of its security architecture. This long-term commitment has allowed Kaspersky to build mature, robust detection models and risk-assessment frameworks that evolve along with adversary tactics.

Speaking to VARINDIA, Jaydeep Singh, General Manager for India, Kaspersky explains how this association with AI strengthens their credibility and differentiates them from companies that are only recently adopting AI.



How does Kaspersky ensure fast, effective Incident Response?

Kaspersky's Incident Response capability blends structured global playbooks with decades of AI-driven detection research and the experienced judgment of elite in-house analysts. When an incident occurs, whether malware, ransomware, spyware, or a targeted APT intrusion, our IR teams follow standardized, proven workflows spanning containment, forensic analysis, root-cause investigation, remediation, and post-incident hardening.

Because of our deep threat intelligence and long-standing AI telemetry data, investigations are accelerated. Evidence collection is streamlined, suspicious behavior and patterns are identified faster, and threat context, including known APT behavior, is available immediately.

Which major industry challenges is Kaspersky solving with better threat visibility?

Enterprises today, especially in rapidly digitizing markets like India, face three interlinked challenges: fragmented infrastructure, alert overload, and lack of adversary context.

- **Fragmentation and complexity:** Many organisations operate with a mix of legacy infrastructure, cloud services, remote work, and OT systems. Kaspersky's XDR unifies telemetry across all these layers, giving a consolidated, contextual view of events.
- **Alert fatigue and SOC overload:** With AI-driven detection, enrichment, and prioritization, Kaspersky reduces noise and ensures SOC teams only act on high-value, high-confidence alerts, boosting SOC efficiency and reducing burnout.
- **Lack of adversary context:** Thanks to

ongoing global threat tracking of nearly 1,000 APT groups, combined with our Threat Intelligence and IR experience, enterprises do not just get alerts. They understand attacker TTPs, likely next moves, and infrastructure patterns, enabling proactive defense instead of reactive firefighting.

For Indian enterprises, often under-resourced with limited in-house threat hunting, this intelligence-led, visibility-first approach is exactly what is required to build resilience.

How is Kaspersky preparing enterprises for upcoming AI-driven cyber threats?

Kaspersky's preparation for AI-driven cyber threats is twofold: defensive hardening and anticipatory readiness.

Our AI and ML models are constantly evolving to detect not only traditional malware and exploits but also newer, AI-augmented threats, such as polymorphic malware, automated exploitation tools, fileless attacks, and AI-generated social engineering vectors. These capabilities are integrated into SIEM, XDR, and threat-intelligence platforms to ensure enterprises can detect even stealthy, dynamically changing attacks.

Through our global threat intelligence program and in-house research, we track how adversaries are adopting automation, generative tools, and AI-augmented techniques. That insight is fed back into detection rules, incident response playbooks, and enterprise guidance. For enterprises in India, especially those in critical infrastructure, manufacturing, finance, and government, this means they are not only protected against current threats but also better positioned to anticipate and mitigate future AI-driven attack vectors.

Cisco unveils enhanced 360 Partner Program to drive AI-era profitability

Cisco has announced major enhancements to its Cisco 360 Partner Program, launching January 25, 2026, designed to accelerate partner profitability and strengthen customer value in an AI-driven market. Co-created with partners, the updated program supports those navigating infrastructure challenges, data complexity and skills shortages while enabling delivery of AI-ready data centers, secure networks and resilient digital workplaces.

The program expands profitability opportunities across high-demand areas including AI, campus refresh, security, collaboration and mass-scale infrastructure. Preferred Partners will gain access to new specializations aligned with Cisco's AI-focused infrastructure strategy, while Cisco increases investment in partner enablement through upgraded training tools, a marketing Launchpad and a Branding Toolkit.

A key update is the enhanced Cisco Partner Incentive, featuring an Eligible Offers list and aligned rebate rates to drive adoption in priority innovation areas. Additional rewards—the Cross Sell Bonus and Next Generation Specialization Bonus—recognize portfolio breadth and deep technical expertise.

From February 2026, Preferred Partners can earn new specializations in Secure AI Infrastructure and Secure Networking. Expanded enablement resources include Partner Learning Journeys, the Cisco AI Assistant for Partners, advanced dCloud demo labs and a new Cisco AI Infrastructure Specialist Certification, helping partners build skills, elevate customer outcomes and drive growth in the AI era.

CP PLUS showcases security leadership across five major industry events in November 2025

CP PLUS reaffirmed its leadership in India's security and surveillance industry with active participation at five major November 2025 events, showcasing its commitment to innovation, safety, and India's evolving infrastructure and industrial needs.

At the 8th CII Electronics Summit, the company highlighted its alignment with the country's push for indigenous electronics manufacturing and "Atmanirbhar Bharat," presenting its latest Made-in-India surveillance technologies to policymakers and industry leaders. This was followed by a strong presence at the Dahej Industrial Expo, where CP PLUS demonstrated integrated surveillance solutions tailored



for industrial buyers, infrastructure developers, and public-sector stakeholders.

The brand also joined the AutoX Awards 2025, underscoring its role in supporting India's growing automotive ecosystem with connected dashcams and advanced vehicular surveillance technologies. At FIRSST 2025 in Gandhinagar, CP PLUS showcased comprehensive fire-safety and integrated security solutions designed for industrial, building, and public safety needs.

Rounding out the month, CP PLUS participated in the ET Infra Leadership Summit in New Delhi, reinforcing how intelligent surveillance systems can support India's smart infrastructure agenda. Across these platforms, the company emphasized its mission to support a safer, smarter, and future-ready India through cutting-edge, domestically developed security solutions.

Konica Minolta India celebrates 15 years, drives partner growth at ASPC 2025

Konica Minolta Business Solutions India concluded its Annual Strategic Partner Conference (ASPC) 2025 in New Delhi recently, marking 15 years of the company's presence in India. Held under the theme "Shaping New Heights, Together," the conference highlighted Konica Minolta's commitment to co-creating growth with its partner ecosystem.

The three-day event brought together stakeholders from across regions to align on the company's global vision and India-focused strategic priorities. The agenda included strategic insights, product presentations, experiential demonstrations, and partner recognition sessions. Senior leaders from Konica Minolta Inc., Japan, shared global perspectives, outlined emerging opportunities, and introduced next-generation products supporting digital transformation. A key highlight was the Demo Zone, allowing partners to engage directly with upcoming Office Print and Collaboration Solutions and preview tools to drive future growth.

Managing Director Katsuhisa Asari said the 15-year milestone reflects strong trust and collaboration with partners, emphasising the conference's focus on activating a shared future through innovation, insights, and digital initiatives. The event also honoured high-performing partners in a Rewards & Recognition ceremony.

The final day featured strategy sessions for Office Print partners and guided discussions for Commercial Print partners at the Experience Center, reinforcing Konica Minolta's commitment to sustainable, collaborative growth in India.



ASIRT's 132nd TechDay highlights AI, cybersecurity and strategic branding

The Association of System Integrators and Retailers in Technology (ASIRT) recently hosted its 132nd TechDay at Hotel Parle International, bringing together IT leaders to discuss emerging trends in AI, cybersecurity, and strategic branding.

ASIRT President Bharat Chheda opened the event with updates on the association's recent progress, highlighting a successful membership drive, impactful consortium initiatives, and ASIRT's VARINDIA Award for partner enablement.

The evening featured engaging sponsor sessions. SuperOps and Shiviom demonstrated how AI-driven IT Asset Management enhances productivity and operational accuracy for MSPs and system integrators. Member Sponsor Clear Intentions IT Solutions showcased its Surveillance Analytics solution, detailing how actionable intelligence can support multiple industries. NPAV highlighted its endpoint security offerings and announced new global certifications, strengthening its reputation as a Make-in-India cybersecurity brand.

ASIRT also welcomed new members, who introduced their business specializations, fostering stronger community ties. In the Evolve Session, Brand Strategist Rajeev Mamidanna led a practical workshop on personal and organizational branding, urging IT founders to leverage LinkedIn for visibility and influence, noting that "branding is the foundation of business growth." The event concluded with a networking dinner, encouraging collaboration and continued engagement among members.



Hikvision India Unveils Active LED Displays with Versatile, Energy-Saving Modules

Hikvision India has introduced a portfolio of LED display modules by reinforcing its commitment to visual innovation. Leveraging advanced in-house manufacturing and proprietary technology, the company offers a robust range of Regular, Soft, and Cut-edge modules designed for infinite transformation and endless inspiration across diverse commercial environments.

GLOBAL EXCELLENCE POWERED BY CUTTING-EDGE TECHNOLOGY

Hikvision’s commercial display business has built a strong global presence, operating in more than 150 countries. Its fine-pitch LED products are ranked among the industry’s Top 3, contributing to a 64% LED compound growth rate between 2017 and 2022 and exceeding USD 350 million in LED sales. This leadership is supported by deep R&D investments, including a powerful algorithm launched in 2023 that reduces power consumption by more than 20%. All LED displays utilize Hikvision’s self-developed control system, ensuring seamless performance, simplified operation, and reliable control across its product lineup.

VERSATILE MODULES FOR EVERY VISION

Hikvision’s LED display portfolio is engineered for superior visual experiences and undergoes full-cycle quality control with rigorous testing. Since entering the LED segment in 2013, the company has emerged as one of the top three global players in fine-pitch LED technology. From pioneering P1.2 large-scale installations to developing micro-pitch P0.7 and P0.9 solutions, Hikvision has consistently advanced clarity, efficiency, and stability.

REGULAR LED MODULES: STABILITY MEETS EFFICIENCY

The Regular LED Modules, designed for indoor (P1.2 to P3.0) and outdoor (P2.5 to P10) applications, deliver high-quality performance with easy maintenance. Their standardized 320×160 mm size and uniform screw-hole layout support convenient module replacement



without cabinet modification. Energy-saving capability is enabled by a PWM driver IC with adjustable brightness across 64 levels. Reliability is enhanced through an advanced pad bonding process, eco-friendly lead-free solder paste, and a reinforced PC+30 fiber bottom shell that ensures flatness and durability.

CREATIVE MODULES: SOFT AND CUT-EDGE

To meet creative display demands, Hikvision offers Soft and Cut-edge Modules. Soft LED Modules provide 120-degree flexibility for concave and convex bending, enabling cylinder and column displays. Cut-edge Modules support seamless right-angle splicing from 90 to 180 degrees without additional cutting. Outdoor variants include IP65 protection, sealed modules, and glue-feed technology for strong water and dust resistance.

Hikvision’s LED displays serve retail, shopping malls, indoor large screens, billboards, and building façades, combining global expertise with continuous innovation to elevate commercial visual environments.

CADYCE Expands Connectivity Portfolio with High-Performance CA-CU1000 and CA-CX5

CADYCE has launched two innovative products — CA-CU1000 and CA-CX5 — designed to enhance user productivity, performance, and convenience in today’s connected world.

CADYCE CA-CU1000 – USB 3.0 TYPE-A + USB 3.1 TYPE-C TO GIGABIT ETHERNET ADAPTER

The CA-CU1000 provides seamless wired Ethernet connectivity for both USB-C and USB-A enabled computers. Supporting Gigabit speeds up to 1000Mbps, it ensures fast and reliable internet access, particularly in environments where Wi-Fi signals are weak. Key features include dual USB interfaces, 10/100/1000Mbps auto-detection, plug-and-play functionality without drivers, Wake-on-LAN and ‘RealWoW!’ support, and compatibility with Windows, Mac OS, Linux, Android, and iOS. Its aluminium housing enhances durability and heat dissipation. The adapter is ideal for professionals requiring stable wired internet for video calls, streaming, or large data transfers.

CADYCE CA-CX5 – USB-C MALE TO USB-C FEMALE EXTENSION CABLE (5M)

The CA-CX5 extends a USB-C port up to 5 meters while supporting data transfer speeds of up to 5Gbps with USB 3.1 Gen 1 performance. The cotton braided cable design offers flexibility, superior strength, and minimal signal loss over long distances. With a maximum current of 1.5A, it is suitable for extending USB-C connectivity for docking stations, displays, and other USB-C devices.

AVAILABILITY

Both CA-CU1000 and CA-CX5 are now available through authorized CADYCE distributors and resellers across India and online. “At CADYCE, we continue to design products that make technology more accessible, reliable, and stylish,” said Gautam Shah, MD, CADYCE. “The launch of CA-CU1000 and CA-CX5 reflects our dedication to innovation, quality, and versatility in modern connectivity solutions.”



Revisiting the Formula of Building a win-worthy Channel-Friendly Policy

In its October special edition, VARINDIA sought to understand how channel-friendly policies have helped drive corporate success and spur growth in India’s technology sector, highlighting the viewpoints of 40 Channel Chiefs. In continuation of this initiative of identifying, featuring and eventually honoring India’s most influential Channel Chiefs in the tech industry, we present the views of the remaining 10 Channel Chiefs who share their insights on how instrumental channel programs are for their organizations.

So what we have known so far – Corporates are increasingly turning to channel partner programs as a way to expand their reach, tap into new markets, and accelerate their growth. Partner programs can be incredibly effective in helping companies achieve their business goals, and many multi-billion dollar tech companies have invested heavily in developing and implementing successful partner programs.

Corporates are seen investing heavily in their channel partner programs to expand their business and reach new markets. By investing in their channel partner programs, corporates can also achieve significant benefits, including increased revenue, expanded market reach, and reduced costs. As a result, corporations are expected to continue to invest heavily in their channel partner programs in the years to come.

In nutshell, in a channel partner ecosystem, partners work together to create a seamless customer experience. They share information and resources, and they collaborate on marketing and sales initiatives. This can result in a more efficient and effective go-to-market strategy for the manufacturer.



Sanjeev Kumar



Tim Coogan



Simon Ewington



Rajesh Goenka



Saurabh Patankar





Sagar Surangalikar



PL Subramanian (Subbu)



Jithesh Chembil



Piyush Somani



Venkata SR Datla

HPE unlocks new growth and specialization with new integrated Partner Ready program

Hewlett Packard Enterprise (HPE) has announced the launch of the first-phase of its newly integrated HPE Partner Ready Vantage program. The new program streamlines multiple legacy programs into a single, integrated framework, empowering partners to deliver comprehensive edge-to-cloud solutions.

A STRUCTURED PROGRAM DESIGNED FOR EASE

The HPE Partner Ready Vantage Program is structured around three dedicated Centers—Compute, Hybrid Cloud, and Networking—to support specialization while offering partners the flexibility to resell the entire HPE portfolio, whether through traditional CapEx or OpEx as-a-service models like HPE GreenLake. In 2026 and 2027, HPE will continue to integrate additional programs, including the Juniper Networks Partner Advantage program, into one HPE partner program for the channel. Within this framework, HPE has introduced the Triple Platinum Plus program, an exclusive recognition tier for elite partners who demonstrate pan-HPE expertise across all three core technology centers, rewarding their comprehensive proficiency with expanded benefits and opportunities.

Partners will continue to enjoy the valuable benefits they receive today from HPE, now with the added advantage of maximizing those benefits more easily through a single, unified program. HPE’s Partner Ready Vantage Program represents a forward-looking approach to channel collaboration, offering unified access, streamlined processes, and expanded opportunities for growth and specialization. This initiative reflects HPE’s commitment to supporting its partners and driving customer success in a rapidly changing technology landscape. We are committed to continuously enhance the program. The path ahead for HPE and our partners is unified, empowered, and primed for growth, and we are excited to shape it together.



SIMON EWINGTON
SVP WORLDWIDE
CHANNEL & PARTNER
ECOSYSTEM, HPE

DigiCert keeps its Channel Strategy flexible by matching Global Goals with Local Needs

DigiCert is a leading global provider of digital trust, enabling individuals and businesses to engage online with the confidence that their footprint in the digital world is secure. DigiCert ONE, the platform for digital trust, provides organizations with centralized visibility and control over a broad range of public and private trust needs, securing websites, enterprise access and communication, software, identity, content and devices. DigiCert pairs its award-winning software with its industry leadership in standards, support and operations, and is the digital trust provider of choice for leading companies around the world.

When it comes to balancing corporate goals with evolving partner needs, it is always about balance. Corporate goals define our direction, but partners make that vision real. In regions like SAARC and ASEAN, every market is different — so flexibility is essential. At DigiCert, we focus on listening to partners, simplifying engagement, and ensuring our programs drive mutual growth and profitability. Our channel strategy stays agile, aligning global priorities with local realities.

STRENGTHENING TRUST & LEGACY

Trust grows through consistency and transparency. We are investing in clear communication, predictable incentives, and co-selling opportunities. Equally important is partner enablement — through certifications, workshops, and marketing support. When partners see that DigiCert is committed to their long-term success, it naturally strengthens loyalty. In SAARC and ASEAN, partners are our growth engines. They understand local markets, regulations, and customer needs better than anyone. Their reach across verticals — from BFSI to public sector — helps us expand faster and deeper.



SAGAR SURANGALIKAR
CHANNEL
MANAGER –
SOUTH ASIA
& ASEAN,
DIGICERT

Kaspersky building a vibrant Partner ecosystem while enhancing India’s Cybersecurity landscape

Kaspersky is a channel-driven organization. Our policies are designed to align our corporate growth objectives with the evolving needs of our partners. We have established key B2B partnerships in India through our Technology Alliance Distributor, Technobind, which help us extend our reach across Enterprise segments. These collaborations enable us to offer scalable, on-demand, and managed cybersecurity services to customers nationwide. Our partnerships with leading system integrators ensure that we remain well-positioned for large-scale government and enterprise opportunities, while providing partners with greater flexibility, profitability, and technological support.

PARTNER ENGAGEMENT

At Kaspersky, strengthening partner trust and loyalty starts with collaboration and enablement. We work closely with our partners by providing them with tools, training, and programs that help them create awareness and deliver customized security solutions to customers. In 2024, we restructured our partner program to better support different partner profiles and enable them to leverage discounts, solutions, and offers more efficiently. Moving into 2025, we have enhanced our support for managed service providers (MSPs) and technology alliance partners by introducing innovative rebate structures and Solution Advisory Services, ensuring our partners are fully equipped to maximize their business growth and service capabilities.

Our partners are instrumental in expanding Kaspersky’s presence across India, particularly in emerging markets and tier-2 and tier-3 cities. They act as trusted brand extensions, understanding local cybersecurity needs and designing tailored solutions for customers. To strengthen this reach, we have expanded our channel sales team in smaller cities to support partners and customers on the ground.



PL SUBRAMANIAN (SUBBU),
HEAD OF CHANNEL
FOR INDIA,
KASPERSKY

Versa Networks redefines Channel Growth with 100% Partner-led strategy

Versa is a 100% channel-first organization. Our corporate goals are designed to move in lockstep with our partners’ success. Every go-to-market motion begins and ends with the partner. Our policies emphasize enablement, transparency, and shared profitability rather than control. We provide partners with complete access to account intent data, engagement analytics, and pipeline visibility so that Versa and partner sales teams can collaborate seamlessly. Incentive programs, MDF allocation, and deal registration are directly aligned with partner success metrics. When our partners grow, Versa grows.

PARTNER ENGAGEMENT STRATEGY

Trust and loyalty are the foundation of Versa’s ACE Partner Program (Accelerate, Captivate, Engage). We invest in building true partnerships which is not transaction mindset, but through initiatives that drive mutual success:

- **Early Engagement:** Versa’s field teams are encouraged to bring partners into every deal from the first meeting to co-create value and differentiation.
- **Shared Insights:** We actively share buying intent, engagement, and digital signal data from our campaigns.
- **Co-Marketing Excellence via XAmplify:** Versa provides partners access to XAmplify, a dedicated demand-generation automation platform that allows them to instantly launch Versa-branded or co-branded digital campaigns, email nurtures, and social media promotions. It gives partners ready-to-use assets, analytics, and ROI tracking, making lead generation faster, more measurable, and partner-controlled.



VENKATA SR DATLA
HEAD - CHANNEL
SALES – INDIA &
SAARC, VERSA
NETWORKS

RP tech fosters a Resilient and Future-ready business ecosystem for its Partners

At Rashi Peripherals (RP tech), our channel philosophy is built on two fundamentals, consistency and agility. We frame our channel policies to deliver clarity and predictability in operations, while giving partners the flexibility to respond to changing market dynamics. Our commercial policies ensure transparent margins, timely credit, and smooth claim settlements, allowing partners to operate with complete confidence. At the same time, we continuously refine operational processes, from digital order management to returns and warranty, to enhance ease of business. Regional autonomy through an extensive branch network and faster decision-making helps us align our growth priorities with the practical realities of the market.

BUILDING TRUST & LOYALTY

Partner trust has been our biggest asset for over three decades. Every initiative at RP tech is designed to create mutual success. The Channel Business Forum (CBF) is one of our flagship programs that connects directly with partners across India, enabling learning, networking and future business collaboration opportunities. We also invest in efficient logistics and credit programs that make business seamless. When partners experience consistent service, transparent communication, and opportunities for skill growth, loyalty becomes a natural outcome.

Partners are the true growth drivers of RP tech. Their strong local connections and deep market understanding help us reach emerging demand pockets in Tier II and III cities. Together, we are enabling the availability of next-generation devices, including AI-enabled laptops, peripherals, and consumer technology, in markets that are defining India’s next wave of consumption.



RAJESH GOENKA
CEO, RASHI PERIPHERALS

Trellix views the Channel as a Strategic Extension of its Customer Value Chain

At Trellix, our channel strategy centers on shared growth, recognizing that our success is tied to our partners. We focus on delivering advanced cybersecurity outcomes through our platform while ensuring partner profitability and long-term sustainability. We have shifted from rigid programs to an outcome-based engagement model, allowing partners to choose paths that fit their business, such as solution integration or managed services. Regular feedback, regional engagements, and clear structures ensure our policies adapt to partner needs and market changes.

BUILDING PARTNER TRUST

Trust and loyalty in our ecosystem come from consistency, transparency, and co-creation. We’ve invested significantly in partner enablement programs, joint business planning, and co-marketing initiatives that go beyond transactions to build long-term collaboration. Our partner enablement framework includes tailored trainings, hands-on labs, and solution workshops led by our India-based experts. Additionally, our Trellix Partner Portal provides unified visibility into deal registration, training, rebates, and incentives ensuring transparency and faster engagement. We also conduct periodic Partner Advisory Boards in India to hear directly from our top partners, helping us refine programs and respond faster to market changes.

Partners are at the centre of our go-to-market strategy and play a crucial role in helping us scale across India and the SAARC region. Through their local relationships and domain expertise, our partners open doors to verticals such as BFSI, government, critical infrastructure, healthcare, and manufacturing, where trust and compliance are key. We have also seen growing traction with managed security service providers (MSSPs) and cloud-native integrators who are leveraging the Trellix Security platform to build recurring revenue models.



SAURABH PATANKAR

CHANNEL LEAD - INDIA, TRELLIX

SonicWall stands firm on the foundation of its Partner community

SonicWall has increased partner engagement and transactions of late. It operates exclusively through channel partners to reach and serve customers globally. The company has implemented various MSP/MSSP business models that offer monthly subscriptions and service options designed to meet partners’ needs for managed services. Partner engagement activities have been updated to simplify interactions and to provide partners with training, marketing resources, and tools, aiming to improve channel efficiency and reduce business costs.

SonicWall’s channel policies, including the “SecureFirst” partner program, are structured to align corporate objectives such as growth, service transformation, and channel leverage with partner requirements for flexibility, profitability, enablement, and managed service models. This alignment is achieved through tiered structures, flexible business models, investments in partner enablement, and open communication to support ongoing improvement.

PARTNER ENGAGEMENT INITIATIVES

SonicWall stands strong on the foundation of its partner community and for us building a partner programme grounded in feedback, transparency and flexibility is paramount. We believe in strengthening them by giving the appropriate tools, pricing, support and incentives so their success becomes SonicWall’s success

SonicWall has introduced several initiatives designed to strengthen relationships with partners, including updates to its partner programme and engagement agenda. The SonicWall SecureFirst Partner Program is intended to enhance partner experience and facilitate long-term collaboration. The program incorporates partner feedback to simplify business operations, allowing partners to join without extensive initial requirements such as training or business plans, and offering flexible levels of engagement.



SANJEEV KUMAR
REGIONAL SALES DIRECTOR - INDIA & SAARC REGION, SONICWALL

Pure Storage driving India's Digital Growth Story together with Partners

Pure Storage delivers the industry's most advanced data storage platform to store, manage, and protect the world's data on any scale. With Pure Storage, organizations have ultimate simplicity and flexibility, saving time, money, and energy. From AI to archive, Pure Storage delivers a cloud experience with one unified Storage as-a-Service platform across on-premises, cloud, and hosted environments. Our platform is built on our Evergreen architecture that evolves with your business. Our customers are actively increasing their capacity and processing power while significantly reducing their carbon and energy footprint.

At Pure Storage India, our channel policies are designed to balance global corporate goals with the evolving needs of our partners. We have simplified partner tiers to ensure transparency and performance-driven progression while empowering partners with autonomy through AI-driven dashboards, independent quoting tools, and predictive renewal analytics. Our approach integrates corporate objectives, like accelerating the shift to subscription-led, outcome-based storage, with partner profitability and agility in local markets, ensuring growth alignment and mutual success.

EMPOWERING PARTNERS THROUGH ENGAGEMENT

To strengthen partner trust and loyalty, we have localized our Pure WaveMakers program to include specialized training, co-marketing support, and market development funds across high-growth sectors such as BFSI, manufacturing, and healthcare. We host regular partner meets, technical workshops, and maintain dedicated account management to foster collaboration and knowledge exchange. Simplified onboarding, transparent policies, and free certification programs further reinforce partner confidence and engagement.



JITHESH CHEMBIL
HEAD OF CHANNELS - INDIA, PURE STORAGE

Envisioning an AI-ready Channel Ecosystem to drive sustainable value for Customers

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

Additionally, we continually seek opportunities to optimize our go-to-market strategy and reduce costs for an even more effective approach to success.



PIYUSH SOMANI
PROMOTER, MANAGING DIRECTOR AND CHAIRMAN, ESDS SOFTWARE SOLUTION

PARTNER ENGAGEMENT & EMPOWERMENT

We are empowering our channel partners by providing them with advanced digital tools, resources, and platforms to boost their efficiency and productivity. This includes access to technology solutions, training programs, and tailored marketing support, ensuring that they can deliver value to their clients. Our digital transformation initiatives streamline essential processes such as order management, lead generation, and customer support, fostering a seamless collaboration between our partners and us. Through continuous innovation, we remain committed to helping our partners thrive in a constantly evolving digital landscape, ensuring they remain competitive and agile. Driving business is a result of collaboration and collective work. Channel partners are essential to any establishment's success when it comes to the go-to-market strategy. However, where do they stand with respect to the day-to-day business of any organization? They are critical to the success of the company, and they help with organisation representation there by market share; partners are the foundation of the business.

Cisco empowering Partners to Drive Profitability in an AI era

Cisco has announced key elements to the Cisco 360 Partner Program launching January 25, 2026, co-designed with partners to help accelerate their profitability and deliver greater customer value. With partners expecting AI to drive the majority of their revenue within the next five years, the enhanced program incentivizes their efforts to help organizations harness this opportunity amid infrastructure constraints, data complexity, and skills gaps.

The program strengthens collaboration across the global partner ecosystem and allows partners to unlock the full power of the Cisco portfolio to deliver the AI-ready data centers, future-proofed workplaces, and digital resilience their customers need to thrive in the AI era.

NEW CISCO 360 PARTNER PROGRAM ELEMENTS

Enhanced partner incentive tied to customer priorities: The Cisco Partner Incentive introduces the Eligible Offers list and rebate rates aligned to accelerate growth and incentivize adoption in key innovation areas— campus refresh, AI, security and premium services, adopt and renew. Partners can model profitability using the Cisco Partner Incentive Estimator and unlock two additional bonuses as they advance expertise and accelerate portfolio growth. Cross Sell Bonus – rewarding portfolio breadth; and a Next Generation Specialization Bonus – rewarding deep expertise or greater value and predictable growth.

New specializations recognizing AI infrastructure expertise: In February 2026, Cisco Preferred Partners can earn two new specializations – Secure AI Infrastructure and Secure Networking – recognizing partners who deliver comprehensive solutions from design through ongoing customer engagement using Cisco's integrated hardware, software, and services.



TIM COOGAN
SENIOR VICE PRESIDENT OF GLOBAL PARTNER SALES, CISCO

TRAILBLAZERS OF CLOUD EXCELLENCE:

HOW Crayon IS POWERING INDIA'S NEXT WAVE OF PARTNER-LED INNOVATION



India's cloud transformation story is no longer just about technology adoption—it is about ambition, reinvention, and the emergence of a new class of digital champions. To bring this narrative to life, VAR India, in association with Crayon Software, produced a dedicated podcast series – Crayon Trailblazers - spotlighting ten of Crayon's most dynamic partners. Each of these organisations represents a unique facet of India's cloud revolution: from digital-native disruptors to traditional IT firms reinventing themselves for a cloud-first world.

The objective of this series was simple yet powerful—to uncover the journeys behind the logos. What motivates these leaders?

How do they navigate the shifts in customer expectations? What role do partnerships play in their evolution? And most importantly, how has the combined strength of Crayon and AWS enabled them to scale faster, deliver smarter, and innovate with confidence?

Through candid conversations, these partners shared their growth trajectories, business transitions, technological bets, and the pivotal moments that helped shape their identity. Their stories highlighted something deeper than cloud migration or managed services; they revealed the fabric of collaboration—where strategy meets execution, and where the right guidance can turn constraints into catalysts.

As you move through the profiles of these ten organisations, you'll witness firsthand how Crayon's advisory-led approach and AWS's global capabilities have empowered them to solve complex challenges, unlock new business opportunities, and chart their own distinct paths in India's fast-growing cloud ecosystem.

In this edition, we spotlight the inside stories and inspiring journeys of five of Crayon's leading partners—each shaping India's cloud ecosystem in their own way. The remaining five stories will follow in the next issue.

1. STANNIK TECHNOLOGIES: A PARTNERSHIP BUILT ON PRECISION AND TRUST

Stannik Technologies' journey began with a bold decision. Its founder, Gaurav—an SAP Basis expert with years of experience across MNCs—left a stable, well-paying job in 2018 to build something of his own, despite resistance from family. The company started by focusing exclusively on SAP migrations and upgrades, staying close to the expertise that shaped its early identity.

According to Lalit Kumar, Head of Cloud Delivery, the turning point came when Crayon entered the picture. What began as a partnership quickly evolved into a relationship built on trust—"more like two friends supporting each other," as he describes it. Crayon helped Stannik expand its vision beyond SAP, introducing them to AWS and strengthening their documentation, qualification processes, and OEM engagement.

Crayon also played a crucial role in enabling cloud adoption for Stannik's customers, helping optimize consumption, refine bidding, and bring clarity to the perceived complexity and cost of cloud. Stannik, in turn, built a customer-first approach—continuously reassessing workloads, recommending optimizations, and ensuring that solutions evolve with business needs.

Today, Stannik stands as a cloud delivery organisation built on precision, empathy, and long-term collaboration.

LALIT KUMAR
HEAD, CLOUD DELIVERY, STANNIK TECHNOLOGIES



"WITH CRAYON, IT NEVER FELT LIKE TWO COMPANIES PARTNERING—IT FELT LIKE TWO FRIENDS LIFTING EACH OTHER UP."

2. A CLOUD-NATIVE VISION BUILT ON CONFIDENCE AND COLLABORATION

For Govind Dubey, founder of iMEGH, the company’s story is deeply personal—rooted in over a decade of experience in cloud sales and a belief that India needed its own cloud-native capability. Five years ago, he and co-founder Manvinder transformed this belief into iMEGH Private Limited, even embedding that vision in the company’s name: “I” for India and “Megh” meaning cloud. Starting with their own private cloud setup hosted at Yotta in Noida, they gradually expanded into AWS, Google, and Microsoft partnerships

A pivotal moment came when they met Crayon. Govind recalls how Crayon’s early support—especially from Rajiv and the technical team—helped iMEGH onboard its first major AWS customer. With limited initial revenue and high billing demands, credit support and solution guidance from Crayon became critical. This boost gave the founders the confidence to scale, and iMEGH soon recorded 150% year-on-year growth, expanding to more than 200 customers across cloud and cybersecurity offerings

Crayon also played a defining role in helping iMEGH qualify for key AWS programs, win competitive opportunities, and systematically build capabilities across OEMs. Today, iMEGH continues to grow with dedicated teams for AWS and Microsoft, strengthening its position as a fast-rising cloud services provider.

GOVIND DUBEY
CO-FOUNDER & CEO, IMEGH



“THE SUPPORT FROM CRAYON GAVE US THE CONFIDENCE THAT WE COULD GROW LIKE CRAZY—AND WE DID.”



“IF YOU TAKE CARE OF YOUR PEOPLE, THEY WILL TAKE CARE OF YOUR CUSTOMERS—THAT’S BEEN OUR MANTRA FOR 26 YEARS.”

3. LDS TECHNOLOGIES: TWO DECADES OF STEADY GROWTH BUILT ON PEOPLE AND PARTNERSHIPS

For Amarnath Shetty, Managing Director of LDS Technologies, the company’s journey is one of persistence, patience, and strong values. Founded in 1999 with just a handful of employees, LDS was born during one of the toughest phases for the global IT industry—the Y2K era. Amarnath credits sheer determination and a deep understanding of customer needs, gained from his early years in IT, for helping the company navigate those uncertain beginnings and gradually find its footing.

The real strength of LDS, he emphasizes, lies in its people. Many team members have stayed with the company for over 15–20 years, a rarity in the IT ecosystem. Amarnath attributes this loyalty to a culture that values growth, fair remuneration, continuous learning, and genuine care. “If you take care of your people, they will take care of your customers”—a philosophy that has guided LDS through every phase of technological change, from on-prem servers to the era of cloud and now generative AI.

Partnerships have been equally crucial. Over the years, LDS has maintained strong relationships with OEMs, with Crayon playing an instrumental role—especially in its AWS business. Crayon’s pre-sales, post-sales, GTM support, and regular training have helped LDS grow a base of 100+ cloud customers and strengthen its position in the market.

AMARNATH SHETTY
MD, LDS INFOTECH

4. E-SOFT: FROM LICENSING EXPERTISE TO A VALUE-DRIVEN CLOUD PARTNER

For Rajnikant Das, founder of E-Soft, entrepreneurship wasn’t a childhood plan but a journey born from resilience and adaptability. Coming from a service-class family, Rajnikant initially aspired to pursue engineering or management like many of his peers. When early academic goals didn’t materialize, he redirected his path—studying economics, completing his MBA, and entering the IT world just as the software ecosystem in India was taking shape. His early exposure to Microsoft’s OEM and licensing business gave him a deep understanding of compliance and software asset management at a time when few partners knew its importance.

In 2003, he founded E-Soft with a simple but sharp differentiation: mastering the complexity of licensing. At a time when most partners focused on hardware and networking, E-Soft carved a niche by bringing clarity to licensing programs and compliance, quickly scaling to double-digit Microsoft business within a few years. As technology shifted, the company expanded into backup, storage, security, and later cloud services.

Rajnikant credits Crayon as a catalyst in this transition. Unlike traditional distributors, Crayon brought real pre-sales, technical depth, and GTM support—helping E-Soft win deals, respond faster to customers, and adopt AWS with confidence. The combination of Crayon’s value-added approach and AWS’s global trust has enabled E-Soft to stay relevant and competitive in a rapidly maturing market.

RAJNIKANT DAS
FOUNDER, E-SOFT



“CRAYON IDENTIFIED THE GAPS TRADITIONAL DISTRIBUTORS IGNORED—BRINGING REAL VALUE, SPEED, AND TECHNICAL STRENGTH THAT HELPED US WIN.”

5. MAGNAMIOUS SYSTEMS: BUILDING LONGEVITY THROUGH ADAPTABILITY AND STRONG ECOSYSTEMS

For Jiten Mehta, Director of Magnamious Systems, the company’s 36-year journey has been defined by resilience, reinvention, and a deep understanding of the IT ecosystem. Founded in 1989—when computers had barely entered the mainstream—the company has witnessed every major shift in the industry, from the rise of Microsoft and IBM to the Y2K wave, the dot-com boom, and today’s cloud-driven world. Despite the constant churn, Magnamious has managed to stay “fit and growing,” as Jiten puts it, building a business that now spans nearly four decades.

Jiten credits this longevity to two core principles: adopting niche technologies early and putting people first. Whether it was MDR in 2021 or other emerging technologies, Magnamious always embraced innovations ahead of the curve—helping the company win new logos even when adding customers became increasingly difficult. Equally important has been the focus on employees and customer relationships, with some clients staying with the company for over 20 years.

A crucial part of their success, Jiten notes, is the strength of the broader ecosystem. The partner–OEM–distributor relationship functions as a triangle—each side essential, each dependent on the other. In this dynamic, Crayon has played a pivotal role. From AWS expertise and migration support to technical enablement and GTM guidance, Crayon has consistently acted as a true value-added distributor, helping Magnamious navigate complex cloud transitions and unlock new opportunities.

JITEN MEHTA
DIRECTOR, MAGNAMIOUS SYSTEMS



“IN THE CLOUD WORLD, NO DISTRIBUTOR ADDS VALUE LIKE CRAYON—THEY’VE BEEN PIVOTAL IN EVERY MAJOR MIGRATION WE’VE UNDERTAKEN.”

CONCLUSION

The conversations with these ten partners underscore one defining truth: cloud growth is no longer a solo journey—it thrives through empowered ecosystems. Each organisation we spoke to has a different story, a different customer base, and a different business DNA. Yet they converge on a common belief: with the right support structure, the cloud becomes a platform for endless possibility. Crayon’s partner-first enablement—ranging from architectural guidance and cost governance to sales acceleration and capability development—has been instrumental in turning those possibilities into tangible outcomes.

What emerges from these stories is a portrait of an industry in motion. These companies aren’t merely implementing cloud solutions; they are shaping how Indian enterprises think about agility, resilience, and scale. Their collaboration with AWS amplifies this impact, giving them the global infrastructure, security, and innovation backbone needed to meet the rising expectations of customers across sectors.

As India continues its rapid digital shift, the role of partners becomes even more crucial. The journeys showcased in this series are more than business milestones—they are signals of where the industry is headed. With committed partners, strong alliances, and a shared vision for cloud-led transformation, the next decade of India’s technology landscape promises to be one defined by greater collaboration, deeper innovation, and unmatched growth momentum.

Airtel–Tejas Clash Intensifies as Quality Concerns Trigger Industry-Wide Alarm

The conflict between Bharti Airtel and Bengaluru-based telecom manufacturer Tejas Networks has escalated sharply, with Airtel reiterating that Tejas’ equipment supplied for its network rollout is “sub-standard” and unfit for deployment. The telecom giant has now taken the issue to senior industry bodies and regulatory authorities, flagging what it calls serious performance shortcomings.

Airtel alleges that several batches of Tejas’ optical and broadband gear failed to meet quality and reliability benchmarks during field trials, leading to network disruptions and stalled rollout plans. Citing operational risks, Airtel has paused further integration of Tejas equipment into its infrastructure.

Tejas Networks has strongly rebutted the claims, insisting that its products meet global standards and are deployed successfully by numerous operators in India and overseas. The company says Airtel’s accusations are “misleading” and likely tied to procedural or integration challenges rather than inherent product flaws.

The dispute comes at a critical time for India’s telecom sector, which is rapidly expanding fiber and broadband networks to meet exploding data demand. Industry experts warn that such conflicts could hinder India’s Atmanirbhar Bharat goals, as Tejas is one of the country’s most prominent indigenous telecom equipment makers.

If network rollout timelines or vendor trust are impacted, regulators may intervene to prevent broader disruption. For now, the standoff underscores the rising pressure on telecom operators and equipment manufacturers to deliver flawless performance in an era of accelerated digital expansion and soaring quality expectations.

Adani to Invest \$5 Billion in Google’s Mega AI Data-Centre Push in India

The Adani Group is preparing to invest up to \$5 billion in Google’s massive AI data-centre project in India, CFO Jugeshinder Singh announced on November 28, 2025. The investment forms part of Google’s ambitious \$15-billion, five-year plan to build a gigawatt-scale AI hub in Visakhapatnam — its largest-ever commitment to India.

Adani’s contribution will flow through AdaniConneX, its joint venture with global data-centre operator EdgeConneX, signalling a strategic partnership aimed at accelerating India’s digital infrastructure. The planned Visakhapatnam facility will have a staggering 1 gigawatt of power capacity, enabling the deployment of thousands of high-performance computing units crucial for large-scale generative AI, cloud services, and hyperscale data processing.

Singh noted that as India moves toward gigawatt-level data-centre capability, more global and domestic infrastructure players are seeking to partner with AdaniConneX, leveraging the group’s expertise in energy, logistics, and connectivity.

The Google–Adani collaboration represents a pivotal moment for India’s tech ecosystem. By combining Google’s AI leadership with Adani’s infrastructure muscle, the project aims to position India as a major global hub for cloud computing, AI innovations, and digital services.

As AI-driven computation demand skyrockets worldwide, this partnership is set to reshape India’s digital economy, boost domestic capability, and fuel the next wave of enterprise and consumer AI adoption.

Reimagining Network Operations *with AI and NaaS*

When AI and NaaS come together - networks become more reliable, more automated, and easier to operate, while businesses get a more agile, modern network that supports digital transformation.

Shashikant Sharma, Chief Technical Officer – Airowire shares his insights on how Airowire transforms the way networks are managed and delivered by using Artificial Intelligence (AI) and Network-as-a-Service (NaaS) models -



What does “building networks with a soul” mean in your leadership style?

In today's world, the network has become the backbone of every business. So for any business, since the network is critical, it has to be resilient, secure and scalable. Above all, it has to be simple so businesses can make use of it.

What key problem does Day2.Work solve, and how is it different from traditional NOC tools?

The Network Operations Center (NOC) is the hub where an organization's computer systems, telecommunications, and networks are monitored, managed, and maintained. Traditionally, the NOC is built on two key pillars - Tools that generate alerts for anomalies—such as device failures or unusual activity; and People—skilled, certified engineers who interpret those alerts and use their expertise to resolve issues.

As modern networks grow rapidly and new challenges emerge, we have introduced the next evolution - Day2.Work. In this model, both pillars are enhanced by AI agents. The first pillar, formerly just a monitoring tool, is now strengthened by LinkEye, our AI-driven, self-healing system. The second pillar—our engineering team—is supported by an AI-augmented NOC, where engineers work alongside AI agents that provide relevant insights and data, enabling faster and more effective decision-making.

Why is human insight and empathy still crucial in AI-powered operations?

AI is growing rapidly more than ever. It is also learning at the same time. However, AI looks at every problem as a machine, and tries to solve the problem from the point of view of a machine by figuring out patterns. However, human has evolved over time,

and human understanding of problems and situations are different. So, it is critical and very important to have a human empathy and approach in mind while solving any issue. This human touch also helps AI to evolve and grow faster.

Why is NaaS the future, and how is Airowire scaling it for enterprises?

NaaS (Network as a Service) is key new businesses. Today, businesses are growing rapidly and decentralizing their operations, shifting from a single headquarters to multiple branch locations. For example, e-retailers that deliver products to our doorstep need local stores close to customer locations. When businesses scale in this way, the required IT infrastructure can become financially demanding, especially if they rely heavily on Capex investments. With our NaaS model, we convert this Capex into Opex, allowing businesses to pay through a subscription. This approach supports their growth while eliminating unnecessary financial burden. That's the first key advantage.

Secondly, businesses often spend a significant amount of time figuring out which products, technologies, or solutions they need in order to operate effectively. This process can consume valuable time. We address this by helping customers shift to an outcome-based or results-driven approach. Instead of offering a specific product or solution, we provide a fully outcome-based service. During our discussions with clients, we focus on understanding the results they want to achieve, and then we tailor our network and service models to deliver the outcomes they are seeking.

Can you share a client success story where Airowire made a measurable impact?

Success stories always motivate us and keep us moving forward. One example I can share is from one of our retail chain customers. Our analytics showed that whenever an incident occurred—whether due to an issue or a ticket raised—it took our engineers about 30 minutes to resolve it. Given how critical connectivity and network uptime are for their business, 30 minutes was a considerable amount of time.

So we started applying our AI agentic approach, along with human expertise and we were able to bring that time shorter, from 30 minutes to four minutes. Now this is a huge impact. There's a huge time saving, and we call it MTTR - Mean Time to Resolution.

We acknowledge that, for unforeseen reasons, the network may occasionally go down. However, our approach remains consistent—through proactive analysis, we do everything possible to prevent disruptions, and if an issue does occur, we ensure the network is restored as quickly as possible.

What emerging tech or markets are top of mind for Airowire's next phase?

When we started this organization almost 11 years ago, our initial focus was on a very niche but essential industry requirement—wireless services and network access control. As we have grown bigger, we added other crucial technologies, like cyber security and cloud to our business. Over time, as we expanded into enterprise-level markets, we broadened our portfolio to include enterprise applications and private 5G. So today we can proudly say that we cater to, or are able to provide enterprise business solutions to our customers.

24th Star Nite Awards: Celebrating Excellence, In



DR. DEEPAK KUMAR SAHU



MR. NAVIN GUPTA



MS. SUMITHA SUNIL



DR. ARINDAM SARKAR



MR. ASHUTOSH TANDON



MR. AMIT JAIN



MR. SAURABH MITTAL



MR. ROHIT SHARMA



MR. PRADYUT MOHAPATRA



MR. GAURAV V SAXENA



MR. RAJEEV K ABICHANDANI

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PLATINUM PARTNER



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GOLD PARTNERS



CHANNEL EMPOWERMENT
SESSION



Innovation and the true Spirit of India's IT industry



MR. SHIVAM CHANDEL



MR. N R PANICKER



MR. K. SUBRAMANIAM



S. MOHINI RATNA



MR. GOPAL KRISHNA



MR. JITHESH CHEMBIL



MR. AKSHAY BALAGANUR,



MR. DYLAN CHADHA



MR. ANANT DESH PANDE



PANEL DISCUSSION - I



PANEL DISCUSSION - II

PARTNER

guard Management

CYBER SECURITY PARTNERS

kaspersky | savex TECHNOLOGIES

CLOUD TRANSFORMATION PARTNER

Crayon

DIGITIZATION PARTNER

Canon
Delighting You Always

NETWORKING PARTNERS

tp-link. | Quantum. | RP tech | inflow Information Integrity | D-Link | tech9i your Intelligent cloud

POWER MANAGEMENT PARTNER

Power Is ON | BPE Strategic Power Solutions

SUPPORTED BY

FAITA | ISODA | ASIRT | COMPASS | TAIT | PCAIT | FITAG | CREDIT-IT

SNA 2025 helping shape the Digital Future by celebrating Tomorrow's Leaders



(L To R): Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief-VARINDIA & Group Publications; Mr. Rajeev K Abichandani, Head-Enterprise Channels (India & SAARC)- Fortinet Technologies ; Mr. Nikhil Mehrotra, Director Field Marketing-Nutanix Technologies India ; Mr. Navin Gupta, President- FAIITA; Mr. Devesh Rastogi, Chairman FAIITA and President AISIE; Mr. K. Subramaniam, IAAS, Director General-Comptroller Auditor General Of India; Mr. Amit Jain, Founder & CEO- Integrated Tech9Labs ; Ms. S Mohini Ratna, Editor- VARINDIA; Mr. Akshay Balaganur, Co-Founder & CEO- LINKEYE; Mr. S Karthikeyan, MD-Bloom Electronics; Dr. Mithilesh Singh, Head of Marketing - India & SAARC-Commscope Network India ; Mr. Santanu Ghosh, Chief Transformation Officer- Airowire; Mr. Dylan Chadha, Retail Lead-MENA- Context and Mr. Rameesh Kailasam, CEO- India Tech.org

The 24th edition of the VARINDIA Star Nite Awards (SNA), a premier platform that honors outstanding leaders in the technology sector, was recently held in New Delhi. Renowned for its scale and impact, the annual event brought together top industry executives, innovators, and key stakeholders, celebrating notable achievements and fostering a spirit of innovation.

This year, SNA 2025 hosted over 30 leading IT Associations, Federations, and Corporate leaders and celebrated the theme - Partners: The Catalyst for Rapid Innovation. The event stands as a tribute to the vision, resilience, and contributions made by the Indian VARs and partners, who continue to shape the nation's digital growth story.

A distinguished group of esteemed guests graced the event that included leading names like Devesh Kumar Rastogi, Chairman-FAIITA; Navin Gupta, President-FAIITA; Dr. Arindam Sarkar, Asst. Professor & Head of Computer Science and Electronics - Ramakrishna Mission Vidyamandira - Howrah; Akshay Balaganur, Co-Founder & CEO- LINKEYE; Shantanu Ghosh, Chief Transformation Officer- Airowire; Sumitha Sunil, Account Director (Large Enterprise) - GOTO; Jithesh Chembil, Head Channels India - Pure Storage; Pranab Mohanty, Chief Business Officer- Data Safeguard Inc.; Rajeev K Abichandani, Head-Enterprise Channels (India & SAARC) - Fortinet Technologies; Gopal Krishna, Director (Sales) MX,

APAC- Barco; Amit Jain, Founder & CEO- Integrated Tech9Labs Pvt. Ltd.; Magan Gangani, President- TAIT; Alok Gupta, President- PCAIT; Puneet Singhal, President- CMDA (Delhi); Amarnath Shetty, MD- LDS Infotech Pvt; Ltd; S Mohini Ratna, Editor- VARINDIA and Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief, VARINDIA.

Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief, VARINDIA presented the welcome address, setting the stage for the day-long event. In his speech, Dr Sahu highlighted how generative AI, services, and platforms are redefining business and is paving the way to a new age of innovation and transformation.

In his keynote address, Naveen Gupta, President - FAIITA welcomed the IT Associations and partners from across the country who were present at the event, while outlining the contributions made by FAIITA in promoting the growth and development of the IT ecosystem by keeping the interests of its members in mind.

Sumitha Sunil, Account Director (Large Enterprise), GoTo and Saurabh Mittal, Senior Solutions Consultant, GoTo shared the dais to give an insightful presentation and shared the unique value proposition of GoTo.

CHANNEL EMPOWERMENT SESSION

Kicking off the Channel Empowerment

session, Dr. Arindam Sarkar, Assistant Professor and Head of Computer Science and Electronics at Ramakrishna Mission Vidyamandira - Howrah, stepped onto the stage to explain how FACEOFF TECHNOLOGY, a trust verification and a "Make in India Engineered for the World" solution could shape the future of responsible AI. Through his insightful speech, Dr Sarkar cited the urgency of digital integrity in today's era and how emerging threats like deepfakes and synthetic media are redefining risks for individuals and enterprises alike.

The next speaker, Ashutosh Tandon, Pre-Sales Solution Architect- Check Point Software Technologies gave a brief presentation on how enterprises can strengthen digital resilience through advanced threat prevention, zero-trust strategies, and secure digital transformation initiatives.

Next, Amit Jain, CEO of Integrated Tech9 Labs spoke about Intelligent Cloud and on how Tech9 Labs champions the vision of a sovereign, intelligent, and future-ready cloud powered by IBM, Cisco, and Nutanix.

VAR SYMPOSIUM SESSION

In the VAR Symposium session that resumed in the afternoon, Rohit Sharma, Head Technical Sales (India/SAARC)- Micron Technology was invited to speak on how Memory and Storage are the two true catalysts for innovation and they continue to drive growth across the industry.

Golden era for India's VARs as investments shift from infrastructure to intelligence

“It was a privilege to address an ecosystem of OEMs, VARs and channel professionals at a moment of transformation, where generative AI, services and platforms are reshaping our digital future and predictable, hardware-led growth is giving way to intelligence-driven innovation. We stand at a pivotal juncture defined by AI, cloud, automation, cybersecurity and deepfake detection—making this a golden era for India’s VAR community as strategic spending shifts from infrastructure to intelligence. With AI moving from pilot to production and powering security operations across 90% of Asia-Pacific organizations, enterprises are progressing from AI-based detection to predictive modelling, automated response and behavioural analytics.

The global data center boom, with AI-related spending projected to reach \$3 trillion by 2029, highlights both extraordinary opportunity and the parallel rise in risks that demand sharper focus and readiness. Simultaneously, the rise of AI and GenAI has accelerated deepfake and synthetic fraud, making fake identities easier to create while driving soaring global demand for GPUs and TPUs.

As AI-driven attacks escalate, we are shifting from constant risk to platform-driven resilience against adaptive, deepfake-enabled threats that demand faster and smarter responses. Hypervisors are emerging as a major target, and with human error still responsible for 95% of breaches, insider risks and AI-driven threats will dominate cybersecurity priorities in 2025. With quantum computing advancing toward breaking RSA and ECC by 2030, organizations are fast-tracking post-quantum upgrades.

Technologies like Quantum Neuro Cryptography and QKD-based neural encryption will consume a growing share of IT security budgets. These shifts call for urgency, preparedness and a fundamental redesign of security architectures and collaboration frameworks across the ecosystem.

For the channel, this moment represents both opportunity and responsibility. Growth will increasingly come not from hardware but from cybersecurity, cloud, AI-powered services and intelligence-led outcomes. As enterprises now engage multiple partners for every major technology decision, ecosystem collaboration, recurring revenue models and long-term resilience are becoming essential. My message to the community is clear: embrace the transition to services and outcomes; invest in specialization and trusted partnerships; prioritize cybersecurity, AI, data-driven insights and sustainable monetisation models; and build ecosystems, not just channels. The decade ahead will reward those who adapt, lead and co-innovate—because the hardware age has passed, and the era of intelligent services has begun.”



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

Next, Pradyut Mohapatra, Systems Engineering Manager - Channels), Versa Networks addressed the audience on Versa Unified SASE. Through his impactful presentation, he empowered partners through secure, agile network solutions and digital transformation.

The next speaker, Gaurav V Saxena, Director-Channel & Alliance- Veeam Software spoke on data resilience in the modern era and how Veeam ensures its customers data security & business continuity with its security and AI-enabled Veeam solutions.

Rajeev K Abichandani, Head-Enterprise Channels (India & SAARC) - Fortinet Technologies India spoke on how the Future can be secured through the power of Partnerships and where Fortinet as a channel friendly brand stands when it comes to empowering VARs to safeguard their future.

Shivam Chandel, Channel Business

Manager, Channel Sales, SentinelOne India enlightened the VARs on reimagining cyber security in the age of AI and how AI-driven cybersecurity is an opportunity for them to empower enterprises with autonomous threat detection, adaptive defense, and intelligent automation, enabling response, and stronger resilience against evolving cyber threats.

Gopal Krishna, Director (Sales) MX, APAC - Barco spoke on the growth that the video conferencing market is witnessing, driven by innovative wireless solutions and rising demand for seamless, secure hybrid collaboration.

Taking the VAR Symposium session forward, Anant Deshpande, Regional Vice President, India & ASEAN at DigiCert shared his insights on how Partnerships and Digital Trust are indispensable strategic levers to drive agility and resilience.

This was followed by a presentation by Jithesh Chembil, Head of Channels, India, Pure Storage in which he discussed about

Enterprise Data Cloud and how Pure Storage empowers partners to drive innovation and enterprise data transformation.

The event also featured two panel discussion sessions, featuring distinguished leaders from India’s tech landscape. The first panel discussion was brought together leading IT associations where they shared their perspectives on how the associations are addressing and resolving key issues across the ecosystem — involving OEMs, vendors, partners, distributors, and regulators — to strengthen collaboration and drive industry growth. Moderated by S. Mohini Ratna, Editor-VARINDIA, the panelists in this session were Alok Gupta, President- PCAIT; Kaushik Pandiya, Governing Body-FAIITA; S Karthikeyan, Charter President, Confed ITA; Magan Gangani, President- TAIT; Vinod Kumar, Chairman- ISODA and Bharat Chheda, President- ASIRT.

The second panel discussion that addressed the VARs of the industry was

PICTURES OF BREAKOUT SESSION



BREAKOUT SESSION: DAY-TIME



BREAKOUT SESSION: EVENING

titled – Lead the Leap and was moderated by Dr. Deepak Kumar Sahu, Publisher & Editor-in-chief, VARINDIA. The discussion delved into the preparedness of Indian VARs to redefine global competitiveness as India stands at the cusp of a global transformation. They stressed collaboration, AI adoption, and ecosystem innovation as growth drivers, urging partners to stay agile, customer-focused, and sustainable in building inclusive, future-ready businesses. The panelists invited to join this session were Ranjan Chopra, MD - Team Computers; Himanshu Chawla, Director- IRIS Global Services; Neel Shah, Chairman-Insight Business Machines Pvt. Ltd.; Ashish Khanna, CEO- Intensity Global Technologies Ltd. and Dinesh Kumar, Sales Director – India & SAARC, SOTI.

AN EVENING DEDICATED TO PARTNERSHIP, INNOVATION, AND EXCELLENCE!

The evening unfolded with a welcome speech by S. Mohini Ratna, Editor, VARINDIA in which she spoke about the Channel Leadership Survey (CLS) 2025, while also giving an overview of Indian IT Industry and how it is helpful in finding the ultimate winners at this awards night.

The evening thereafter witnessed the unveiling of the one of its kind Channel Policy Handbook. The book provides insights into industry best practices for channel partnerships and aims to strengthen collaboration between vendors and partners, driving growth and innovation in the IT

ecosystem.

During the Corporate presentations, Akshay Balaganur, Co-Founder & CEO, LinkEye spoke on the topic Manage Large Networks with Small Teams and shared a wonderful presentation on how his company is transforming the world of networks.

Next, Dylan Chadha, Retail Lead-MENA, Context addressed the audience and shared his insights on Building India's Data-Driven Channel Future. His valuable insights on shaping India's data-driven channel future and inspiring transformative retail innovation was quite encouraging.

The Guest of Honour for the evening, N R Panicker, Chairman - ACCEL Ltd took to the stage and through his inspiring words, he threw light on the vision that he has for the future IT industry.

K. Subramaniam, IAAS, Director General, Comptroller and Auditor General of India presented the evening keynote address. He enlightened the audience with his valuable insights on governance, transparency, and on how to strengthen India's audit and accountability framework.

AWARDS & FELICITATIONS

In line with its traditions and standing firm to its name, the 24th Star Nite Awards honoured the exceptional achievements of VARs, partners, vendors, and IT associations. The first set of awards celebrated India's leading IT Associations for their exceptional contributions to the technology industry.

The associations felicitated are - PACT (Punjab Association of Computer Traders), PCAIT (Progressive Channels Association of Information Technology), TAIT (Trade Association of Information Technology, Mumbai), ISODA (Infotech Software Dealers Association) and ASIRT (Association of System Integrators & Retailers in Technology).

In the VAR Symposium session, more than 100 Eminent VARs of India were honoured in 20 different award categories. The winners were selected with over 6,935 votes cast on www.varindia.com from more than 30 cities nationwide.

This year, VARINDIA also took the initiative to recognize 10 Channel Chiefs of the Indian Technology Industry, who play an important role in transforming the Channel market by being a visionary and an architect in executing strategies and empowering channel partners.

The awards ceremony that took place in the evening witnessed the recognition of the Transformational Business Leaders 2025 and Chief Marketing Officers (CMOs) who are instrumental in shaping the future of the Indian ICT industry.

The most eagerly anticipated segment of the evening was the Channel Leadership Survey (CLS) 2025 Awards, where vendors selected and voted for by their channel partners and VARs were honoured in more than 40 different categories.

Collaborations and Partnerships are key to advancing India's Digital Ecosystem

"The Indian digital economy today constitutes about 20% of our GDP, which is about 65 lakh crores of rupees. If we want to become a \$7 trillion economy by 2030, we need to have a very robust digital ecosystem. We have an eCommerce market of about \$200 million. India also has the 3rd largest start-up pool of about 1, 20,000. So with this kind of an ecosystem, collaboration and partnership are the key. But, despite having this enormous digital ecosystem, we face a lot of challenges which we need to identify and overcome.

India still has a digital divide, as internet penetration is only about 60%. There are at least 500 million people who are devoid of IT services or IT connectivity. Much of our government programs and service delivery happens through digital modes, for instance digital payments to the beneficiaries. So we have a bottleneck there. With cybersecurity threats, and deepfake incidents rising, data privacy & sovereignty are at risk. I believe this cannot be regulated alone by a mere Act, but it is more a matter of mindset and culture. In India today, even medical reports are sent through WhatsApp. They are all openly available and there is no confidentiality. Besides, there is other such information within the public purview which circulates on the WhatsApp platform everyday, and there's very little concern for confidentiality. That is something which we need to resolve. We talk about innovation and Research, but in reality we spend only about .7% of our GDP on R&D whereas most of the other developed countries are spending about 2.5% of their GDP on it. We are talking about startups, but funding remains a major issue. To carry forward a startup idea, right from inception to the last mile, you need collaborations with various partners and players in order to have an impact. Again, Intellectual Property (IP) protection remains an issue. We have very few patents, as compared to China or any other developed nations. It is again a matter of culture and mindset.

Most importantly, government regulatory frameworks need continuous reform, fine-tuning, and updating. These reforms need to be both institutional as well as regulatory. For instance, take the issue of refurbished hard disks being sold in India. This issue can be tackled through government action—by preventing it at the entry point and enforcing checks during government procurement. We need to have some pre-qualifications on our end to stop vendors from being able to sell such products, or at least have some restrictions on these. These are some of the challenges to which we need to bring certain regulatory changes."



K. SUBRAMANIAM IAAS,
DIRECTOR GENERAL, COMPTROLLER AND AUDITOR GENERAL OF INDIA

A new chapter of collaboration and intelligence for India's ICT sector

“It was an honour to address the distinguished gathering at the 24th VARINDIA Star Nite Awards 2025—an evening that celebrated not only achievements but also the vision, resilience, and innovation shaping India’s ICT ecosystem. For more than two decades, VARINDIA has chronicled the nation’s technological evolution, and this year’s event once again reflected the collective strength of OEMs, VARs, solution providers, and industry leaders who continue to drive India’s digital acceleration. As the digital economy expands at unprecedented speed, partnerships are no longer transactional; they have become strategic engines of innovation. OEMs and partners today act as co-innovators, jointly shaping how enterprises adopt AI, modernize infrastructure, secure data, and build scalable, future-ready architectures. In a world where intelligence is rapidly becoming the new infrastructure, the industry stands at a defining moment—one where value is shifting from hardware-centric growth to intelligence-led services, platforms, and outcomes.

The challenges shaping this shift are equally significant. Rising cyber threats, evolving regulatory frameworks, and the urgent need for quantum-safe, AI-driven security architectures demand collaboration at a scale never seen before. As we move toward a cognitive era—where intelligence becomes embedded across systems and processes—the flow of capital and cognition is becoming inseparable. Value is no longer merely transferred; it is embedded into intelligent frameworks that learn, adapt, and evolve. The Channel Leadership Survey (CLS) 2025 reinforces this transformation, showing that as hybrid work and digital modernization accelerate, IT complexity is rising sharply. Tier 3 and Tier 4 partners have become indispensable, even as sustainability challenges persist for those dependent on short-term or project-based revenue models.

This year’s Star Awards further highlighted the expanding role of partners in managed services and cybersecurity, especially as Indian SMBs face an average of 37 cyberattacks daily and lose more than 7% of annual revenue to security breaches. With participants from 40 IT associations across the country, the event showcased the ecosystem’s collective capacity to innovate, secure digital trust, and drive inclusive growth. The path ahead calls for deeper collaboration, purposeful partnerships, and a sustained commitment to responsible innovation. Together, the industry can build a future where India leads not only in adopting technology but in creating it—strengthening the digital economy with trust, intelligence, and shared success.”



S MOHINI RATNA
EDITOR, VARINDIA

FACEOFF's NeuroTrust Redefines Ethical, Cognitive and Quantum-Safe Identity Protection

“The world is entering a dangerous era of synthetic fraud where deepfakes, AI-generated personas and stolen identity records are rapidly dissolving the foundations of trust. Aadhaar numbers, voter IDs and passport details are already available across dark-web forums, enabling criminals to create fabricated profiles for credit abuse, impersonation and large-scale benefit fraud. With generative AI tools accelerating this threat—WormGPT, WolfGPT, FraudGPT, LoopGPT—the distinction between real and fake is disappearing, pushing global losses toward USD 23 billion by 2030. Suraksha tutegi, data lutegi, unless identity systems become ethically grounded, resilient and intelligent enough to counter this wave. In this environment, identity must evolve beyond static biometrics and OTPs into a living, adaptive, multidimensional trust fabric.

NeuroTrust embodies that fabric through an ethical, cognitive and quantum-safe approach to identity verification and anomaly detection. It processes voice, face, tone, emotion, micro-expressions and physiological signals such as heart rate and oxygen saturation to identify inconsistencies that traditional systems cannot catch. At a time when 95% of AI deployments fail due to lack of compliance and privacy-by-design, the framework introduces a privacy-preserving architecture rooted in federated learning, differential privacy and secure multiparty computation. The Adaptive Cognito Engine brings together behavioural, emotional, adversarial and neurochain intelligence to detect synthetic content, deepfakes and fabricated identities while offering forensic-grade analysis for banking, fintech, insurance, law enforcement, healthcare and public-safety ecosystems. This creates a plug-and-play trust layer that strengthens existing infrastructure without exposing sensitive data.

Data sovereignty remains absolute: the algorithms travel to the data, not the other way around. Quantum-safe adaptive cryptography ensures future-proof protection, while the NeuroTape system supports long-term, air-gapped, neuro-quantum storage of high-value information. AI agents within the system learn from prompts, analyse reports, generate insights and adapt in real time, but the human-in-the-loop remains central to decision integrity. Har bite mein hoga suraksha—every byte must be secured—because trust cannot be outsourced or automated blindly. As deepfakes multiply and synthetic identities scale at unprecedented speed, the future of national security, financial integrity and digital governance depends on a new trust infrastructure that blends ethics, cognition and quantum resilience. NeuroTrust stands as that infrastructure for a world where identity itself is under attack.”



ARINDAM SARKAR
CHIEF ARCHITECT, FACEOFF TECHNOLOGIES INC.

GoTo Sets a New Benchmark in Intelligent Support with LogMeIn Rescue and Resolve



MR. SAURABH MITTAL
SAAS EVANGELIST-
GOTO

“The future of remote support and IT management is being shaped by a clear shift in customer expectations, and GoTo is focused on meeting that shift with secure, intelligent and unified solutions. Organisations today need instant, reliable support that is both proactive and deeply secure, and platforms like LogMeIn Rescue and LogMeIn Resolve are built to deliver exactly that. With more than two decades of experience powering billions of global remote sessions, GoTo understands that AI is no longer optional—it is central to delivering faster resolutions, reducing complexity and ensuring a seamless support experience. AI now analyses devices in real time, translates screens instantly, recommends guided actions, documents sessions automatically and streamlines repetitive tasks, enabling technicians to work more efficiently and customers to receive quicker, more accurate assistance.

GoTo’s approach to AI is grounded in meaningful innovation, strong security fundamentals and continuous learning from users. As global investment grows in automation, cybersecurity, remote monitoring

and AI-driven IT operations, solutions like Rescue and Resolve play a critical role in helping organisations modernise their support capabilities. AI improves agent confidence, accelerates onboarding, strengthens first-contact resolution and ensures that even complex issues can be diagnosed and addressed proactively. With intelligent automation and predictive insights, companies can move beyond reactive troubleshooting and embrace a proactive, self-healing IT environment that meets the heightened expectations of modern enterprises.

The need for consolidated, all-in-one platforms is more urgent than ever, and GoTo Resolve reflects this shift by unifying RMM, patch management, asset visibility, automation, service desk capabilities and secure remote access in one solution. This eliminates tool sprawl, reduces operational costs and provides a single pane of glass for IT teams managing distributed workforces. Meanwhile, Rescue continues to be trusted by banks, insurers, pharma companies, global system integrators and large enterprises for secure, zero-trust-based remote support. With the latest AI capabilities—such as device analysis, automated note-taking, scripted troubleshooting and session summarisation—both Rescue and Resolve help organisations deliver faster, smarter and more consistent support. These advancements reduce errors, strengthen compliance and allow partners to scale with confidence, resilience and greater intelligence.”



MS. SUMITHA SUNIL
ACCOUNT DIRECTOR
(LARGE ENTERPRISE)
- GOTO

Stronger skilling, local manufacturing and retail safeguards needed to strengthen India’s IT ecosystem

“FAIITA has always stood as a symbol of unity, progress and commitment in the Indian IT ecosystem, and over the past 24 years we have built a strong foundation that extends from metros to Tier-1, Tier-2, Tier-3 cities and deeply into rural India. As the country enters a new era of technological transformation envisioned in the roadmap to 2047, our role as advisors and enablers becomes even more vital. Whether it is cloud, AI, cybersecurity or emerging digital solutions, our mission is to ensure that every new technology reaches the last mile, empowering partners, strengthening local ecosystems and driving national growth. The IT industry proved its resilience during the pandemic when our partners, though not formally recognised as VARs, worked tirelessly to keep hospitals, police networks and critical equipment running. That spirit of service defines us, and it continues to guide the work we do today.

At the same time, the rapid pace of technological change brings urgent challenges—foremost among them being the shortage of skilled technical manpower. Basic software knowledge is no longer enough; India needs trained professionals who understand AI, cybersecurity, cloud operations and next-generation systems. FAIITA is actively engaging OEMs to create structured training programmes for partners and their teams, but I urge the channel community to treat training with seriousness. The future belongs to those who keep learning. Along with capability building, we must also support India’s Make in India movement. I encourage partners to explore small-scale manufacturing, components and locally relevant products. Even if marketing remains difficult, supplying to domestic industries offers meaningful opportunity. Several leaders in our ecosystem have already taken bold steps in this direction, and the potential is significant.

FAIITA continues to work closely with the Government through the IT Ministry, the Commerce Ministry and GeM to resolve industry issues—whether it was the recent ₹3,000-crore camera approval matter or other large-scale policy interventions affecting retailers and MSMEs. As convenience-driven e-commerce expands rapidly, traditional retailers are losing substantial market share, making it necessary to initiate a national-level discussion on protective steps such as a convenience tax. We must safeguard the interests of lakhs of IT retailers and small businesses. Technology may evolve daily, but our commitment remains constant. With collective determination and support from partners across India, we will continue strengthening the IT ecosystem and uphold FAIITA as a benchmark of leadership, resilience and innovation.”



NAVIN GUPTA
PRESIDENT, FAIITA

Check Point strengthens cyber resilience with advanced AI-driven security strategy

In today's hyper-connected environment, cyber resilience relies on understanding how rapidly threats are advancing across networks, cloud infrastructures, endpoints, email vectors, and emerging AI-driven systems. With over three decades of cybersecurity expertise, Check Point has remained committed to securing the full threat continuum—from the foundational era of data and network protection to today's highly distributed and complex digital ecosystems. With 74 offices worldwide, more than 100,000 customers across 182 countries, and a market cap nearing \$25 billion, the organisation continues to demonstrate long-term leadership and technological consistency.

Check Point's portfolio reflects the industry's shifting requirements. Quantum delivers comprehensive network security, CloudGuard safeguards cloud workloads, APIs, and applications, while Harmony provides zero trust, SASE, email security, and mobile protection. The recent acquisition of Lakera significantly enhances Check Point's ability to mitigate emerging AI- and LLM-centric vulnerabilities, especially those involving data security and high-risk application behaviours. Current industry research underscores ongoing gaps such as supply chain weaknesses, unpatched systems, unmanaged assets, endpoint exposures, and the escalating sophistication of APT groups—pandas, bears, kittens, and spiders—who increasingly deploy AI-enhanced attack methodologies. To confront these challenges, Check Point has adopted a four-dimensional strategy: hybrid mesh security, micro-segmentation with zero trust, continuous threat exposure management, and AI-centric protection for applications and LLMs. As a pure-play cybersecurity provider, the organisation focuses on safeguarding digital assets across cloud, mobile, application, and user layers, enabling partners and customers to build stronger cyber resilience in a deeply interconnected world.

Ashutosh Tandon, *Pre-Sales Solution Architect, Check Point Software Technologies*



Tech9IQ empowers partners with their own intelligent cloud platform

"Tech9IQ was created with a clear purpose — to give partners a cloud platform that finally restores their identity in an ecosystem dominated by large OEMs and hyperscalers. For years, partners have been driving customer outcomes, solving complex IT challenges, and enabling digital transformation, yet the ownership of the solution often never belonged to them. With Tech9IQ, we are changing that narrative. This is your cloud, your services, and your brand. We are not here as another OEM; we are here as a partner empowering other partners to lead confidently with their own identity.

Tech9IQ is built as an intelligent, India-first cloud platform engineered on globally trusted technologies from Nutanix, Cisco, and IBM, but optimised for the realities of Indian enterprises. It integrates evergreen lifecycle management, micro-segmented security, automated disaster recovery, power-grade reliability, and a fully protected data vault. The platform uses AI-driven operations to self-heal, automate recurring tasks, and predict capacity requirements, ensuring partners can deliver consistent, high-quality outcomes without added complexity or overhead.

But the most important innovation is not the technology — it is the partner-first approach. Tech9IQ enables partners to brand, price, manage, and deliver cloud services entirely as their own. With zero-capex onboarding, seamless migration through our factory model, and sovereign data residency, the platform is designed to enhance partner autonomy and elevate their position in the market. Tech9IQ is more than a cloud platform — it is a foundation for partner identity, growth, and long-term differentiation."

Amit Jain, *Founder & CEO, Integrated Tech9Labs Pvt. Ltd.*



Micron positions memory and storage as true catalysts for innovation

"At Micron, we see memory and storage are not just components but the true catalysts driving innovation across industries. We ensure our customers benefit from end-to-end expertise. Micron stands out as the only US-based memory and storage company that designs and manufactures everything in-house—from wafers in our own fabs to finished SSDs, DRAM, HBM, and CXL products. With over 60,000 patents and 13 global manufacturing sites, including Sanand, Gujarat in India, our focus on innovation allows us to deliver high-performance, reliable, and scalable solutions for enterprise, data center, and consumer needs.

Our diverse portfolio addresses every tier of performance and capacity. From high-capacity 60TB TLC drives to high-performance SSDs delivering 14Gbps throughput, Micron offers solutions for mainstream, performance, and storage-centric workloads. Our CXL memory modules extend server capabilities beyond traditional DDR5 slots, while high-bandwidth memory (HBM) and GDDR7 enable near-CPU/GPU performance for AI and HPC workloads. By providing a complete, integrated memory and storage stack, we ensure customers achieve optimal performance, efficiency, and total cost of ownership.

Beyond data centers, our innovations extend to laptops, desktops, and automotive applications. Plug-and-play low-power DRAM modules enhance battery life in PCs, while quad-port SSDs support multiple automotive systems reliably and efficiently. At Micron, memory and storage are not ancillary—they are the enablers of AI, cloud, HPC, and intelligent mobility, driving the next generation of technological breakthroughs."

Rohit Sharma, *Head - Technical Sales (India/SAARC), Micron Technology*



Versa Unified SASE transforms enterprise networking and security globally

“We believe Unified SASE is not just a concept but a transformative approach to networking and security. Versa Unified SASE enables enterprises to protect everything, everywhere — from campus switches and home wireless access points to on-premises, cloud, and edge applications. We ensure customers build self-protecting networks, providing secure connectivity for every user, device, and application. With over 20,000 enterprise customers, 150 MSPs, and more than 1,000 channel partners globally, our solution spans 100+ countries and is trusted across industries. Versa’s software-defined portfolio includes SD-WAN, SD-LAN, SD-SSE, and software-defined wireless, all unified under a single management console and data lake, simplifying operations while maintaining security and user experience.

Our VersaONE platform delivers networking and security through a unified operating system. Enterprises can enforce advanced threat protection, zero trust access, cloud security, and secure application connectivity from any location or device. Leveraging AI for security and networking, we provide proactive threat detection, bandwidth trend analysis, and AI-driven orchestration for configuration and management. Make-in-India SD-WAN hardware and globally distributed PoPs bring services close to users, enhancing performance while ensuring consistent security.

Versa’s recognition in Gartner’s Magic Quadrant and top ratings from CyberRatings and GigaOm validate our Unified SASE. Customers trust Versa for reliability, innovation, and responsiveness. With development teams in Bangalore and the US, we continuously evolve the platform to deliver enhanced capabilities, ensuring enterprises experience secure, efficient, and future-ready networking and application access.”

Pradyut Mohapatra, Systems Engineering Manager (Channels), Versa Networks



Redefining cybersecurity with innovations in the age of AI

SentinelOne as a company started in 2013. When we started, we envisioned a major revolution that will sweep across the cybersecurity industry, and that is when we thought of building our foundation with Artificial Intelligence (AI) and Machine Learning. When we talk about in-built AI today, it brings a lot of ease in our day to day task as a cyber-security analyst at any customer place. So, SentinelOne started as an endpoint security vendor, and later on, we moved to EDR, which is basically adding in some telemetry, logs, and some windows events in order to get better correlations. When we talk about SentinelOne, it brings a difference in a lot of areas. We were the first one to bring in multiple aspects of cyber security elements. For instance, we were the first to introduce security on Linux. We were also the first to have EDR based security on Mac. We in fact, have more than 25 patents that actually serve a lot of things that customers today use. Take, for instance, SentinelOne’s platform includes an autonomous rollback feature that can automatically reverse unauthorized changes made by malicious software, such as ransomware, to restore an endpoint to a healthy, pre-attack state. This recovery process is designed to be fast, requiring minimal human effort or manual scripting. We use a Windows shadow copy for it, and that is where a unique aspect of running the business continuously comes in. With SentinelOne’s Purple AI, security analysts can get the latest security insights, can autonomously investigate alerts & security incidents, thus saving valuable time for security teams.

Shivam Chandel
Channel Business Manager, Channel Sales, SentinelOne India



Digital trust is the foundational infrastructure that binds together the Internet today

“Customers today are looking to drive resilience and agility, and digital trust is foundational to driving this. It is the foundation to securing the connected world and binds together the Internet today. There is no internet, there is no digitization, there is no digital transformation without digital trust. DigiCert is the global leader in digital trust. We do PKI, which is public or private key infrastructure, and DNS. So if you are trying to access a bank website, DNS is what helps you to go to that website that you are trying to get to. It helps you to get there. PKI essentially validates that that address is a correct one and establishes the secure communication channel. So PKI and DNS are basically the two foundational elements of the internet, or rather the air and water of the internet. Everything other than that is management and protocol. DigiCert is the only player in this space that does both PKI and DNS. We know that the attack surface is expanding and we also understand that, irrespective of the industry our customers are in, there are a lot of regulations that need to be complied with. So we keep that in mind as well. With the rise of automation, attackers are leveraging highly sophisticated automated techniques. Our response can no longer be manual—humans alone cannot keep pace with machines. We must counter automation with automation.

Today, AI has completely taken over the industry. But one of the big challenges around AI is deepfake. We fail to understand what is fake and what is real. It is a big challenge for countries, individuals and regulators.

Anant Deshpande
Regional Vice President, India & ASEAN at DigiCert



An Enterprise Data Cloud infrastructure streamlines the management of data coming from different applications

Pure Storage is a \$3 billion organization. We have been in the leadership quadrant of Gartner for 12 consecutive years. Today, times are changing. There is a lot of uncertainty today, in terms of the geopolitical landscape, escalating cyber threat, and global tariff trade. Then there is a lot of spend happening on artificial intelligence and an unexpected spend on virtualization. But for partners, these uncertainties may also reveal new opportunities. IDC projects that by 2028, global spending on AI will reach nearly \$600 billion. Cyber security will be the next largest area of investment, approaching roughly \$400 billion. The other important thing predicted by IDC is that almost 95% of the total applications will be running on Kubernetes or cloud native based applications. And the other estimate is that almost 50% of the storage will come as services. Now is the time to support our customers in transforming and building new data platforms. If you look at the earlier storage, people used to buy storage based on utilization. If you have one application, you purchase one storage system. Then, for another application, you buy yet another storage solution. Over time, this results in multiple systems already in place. This highlights the need for a management system in order to manage data efficiently. Since the number of applications have risen over time, data management becomes a very imperative issue. The only option in this scenario is to build an enterprise data cloud architecture. We build our architecture on three major components. But one of the most important components is the Evergreen architecture that delivers the enterprise-grade features, IT agility, and sustainability your organization needs.

Jithesh Chembil, Head of Channels, India, Pure Storage



The Network today stands as the backbone of every business

Today, the network functions much like a utility—similar to electricity or water. When it's running smoothly, it goes unnoticed; but the moment it fails, everything is disrupted. In the last 10 years, we have been working with several enterprise customers here in India and outside with our small company called Airowire Networks. In the last 10-15 years, with the onset of technologies like cloud, SAS and now AI, the network is no longer constrained to the office. It is to be found everywhere. The next big challenge is the huge amount of data that the network generates that is not humanly possible to assess or analyze it. The third biggest shortcoming is the shrinking size of the IT teams and engineers. We don't have network engineers anymore who are managing the network. Most importantly, our attention span as humans has gone down. So, we decided to work on making network monitoring very simple, measurable and actionable.

In India, the Internet is the biggest challenge, unlike the West. The last-mile connectivity provided by internet service providers to customer locations often becomes unstable for several reasons. Indian partners cater to a wide range of Indian companies, many of which have sites numbering in the hundreds or thousands. Each of these sites might have two or three ISP links, which are unstable. Now, you have 3000 or 4000 links to be managed by your IT team. This is a huge operational overhead. SD-WAN does solve the problem of giving you an uptime, but a failed link still has to be dealt with by the IT. So Airowire Networks has an AI agent which talks to the SD-WAN, does the troubleshooting and then figures out if it is an ISP problem.

Akshay Balaganur, Co-Founder & CEO, LinkEye



Forward-thinking partners are already rewriting how the Channel grows

Data has taken a new role to help retailers, resellers and vendors to not just manage business more efficiently, but actually grow the entire pie across the ecosystem. Across Europe, we have seen how access to collective market data has transformed relationships and outcomes in the channel. We see similar opportunities are opening up here in India too. I would like to call this the great revenue shift. In Europe, more than 35% of all software revenues are now delivered as a service. This isn't just about technology, but it is a change in how value is created. Resellers there are adapting fast, investing in digital capability, managing services and customer success. The message is clear - those who combine record revenue with data driven insights will define the next decade. The most forward thinking partners are already rewriting how the channel grows. Their priorities, cybersecurity, Cloud products and AI are where customers now place trust and spend. And as we all know, the biggest year on year growth in the last year has been AI. This playbook is unfolding globally, and our role is to provide a data foundation that supports it, helping every market, including India, accelerate that transformation. Unfortunately, most companies have an AI readiness gap. According to a reseller survey we did where we asked 5000 people, 64% of them said that they weren't AI ready yet. The need of the hour is to develop AI capabilities fast, before partners fall behind in fully leveraging AI. It is not possible for anyone to build meaningful machine learning insights using only internal data. The AI readiness gap compounds a wider power imbalance. Vendors still set prices, control margins and decide who sells what to whom. Distributors relying solely on their own data or vendor forecasts might witness very soon eroding profitability.

Dylan Chadha, Retail Lead-MENA, Context



With rapid technology advancement, the Channel has to be more tech-savvy than ever

I have been an entrepreneur since 1991 and was a VAR and System Integrator back then. I started a small services company at a time when there were many companies but not many products like we see today. Over the years, I have seen many dealers and value-added resellers come up, only to suddenly disappear. Distributors, however, have continued to survive. This scenario continues even today. In the last three to four years, I have seen several companies emerge and then suddenly shut down for various reasons. Accel has managed to survive for 34 years—which I think is a long time—despite being a small company.

Dealers and SIs suffer the most in the entire ecosystem because they are the ones selling directly to the end user. Many times, even when they secure orders, their payments get stuck. The unfortunate truth is that there is no one to protect the interests of these dealers and SIs. So, the most important factor for survival is discipline. Another key factor is that channel partners must be technologically savvy. They should not cut corners and must take the business seriously, because there are no shortcuts to profits. Also, when you sell software or hardware to a company and a certain amount comes into your bank account, please remember that is not your money. That money belongs to the distributor or the OEM, and you must pass it on. If your margin is 2%, then only that 2% is yours to use. A steady cash flow ensures a stable business. The money you are left with at the end of operations is the real profit you have.

N R Panicker, Chairman - ACCEL Ltd



Veeam strengthens cyber resilience with security-first, AI-enabled data protection

“Data resilience is becoming a boardroom priority, driven by rising cyber threats and the urgency brought by the DPDP Act. Organisations now demand security-first, AI-enabled data protection that ensures resilience across complex, hybrid and multi-cloud environments. Veeam records global revenues of over USD 1.75 billion, operates in more than 150 countries, and protects 67% of Fortune 500 companies. In India, the company continues to grow at over 65% CAGR, serving 8,000+ customers across government, BFSI, IT/ITeS, defence and education through a strong partner ecosystem and strategic alliances.

At Veeam, continuous investments in R&D centres in Bangalore and Pune, along with comprehensive certification programs, strengthen the broader ecosystem. The platform is built on five core pillars—data backup, data recovery, data portability, data security and data intelligence—which power the Veeam Data Platform 13.0. Support for 160+ workloads, native protection for Kubernetes and containers via Kasten, modern hypervisors and expanded capabilities through Veeam Data Cloud on Azure ensure flexibility across on-prem, cloud and SaaS environments. Recent advancements, including the acquisition of Securiti AI, enhanced incident-response tools, negotiation assistance and ransomware recovery warranties, further improve cyber readiness. As ransomware becomes more sophisticated and AI-driven attacks escalate, organisations must benchmark their cyber preparedness. Through Veeam Cyber Secure and the Data Resiliency Maturity Model, designed with McKinsey and Manchester University, enterprises gain structured pathways to strengthen resilience and contribute to building a more secure and future-ready digital ecosystem for India.”

Gaurav V Saxena, Director - Channels & Alliances, Veeam Software



Fortinet drives India’s cybersecurity future with a channel-first converged networking vision

“Fortinet continues to scale its presence across India and SAARC, holding more than 50 percent share of the firewall market and leading the SD-WAN segment with close to 30 percent share. With 25,000+ customers across 130 cities and one of the largest 200+ cybersecurity go-to-market teams, the company remains firmly anchored in a channel-centric and partner-first model. Our growth is driven by the belief that networking and security must converge, delivered through a single operating system, single console and single licence to reduce complexity, consolidate vendors and enhance user experience across hybrid work, distributed edges and multi-cloud environments.

Secure networking is the foundation of our portfolio, with firewalls, SD-WAN, SASE, ZTNA, SD-Branch and secure switching and wireless built organically on FortiOS to ensure consistent policy enforcement, visibility and control across on-prem, cloud and remote environments. As attack surfaces expand and user access becomes more distributed, unified SASE becomes critical for secure connectivity across branch, campus, remote and OT networks. Support for both cloud-delivered and on-prem architectures ensures flexibility while maintaining performance and end-to-end security. Multiple recognitions across Gartner Magic Quadrants reinforce the strength of this integrated platform.

Enterprises across BFSI, retail, e-commerce, logistics, hospitality and hyper-distributed sectors rely on this convergence-first approach to secure mission-critical operations. Engagement models for MSSPs, SIs and service providers strengthen collaboration, while ongoing partner-enablement initiatives help organisations build secure, scalable and future-ready networks across India and the SAARC region.”

Rajeev K Abichandani, Head - Enterprise Channels (India & SAARC), Fortinet Technologies



Barco ClickShare redefines hybrid collaboration with effortless, one-click meeting experiences



“In today’s environment of AI, data and quantum technology, the most overlooked challenge remains the meeting itself. Whether in-person or virtual, users still struggle with cables, ports, passwords, platform mismatches and basic connectivity issues. With hybrid work becoming the norm, employees often come to the office primarily for meetings, yet nearly half face a technological hurdle even before the discussion begins. This is exactly where Barco ClickShare changes the experience—by making the meeting room simple, intuitive and truly effortless.

ClickShare eliminates everyday meeting chaos with a three-step workflow: walk into the room with your laptop, plug the Barco button or launch the ClickShare app, and focus entirely on the meeting. The platform wirelessly connects to the room’s camera, mic, speaker and display, enabling seamless collaboration on Teams, Zoom, Google Meet or Webex. It supports sharing from laptops, mobiles and tablets and keeps all participants—remote or in-room—at the centre of the meeting. With wireless presentation, wireless conferencing, ClickShare Hubs, Microsoft-certified MTR systems and the Wi-Fi 6E-based Gen 5 button, the experience becomes unified, secure and consistent.

The portfolio integrates smoothly with third-party peripherals from Logitech, Poly, HP, Jabra, Sennheiser, Bose and others. ISO 27001 certification, a five-year warranty and full BYOD compatibility make it suitable for large enterprises. For partners, it remains a plug-and-play IT product requiring no AV expertise—just two basic connections and the room is ready. ClickShare removes complexity so users can simply walk in, connect through a single Type-C dongle and start their meeting without worrying about technology.”

Gopal Krishna, Director (Sales) MX, APAC, Barco

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DELEGATES IN THE EVENT



The first panel discussion at the event, moderated by S. Mohini Ratna, Editor, VARINDIA, brought together eminent IT association leaders to deliberate on the topic, “Efforts of IT Associations in Resolving Industry Issues.” The distinguished panellists included Devesh Rastogi, Chairman, FAIITA; Kaushik Pandiya, Member - Governing Body, FAIITA; S Karthikeyan, Charter President, Confed ITA; Vinod Kumar, Chairman, ISODA; Bharat Chheda, President, ASIRT; and Magan Gangani, President, TAIT.

The discussion focused on strategies to enhance channel partner margins, address unfair practices by OEMs and distributors, strengthen supply chain transparency, promote value-added services, and empower members through grievance redressal and structured arbitration mechanisms. Opening the session, Mohini Ratna highlighted IT associations’ vital role in addressing industry challenges, fostering dialogue, promoting fair practices, enabling digital transformation, facilitating knowledge exchange, and strengthening collaboration between policymakers, OEMs, channel partners, and end users.

DEVESH RASTOGI, CHAIRMAN, FAIITA

“The IT hardware business has always worked on very thin margins, which is why partners must look beyond simple box-selling. Real growth comes from adding value, offering services and convenience, and adopting a hybrid model that reflects how customers buy today. Associations are helping partners understand this shift so they can sustain their business. At the same time, we repeatedly advise partners to insist on proper documentation. In the corporate world, nothing verbal is honoured unless it is written. Another major concern we hear from our members is about OEMs and software companies bypassing partners during renewals, affecting their recurring revenue. We are strongly taking up this issue and urging companies to ensure fulfilment through local partners so that partner margins and interests are protected.”

KAUSHIK PANDIYA, MEMBER - GOVERNING BODY, FAIITA

“There are a number of new opportunities in today’s market with the inclusion of AI, cybersecurity, cloud offerings and other services, and if channel partners who stay connected with end customers add these value-added services, their margins can become very handsome because such services carry thick margins. Rather than remaining only in box movement, even retailers can tie up with service providers and offer these solutions without worrying about technical capability. At the same time, we often see OEMs directly approaching corporates during large deal registrations, creating situations that are not favourable for partners. In such cases, partners should immediately approach their local association or FAIITA, as we have successfully resolved

PANEL DISCUSSION SESSION – I

TOPIC: EFFORTS OF IT ASSOCIATIONS IN RESOLVING INDUSTRY ISSUES



(FROM L TO R): BHARAT CHHEDA, PRESIDENT, ASIRT; MAGAN GANGANI, PRESIDENT, TAIT; KAUSHIK PANDIYA, ADVISOR - GOVERNING BODY, FAIITA; DEVESH RASTOGI, CHAIRMAN, FAIITA; S KARTHIKEYAN, CHARTER PRESIDENT, CONFED ITA; AND VINOD KUMAR, CHAIRMAN, ISODA

disputes related to stock retention and aged inventory. Continuous dialogue with OEMs is essential to prevent such practices.”

S KARTHIKEYAN, CHARTER PRESIDENT, CONFED ITA

“Kudos to VARINDIA for continuously engaging with the associations and the partner community. The concerns you raised are more prominent when it comes to the OEM–customer relationship, and ISODA is the best example of a structured approach to mitigate such problems. In Confed ITA and FAIITA, we are more on the hardware side but are steadily edging towards more value additions by enabling and empowering our members to get into that value-added space. Through continuous tech summits, 28 district associations and regional training programs, we ensure members engage with different vendors, understand opportunities, and learn how to price products and make margins. At the same time, OEMs must provide a proper supply chain roadmap, especially in a volatile market, so partners are aware and protected.”

VINOD KUMAR, CHAIRMAN, ISODA

“In the IT sector we are fortunate to have a well-structured ecosystem of OEMs, distributors, partners and end users, yet unfair practices do arise—whether it is pricing disparity, OEMs poaching end customers, or monopolistic behaviour without clear reward or benefit structures. Associations play a crucial neutral role by demanding transparency in pricing, rebate structures and deal registration, and ensuring equal opportunity for partners during bids. At ISODA, our Grievance Council allows members to raise issues that we address collectively with OEMs, aiming for amicable resolution while hearing both sides. When required, we also provide legal guidance. Every year we publish a scorecard rating over a hundred OEMs, offering recognition as well as corrective feedback. Transparency

in deal registration and communication is key to preventing OEMs from bypassing partners.”

BHARAT CHHEDA, PRESIDENT, ASIRT

“At ASIRT, we have seen that margins in IT hardware are getting thinner, which is why associations must empower members to include products and services with higher margins. Over the years, we expanded beyond IT hardware into areas like CCTV, access control, security automation and software products, helping members broaden their offerings and improve profitability. However, when it comes to OEM–distributor–partner relationships, we are still failing to learn from the past. OEMs are driven purely by numbers, and unless we earn their respect, they will not listen to us. Partners must also be disciplined on payments, as overstocking and overselling often lead to delayed or non-payments. Using AI-based tools to assess customer behaviour can help partners identify reliable paymasters before committing to a sale.”

MAGAN GANGANI, PRESIDENT, TAIT

“TAIT runs several programs for members, notably Market Adda, which brings together channel partners, national and regional distributors, SIs, and principal companies on a single platform to discuss supply chain issues, service concerns, or other trade matters. Grievances and disputes are ongoing and require constant engagement with principals and distributors. To address customer payment delays and other conflicts, TAIT operates both internal grievance mechanisms and a formal arbitration panel. Even if one party is not a TAIT member, the panel can issue notices, hear both sides, and pass judgments, which can only be challenged in a high court. This arbitrator status is a powerful tool to protect VARs and associations should adopt similar mechanisms to support the IT community.”

The second panel discussion, Lead the Leap, centered on the VAR segment of the industry and was moderated by Dr. Deepak Kumar Sahu, Publisher & Editor-in-Chief, VARINDIA. The panelists invited to join this session were Himanshu Chawla, Director- IRIS Global Services; Ranjan Chopra, MD - Team Computers; Dinesh Kumar, Sales Director – India & SAARC, SOTI; Neel Shah, Chairman-Insight Business Machines Pvt. Ltd.; and Ashish Khanna, CEO- Intensity Global Technologies Ltd.

Deepak Sahu opened the discussion by stating that India is at a defining moment, emerging as the world's fastest-growing digital economy and a hub of innovation across industries. The discussion explored how business leaders and technology partners can collaborate to harness this transformation. "As AI, cloud, and digital infrastructure reshape business models, let us examine how channel ecosystems, talent, and technology convergence are unlocking new opportunities for partners to lead the leap toward a future-ready India," he said.

HIMANSHU CHAWLA, DIRECTOR-IRIS GLOBAL SERVICES

"India has become a test bed for new digital technologies. The second factor, in my view, is the demographic dividend the country offers. A nation that is both massive and young makes for an ideal environment to test and scale innovation. Take the FinTech industry, for example—its integration has progressed remarkably fast, and the pace at which we roll out new solutions here is impressive. The speed, efficiency, and scale at which new technologies, products, or services are being developed, launched, and adopted is very impressive. The future looks extremely promising for a young country like India, and India will have much to contribute to the rest of the world."

RANJAN CHOPRA, MD - TEAM COMPUTERS

"We are in the most favorable time we've ever known. Often times I am taken aback of how people come to know of a new product freshly launched on Instagram and very soon they start buying them. I can proudly say that we Indians are not followers anymore but are trend setters. We are actually leading this digital revolution. So, no matter in which area we create new products or services, it will reach the market in no time. Never has it been so easy to get a message out in the market regarding any new product or service than now. So, it is

also not just about creating solutions, but it is also about how quickly they reach the market, get adopted, and start making an impact."

DINESH KUMAR, SALES DIRECTOR – INDIA & SAARC, SOTI

"India will always be successful when it comes to convergence, because that's the bedrock of our civilization. When you look at India, it is very diverse country. It is more than the size of Europe. India is a single country with 30 Europe's inside. This is true because we have always believed in convergence, and that's why India will lead the technology convergence globally. Going forward, I see a convergence of three technologies happening – cyber security, AI and IoT that will define the IT ecosystem. This is going to be true especially for the manufacturing industry. But the key for partners will lie in understanding, implementing and using these tech areas. Individually, each of these areas is transformative—but when they come together, they create a much larger impact. When these three technologies converge, they create smarter, more secure, and highly interconnected systems. This convergence enables automated networks, self-healing security, predictive analytics, and real-time decision-making—reshaping how IT systems are built, managed, and protected."

NEEL SHAH, CHAIRMAN-INSIGHT BUSINESS MACHINES PVT. LTD

"As far as India is concerned, the adoption of digital transformation has really accelerated. The country's digital transformation process is moving from adoption to accelerators through intelligence. And therein the growth for the partner lies. Artificial Intelligence today has become a major technology pillar that is redefining the entire ecosystem. So, AI is not just a buzzword now, but is the core for every operating areas of business today."

ASHISH KHANNA, CEO- INTENSITY GLOBAL TECHNOLOGIES LTD.

"The potential of our internal consumption is so high in a country with 1.6 billion of population, I think that is the biggest growth driver than anything else. A technology stack alone doesn't drive partner growth; growth happens when you truly understand the ecosystem. This is where many of us falter. Selling technology just for the sake of selling doesn't work, no matter what business you are in. You need to sell a solution which has defined outcomes. But, from a growth perspective of partners, AI, cyber security is two of the domains which are going to drive growth for partners, again with the clear intention of outcome."



(FROM L TO R): HIMANSHU CHAWLA, DIRECTOR- IRIS GLOBAL SERVICES; RANJAN CHOPRA, MD - TEAM COMPUTERS; DINESH KUMAR, SALES DIRECTOR – INDIA & SAARC, SOTI; NEEL SHAH, CHAIRMAN-INSIGHT BUSINESS MACHINES PVT. LTD; AND ASHISH KHANNA, CEO- INTENSITY GLOBAL TECHNOLOGIES LTD.

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TOP INDUSTRY LEADERS ARE BEING HONOURED FOR THEIR
REMARKABLE CONTRIBUTIONS TO INDIA'S TECHNOLOGY



Mr. ADITYA KHEMKA is honored as the Visionary Leader of the Year for transforming India's security and surveillance landscape through innovation, accessibility, and "Made-in-Bharat" manufacturing. His leadership has driven self-reliance, democratized safety technology, and empowered communities, making him a defining force in India's electronic security industry.



Mr. V. S. HARIHARAN is being honoured as the Transformational Business Leader for redefining Redington's growth through visionary leadership, digital innovation, and strategic modernization. His focus on technology-driven impact, sustainable business practices, and empowering ecosystems has strengthened Redington's position as a forward-thinking leader in India's rapidly evolving IT landscape.

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**BSET X 86 SERVER, STORAGE SOLUTION
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TECH9 IQ

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Next-Gen Marketing Leadership: Innovate, Influence, Inspire

As the digital ecosystem evolves at unprecedented speed, marketing leadership is entering a transformative era—one driven by innovation, data intelligence, and the power to influence change across organizations. Next-Gen Marketing Leadership: Innovate, Influence, Inspire has been crafted to equip both emerging and established marketers with the insights, tools, and strategic foresight needed to excel in this dynamic environment.

In today’s fast-moving technology landscape, maintaining relevance requires more than awareness—it demands proactive adaptation. This year, the Star Nite Awards provides a powerful platform for marketing leaders to explore the latest industry trends, cutting-edge technologies, and leadership practices shaping the future of IT marketing.

Here, forward-thinking professionals engage with industry pioneers, gain actionable perspectives, and elevate their capabilities as transformative marketing leaders.

In this spirit of excellence, the “CMO of the Year” recognition celebrates exceptional marketing visionaries who are driving digital transformation and redefining the role of marketing within technology-led enterprises. With an impressive 3,949 votes on www.varindia.com, complemented by validation from our editorial board, we are delighted to recognize you as one of this year’s distinguished recipients.

These 10 exceptional CMOs have been selected for their outstanding sales performance, disruptive marketing strategies, and visionary leadership in shaping India’s technology landscape. They are being honoured with the prestigious “CMO of the Year 2025–26” award. We look forward to celebrating your achievements and leadership.

DR. MITHILESH SINGH
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COMMSCOPE NETWORK
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NAVED CHAUDHURY
SR. MARKETING &
BRAND MANAGEMENT SPECIALIST
INGRAM MICRO INDIA PVT. LTD.

NIKHIL MEHROTRA
DIRECTOR FIELD MARKETING
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PAWAN AWASTHI
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SOORAJ BALAKRISHNAN
HEAD OF MARKETING
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CMO OF THE YEAR 2025



India's Data Protection Regime begins: How Prepared is India Inc.?



The Government of India notified the Digital Personal Data Protection (DPDP) Rules, 2025 on 14 November 2025 ushering in a new era of enforceable digital privacy. This marks the full operationalization of the Digital Personal Data Protection Act, 2023 (DPDP Act), passed by the parliament in August 2023. Together, the Act and the Rules form a clear and citizen-centred framework for the responsible use of digital personal data. They place equal weight on individual rights and lawful data processing. With the notification of the Rules, India

now has a practical and innovation-friendly system for data protection. It supports ease of understanding, encourages compliance and strengthens trust in the country's growing digital ecosystem. It explains what organisations must do when they collect or use such data.

SO WHAT DOES IT MEAN FOR ENTERPRISES OPERATING IN INDIA?

According to Sanket Atal, SVP,

Engineering and Country Head, OpenText India, the DPDP Rules represent one of the most consequential shifts in India's data governance framework. "Beyond the headline requirements, the rules formalize three critical obligations for enterprises - verifiable consent, demonstrable accountability, and real-time breach visibility. These expectations move organisations from passive data collection to active data stewardship. The impact will be felt most by organisations with large and complex data estates."



SANKET ATAL
SVP, ENGINEERING
AND COUNTRY HEAD,
OPENTEXT INDIA



AJAY YADAV
HEAD -IT & SECURITY, SBL



ADV (DR.) PRASHANT MALI,
PRACTICING LAWYER
BOMBAY HIGH COURT



DIPESH KAURA
COUNTRY DIRECTOR, INDIA
AND SAARC, SECURONIX



DR HARSHA E THENNARASU
CHIEF IT & CYBER
SECURITY ADVISOR, HKIT
SECURITY SOLUTIONS



DR. KARNNIKA A SETH
CYBERLAW EXPERT &
FOUNDER, SETH ASSOCIATES

Diwakar Dayal, Managing Director & Area Vice President – India & SAARC, SentinelOne believes that the mandate will accelerate India’s shift from reactive security to continuous monitoring and AI-driven response. It will also spotlight the gap between companies that have modernized their SOC and those that are still reliant on legacy tools. “The regime will push India Inc toward stronger cyber hygiene, real-time security operations, and accountable governance. The organisations that modernize early will not just meet compliance — they will gain long-term resilience and trust in an increasingly AI-driven digital economy,” he says.

At the same time, Diwakar says that enterprises must know what data they have, where it resides, its sensitivity, and who accesses it. Without this, reporting obligations become chaotic and inconsistent. “Moreover, fragmented systems make breach identification slow and inconsistent. India Inc must consolidate visibility across endpoint, cloud, identity, and network, supported by AI-driven correlation so that incidents are validated quickly and accurately.”

Sanjay Agrawal, Head Presales and CTO, India and SAARC, Hitachi Vantara also feels

that the DPDP Rules will bring clarity and urgency to breach reporting by defining personal data breaches broadly and requiring timely intimation to the Board and affected users. “Many digitally mature enterprises have already strengthened monitoring and incident response systems. Others are still building unified visibility across data environments, which is essential for timely and accurate breach determination,” he says.

However, Sanjay points out that the key challenge is that many organisations still operate with fragmented legacy environments and inconsistent recovery readiness. Protection-first modernization will solve this problem quickly and reliably.

“The new DPDP rules mark a pivotal moment for India’s digital ecosystem, setting a clear and long-awaited benchmark for how organizations must handle personal data,” agrees Huzefa Motiwala, Senior Director, Technical Solutions, India and SAARC, Palo Alto Networks. “And with any legislation of this kind, it’s important to remember: the goal isn’t to instantly solve every data challenge — it’s to establish a baseline that everyone must meet, so the ecosystem moves forward together.”

CHALLENGES & CONCERNS

There are challenges organizations can face in aligning with the new DPDP rules. Sanket from OpenText points out that today, many Indian enterprises still operate with legacy applications sitting alongside multi-cloud deployments, making it difficult to track how personal data is collected, shared, stored and deleted. Many particularly SMEs and small businesses, continue to use legacy systems and operate in fragmented IT environments.

“The DPDP Rules now require organisations to maintain accurate data maps, establish consent-verification workflows, standardize retention schedules and ensure that any cross-border movement of personal data aligns with the ‘blacklist-based’ transfer regime. This is where the real challenge begins. Compliance cannot be limited to a documentation exercise anymore. It has to become part of how work happens every day rather than something documented after the fact,” says Sanket.

Some of these businesses also lack or have limited talent, forensic and breach readiness. Duplicated and scattered data and security data access by third-party vendors, growing operational burden with compliance costs



DR. MAKARAND SAWANT
DIRECTOR & CTO, SEAFB



DIWAKAR DAYAL
MANAGING DIRECTOR & AREA
VICE PRESIDENT – INDIA &
SAARC, SENTINELONE



SANJAY AGRAWAL
HEAD PRESALES AND CTO, INDIA
AND SAARC, HITACHI VANTARA



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



HENG LEE
HEAD OF GOVERNMENT AFFAIRS
AND PUBLIC POLICY FOR
ASIA PACIFIC, KASPERSKY



HUZEFA MOTIWALA
SENIOR DIRECTOR, TECHNICAL
SOLUTIONS, INDIA AND SAARC,
PALO ALTO NETWORKS

and training requirements are serious concerns.

Ajay Yadav, Head -IT & Security, SBL opines that Indian enterprises are progressing, but overall preparedness for the 72-hour reporting window is mixed. “Larger organisations with established SOC and IR capabilities are closer to compliance, having already introduced structured escalation matrices, breach-impact assessment frameworks, and automated alerting. However, many mid-sized businesses still face challenges in correlating incidents across hybrid environments and validating breaches quickly enough. The real test lies not just in detecting incidents but in producing a defensible, well-documented report within the mandated timeline.”

Reiterating the same concern, Adv (Dr.) Prashant Mali, Practicing Lawyer Bombay High Court says that most Indian enterprises are currently underprepared for the stringent 72-hour breach reporting requirement under the DPDP Rules. “The mandate requires not just incident detection within this tight window, but also impact assessment, root cause analysis, and formal notification to both the Data Protection Board and affected users a level of operational maturity that many organizations lack.”

He further adds, “The most pressing challenge lies in the regulatory ambiguity with final notifications on classifications of significant data fiduciaries, exemptions for research and legitimate uses, and cross-border transfer mechanisms still pending, due to which organizations face uncertainty in scoping their compliance investments. Additionally, the interoperability between DPDP and existing frameworks like IT Act 2000, sectoral regulations (RBI, SEBI, IRDAI guidelines), and emerging standards like the Digital India Act creates a fragmented compliance landscape that demands careful legal interpretation and adaptive governance structures.”

According to Manish Alshi, Senior Director, Channels & Alliances, India & South Asia, Check Point Software Technologies, it is known within the industry that determining breach scope, impact, and root cause often takes longer than three days, especially in complex hybrid environments, and SMEs may struggle most. “According to Check Point’s India threat data reinforces why readiness is urgent: Indian organisations are already facing 3,237 attacks per week over the last 6 months, well above the global average, with attackers increasingly using AI to scale phishing, impersonation, and data theft. In that environment, meeting a 72-hour clock requires more than policy—it demands pre-built incident playbooks, automated detection, and coordinated response,” says Manish. “The DPDP effectively moves India closer to a “cyber-resilience by default” expectation, where organisations must detect faster, assess impact quickly, and communicate transparently. Several DPDP compliance guides now recommend organisations establish DPDP-aligned breach response playbooks, tighter logging, and vendor contracts that support rapid notification.”

Hufeza from Palo Alto Networks further clarifies that with many organizations still operating with fragmented logs, siloed systems, and manual escalation processes, industry estimates suggest when companies finally modernize, the transition to could drive a 10–30% increase in tech and compliance spending - from automated detection and continuous monitoring to structured audits and repeatable response workflows. “The challenge ahead is not just technical; it’s operational and legal too — and meeting the DPDP’s requirements with confidence will demand tighter alignment across teams and more modernized systems.”

Anil Nama, CIO, CtrlS Datacenters however, presents another scenario. He says that Indian organisations face a steep learning

curve, with the average cost of a data breach in India reaching an all-time high of INR 220 million in 2025, marking a 13% increase from the previous year. Further, research on Cybersecurity Readiness Index shows that, only 7% of organisations in India have achieved a “Mature” level of cybersecurity readiness, with around 81% expecting a significant cyber disruption within the next 12 to 24 months.

“This reveals a troubling disconnect between regulatory expectations and operational reality. The challenge is compounded by the dual reporting requirements, as companies also have to report cybersecurity incidents to CERT-In within six hours, alongside the DPDP Board notification within 72 hours,” he says. “The 72-hour breach reporting requirement under the DPDP Rules demands immediate organizational readiness, yet what qualifies as a “material breach” remains loosely defined, potentially leading to over-reporting or inconsistent enforcement across sectors.”

Says Narendra Sen – Founder & CEO, RackBank, “Many organisations continue to rely on legacy systems and fragmented data stores that were never designed with ‘privacy by design’ principles in mind, making retrofitting complex and resource-intensive. Cultural maturity is another hurdle - organisations must shift from viewing privacy as an annual audit item to embedding continuous compliance across procurement, product design, vendor onboarding, and daily operations. Vendor risk adds a further layer of complexity, with enterprises now responsible for ensuring third-party partners uphold equivalent standards of data protection.

Meanwhile, the industry still awaits further clarity on aspects such as significant-fiduciary thresholds and cross-border transfer rules.”

ON THE BRIGHTER SIDE



ANIL NAMA
CIO, CTRLS DATACENTERS



PIYUSH SOMANI
**PROMOTER, MANAGING
DIRECTOR AND CHAIRMAN,
ESDS SOFTWARE SOLUTION**



NARENDRA SEN
FOUNDER & CEO, RACKBANK

The Rules introduce an eighteen-month period for phased compliance. This gives organisations enough time to adjust their systems and adopt responsible data practices. With staged implementation, breach reporting timelines, and a dedicated regulatory board, the rules demand swift compliance. This means that enterprises and OEMs must now assess readiness and realign offerings to meet new obligations.

“The DPDP Rules have a phased implementation window, with some aspects taking up to 18 months to become fully effective,” says Dr. Makarand Sawant, Director & CTO, SEAFB. “This phased approach provides companies a crucial runway to build the necessary capabilities, realign their data practices, and re-engineer their systems to meet the new obligations before the final enforcement deadline.”

He further says that implementing solutions to achieve speed and automation including data governance and discovery will be necessary. A robust breach response processes will be required with proper user notification, identity and consent management. “The phased implementation over the next 12-18 months provides time for these adjustments,” Dr Sawant assures.

Agrees Dipesh Kaura, Country Director, India and SAARC, Securonix, “The key aspect of the new DPDP rules is the phased rollout, giving organizations breathing time to comply. Organizations at the very outset have to build or upgrade their infrastructure, identify all personal data, map data flows, classify and document them, update consent notices and privacy policies, and ensure they are DPDP-compliant.”

He further says that the appointment of a Data Protection Officer is mandatory, along with establishing relevant internal processes for audits and reporting to the Board. “Data retention and deletion policies with data retention schedules have to be implemented, followed by the activation of data access

controls and erasure rights. Implementing the new processes is technical and should have all necessary safeguards in place,” cautions Dipesh.

Heng Lee, Head of Government Affairs and Public Policy for Asia Pacific, Kaspersky too contends that the phased implementation will buy time for organizations to level up their response capabilities. “A key focus however remains in empowering people and partners across the region through targeted training and technical enablement, equipping them with the knowledge to navigate shifting regulatory demands and maintain alignment with industry standards. However, ensuring consistent compliance across diverse partner networks and varying enterprise maturity levels remains a challenge, requiring phased adoption, deeper enablement, and standardized frameworks.”

With its extensive global expertise, Kaspersky advises organizations to strengthen governance models, adopt intelligence-led platforms, and continuously evolve compliance practices to remain resilient and forward-looking in the face of new regulatory requirements.

Says Dr Harsha E Thennarasu, Chief IT & Cyber Security Advisor, HKIT Security Solutions, “Even if Indian enterprises are partially getting prepared for this regulation, the real challenge lies in identifying & classifying personal and non-personal data. Another major challenge for enterprises is to identify appropriate skill set in the CISO and DPO positions. This position would need to have expertise to avoid facing huge penalties. Training all categories of work forces in the organization is also a major challenge. There must be an AI based monitoring mechanism to be built to filter communications in block, allow & monitor methods.”

In her opinion, Dr. Karnnika A Seth, Cyberlaw expert & Founder, Seth Associates believes that banks, telcos, and major

platforms generally have SOC capability, SIEM logging, and breach playbooks adaptable to a 72-hour reporting timeline. Technical readiness is high, and so are legal compliance mechanisms.

“However, mid-size entities are not robust enough on maintaining one-year retention logs, consent linked deletion and grievance redressal practices. Smaller firms not only lack in evidence and record keeping practices but also lack currently in reviewing their vendor contracts for Data protection compliance. They need to build their incident response teams and mechanisms aligned with breach reporting requirements,” she says.

“Achieving the 72-hour deadline necessitates not only technology but also organized governance,” agrees Piyush Somani, Promoter, Managing Director and Chairman, ESDS Software Solution. “This includes established workflows, interdepartmental collaboration, and refined communication templates. Currently, intent is strong, but achieving operational readiness will require targeted investment. Organizations that prioritize establishing robust governance, enhancing observability, and practicing breach-response simulations will be optimally equipped to comply easily with the developing regulatory landscape,” he concludes.

IN CONCLUSION

The notification of the DPDP Rules 2025 marks a significant step in making India’s personal data protection framework fully enforceable. By outlining clear responsibilities for organizations and granting individuals defined rights over their data, the Rules aim to strengthen trust across the country’s digital landscape. As the digital economy expands, this regime enhances India’s appeal for data-driven enterprises while reinforcing its commitment to safeguarding citizen privacy.



Dell Appoints Anurag Arora as Senior Director & GM for Consumer Sales in India

Dell Technologies has named Anurag Arora as Senior Director and General Manager for Consumer Sales in India, where he will lead business growth, strategy and sales across the consumer segment.

Rajkumar Rishi, Vice President and General Manager, Consumer Business, Asia Pacific and Japan, said Arora's strong grasp of omnichannel retail and proven growth leadership will help drive Dell's strategic priorities and enhance customer experience.

Arora said he is honoured to take on the role at a pivotal time for India's tech landscape, adding that Dell remains focused on innovation, customer engagement and delivering value through AI PCs, retail expansion and partner networks. With 28 years of experience across sales, product management, distribution, retail and e-commerce, Arora has been instrumental in shaping Dell India's consumer strategy since joining the company in 2020.



Elastic Appoints Sarah Croft as APAC Partner Director to Strengthen Regional Ecosystem

Elastic has appointed Sarah Croft as Partner Director for the Asia Pacific region as it accelerates the expansion of its partner ecosystem. Based in Singapore, Croft brings over a decade of enterprise tech experience, including six years at Datadog, where she led alliances and channel growth across South Asia.

In her new role, she will guide Elastic's regional partner strategy, helping partners build capabilities on the Elasticsearch Platform and co-develop go-to-market plans. Elastic said Croft's background in observability, security, and cloud partnerships will be central to advancing its APAC channel business, especially as AI adoption rises.

Sanjay Deshmukh, VP for APJ at Elastic, noted that strong partner ecosystems will determine AI success in the region. Croft added that the Elasticsearch Platform's ability to transform unstructured data into action offers partners a significant competitive advantage.



Sanjay Rohatgi Joins Automation Anywhere as Senior Vice President, APJ

Automation Anywhere has appointed Sanjay Rohatgi as Senior Vice President for Asia Pacific & Japan, marking a new chapter in his three-decade career across global enterprise technology. Rohatgi said he is energised by the company's vision to transform work through intelligent automation and GenAI and looks forward to

partnering with customers and channels across the region.

Rohatgi brings over 30 years of leadership experience spanning cybersecurity, cloud, networking, and data management, with senior roles at Arista Networks, Cohesity, NetApp, Symantec, Cisco, Nortel, and Telstra. He most recently served as VP and Country GM, India & SAARC at Arista Networks and previously led APJ businesses for Cohesity and NetApp.

His extensive background in regional operations, P&L leadership, and digital transformation is expected to strengthen Automation Anywhere's APJ strategy and accelerate adoption of its Agentic Process Automation platform.



Amit Agrawal Named New Telecom Secretary in Major Bureaucratic Reshuffle

The Appointments Committee of the Cabinet has approved a significant reshuffle, appointing Amit Agrawal as the new Telecom Secretary. Agrawal, a 1993-batch IAS officer and IIT Kanpur alumnus, previously served as Secretary in the Department of Pharmaceuticals. His diverse experience spans roles as CEO of UIDAI, Additional Secretary at MeitY, and senior positions in the Ministry of Finance and state administrations in Chhattisgarh and Madhya Pradesh.

He replaces Neeraj Mittal, who moves to the Ministry of Petroleum and Natural Gas as Secretary. Mittal, a 1992-batch IAS officer, led the Department of Telecommunications since September 2023 and played a key role in India's rapid standalone 5G rollout, helping surpass 100 million 5G users and advancing BSNL's 4G expansion and indigenous telecom stack development.

The transition comes as the Telecom Ministry prepares for the next phase of digital and 6G innovation.



Allison Cerra Joins Veeam as New Chief Marketing Officer

Veeam Software has appointed Allison Cerra as its new Chief Marketing Officer, reporting directly to CEO Anand Eswaran. Cerra joins from Alkami Technology and brings extensive leadership experience from HPE, McAfee, Intel, and Alcatel-Lucent across enterprise technology, cybersecurity, and cloud innovation.

Eswaran said Cerra's ability to blend technology and trust will help strengthen Veeam's global brand as it advances its mission to enable secure, AI-driven data resilience. Cerra will oversee global marketing, including brand strategy, product marketing, demand generation, communications, events, and digital engagement.

She succeeds Rick Jackson, who is retiring after a four-decade career and three-and-a-half years as Veeam's CMO. Cerra said she is excited to help organizations build confidence in their data as AI transforms business.



Cato Networks Names Amit Chopra India & SAARC Head

Cato Networks has appointed Amit Chopra as Country Manager for India and SAARC to accelerate its regional growth and strengthen enterprise adoption of its SASE platform. Chopra will lead business expansion, customer engagement, and partner ecosystem development across India and South Asia.

With over two decades of experience in cybersecurity, cloud networking, and enterprise sales, he has held leadership roles at MongoDB, CrowdStrike, Palo Alto Networks, and Juniper Networks. His expertise in building high-performing teams and driving go-to-market strategies positions him strongly for this role.

As cloud-native security gains rapid traction in the region, Chopra is expected to play a key role in expanding Cato's footprint and solidifying its position as a leading provider of unified, secure, cloud-delivered networking solutions.

In this new role, he will focus on increasing enterprise adoption and strengthening the partner ecosystem across India and South Asia.



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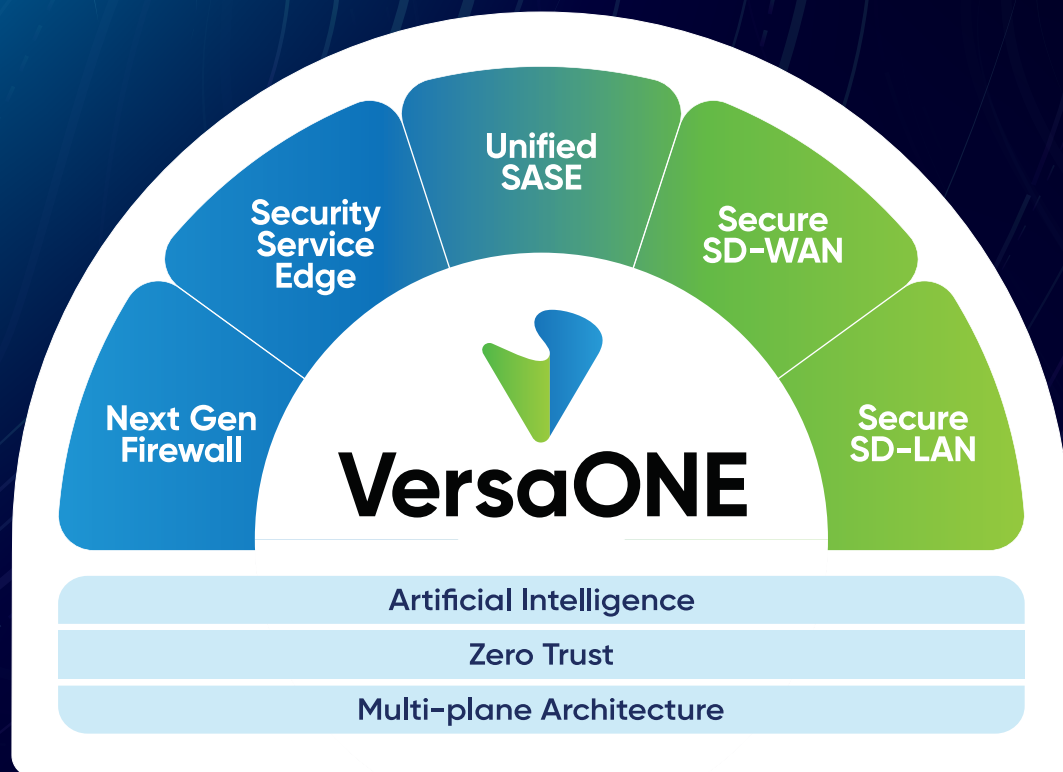
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