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15th WESTERN INDIA INFORMATION TECHNOLOGY FAIR 2025

UNLEASHES NEW POSSIBILITIES FOR THE DIGITAL FUTURE

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Key Steps for Businesses to Transition to Windows 11

Namit Sinha
Country Head, Device Partner Sales
Microsoft India

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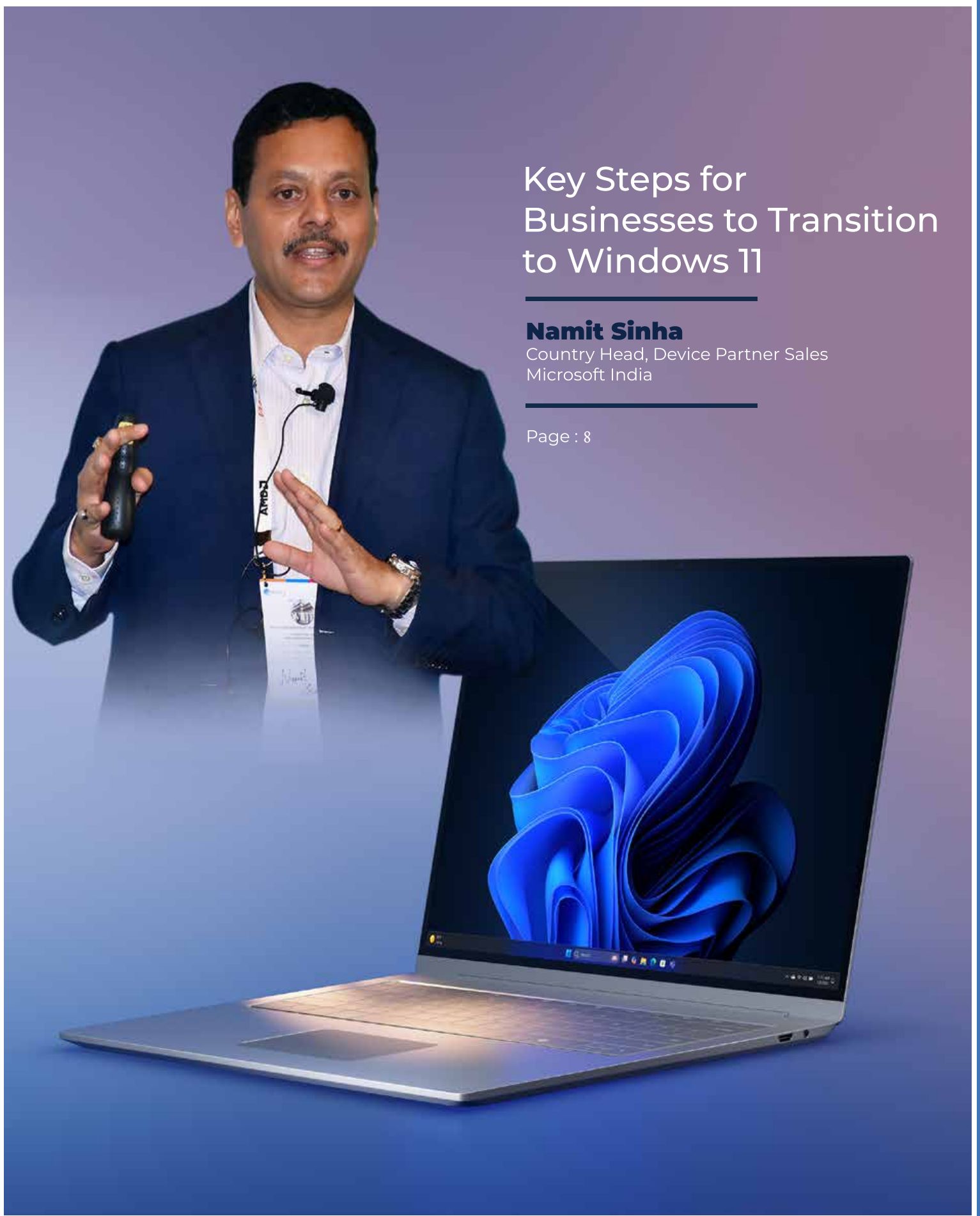**THE ULTIMATE** *Voice* **OF INDIAN VALUE ADDED RESELLERS**

SHARED RESPONSIBILITY: THE ACT OF PUTTING DATA IN SAFE HANDS!

IBM to cut 9,000 US jobs, potential boost for India

In a significant restructuring move, tech major IBM is set to reduce its workforce by approximately 9,000 jobs in the United States this year. The IBM job cuts are expected to impact several divisions, including the Cloud Classic unit, which was created following the company's acquisition of SoftLayer's infrastructure. Reports quoting sources indicate that up to a quarter of the Cloud Classic team will be affected by the job reduction plans. While the layoffs are focused on the US, there is growing speculation that India will benefit from these workforce changes. Insider sources reportedly suggest that IBM has been gradually moving roles to India over the past few years, and this latest restructuring is expected to continue this trend.

India's leading telecom operators planning CNAP

India's leading telecom operators—Airtel, Jio, and Vi—are set to introduce a built-in caller ID service that will display the caller's name on smartphone screens without requiring third-party apps like Truecaller. This initiative, known as Calling Name Presentation (CNAP), is designed to enhance spam call prevention and improve user experience by making caller identification seamless and more secure. Unlike third-party apps that rely on crowdsourced databases, the Airtel Caller ID, Jio Built-in Caller ID, and Vi's upcoming caller identification service will pull information directly from telecom records. This means that the displayed names will be more accurate, reducing the risk of fake identities used in spam or fraudulent calls. The collaboration with tech giants and TRAI's support will ensure a smooth rollout, ultimately reducing spam calls and fraud risks for millions of subscribers.

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APAC'S DIGITAL BOOM FUELS CLOUD SERVICE DEMAND

The Asia-Pacific (APAC) region's digital economy is experiencing unprecedented growth, with projections indicating it will generate over US$100 billion in revenue. This rapid expansion is driving an increased demand for cloud services, especially in fast-growing markets like India. As businesses accelerate their digital transformation journeys, cloud computing is becoming a fundamental pillar for maintaining competitiveness and fostering innovation across various industries.

Several factors are contributing to the rising dependence on cloud services in APAC. Increased internet penetration, the growth of e-commerce, and the adoption of advanced technologies like artificial intelligence (AI) and big data are reshaping the digital landscape. Emerging economies such as India, Indonesia, Vietnam, and the Philippines are leading this transformation, leveraging cloud technology to enhance operational efficiency and deliver innovative solutions.

Cloud computing is now the backbone of technological advancement in the region. The adoption of hybrid and multi-cloud architectures is allowing businesses to scale their operations with greater flexibility while ensuring robust security and compliance. Industry forecasts suggest that the APAC cloud computing market could exceed $250 billion by 2028, with key sectors like banking, financial services, insurance (BFSI), healthcare, and e-commerce driving much of this growth.

India stands out as a major driver of cloud adoption in APAC. The Indian public cloud market alone is projected to surpass US$13 billion by 2026, fueled by widespread adoption of AI, the Internet of Things (IoT), and other emerging technologies. Businesses across industries are investing heavily in cloud infrastructure to improve service delivery, enhance customer experiences, and optimize costs in a competitive digital environment.

Leading global cloud service providers, including Amazon Web Services (AWS), Microsoft Azure, and Google Cloud, are expanding their presence in APAC to meet rising demand. These companies are investing in new data centers, providing localized solutions, and forming strategic partnerships to cater to the specific needs of businesses and government institutions across the region.

As cloud adoption grows, regulatory considerations around data sovereignty and cybersecurity are becoming increasingly significant. Countries like India are implementing stringent laws to safeguard user data and ensure compliance with local regulations. This push for data localization is encouraging cloud providers to adopt more secure and transparent practices, fostering trust and enhancing data protection frameworks.

A significant development shaping India's digital future is the anticipated entry of Elon Musk-backed Starlink. With the potential to transform the country's satellite broadband landscape, Starlink's services represent a US$25 billion opportunity. By offering high-speed internet in underserved rural and remote regions, Starlink could play a pivotal role in bridging India's digital divide and accelerating nationwide connectivity.

Regulatory approval is the final hurdle for Starlink's launch in India. Recent developments, including agreements between SpaceX and major telecom players like Bharti Airtel and Reliance Jio, suggest that regulatory clearance may be imminent. These partnerships indicate a collaborative approach to integrating satellite services with existing infrastructure, which could accelerate the rollout and adoption of satellite broadband across the country.

The global satellite communications market is also poised for significant growth. Analysts predict that the cost of low Earth orbit (LEO) satellite services will drop from $148 per month in 2023 to around $16 by 2035. This substantial reduction in costs, combined with increasing global demand, could drive the market from $15 billion to $108 billion over the same period.

Operating in over 120 markets, Starlink faces complex regulatory challenges, including spectrum coordination. Gaining approval in India would offer a crucial first-mover advantage in the growing satellite broadband market, with an estimated 700 million customers, positioning Starlink as a leading player ahead of future competitors.

In an unexpected development this month, both Airtel and Jio signed independent agreements with SpaceX to introduce Starlink's satellite services to India. Industry experts view these partnerships as a strong indication that regulatory approval may be on the horizon. This move comes shortly after a high-profile meeting between Prime Minister Narendra Modi and Elon Musk in Washington, which analysts suggest may have helped ease regulatory hurdles and pave the way for Starlink's entry into the Indian market.

The potential entry of Starlink is welcomed by the SatCom Industry Association – India, which views it as a catalyst for job creation and technological advancement. Beyond providing high-speed connectivity, Starlink's presence could stimulate innovation within the Indian space sector, foster collaborations with domestic startups, and enhance rural broadband access.

As India's digital infrastructure continues to evolve, cloud computing and advanced satellite technologies will play a crucial role in driving future growth and ensuring that businesses remain competitive in the global marketplace.
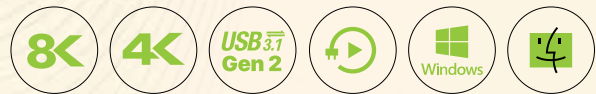
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15TH WIITF UNLEASHES NEW POSSIBILITIES FOR THE DIGITAL FUTURE

Preparing for End of Windows 10 Support: Microsoft Outlines Key Steps for Businesses to Transition to Windows 11

IN AN INSIGHTFUL INTERVIEW, NAMIT SINHA, COUNTRY HEAD, DEVICE PARTNER SALES, MICROSOFT INDIA SHARES AN OVERVIEW OF WINDOWS 10 UPCOMING END OF SUPPORT AND THE STEPS FOR TRANSITIONING TO WINDOWS 11. THE INTERVIEW HIGHLIGHTS THE IMPORTANCE OF PROACTIVE PREPARATION FOR BOTH USERS AND IT DEPARTMENTS TO ENSURE A SMOOTH AND SECURE SHIFT TO WINDOWS 11 -

What happens after Windows 10 support ends? Will my device still work?

After October 14, 2025, Microsoft will no longer provide security or feature updates for Windows 10. It's important to understand what this means for your device and how you can prepare for the transition.

After this date, devices running on Windows 10 may become susceptible to security, privacy, and compliance risks. While your device will still function, it could face increased threats without the latest security protections and features.

As security challenges continue to evolve, so must our operating systems and hardware. Windows 11 is the most secure version of Windows ever — by default and design — to help you stay protected and ahead of potential risks.

To ensure you have a secure and efficient computing experience, we want to ensure you are prepared for the end of Windows 10 support with a smooth and seamless transition to Windows 11.

Can all Windows 10 devices upgrade to Windows 11, or will hardware limitations force me to buy a new PC?

Our aim is to ensure that you are well-prepared before support for Windows 10 ends on Oct. 14, 2025.

There are minimum hardware requirements for installing Windows 11 on a PC. We have created a simple and straightforward process to check if your PC can be upgraded to Windows 11 or if a new, more secure PC is necessary.

Check if your Windows 10 PC is eligible to upgrade for free to Windows 11 by selecting the Start button, then going to Settings > Update & Security > Windows Update.

You can learn more about Windows 11 system requirements here.

If your PC is not eligible for a Windows 11 upgrade, there are plenty of devices to choose from, like Windows 11 Pro.

When you own a Windows 11 Pro device, you get the latest Windows and security features delivered straight to your desktop. And you can manage and deploy Windows 11 Pro almost anywhere. It offers incredible value with a core set features and capabilities and accelerate business success. If you look at a few of the features included here, you will see why. It's significantly faster than Windows 10 devices, more secure with layers of security out-of-the-box and offer a host of great features for productivity. And of course they are all easy to use, deploy, and manage.

Copilot+ PCs are the fastest, most intelligent and secure PCs ever built, and are a great option for customers with heightened security, more power and efficiency, and innovative AI-powered features.

Explore a variety of Windows 11 PCs and Copilot+ PCs designed for your everyday offered by Acer, ASUS, Dell, HP, Lenovo, Samsung and Microsoft Surface.

How should IT departments prepare for the transition from Windows 10 to Windows 11?

IT departments should focus on creating a comprehensive transition plan that includes user training, application testing, and data migration strategies. By proactively preparing, organizations can minimize disruptions and fully leverage the enhanced features and security improvements offered by Windows 11 Pro. There is a detailed framework and documentation available to help customers at Plan for Windows 11 | Microsoft Learn.

The main steps to build complete plan for Windows 11 migration are –

- Run through the device readiness assessment to identify which devices are eligible for Upgrade and which devices will need to be refreshed Hardware compatibility assessment determins device

NAMIT SINHA
COUNTRY HEAD, DEVICE PARTNER SALES, MICROSOFT INDIA

eligibility & readiness for Windows 11 – devices that are not ready for upgrade will need to be refreshed, devices that are ready can be planned for Windows upgrade

- Validate application readiness for most critical applications. Remember 99.7% of applications are compatible between Windows 10 and Windows 11 and in case you do face challenges make sure to engage Fasttrack App Assure team to help solve these

- Upgrade eligible devices from Windows 10 to 11

- Procure and deploy new Windows 11 Pro and/or Copilot+ PCs to replace devices that are not eligible for upgrade

As businesses move to Windows 11, the Windows 10 Extended Security Updates (ESU) program is available to help bridge the transition with monthly security updates for Windows 10 devices. Learn more about Extended Security Updates program.

Will Microsoft offer migration assistance or tools to help businesses move from Windows 10?

It's important that businesses experience an easy and seamless transition to Windows 11. Microsoft offers a variety of tools designed to support this upgrade, ensuring minimal disruption to operations.

- Microsoft offers App Assure, a service to help with any Windows 11 software or browser application compatibility issue that you may discover. We will assist in remediating custom apps, ISV applications or Microsoft products; learn more at https://aka.ms/appassure.

- The Windows Pro PC Help me Choose tool can guide organizations to find the best Windows 11 computers.

- The new Forrester EOS calculator can help build a business case and prepare for the transition by estimating the potential costs and savings associated with upgrading your organization to Windows 11, allowing ITDMs to make informed decisions about their upgrade timelines.

- The Windows 11 Security Book is an essential resource that provides a detailed exploration of the security enhancements that make Windows 11 our most secure OS, and offers insights into how businesses can protect their organizations effectively.

- To help our SMB customers migrate to Windows 11, we have created an assessment tool to communicate the steps they need to take to mitigate the risks of Windows 10 End of Support as well as resources to help.

- Education customers can use the tools summarized above, and we are excited to support our students and teachers on Windows 11 with easy-to-use, secure and accessible tools in Windows 11, enabling educators to personalize learning for all students.

Learn more about the options available.

Will Windows 10 Pro and Enterprise editions have different support timelines?

All editions of Windows 10 (except for some versions of the Windows 10 Long Term Servicing Channel (LTSC) editions) will reach end of support on October 14, 2025. There are several versions of the LTSC editions which remain in support beyond October 14, 2025. Lifecycle dates for each version can be found at Windows Product Lifecycle.

Finally, is Microsoft working on a cloud-based Windows alternative for the future?

Windows does have a cloud offering already. Windows 365 securely streams employees' personalized Windows desktops, apps, settings, and content from the Microsoft Cloud to any device. It is a flexible and dynamic option for organizations needing more time to move from Windows 10 to Windows 11.

Cloud PCs in Windows 365 and virtual machines (VMs) in Azure Virtual Desktop running Windows 10 are automatically entitled to Extended Security Updates (ESUs) at no additional charge. Also, Windows 10 devices accessing Windows 11 through Windows 365 Cloud PCs will automatically be activated to receive security updates without any additional steps.

Strengthening Cyber Resilience:
Sophos' Strategy for Smarter, Simpler Security

IN AN EXCLUSIVE INTERACTION WITH VARINDIA, SUNIL SHARMA, VICE PRESIDENT OF SALES AT SOPHOS, DISCUSSED THE COMPANY'S EFFORTS TO STRENGTHEN CYBER RESILIENCE FOR MID-MARKET AND ENTERPRISE CUSTOMERS. SOPHOS IS ENHANCING MDR SERVICES, EXPANDING AI CAPABILITIES, AND UNIFYING SECURITY OPERATIONS. THE ACQUISITION OF SECUREWORKS BOLSTERS THREAT DETECTION AND RESPONSE, ADDRESSING INDIA'S CYBERSECURITY CHALLENGES. BY LEVERAGING AI-LED AUTOMATION AND CLOUD SECURITY, SOPHOS COLLABORATES WITH MSPS AND KEY INDUSTRIES TO DELIVER SCALABLE, HIGH-FIDELITY PROTECTION AND IMPROVED INCIDENT RESPONSE.

How are you positioning your brand to drive preference and growth for FY 2025–26?

We're positioning Sophos as a key partner in enabling cyber resilience, particularly for mid-market and enterprise customers navigating complex digital transformations. Our strategy is rooted in three priorities: strengthening our MDR services, expanding our AI capabilities, and simplifying security operations through a unified platform.

A significant milestone this year was Sophos' acquisition of Secureworks. This allows us to integrate powerful detection and response capabilities into our ecosystem, bolstering our threat-hunting and investigation strengths. For India, this translates to stronger local offerings that address both skills shortages and increasing cyber threats. This move is one example of our commitment to offering end-to-end managed services. It reinforces our position as a trusted security partner in a market facing rising ransomware, phishing, and insider threats.

> **"WE ARE ENHANCING OUR ABILITY TO PROVIDE TAILORED, HIGH-FIDELITY THREAT DETECTION THAT SUPPORTS INDUSTRIES LIKE BFSI, HEALTHCARE, AND MANUFACTURING, WHERE ATTACK SURFACES ARE EXPANDING."**

SUNIL SHARMA
VICE PRESIDENT - SALES
SOPHOS

What is your brand's story, and how do you communicate it effectively to strengthen brand power in today's hyper-competitive market?

Sophos has always focused on making cybersecurity smarter, simpler, and more proactive. We help organisations move from a reactive approach to a defensive state of continuous resilience, driven by intelligence, automation, and human expertise.

This narrative has been brought to life through our threat reports, incident insights, and platforms like the Sophos Academy, where we educate partners and customers. With the integration of Secureworks' Taegis into Sophos, our story now includes deeper investigative capabilities and richer telemetry.

How do you envision the future of the IT industry, and what strategies are you adopting to forecast and capitalise on India's growth potential?

India is set to be one of the most dynamic digital economies globally, and with that comes a heightened threat landscape. We expect AI-led automation, cloud-native infrastructure, and regulatory frameworks to shape IT strategy across sectors.

Our approach is to offer modular, scalable security services that can evolve with these shifts. We are enhancing our ability to provide tailored, high-fidelity threat detection that supports industries like BFSI, healthcare, and manufacturing, where attack surfaces are expanding. In India, we are also building strategic alliances with MSPs and system integrators to ensure these capabilities reach even the most distributed environments.

How do you ensure your brand's messaging and positioning resonate with your target audience?

We focus on clarity, business relevance, and evidence-backed messaging. Whether it's an IT manager at a mid-sized firm or a CISO at a bank, our communication centres on one thing how we can reduce their operational risk and simplify Cyber Security.

We draw on real threat intelligence from Sophos X-Ops and practical insights from our incident response teams. Instead of only speaking about features, we focus on outcomes like reduced alert fatigue, faster response, and improved visibility. That's where we see the best response from customers.

With rapid technological advancements, how is your organization prioritizing R&D and product innovation to stay ahead of industry shifts?

Innovation at Sophos is driven by insight from the field and a strong belief in cross-functional intelligence. All our key technologies such as MDR, XDR, Firewall XGS and more are constantly upgraded based on customer feedback, experience in the field and industry events.

Additionally, we're investing in automation, cloud security, and advanced AI for cybersecurity. These capabilities are integrated within Sophos Central to ensure ease of management across environments. As we scale, we're staying close to our customers' operational challenges, whether it's compliance, skills gaps, or incident response and designing our roadmap to support them holistically.

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SHOULD WE DEPLOY AI FOR CONFLICT MANAGEMENT?

These days I get imbued to strange thoughts and new-fangled ideas. I never banish them knowingly and allow that to run its full course uninterrupted.

Also, such sporadic thoughts may help in gaining rare insights. Now you may wonder what is that great thought?

I was debating what is the greatest enemy of the mankind, what block its progress and throw innumerable challenges. First thing that cames to me is about natural disasters which steal several precious lives, make millions homeless and displaced. Though we blame such happenings to senseless exploitation of mother earth, and the consequent climate change, we adduce those things to Act of God, probably because none of us are directly responsible for such sinister happenings or such things happen because of preponderance and cumulative indifference mankind over a long stretch of time.

The other thought that occurred to me if catastrophes or climate changes are not the direct factors working against mankind, what else then. War, civil disturbances or things of that ilk? What are the basic reasons for a war, or civil disturbances and things of that nature.

There are various studies in the public domain about the loss due to conflicts. I was wondering if Russia-Ukraine war would have been avoided, how much loss we could have prevented, how many precious lives we could have saved, how many brutalities that we could have avoided. If anyone can quantify such things, it will be mind-boggling. The assets global community has created over the years had come to a naught with such conflicts. The two world wars caused us dearly and the damage that can cause another global war can be anybody's guess.

For a while, let me reflect over the cause of conflict. It can be numerous. It can be due to economic exploitation, racial discrimination, regional imbalances, violation of human rights, persecution and the list is endless. How such things are happening? Ego can be one reason, the other can be putting self before everything and there are umpteen possibilities and permutation combinations for eruption of conflict. Yet, I will qualify them as man-made unlike that are caused by natural calamities like an earthquake or similar natural disasters.

One study pointed out that in Africa, which has 55 countries of various economic levels and over 1.3 billion people, are losing close to 30% of GDP due to conflicts. I feel that it is a very conservative estimate. It may not have taken into account the precious lives lost in conflicts which cannot be quantified. It cannot estimate precisely the clogged infrastructure, disruption of ordinary life and a lot more variables. If you add up all these factors, it will work out quite a tidy sum.

Why people are not coming around the table and discuss the matter threadbare. There is a general belief among the victim of a conflict or oppressed that he or she will not get justice. They also feel that a lot of subjectivity will come into play while thrashing out a settlement.

Let me take another example, Judiciary. I am talking in a global sense and not confined to any country or region. There is a feeling that justice delayed is justice denied. That way even if the justice is carried out, if there is delay in getting that, it might be a denial of justice. The same analogy we can extrapolate to other situations also. Conflicts in some African countries is mostly due to tribal loyalties, particularly in the least developed countries.

What is justice and denial of that is not known to parties involved in the conflict. They will continue to harp on the same issues. It may be due to lack of their knowledge or poorer economic and educational background. But that is a fact of life.

What is the way out? I am a votary of applying Artificial Intelligence for conflict resolution. Facts, history, ramifications, etc. of every conflict is known and well recognized. Can the arbitrators feed such information in a computer intelligible format. Using AI and data mining, a feasible resolution can come based on facts and figures.

I am not overlooking the fault lines of such analysis. Conflict resolution is more like a conciliation and arbitration and based on give and take. In the mediation

DR. ASOKE K. LAHA
Chairman-Emeritus and Founder
InterraIT

process, no one can be an absolute winner. Parties will have to give up something to gain something. AI generated decision will be one sided and nothing in between. Yet, I feel there is scope for trying these models in a good number of cases. But if mediations need sensitive approach, I am sure it can be programmed into the inputs that are fed for data mining.

There is a raging debate that is taking place regarding application of AI in judiciary to cut down the pendency. There is a stiff resistance to it. One reason adduced is that it might make the existing infrastructure redundant. There are also, apprehensions expressed from some quarters, it may have a backlash on lawyering and related professions. But that is quite natural with any type of reforms. For instance, Banks have shed many people due to automation.

Companies across the world are becoming lean and mean by rationalizing workforce.

That can happen in judiciary also. The other point is with AI-induction, the judiciary is not doing away with hierarchy of courts and appellate jurisdiction.

In the same manner, for conflict management also there can be layers of conflict management mechanism with appellate jurisdictions. The bottom line is humanity should be freed from the pangs of conflict. Whether it is a utopian idea or a practical one; I do not know.

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CP Plus' Aditya Khemka Receives Pioneer in Surveillance Award

CP PLUS has been bestowed with the prestigious Pioneer in Surveillance Industry Award at the Viksit Delhi - Vision of New Delhi Summit & Awards. The award was presented to Mr. Aditya Khemka, Managing Director of CP PLUS, by the Hon'ble Chief Minister of Delhi, Ms. Rekha Gupta, in recognition of CP PLUS's relentless commitment to bolstering security infrastructure and contributing to the vision of a safer, smarter Delhi. The Vision of New Delhi Summit & Awards celebrated the efforts of organizations that have made a transformative impact on the capital's development. CP PLUS stood out for its significant contributions to the surveillance sector, providing cutting-edge technology solutions that ensure safety and security across public spaces, critical infrastructure, and residential complexes.

CP PLUS has been an instrumental force in driving security initiatives, aligned with the vision of Viksit Delhi. Through multiple large-scale projects and technological advancements, the company has provided robust surveillance solutions to secure key public areas, transportation hubs, educational institutions, and government facilities. Recent projects in Delhi, including citywide CCTV networks, traffic management systems, Delhi Government School and Delhi Police Stations projects, and integrated command centers, have exemplified the company's commitment to making urban spaces safer and smarter.

IIT Guwahati-backed startup develops AI-powered robots for border surveillance

Researchers at IIT-Guwahati have developed advanced AI-powered robots for border surveillance, capable of operating autonomously across challenging terrains. The initiative, led by Da Spatio Rhobotique Laboratory Pvt. Ltd (DSRL), a startup incubated at IIT-Guwahati, focuses on real-time monitoring using cutting-edge robotics technology. These robots are equipped with multi-sensor intelligence gathering systems, allowing them to detect and analyze potential threats more efficiently.

The integration of AI ensures seamless real-time data transmission, allowing defence personnel to respond quickly to security breaches. The Defence Research and Development Organisation (DRDO) has recognized the potential of these robots for India's defence infrastructure, and the Indian Army is conducting field trials to assess their performance in real-world scenarios. In addition to ground robots, security drones are also being developed for aerial reconnaissance. Together, these AI-powered solutions are expected to strengthen border surveillance and enhance national security capabilities.

Home Ministry cracks down on PoS agents in digital arrest scams

The Ministry of Home Affairs (MHA) has directed states and Union Territories to take immediate action against fraudulent SIM card issuers involved in digital arrest scams and cybercrime. This follows findings from the Indian Cyber Crime Coordination Centre (I4C) and the Department of Telecommunications (DoT), revealing SIM cards sourced illegally, mainly from Southeast Asia, being used for scams.

These frauds involve victims being coerced into online crimes, causing financial loss and extortion. Investigations have traced these scams to Cambodia, Laos, and Myanmar, with bulk SIM cards issued through fraudulent Point of Sale (PoS) agents. In response, the MHA is enforcing a nationwide crackdown, urging states to take legal action against PoS agents and deactivating these SIM cards. Telecom Service Providers (TSPs) will face regulatory action for negligence in their verification processes. The MHA is also enhancing cooperation with international agencies to combat cross-border telecom fraud.

CERT-In's new advisory unveils hidden cyber threats

The Indian Computer Emergency Response Team (CERT-In) has issued cybersecurity advisory CIAD-2025-0013, warning about the growing risks posed by generative AI. The advisory highlights evolving cyber threats and stresses the need for proactive security strategies. CERT-In identifies several key threats, including adversarial attacks, where hackers manipulate AI models, model inversion and stealing, which extract sensitive data, and hallucination exploitation, where AI-generated misinformation spreads false narratives. Other risks include backdoor attacks, implanting hidden vulnerabilities, and prompt injection, where attackers manipulate AI responses to gain unauthorized access.

To mitigate these threats, CERT-In urges organizations to implement rigorous AI model testing, multi-layered security measures, strong access controls, and encryption. Additionally, organizations should deploy advanced threat detection systems and structured incident response plans to counter AI-driven cyber risks effectively. As AI adoption accelerates, CERT-In emphasizes the urgent need for businesses and government agencies to strengthen cybersecurity frameworks and stay ahead of emerging threats.

India bets big on creator economy with $1 billion investment

The government has committed $1 billion to support the country's growing creator economy. This fund will focus on enhancing the skills of Indian content creators, upgrading production capabilities, and helping them expand into global markets. Union Minister Ashwini Vaishnaw highlighted that the initiative aims to strengthen India's position in the global content creation industry. The announcement was made during a session promoting the World Audio Visual and Entertainment Summit (WAVES) 2025, set to take place in Mumbai from May 1-4.

The summit is expected to serve as a major platform for collaboration and innovation in the media, entertainment, and technology sectors. The session also featured the signing of a Memorandum of Understanding (MoU) between the Ministry of Information and Broadcasting and the Maharashtra government to bolster cooperation in media, entertainment, and digital outreach. Vaishnaw emphasized the growing convergence of creativity, media, and technology in shaping India's future.

Digital transactions and encrypted messages to come under strict scrutiny

The government is set to tighten tax enforcement on digital assets and transactions through the proposed Income Tax Bill, 2025, ensuring income concealed via virtual platforms is scrutinized. Union Finance Minister Nirmala Sitharaman, addressing the Lok Sabha, emphasized the need for updated legal provisions to investigate digital assets, encrypted communications, and virtual transactions. She revealed that encrypted WhatsApp messages helped uncover ₹200 crore in unaccounted money, while digital forensics investigations led to ₹250 crore in hidden assets. Officials now use Google Maps history and Instagram accounts to track benami properties and illicit financial activities. The Income Tax Act, 1961, lacks provisions for investigating virtual financial transactions. The proposed law seeks to grant tax officials the authority to access encrypted messages, review cloud storage, track digital asset exchanges, and analyze location data for tax evasion evidence. This move ensures tax enforcement keeps pace with technological advancements, preventing digital assets from escaping scrutiny.

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PM Modi discusses India's AI, 5G ambitions on Lex Fridman podcast

In a candid conversation with Lex Fridman, Prime Minister Narendra Modi discussed India's growing role in artificial intelligence (AI) and the country's vast talent pool. He emphasized that no single nation could dominate AI development, asserting that AI would remain incomplete without India's contributions. Modi highlighted India's rapid advancements in AI, much like the country's successful 5G rollout, despite being seen as a late entrant.

Modi pointed to India's immense pool of talent as the country's greatest strength, sharing a story about an American tech executive who said that while engineering job postings in the US may attract only a handful of applicants, India's talent pool would fill a football field. Modi also stressed that human intelligence remains the backbone of AI, and India's youth, enriched with leadership and problem-solving skills nurtured through its culture, plays a vital role in the global tech ecosystem.

Govt drops import duty making EV batteries cheaper

In a major boost for India's Electric Vehicle (EV) industry, the government has removed import duties on key raw materials used in EV battery production. Finance Minister Nirmala Sitharaman announced the exemption of duties on 35 essential items for EV batteries and 28 items for mobile phone production. This initiative aims to lower production costs, making electric vehicles more affordable and accelerating the growth of the EV market in India.

The move is part of the government's broader strategy to promote domestic manufacturing, reduce reliance on imports, and strengthen the EV sector. Sitharaman emphasized that the policy is designed to enhance India's export competitiveness. This decision also comes in response to the US' tariff pressure and seeks to protect India's EV and tech sectors from global trade disruptions. The move underscores the government's commitment to sustainable mobility and increasing EV adoption across the nation.

Apple in talks with two local manufacturers to join India supplier network

Apple is deepening its manufacturing presence in India by partnering with Wipro Enterprises and Lakshmi Machine Works to enhance its local supply chain. This move is part of Apple's strategy to diversify its global supply chain, reduce reliance on China, and support India's "Make in India" initiative. By including these two companies in its India supplier network, Apple aims to source key components locally, mitigate supply chain risks, and improve cost efficiency.

The companies would manufacture components for iPhones, MacBooks, and other devices. This expansion, along with Apple's existing partnerships with Foxconn, Wistron, and Pegatron, aligns with India's efforts to become a global manufacturing hub. The government's Rs 23,000 crore PLI scheme further incentivizes Apple to localize production, create jobs, and boost economic growth. Strengthening India's manufacturing ecosystem is set to attract more global tech firms and reduce reliance on imports.

ONDC crosses 200 million customer transactions in two years

The Open Network for Digital Commerce (ONDC) has surpassed 200 million transactions since its launch in September 2022. The platform, which provides APIs for tech companies and developers, has gained traction in categories such as F&B, grocery, retail, logistics, mobility, and financial services. Remarkably, ONDC reached 100 million transactions in just six months, after taking 20 months to hit the first 100 million.

By July 2024, monthly orders had risen to 12 million, driven by the mobility sector. ONDC hosts apps like Namma Yatri, Paytm, Delhivery, Tata Neu, and Ola. T Koshy, MD and CEO of ONDC, stated that crossing 200 million transactions highlights a paradigm shift in digital commerce, offering equal opportunities to businesses of all sizes, breaking monopolies, and fostering innovation. The network's growth reflects a larger transformation in how buyers and sellers engage with digital commerce.

Motorola ramps up India manufacturing to bypass US tariffs on China

Motorola plans to nearly double its smartphone manufacturing in India, aiming to increase annual output from 13 million to 23-30 million units in the next fiscal year. This expansion is driven by India's Production Linked Incentive (PLI) scheme and aims to reinforce the country's role as a global manufacturing hub. A significant portion of the increased production will be exported, particularly to the US.

Motorola's partner, Dixon Technologies, reported robust growth, with monthly production surpassing 1 million units. While Motorola currently exports 2.2 million units to North America, this number is expected to rise significantly. However, US tariffs on Indian imports, set to take effect in April, may impact these plans. If a 16.5% tariff is imposed, Motorola may scale down production and shift some operations to Vietnam. The success of this strategy depends on ongoing trade negotiations and tariff policies.

C-DOT launches 'Samarth' to foster telecom innovation

The Centre for Development of Telematics (C-DOT) has introduced 'Samarth', an incubation program aimed at fostering innovation in the telecommunications and ICT sectors. This initiative supports startups with financial aid, infrastructure, mentorship, and collaboration opportunities to drive technological advancements.

The program focuses on Telecom Software Applications, Cybersecurity, 5G/6G, AI, IoT, and Quantum Technologies. In partnership with the Software Technology Parks of India (STPI), Samarth aims to create a dynamic startup ecosystem by offering critical resources and expert guidance.

Operating in a hybrid mode, the program will conduct two cohorts annually, each accommodating 18 startups. Participants will benefit from funding, infrastructure, and mentorship, empowering them to develop and scale cutting-edge telecom solutions. With Samarth,

C-DOT is strengthening India's telecom ecosystem, encouraging innovation, and supporting emerging technologies to shape the future of communication.

RED REPORT 2024

The Top 10 Most Prevalent MITRE ATT&CK® Techniques

The Rise of Hunter-Killer Malware

#1 T1055
Process Injection
Defense Evasion | Privilege Escalation
32%

#2 T1059
Command and Scripting Interpreter
Execution
28%

#3 T1562
Impair Defenses
Defense Evasion
26%

#4 T1082
System Information Discovery
Discovery
23%

#5 T1486
Data Encrypted for Impact
Imoact
21%

#6 T1003
OS Credential Dumping
Credential Access
21%

#7 T1071
Application Layer Protocol
Command and Control
18%

#8 T1547
Boot or Logon Autostart Execution
Persistence | Privilege Escalation
15%

#9 T1047
Windows Management Instrumentation
Execution
12%

#10 T1027
Obfuscated Files or Information
Defense Evasion
10%

Learn About The Top 10 ATT&CK Techniques Used by Malicious Actors and Discover Tips to Defend Against Evasive "Hunter-Killer" Malware

PICUS

HP introduces AI-powered EliteBook commercial PCs in India

HP has unveiled a new range of AI-powered commercial PCs in India, designed to boost business productivity and innovation. The expanded EliteBook lineup includes the EliteBook Ultra G1i, EliteBook X G1i, and EliteBook X G1i Flip, all powered by Intel Core Ultra processors offering up to 48 TOPS of NPU performance. The EliteBook X G1a features AMD Ryzen processors and a unique NPU that achieves up to 55 TOPS, setting a new standard in AI performance.

Key highlights include the EliteBook Ultra G1i, the world's first AI business notebook with a 9MP camera, and the versatile EliteBook X G1i Flip, which can switch between laptop, tablet, and tent modes. Security is prioritized with HP Wolf Security and the HP Endpoint Security Controller, while sustainability is addressed with 90% recycled magnesium in the EliteBook Ultra G1i's design. Prices range from Rs 2,21,723 to Rs 2,67,223.

HCLTech launches FlexSpace for AI PCs to transform enterprise efficiency

HCLTech, in collaboration with Intel, has launched FlexSpace for AI PCs, a new solution designed to revolutionize enterprise AI interaction. This advanced, scalable platform enhances efficiency, security, and performance for businesses looking to leverage AI.

According to Anand Swamy, Head of Tech and ISV Ecosystems at HCLTech, the partnership marks a significant step in helping clients optimize AI capabilities, ensuring seamless deployment with top-tier security. FlexSpace combines HCLTech's AI-driven solutions with Intel's cutting-edge technology, enabling businesses to boost productivity and innovation.

With this launch, enterprises can now fully utilize AI for data-driven decision-making while maintaining a secure, high-performance environment. The FlexSpace solution provides businesses with the tools needed to accelerate AI adoption, fostering smarter operations and growth in an increasingly AI-driven world.

Acer launches new TravelLite series business laptops

Acer has launched the TravelLite TL15-53M, a 39.6cm (15.6-inch) laptop designed for professionals, built under the 'Make in India' initiative. Featuring a sleek metal body, ultra-slim design, and 180-degree hinge, it combines performance and portability. Powered by 13th Gen Intel Core processors, up to 64GB DDR5 RAM, and up to 2TB SSD storage, it offers cutting-edge performance. The laptop is MIL-STD 810H certified for durability, ensuring reliability in tough environments.

It includes Intel Iris Xe and UHD Graphics, FHD IPS display, and FHD webcam. The TravelLite TL15-53M also offers up to 4X faster storage with Gen4 NVMe SSDs, a privacy camera shutter, and security features like discrete TPM 2.0, a Kensington lock, and optional fingerprint reader. With a 55.2 Whr fast-charging battery providing up to 12 hours of usage, it's available starting at Rs 39,990 via Acer Online Store and commercial partners.

ASUS ExpertCenter P500 Mini Tower desktop PCs launched in India

ASUS has launched the ExpertCenter P500 Mini Tower (P500MV) in India, a powerful desktop designed for businesses. Powered by up to an Intel Core i7 13620H processor, the P500MV delivers exceptional performance with up to 95W TDP and energy efficiency, saving up to 34% energy. Security features include ASUS ExpertGuardian protection and NIST SP 800-155-compliant BIOS.

The desktop is equipped with ASUS AI ExpertMeet, which enhances virtual meetings with real-time translation, automated summaries, and AI noise cancellation. It supports up to NVIDIA GeForce RTX 3050 graphics for superior performance. The ASUS Tower Air Cooler, with a 90mm fan and advanced heat pipes, ensures smooth operation under heavy workloads.

The ExpertCenter P500 Mini Tower is available with DOS, Windows 11 Home, and Pro, starting at Rs 26,990. It meets global sustainability standards and offers excellent value for businesses, combining power, security, and energy efficiency for hybrid work environments.

MSI unveils Norse mythology inspired RTX 50 series laptops

MSI has launched a new lineup of laptops powered by the RTX 50 Series, designed for gamers and professionals. Inspired by Norse mythology, the laptops feature NVIDIA GeForce RTX 50 GPUs, Intel Core Ultra 200HX processors, and AMD Ryzen 9000 series CPUs, along with AI optimizations and advanced cooling systems. Prices start at Rs 2,99,990, making them a premium option for serious users.

The Titan Series includes the flagship Titan 18 HX Dragon Edition with a hand-painted dragon design, powerful cooling, and four SSD slots. The Raider Series, aimed at gamers, offers 4K displays and robust cooling systems. The Stealth Series balances portability and performance with a slim chassis, while the Vector Series caters to professionals in scientific research and video editing with advanced cooling and high-speed performance. The Venture and VenturePro Series target regular professionals with OLED displays and AI optimization features.

AMD announces 5th Gen AMD EPYC embedded processors

AMD has expanded its x86 embedded processor portfolio with the launch of the 5th Gen AMD EPYC Embedded 9005 Series processors. Optimized for embedded markets, these CPUs combine cutting-edge performance with features that enhance product longevity, reliability, and ease of embedded application development. Powered by the "Zen 5" architecture, the processors deliver exceptional performance and energy efficiency for networking, storage, and industrial edge systems.

The EPYC 9005 Series supports core counts from 8 to 192 in a single socket, offering up to 1.6X higher data processing throughput for storage workloads. The new "Zen 5c" core architecture boosts energy efficiency, delivering up to 1.3X better performance per watt compared to competitors. With up to 6TB of DDR5 memory per socket and support for up to 160 PCIe Gen5 lanes, these processors are ideal for networking, storage, and industrial applications. AMD is collaborating with partners like Cisco and IBM to bring these processors to market.

Adobe expands GenStudio with AI-driven tools

Adobe has announced significant AI updates to its GenStudio content supply chain solution. By doubling down on its AI capabilities, the tech giant aims to streamline content creation and management for marketing teams dealing with increasingly complex campaigns and rising content demands. The updated GenStudio includes the new Adobe GenStudio Foundation, a unified interface that integrates data from Adobe's content supply chain applications.

The updated GenStudio includes the new Adobe GenStudio Foundation, a unified interface that integrates data from Adobe's content supply chain applications, providing a comprehensive overview of campaign plans, projects, assets, and insights. The platform is designed to simplify workflows, reduce inefficiencies, and enhance collaboration by bridging Adobe Experience Cloud and Creative Cloud applications.

Adobe's generative AI-first application, GenStudio for Performance Marketing, offers marketers the ability to create on-brand content for tailored customer experiences. The integration with platforms like Microsoft, Google, and LinkedIn provides seamless creation and activation of marketing assets across various channels.

Tata Communications launches NextGen Cloud fabric Vayu

Tata Communications has launched the next-generation cloud fabric 'Vayu', revolutionizing enterprise IT. Vayu will tackle rising costs of cloud, multi-cloud complexities and AI infrastructure demands for the company, further empowering businesses. The key features of Vayu include seamless multi-cloud integration like IaaS, PaaS, artificial intelligence, security and connectivity, reducing cloud costs by up to 30%.

Vayu AI Cloud will provide on-demand access to high-performance NVIDIA GPUs, eliminating costly infrastructure investments and enabling seamless AI model training. It also features an AI Studio to accelerate innovation. It also features a zero-trust security framework, advanced identity and access controls, and compliance with key regulations such as the Digital Personal Data Protection (DPDP) Rules 2025, RBI, SEBI, IRDAI, and the Ministry of Electronics and Information Technology (MeitY).

Microsoft unveils 6 new Agentic AI solutions for cyber-security

Microsoft has announced its six new Agentic AI agents designed to autonomously assist with critical areas such as phishing, data security, and identity management. The company launched its earlier version of Security Copilot a year ago to empower defenders to detect, investigate, and respond to security incidents swiftly and accurately. Scaling cyber defenses through AI agents is now becoming imperative to keep pace with this threat landscape.

"We are expanding Security Copilot with six security agents built by Microsoft and five security agents built by our partners—available for preview in April 2025," the company said in a release.

The six Copilot agents enable teams to autonomously handle high-volume security and IT tasks while seamlessly integrating with Microsoft Security solutions. Purpose-built for security, agents learn from feedback, adapt to workflows, and operate securely—aligned to Microsoft's Zero Trust framework. With security teams fully in control, agents accelerate responses, prioritise risks, and drive efficiency to enable proactive protection and strengthen an organization's security posture.

Vertiv launches OCP-compliant IT Rack for AI and HPC

Vertiv has announced the launch of the PowerDirect Rack, a 1U high-density 50V DC power system shelf designed to bring resilience to even the most demanding AI and high-performance computing (HPC) environments. This modular system scales up to 132kW per rack by integrating multiple power shelves, enabling expansion while minimizing space requirements. Available now globally, Vertiv PowerDirect Rack offers a complete infrastructure power solution, supporting two times the power capacity in the same footprint, compared to alternative solutions.

The Vertiv PowerDirect Rack is designed to help data centers maximize power efficiency and scale with ease. Built for Open Compute Project (OCP) ORv3 High Power Rack (HPR) environments, it delivers high-density power while reducing energy waste and simplifying operations. With flexible AC and HVDC input support, real-time monitoring, and modular scalability, the power shelf enables seamless expansion to allow IT teams to meet growing power demands without increasing rack space or complexity, compared to traditional AC uninterruptible power supply (UPS) with separate rectification and power distribution, or lower density DC power shelves.

Govt Launches Sahkar Taxi to challenge Ola and Uber

Union Home Minister Amit Shah has announced the launch of Sahkar Taxi, a cooperative-based taxi service designed to give drivers more control over their earnings, directly challenging the market dominance of ride-hailing giants like Ola and Uber. The initiative aims to eliminate the commission fees charged by third-party platforms, allowing drivers to keep the entirety of their fares.

In a statement to the Lok Sabha, Shah explained that the Sahkar Taxi model would enable cooperative societies to register taxis, rickshaws, two-wheelers, and four-wheelers without the need for intermediaries. This model, while drawing inspiration from app-based ride services, focuses on putting drivers at the center, empowering them to directly benefit from their work.

The Sahkar Taxi initiative aligns with Prime Minister Narendra Modi's vision of 'Sahkar Se Samriddhi' (Prosperity through Cooperation), which seeks to improve the economic situation of individuals through cooperative structures. Shah described the move as part of a larger effort to reform the gig economy, ensuring that drivers, who are often at the mercy of platform rules and commissions, can benefit more equitably from their labour.

OpenAI announces new image generator capability for ChatGPT

OpenAI is strengthening its ChatGPT chatbot with new technology designed to generate images from detailed, complex and unusual instructions. Though previous versions of ChatGPT could generate images, they could not reliably create images by blending such a wide array of concepts. The new ChatGPT version is indicative of a wider change in artificial intelligence technology. The new version of chatbots are morphing into tools that combine chatting with various other abilities.

OpenAI detailing the new feature in a blog post explained that the model excels in rendering text accurately, following prompts with greater precision, and maintaining consistency across multiple iterations. The company emphasized that this new capability is designed to support a wide range of applications, including game development, educational materials, and historical exploration.

Agora Launches Conversational AI Engine

Agora, Inc. has launched a Conversational AI Engine, an advanced solution enabling developers to create interactive voice experiences with any AI model. Built for seamless real-time engagement, the engine ensures ultra-low latency responses and superior voice processing, allowing for the effortless creation of immersive voice AI experiences.

Agora's Conversational AI Engine provides developers with the flexibility to use any AI model, whether custom-built or from leading LLM providers, and any text-to-speech (TTS) voice solution for their AI agent.

The Engine is designed to optimize real-time conversation flow. Agora also plans to extend the capabilities of the Conversational AI Engine to its App Builder product, enabling a no-code approach to creating conversational AI experiences. App Builder allows users to create a simple UI and seamlessly integrate Agora's Conversational AI Engine without extensive coding, making it possible to deploy voice-driven AI experiences even more quickly.

TRAI gets strict to curb the menace of Spam calls
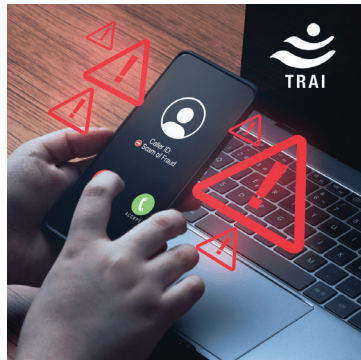
The Telecom Regulatory Authority of India (TRAI) has tightened regulations to curb spam calls and unsolicited commercial communication (UCC). On February 12, 2025, TRAI announced amendments to the Telecom Commercial Communications Customer Preference Regulations (TCCCPR), 2018, enhancing consumer protection and enforcement measures.

TRAI's new guidelines mandate stricter consent-based communication, requiring businesses to obtain explicit customer approval before sending promotional messages. Access providers are now authorized to maintain blacklists of repeat offenders, preventing them from making telemarketing calls or sending messages.

Key changes include extending the complaint window for consumers from 3 days to 7 days, allowing more time to report spam calls and messages. Additionally, telecom service providers must now act against UCC within 5 days instead of 30, ensuring faster action against violators. These measures aim to enhance consumer safety, reduce spam, and ensure that telemarketing operates transparently and responsibly.

Nokia bolsters Vi's 5G roll out and 4G expansion plans

As Vodafone Idea is gearing up for the phased rollout of 5G services in key markets, Finnish equipment maker Nokia is gung-ho about supporting the telecom operator with its latest 5G and 4G baseband and radio modules. Nokia is also expanding Vi's 4G network rapidly, as it rolls out new sites along with technology addition, and spectrum bandwidth expansion on existing sites. By March 2025 alone, Nokia is set to deliver over 60K technology sites and thousands of new 4G sites. Additionally, ultra-lean sites are being deployed to improve service experience in dense, urban areas.

Nokia, serving as the 5G technology solution provider, has completed all equipment deliveries. The deployment is progressing rapidly. Nokia is deploying its market leading AirScale portfolio including Multi Radio Access Technology (RAT) baseband units and Radio modules, all powered by its energy-efficient ReefShark System-on-Chip technology to offer superior coverage and capacity.

Reno13 Series gets painted Sky blue

OPPO India introduces the Sky-Blue variant of the OPPO Reno13 5G, a rugged smartphone designed to capture every vibrant moment this Holi. The device—a blend of power and durability—packs advanced AI-powered cameras, the MediaTek Dimensity 8350 processor, 80W SUPERVOOCTM fast charging, along with certifications for IP66, IP68, and IP69 water and dust resistance.

The Sky-Blue Reno13 5G is engineered to handle water, dust, and colour with its aerospace-grade aluminium frame, Corning Gorilla Glass 7i body, and OPPO's All-Round Armour architecture that offers superior shock resistance and long-lasting durability.

Its 6.59-inch 1.5K OLED Pro XDR display delivers crystal-clear visuals with a 1,200nits peak brightness for absolute legibility under the bright Holi sun and even in dim environments. Its 120Hz refresh rate promises smooth scrolling and gaming, while its 93.4% screen-to-body ratio allows for an almost borderless viewing experience.

TP-Link India hosts channel partners for learning trip to Japan

TP-Link India recently organized a learning and development (L&D) trip to Japan for its system integrators and regional distributors involved in enterprise business. This initiative is part of SolutionX, TP-Link's flagship partner development program, which offers technical expertise, marketing support, and knowledge-sharing opportunities.

The Japan visit provided channel partners with exposure to advanced technology, market trends, and innovative strategies to enhance their operations. Participants engaged in in-depth industry discussions, gaining insights into market demand and best practices. TP-Link regularly hosts such immersive trips, having previously taken partners to Australia and Switzerland to help them scale their businesses.

Sanjay Sehgal, COO & Director of TP-Link India, stated, "We deeply value our partners' contributions. This trip was our way of appreciating their efforts and fostering relationships." Looking ahead, TP-Link plans a similar visit to its global headquarters in California, USA, for enterprise channel partners.

Over 99 lakh WhatsApp Accounts banned in India

WhatsApp, the Meta-owned messaging platform, has set a new record by banning over 99 lakh accounts in India between December 1 and 31. This is one of the largest crackdowns ever undertaken by the platform as part of its ongoing efforts to maintain user safety and curb the spread of spam, fake news, and abusive content.

WhatsApp imposed bans due to violations of its strict security and privacy policies, which prohibit various activities. These include spam messaging through bulk or automated messages, the spread of misinformation and fake news—a growing concern in India—impersonation and fraudulent activities such as scams and phishing attempts, and the use of modified versions of WhatsApp that violate platform policies.

BD Software to empower secure email signature solutions in India

BD Software Distribution has joined hands with Crossware to revolutionize Email Signature Management Software. This collaboration empowers businesses with advanced email signature management, ensuring brand consistency and regulatory adherence. Crossware is a globally recognized provider of email signature management solutions, enabling businesses to seamlessly create, manage, and customize email signatures.

Zakir Hussain Rangwala, CEO of BD Soft, said, "The partnership between BD Soft and Crossware is a strategic step toward strengthening email security, ensuring brand consistency, and streamlining corporate communication. This collaboration empowers businesses with innovative solutions, combining advanced technology and compliance-focused features to enhance professionalism and protect against evolving cybersecurity threats."

Adding to this, Troy Adams, Managing Director of Crossware, stated, "This strategic partnership with BD Soft is a significant collaboration to empower businesses with advanced email signature management solutions. This alliance leverages Crossware's innovative technology and BD Soft's expansive market presence, enabling organizations to maintain brand consistency, ensure regulatory compliance, and enhance professional communication across all email platforms."

Crossware ensures brand consistency, incorporates legal disclaimers, and facilitates targeted marketing campaigns through email. With a focus on compliance and professionalism, it enhances corporate communication across all outbound correspondence.

Goldmedal hosts 1300+ channel partners in Dubai

Goldmedal Electricals has organized a 4-night, 5-day "Chalo Dubai" tour for over 1,300 channel partners and their families from Andhra Pradesh and Telangana. The tour is part of the company's commitment to connect and strengthen its bond with its channel partners.

The "Chalo Dubai!" tour was thoughtfully planned to include the right mix of sightseeing, adventure, spiritual exploration, and networking opportunities. Activities during the tour included a visit to the vibrant Global Village, experiencing the thrills and sights of Ferrari World and Sea World, a visit to the renowned BAPS Shri Swaminarayan Mandir, plus sightseeing and shopping excursions around the city of Dubai. The group was also treated to an aqua-stage-based live show, La Perle by Dragone, which left everyone mesmerized by the amazing fusion of artistic performances, acrobatics, imagery, and technology.

Speaking about the tour, Bishan Jain, Director, Goldmedal said, "Our channel partners are the backbone of our business and we are honoured to host them on this exciting trip to Dubai. Such events give us the opportunity to connect and engage with all those who work closely with the company. Goldmedal aims to create strong relationships with its channel partners for a mutually beneficial, long-term relationship."

The highlight of the tour was the launch of Goldmedal's latest modular range, the 90°. The range complements Goldmedal's existing range of modular switches and systems. With the successful conduct of this tour, Goldmedal Electricals once again reaffirmed its commitment to celebrating and empowering its channel partners, making them an integral part of its growth story.

Navin Gupta to Spearhead FAIITA as the President

In a recently held election Navin Gupta from Patna's Krishna Agencies has been unanimously elected as the President of the Federation of All India IT Association (FAIITA) for the 2025-27 term. It is a significant move to strengthen and empower the IT channel ecosystem across India. At the same time Mr. Sanjeev Walia has been appointed as the Secretary of FAIITA.

FAIITA, a national body representing IT trade associations across the country, plays a crucial role in addressing industry challenges, promoting digital transformation, and advocating for the interests of IT dealers and distributors. With Gupta at the helm, the association aims to drive policy initiatives, foster collaborations with technology vendors, and enhance growth opportunities for IT channel partners.

Bringing years of experience in the IT distribution sector, Gupta is well-positioned to lead strategic initiatives that will benefit small and medium enterprises (SMEs), IT retailers, and distributors. His leadership will focus on strengthening business sustainability, digital adoption, supply chain efficiencies, and vendor-partner relationships to ensure a thriving IT ecosystem in India.

Under his presidency, FAIITA is expected to address critical issues such as price parity between online and offline sales, fair trade policies, cybersecurity awareness, and capacity-building programs for IT channel partners. The association will also engage with government authorities and industry stakeholders to shape favorable policies that promote growth and innovation in the IT sector.

HP announces new benefits to its Amplify partner program

HP Inc. has announced new benefits through its Amplify partner program to help partners navigate the evolving demands of the future of work with smarter, more connected experiences. Enhancements include the launch of the Amplify SuperPower Booster, an upgraded compensation structure that rewards portfolio-wide HP sales and supports flexible technology solutions.

HP is also expanding the Amplify AI program with new resources and use cases to help partners accelerate adoption. Additionally, the HP Amplify Impact sustainability program surpassed its 2025 enrollment targets, with participating partners seeing an increase in request for proposal (RFP) win rates.

"In today's fast-changing technology landscape, HP's commitment to empowering our partners for success in the future of work is more important than ever. AI-powered solutions are transforming productivity, enabling more fulfilling work experiences, helping customers solve challenges with greater efficiency, creativity, and impact," said Kobi Elbaz, Senior Vice President and General Manager, Global Revenue Operations, HP.

To create new opportunities for HP Amplify partners to grow and stay ahead of evolving market needs, HP has introduced the Amplify SuperPower Booster, an enhancement to the compensation structure of the HP Amplify partner program. This initiative rewards both commercial, distribution and retail partners for selling across the HP portfolio.

This new initiative will launch on May 1 for commercial partners, with a rollout for retail and distribution partners later this year. For partners with specialized businesses, HP will continue to reward the unique value and capabilities their expertise brings to the market.
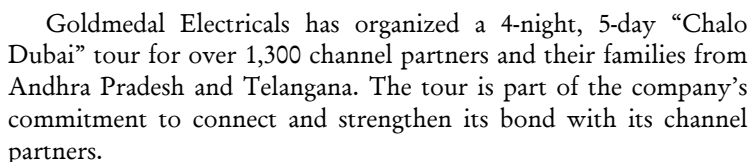
Ex Intel CEO joins faith-based firm Gloo to develop AI chatbots

Former Intel CEO Pat Gelsinger has taken on a new role as Executive Chairman and Head of Technology at Gloo, a Boulder, Colorado-based tech firm specializing in AI solutions for Christian churches and faith-based organizations. His move follows his 2024 departure from Intel after disagreements over his turnaround strategy. Having served as Gloo's non-executive chairman since 2018, Gelsinger will now lead its AI initiatives, focusing on chatbot development and digital tools that align with Christian values.

Gloo recently secured $110 million in growth funding to expand its AI capabilities. Gelsinger envisions AI-powered chatbots featuring a "safe search" function, ensuring responses grounded in Christian teachings. "Technology has the power to connect, uplift, and transform lives—but only when built with purpose," he stated. Meanwhile, Intel has appointed Lip-Bu Tan as CEO after Gelsinger's exit. His shift to Gloo marks a new chapter in faith-based AI innovation.

NASA and SpaceX successfully bring back astronauts from ISS

NASA astronauts Sunita Williams, Barry "Butch" Wilmore, Nick Hague, and Russian cosmonaut Alexander Gorbunov have safely returned to Earth after spending nine months aboard the International Space Station (ISS). Their mission, initially set for eight days, was extended due to technical issues, including propulsion and docking failures.

The crew travelled aboard SpaceX's Crew Dragon capsule, which successfully splashed down off Florida's Gulf Coast, 17 hours after undocking from the ISS. Following the splashdown, astronaut Nick Hague confirmed their safe return, saying, "What a ride. I see a capsule full of grins."

A SpaceX recovery ship retrieved the astronauts, who were assisted onto stretchers for medical checks. Williams and Wilmore, both veterans of Boeing's Starliner mission, endured significant delays due to technical complications. Despite the challenges, their extended stay provided valuable research for future long-duration space missions.

Nvidia to open Quantum Computing Lab in Boston

Nvidia is entering the quantum computing field with plans to establish a research lab in Boston, collaborating with top scientists from Harvard and MIT. CEO Jensen Huang announced the initiative at the company's software developer conference in San Jose.

The lab will focus on developing quantum algorithms and advancing quantum hardware. This move comes less than a year after Huang had stated that practical quantum computers were at least 20 years away, but he revised that timeline, acknowledging rapid advancements in the field.

Nvidia aims to leverage Harvard and MIT's research expertise to create practical quantum applications and integrate quantum and classical computing systems. Huang humorously acknowledged his earlier prediction was incorrect, recognizing the accelerated pace of quantum technology development. The collaboration marks a significant step for Nvidia as it expands into the evolving quantum computing market.

Samsung Electronics co-CEO Han Jong-hee passes away

Samsung Electronics has confirmed the passing away of its co-CEO, Han Jong-hee, at the age of 63 due to a cardiac arrest. Han, who led the company's consumer electronics and mobile devices division, joined Samsung in 1988 after earning a degree in electrical engineering. He played a key role in shaping the company's TV business and led the division from 2017. In 2021, Han became co-CEO alongside Jun Young-hyun, overseeing mobile and consumer electronics strategy.

Recently, Han addressed concerns over Samsung's stock performance, admitting the company had struggled to keep pace with the AI semiconductor market. Despite financial challenges, his contributions to Samsung's success in consumer electronics and TV technology were widely recognized. Han is survived by his wife and children. His death marks a significant loss for Samsung, which now faces the challenge of finding a successor for his crucial role.

Trump allies and critics turn to Signal for secure communication

Signal, a text-and-voice messaging app known for its strong privacy protections, has become a vital tool for both government officials and activists. With end-to-end encryption, Signal ensures that only the sender and recipient can read messages, making it highly valued for secure communication.

In the first quarter of 2025, Signal's downloads in the US increased by 16%, reflecting rising demand for secure messaging. Over 1,100 US government employees now use the app, with Elon Musk's team and high-profile figures also relying on it. Signal's use extends globally, with the European Commission and US government endorsing it for secure communication.

The app gained prominence among those opposing former President Donald Trump's policies, with whistleblowers and protesters turning to Signal for privacy. However, its privacy features have drawn concerns from law enforcement, as criminals and political activists use it to evade detection. Signal's growing popularity underscores its vital role in secure communication.

Twitter's iconic 'bird logo' auctioned for nearly $35,000

The iconic blue bird logo, once displayed at Twitter's San Francisco headquarters, has been sold for $34,375 at auction, marking another chapter in the platform's transformation under Elon Musk. The sale, conducted by RR Auction, followed Musk's rebranding of Twitter to X. The massive 254 kg sign, measuring 12 feet by 9 feet, was purchased by an undisclosed buyer.

RR Auction, known for rare collectibles, managed the transaction, continuing Musk's trend of auctioning off Twitter memorabilia, including office furniture and kitchen items.

In addition to the Twitter logo, the auction featured significant tech collectibles. A rare Apple-1 computer fetched $375,000, and a 1976 Apple check signed by Steve Jobs sold for $112,054. A sealed first-generation 4GB iPhone also went for $87,514. These sales underscore the growing appeal of vintage tech in the collectibles market.

Baidu escalates global AI battle with launch of two next-gen models

Baidu has unveiled two new AI models, ERNIE X1 and ERNIE 4.5, as part of its strategy to compete in the global AI race. ERNIE X1, described as a "deep thinking" model, offers advanced reasoning capabilities and autonomous tool use. Baidu claims it matches the performance of DeepSeek's R1 but at half the cost, making it a competitive alternative.

Meanwhile, ERNIE 4.5 represents Baidu's latest AI innovation, featuring multimodal capabilities that allow it to process text, images, audio, and video. It also boasts improved language understanding, logic, memory, and even the ability to interpret memes and satire.

Despite its pioneering role in China's AI landscape, Baidu has struggled with adoption amid intense competition. The rise of multimodal AI models like ERNIE 4.5 highlights a growing industry trend toward more versatile AI solutions capable of integrating diverse data formats for improved user experiences.

Google in partnership with Elon Musk launches first ever satellite

Google's FireSat project has successfully launched its first satellite into low Earth orbit (LEO) with the help of SpaceX, marking a major step in wildfire detection and prevention. The satellite is part of a planned 50-satellite constellation designed to use AI to identify and track wildfires as small as a classroom in real time.

With wildfires becoming increasingly frequent and destructive, traditional satellite imagery, which updates every 12 hours, is often insufficient. FireSat addresses this gap by using AI to analyze real-time images, comparing them with historical data while factoring in weather, terrain, and infrastructure. This enables rapid fire detection, allowing emergency teams to respond before fires spread.

Led by the Earth Fire Alliance, the initiative is funded by Google.org and the Moore Foundation. Google.org has contributed $13 million through its AI Collaboratives: Wildfires program, bringing together experts to enhance wildfire response through AI-driven solutions.

Ant Group turns to Chinese chips for AI cost breakthrough

Jack Ma-backed Ant Group has made a breakthrough in AI by cutting training costs by 20% using Alibaba and Huawei chips. This shift reduces dependence on Nvidia while proving Chinese-made chips can compete with high-end alternatives. While Nvidia's technology is still in use for select tasks, Ant Group is diversifying with AMD and local semiconductor options.

China's AI sector is advancing despite US restrictions on cutting-edge semiconductors, with companies finding cost-effective ways to develop competitive models. DeepSeek, a Chinese AI startup, recently built a large language model rivalling OpenAI and Google without massive budgets, signalling China's AI growth.

Ant Group is also enhancing AI-powered healthcare solutions, launching an advanced model adopted by hospitals in major Chinese cities. As it drives AI innovation, Ant Group strengthens China's technological independence, positioning itself as a leader in AI and semiconductor alternatives.

China's 'Manus' challenges OpenAI and Google

China has taken a major step in the global AI race with the launch of Manus AI, a next-generation artificial intelligence model designed to rival OpenAI, Google, and Anthropic. Manus AI is a general-purpose AI agent capable of autonomous decision-making, planning, and executing tasks without continuous user input, positioning it as a potential competitor to ChatGPT and Google Gemini.

Unlike traditional AI models that primarily generate responses, Manus AI focuses on real-world applications, making it a powerful tool for automation, enterprise solutions, and government operations. Key differentiators include its ability to act independently, its integration into smart automation systems, and China's strategy to build a self-sufficient AI ecosystem.

Amid increasing AI export restrictions and semiconductor shortages, China is accelerating homegrown AI advancements. The launch of Manus AI, following DeepSeek's debut, signals the country's commitment to challenging Western AI dominance and shaping the future of artificial intelligence.

Foxconn's FoxBrain AI to transform manufacturing and supply chain operations

Taiwanese electronics giant Foxconn, a key Apple supplier, has launched its first large language model (LLM), FoxBrain, marking a major step in AI-driven smart manufacturing. Developed using Meta's Llama 3.1 architecture and trained on 120 Nvidia H100 GPUs, FoxBrain was completed in just four weeks. Optimized for traditional Chinese and Taiwanese languages, it enhances workflow automation, decision-making, and supply chain management.

FoxBrain's internal testing indicates it performs on par with global LLM standards, though it slightly trails China's DeepSeek model. Initially, it will support internal applications such as data analysis, problem-solving, document collaboration, and code generation. Foxconn aims to expand AI adoption by collaborating with technology partners to integrate AI into manufacturing and supply chains.

Nvidia played a key role in FoxBrain's development, supporting it through its Taiwan-based supercomputer, Taipei-1. FoxBrain represents Foxconn's commitment to advancing AI-driven innovation in the manufacturing sector.

US Department of Justice pushes Google to sell Chrome in antitrust crackdown

The US Department of Justice (DOJ) has ordered Google to divest its Chrome browser as part of its ongoing antitrust case. Filed on March 7, the proposal mandates that Google sell Chrome and related assets to a court-approved buyer. The DOJ argues that Google's dominance in search and online advertising stifles competition. As part of the ruling, Google must cease payments to companies for prioritizing its search engine and notify the DOJ before forming partnerships with competitors in search or advertising.

While Google's AI investments remain unaffected, the company must inform regulators of future AI acquisitions. The DOJ accuses Google of manipulating the market through exclusive deals and ad auction practices. With Google controlling 90% of the US search market, this ruling marks a critical step in curbing its monopoly. The case could reshape the tech industry and redefine digital competition moving forward.

JABRA EVOLVE: CELEBRATING 10 YEARS OF EXCELLENCE AND GROUND-BREAKING AUDIO TECHNOLOGY

THE JABRA EVOLVE HEADSETS HAVE BEEN REVOLUTIONISING THE WAY PROFESSIONALS COMMUNICATE, OFFERING UNMATCHED AUDIO QUALITY, COMFORT, AND ADVANCED TECHNOLOGY. ON COMPLETING 10 YEARS OF THE EVOLVE SERIES, VARINDIA SPOKE TO TWO OF ITS PARTNERS ON WHAT THEY CHERISH THE MOST ON BEING A PART OF THIS JOURNEY AND HOW THEY VIEW JABRA AS A BRAND -

'JABRA AS A BRAND AND ITS PRODUCTS ARE ONE OF A KIND'

What is unique about Jabra as a brand?

Jabra is a well-known brand in the world of audio and communication. Their headsets, video products are the best of its kind. If you compare it with other brands, Jabra's innovation, comfort and performance in both consumer and professional headsets are one of its kind. The product support that they deliver is also the best. The quality of their headsets, if you compare with other brands, is the most sought after. Our customers also give similar testimonials on Jabra products after they have started using them in the last two-three years. I would ask Jabra to maintain the same quality and support on their products, so that when approaching our customers, we recommend them to continue with the same brand.

What do you cherish the most as part of the Jabra family?

We have been selling Jabra products for more than eight years now. As a proud Jabra partner, we highly value their partnership. The ground breaking technology, superior audio solution, dedication to excellence is worth mentioning. Their industry leading noise cancelling technology together with seamless, UC integration in their products speak volume about the detailing that they pay attention to. Jabra ensures an exceptional user experience through their effortless service, rapid issue resolution and proactive partner support. Jabra has thus become an indispensable brand in our list of products and offerings. The customers' unwavering loyalty to the brand is also a testimony to it.

On the 10th anniversary of the Evolve series, could you highlight what makes the Evolve series special?

The Jabra Evolve series is the gold standard in the professional audio world. It is a trusted choice among four Fortune 500 companies who continually seek our expertise and solutions in selecting the Evolve products. It's intuitive design and sophisticated call management

RAKESH JAIN
OWNER - RAKESH TRADING PVT. LTD.

redefines communication, maximizing productivity even in remote environments. I personally use Jabra Evolve2 series headsets for my personal meetings. After usage, I feel Jabra is one of the best audio brands. They keep coming out with new products every year and with new innovations in each of their products. Despite being premium priced products, they are highly accepted by all customers across all age groups.

JABRA'S QUEST FOR INNOVATIVENESS AND UNIQUENESS IS WHAT KEEPS THE BRAND GOING

What makes Jabra a great brand to work with?

There are many unique things about Jabra but what I would like to highlight is its noise cancellation technology. Jabra is actually known for its advanced noise cancellation technology which helps to eliminate background noise, and provide crystal clear sound. Second is the wireless freedom; Jabra offers a range of wireless headsets. Using these headsets gives you the freedom to move around while being connected on the call. Next is the long lasting battery life; most of the Jabra devices are known for their long battery life with some of them offering up to 15 hours of backup. The fourth uniqueness is in terms of the durability and comfortable, ergonomic designs that Jabra uses. Jabra also has its advanced microphone technology which is designed to pick up voice very clearly while reducing background noise and echo. Jabra devices are also integrated with all the major UC platforms, including Microsoft Teams, Cisco, Avaya, and Zoom. But most importantly, Jabra is very much focused and committed towards sustainability, whether it is with their products or the packaging they use.

How would you describe your journey of working with Jabra?

We have been a partner for Jabra for more than a decade. The good thing about the brand is their collaborative spirit. They encourage open communication, and have mutual respect for their partners. At the same time, Jabra has a very innovative culture. They are committed to innovation and quality. When any Jabra product is sold to a customer, there is always the satisfaction factor. That personally inspires me to work for Jabra. The brand also offers very exciting opportunities for business growth, besides boasting of a very speedy after-sales support. Their customer service response time is really fast when compared to other brands.

What impact has the Jabra Evolve series had on customer operations?

The Evolve series is a flagship line of headsets of Jabra. It has created a benchmark in audio technology. Besides all the great features, Jabra provides two years of onsite replacement warranty with the Evolve series. This series of products has had a very profound impact

DINESH KAMRA
DIRECTOR & CEO VECTRAE INFOTECH PVT LTD.

on customer operations. It has transformed the way they communicate, collaborate and work and at the same time improved their productivity to the next level. Another factor is the wireless mobility feature. With wireless headsets like Evolve2 75, customers have the freedom to move around while being connected on a call. This is particularly beneficial for the professionals who need to multitask.

Celebrating **10 years**
of great calls with **Evolve Series**

Say yes to success and give end-customers an upgrade with the next generation of world-class professional audio devices.

Contact indiamarketing@jabra.com for more details

(L to R) : Mr. Yatin Kantak, Head-Government and PSU (India)- ManageEngine; Mr. Namit Sinha, Country Head- Devices Partner Solution Sales, Microsoft India; Mr. Sandeep Mathur, Managing Director (APAC)- Firebolt; Dr. Sourabh Khemani, Founder Chairman- CyberCorp Ltd.; Dr. Chander Purswani, M.D.- Connect Star; Mr. Ateeq Siddiqui, Director - LyncBiz Corporation; Dr. Deepak Sahu, Chief editor, VARINDIA; Mr. Anil Kaushik, Founder Vice Chairman-Cybercorp Ltd. ; Mr. Shilpesh Shah, Sr. Solution Architect, AMD India; Mr. Bharat Chheda, President- ASIRT; Mr. Nadeem Ahmed, Sr. Technology Evangelist, ManageEngine; Mr. Bhaskar Rao, CISO- Bharat Co-operative Bank; Mr. Manas Mati, Co-Founder Tessact.

15th WIITF unleashes new possibilities for the Digital Future

VARINDIA reaffirmed its role as a premier platform for knowledge sharing, innovation, and networking in Western India's IT ecosystem by hosting the 15th edition of the Western India Information Technology Fair (WIITF). The summit fostered collaboration and industry growth, bringing together key stakeholders to explore emerging technologies. The event began with a warm welcome, emphasizing the power of partnerships. With the theme "Trailblazing the Future with Emerging Technologies," WIITF highlighted the latest IT trends while honoring Indian VARs for their vital contributions to the ICT industry, recognizing their role in shaping the future of technology.

The distinguished guests who graced the event included senior industry leaders and technology pioneers like Sandeep Mathur, Managing Director (APAC) – Firebolt; Namit Sinha, Country Head - Devices Partner Solution Sales, Microsoft India; Pankaj Dessai, Country Manager - Channel & SMB at AMD India; Dr. Sourabh Khemani, Founder Chairman- CyberCorp Ltd.; Dr. Chander Purswami, MD - Connectstar and Nadeem Ahmed, Senior Technology Evangelist, ManageEngine.

The welcome address delivered by Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA, gave a glimpse on how India's digital transformation is accelerating with strategic investments and advanced technologies. He further supported his views with important data points and shared how Microsoft's $3B AI and cloud investment is expanding digital infrastructure, strengthening India's global tech presence. AI is reshaping the $254B IT sector, with EY India projecting a 43-45% productivity boost over five years. Generative AI is revolutionizing software, BPO, and consulting, enhancing efficiency.

The lighting of the ceremonial lamp preceded the corporate presentations, symbolizing the auspicious beginning of the summit.

Sandeep Mathur, Managing Director (APAC) at Firebolt, set the stage with his thought-provoking insights on AI adoption in today's business landscape. He emphasized the critical steps organizations must take to embrace AI effectively and navigate its transformative potential. As he concluded, he left the audience with a compelling question: "The AI revolution is here—will you lead it or watch from the sidelines?"

Building on this perspective, Namit Sinha, Country Head (Devices) - Devices Partner Solution Sales, Microsoft India, delved deeper into the future of technology and innovation. He highlighted the growing impact of AI and the opportunities for collaboration to drive value for both businesses and customers. His insights seamlessly extended the conversation from AI adoption to its practical applications in business growth and market evolution.

Adding to the discussion, Nadeem Ahmed, Senior Technology Evangelist at ManageEngine (a division of Zoho Corp.), shared his expertise on IT operations and emerging trends, shedding light on the evolving landscape of enterprise technology.

Finally, Shilpesh Shah, Sr. Solution Architect at AMD India, brought in a broader industry perspective by discussing high-performance computing and enterprise solutions. He highlighted AMD's 55-year legacy and its global workforce of 28,000 employees, demonstrating how AMD-powered solutions drive industry giants like WhatsApp, Instagram, Facebook, Microsoft Teams, and even 5G networks.

Together, these industry leaders provided a comprehensive outlook on AI, innovation, and the evolving technology landscape, leaving the audience with valuable insights to drive their digital transformation journeys.

STALLS DISPLAY

SUNDYNE TECHNOLOGIES

MANAGEENGINE

AMD

The Fire-side chat session was moderated by Dr. Deepak Kumar Sahu, Editor-in-chief-VARINDIA and he was joined by Dr. Sourabh Khemani, Founder Chairman- CyberCorp Ltd. The discussion delved into the burning topic of how businesses are defending against the rising cyber threats and if in case of an attack, how are cybersecurity firms tackling rising cybercrime losses.

The event featured an insightful Panel Discussion Session moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief-VARINDIA and the panelists who joined the session were Advocate Dr. Prashant Mali - Practicing Lawyer Bombay High Court; Dr. Pawan Chawla, CISO & DPPO-TATA AIA LIFE Insurance; Samir Shah, Partner -Consulting- Ernst & Young LLP; Bhaskar Rao, CISO- Bharat Co-operative Bank; Ritesh Bhatia, Founder- V4 WEB Cybersecurity. The topic for discussion was Navigating the Frontiers of Emerging Technologies, and the five subject matter experts representing the Banking, Insurance, Tech Consulting, Legal, and Cybersecurity industries were asked to analyze five individual real-world case studies.

The summit concluded with a vote of thanks to express gratitude to all the participants, sponsors, and attendees for their valuable contributions.

Embracing AI: The Time for Action is Now

SANDEEP MATHUR,
MANAGING DIRECTOR - APAC, FIREBOLT

When we talk about emerging technologies, AI is always at the center of the conversation. Over the past few months, I've had the opportunity to speak at multiple events, and while there's tremendous excitement around AI, there's also skepticism. Many wonder if AI will truly reshape the world or if it will follow the path of past overhyped technologies—like distributed ledgers or autonomous driving, which haven't fully lived up to their initial promises.

But here's my perspective: The time for skepticism is over. AI is real, and it's already transforming industries. Companies—large and small—are actively integrating AI, and if you're not, you're at risk of being left behind. This is not just about enterprises; it's about nations. Those that fail to adopt AI will lose their competitive edge. So, what can we do to move forward? Let's focus on three key areas:

1. Adopt an AI-first mindset

Every business process should integrate AI. From personal productivity tools to sales, marketing, and finance, AI is enhancing efficiency. Are your teams using AI-powered email, marketing tools, or FP&A solutions? If not, it's time to start. AI is not just a tool; it's a culture shift.

2. The rise of Agentic AI

The SaaS industry is undergoing a transformation. AI-driven agents will revolutionize how businesses operate. As value-added resellers and system integrators, you have an opportunity to help companies build AI agents that enhance customer interactions and automate decision-making. If your business doesn't provide AI-powered solutions, customers will turn to those who do.

3. AI and data connectivity

AI applications are only as powerful as the data they rely on. Businesses need real-time insights, not reports that take hours or days. Fast data processing is crucial, and platforms like Firebolt enable companies to harness AI-driven analytics instantly.

The AI revolution is here. The question is—will you lead it or watch from the sidelines?

Embracing AI and Digital Transformation is The Future of Business

NAMIT SINHA
COUNTRY HEAD DEVICES, DEVICE PARTNER SOLUTIONS, MICROSOFT INDIA

I lead the Devices Business for Microsoft in India. As part of the Device Partner Sales (DPS) organization, we collaborate with OEMs and device manufacturers to deliver next-generation solutions. I am delighted to be here today to discuss the future of technology, AI, and how we can collaborate to drive value for businesses and customers alike.

Winning with Windows & AI Innovation

Our top priority remains Windows—an integral part of Microsoft's ecosystem, enabling seamless integration with AI and cloud services. From Microsoft 365 to Azure, our goal is to help businesses harness these tools effectively. We work closely with industry partners to build powerful and efficient devices that enhance productivity.

AI is no longer a futuristic concept—it is transforming industries today. Organizations that embrace AI early are already seeing significant improvements in efficiency and decision-making. Our mission is to equip partners with AI-driven solutions that solve real-world business challenges.

The Impact of AI on Industries

In January 2023, Satya Nadella demonstrated ChatGPT's capabilities in Mumbai, marking a pivotal moment in AI adoption. Today, AI is not just an innovation; it is a necessity. For instance, a leading media house reduced its news processing time from 9 hours to just 12 minutes using AI for grammar checks, contextual translation, and editorial refinement.

Market Growth & Opportunities

Post-COVID, India's PC market grew significantly, yet our PC density remains low. However, with India's rapid economic expansion, we anticipate significant growth. Similarly, AI adoption is accelerating, with 75% of business leaders already using AI, and 79% viewing it as crucial for staying competitive.

As AI adoption rises, so do cyber threats. Microsoft's Secure Frame Initiative ensures security is embedded in every product from the outset, reinforcing our commitment to a secure digital future. AI and digital transformation are redefining industries. Microsoft remains committed to driving this change through innovation, security, and collaboration. Let's seize this opportunity to shape the future together.

Innovating for a High-Performance and Sustainable Future

SHILPESH SHAH
SR. SOLUTION ARCHITECT, AMD INDIA

AMD stands strong with a 55-year legacy and a global workforce of 28,000 employees. Our commitment to innovation is evident in our substantial R&D investments, with nearly 25% of our profits dedicated to advancing technology. This relentless pursuit of progress has led to groundbreaking developments across various domains.

Pioneering High-Performance Computing with Energy Efficiency

Our core strategy revolves around building high-performance computing engines. As data volumes surge and AI applications demand greater computational power, AMD focuses on delivering cutting-edge processing solutions while prioritizing sustainability. We develop technologies that enhance performance while optimizing energy efficiency, ensuring a greener future. A high-performance system requires robust software integration. At AMD, we provide advanced, open-source software solutions that seamlessly complement our hardware, reinforcing our commitment to innovation and sustainability. Energy efficiency is a key area of focus. Traditionally, larger chips led to higher power consumption. To counter this, we pioneered chiplet-based architecture, breaking down a single large chip into multiple smaller ones. This innovation improves manufacturing efficiency, silicon wafer yield, and significantly reduces power consumption. Our latest processors, built on 3nm and 4nm technology, set new industry standards. Further advancements include 3D die stacking (3D V-Cache technology), which optimizes motherboard real estate and enhances power efficiency. These innovations play a critical role in building exascale supercomputers, and today, AMD powers two of the world's top supercomputers with our processors and GPUs.

Revolutionizing Data Centers

AMD is a dominant player in data centers, consumer computing, gaming, and embedded systems. Our EPYC processors power cloud and enterprise solutions, while our chips are embedded in gaming consoles, Tesla infotainment systems, and 5G radio transmitters.

A key advantage of AMD's latest technology is data center consolidation. Upgrading from legacy servers to our 5th-generation EPYC processors allows organizations to consolidate up to seven servers into one, reducing power, cooling, and licensing costs.

Empowering Industries

For AI workloads, AMD provides Instinct GPUs, widely adopted by Microsoft, Meta, and DeepSeek. The MI300 GPU series, launched in 2023, has already achieved $5 billion in sales within a year, proving its high demand. Beyond data centers, AMD revolutionizes client computing and gaming. Our processors enable AI-powered applications like Microsoft Copilot+, offering AI-assisted content creation and efficiency-enhancing tools. Security remains a top priority. AMD processors feature built-in security protections against cyber threats, ensuring safe operations across data centers, consumer devices, and cloud environments.

AMD solutions power industry leaders like WhatsApp, Instagram, Facebook, Microsoft Teams, and 5G networks, demonstrating our far-reaching impact. We are proud to drive innovation, sustainability, and performance across industries. If you'd like to learn more, feel free to reach out.

Empowering Businesses with Digital Enterprise Management

NADEEM AHMED
SENIOR TECHNOLOGY EVANGELIST - MANAGEENGINE, A DIVISION OF ZOHO CORP.

IT is no longer just about fixing problems—it is the backbone of every modern business, driving growth, security, and innovation. Today, I'll discuss how AI-driven automation and proactive IT management can transform organizations, ensuring efficiency and resilience. This is where ManageEngine, the IT management division of Zoho Corporation, comes into scene. As a bootstrapped, profitable company from day one, our focus has always been on solving real IT challenges.

Zoho Corporation includes:
- Zoho.com – Business collaboration and productivity apps.
- Zoho School of Learning – IT training for future professionals.
- Control & Training Central – IT workflow automation and LMS solutions.
- Zakia & Vikra – Industry-specific platforms for business automation.

Understanding Digital Enterprise Management

When IT functions seamlessly, employees stay productive, customers enjoy a superior experience, and security risks are minimized. With hybrid workforces and evolving cyber threats, IT teams must balance security and efficiency while managing increasing workloads.

Modern IT revolves around three pillars: workforce, workplace, and workloads. IT teams must manage devices, update security measures, analyze logs, and prevent cyber threats while ensuring uninterrupted operations. Traditionally focused on help desks and asset management, IT has now evolved into a strategic function integrating AI, automation, and cloud monitoring.

AI-driven solutions empower IT teams by predicting and resolving issues before disruptions occur, ensuring seamless operations. They enhance security through real-time threat detection, proactively identifying and mitigating risks. Additionally, AI-powered chatbots and virtual assistants enable self-service IT support, reducing dependency on manual intervention. By automating routine tasks and minimizing human errors, these solutions streamline operations, improving efficiency and reliability across IT ecosystems.

The CIO's Evolving Role

CIOs now drive digital transformation, improve security, and ensure compliance. AI enhances this by forecasting threats, optimizing resources, and improving user experience.

IT is no longer just an operational function; it is a strategic asset. With AI-powered solutions from ManageEngine, organizations can streamline IT, enhance security, and drive business success.

Cyber Defence Strategies Amid Rising Cybercrime Threats

In a fireside chat session moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA, Dr. Sourabh Khemani, Founder Chairman of CyberCorp Ltd., delved into the rapidly evolving cybersecurity landscape and the growing threat of cybercrime.

CYBERCORP'S PATH TO INNOVATION

Dr. Khemani began by sharing the journey of CyberCorp, which was established in late 2022, amid the challenges of the COVID-19 pandemic. The company's mission is to help startups scale in the cybersecurity and digital transformation sectors. By acquiring startups and nurturing talent, CyberCorp aims to bridge the gaps in technology, economic barriers, and growth potential, enabling companies to expand 10x to 20x in the next few years.

DEFENSIVE STRATEGIES FOR CYBERSECURITY

He emphasized that the scale of cybercrime losses is expected to reach $10 trillion by 2025, with predictions of it growing to $12 trillion by 2026. Dr. Khemani underscored the importance of shifting the focus from cybersecurity to "cyber defence." As cybercrime continues to increase, businesses must adopt a defensive strategy to protect against attacks. He stressed that a zero-trust architecture, AI-driven threat detection, and global intelligence sharing are critical in combating these threats.

KEY ATTACK VECTORS FUELLING CYBER LOSSES

According to Dr. Khemani, sectors such as banking, financial services, insurance (BFSI), healthcare, critical infrastructure, and retail/e-commerce are the most vulnerable to cybercrime. The primary attack vectors driving these losses include ransomware, phishing, business email compromise, supply chain attacks, and insider threats.

AI IN CYBERSECURITY

Addressing how businesses are responding to the rising financial losses caused by cybercrime, Dr. Khemani emphasized the need for proactive threat hunting, security automation, continuous monitoring, and investment in talent. He also discussed the role of AI in cybersecurity, warning that while AI can be a powerful tool for defence, it can also be a dangerous weapon if misused.

UNIFIED APPROACH TO CYBERCRIME

For businesses to protect themselves, Dr. Khemani recommended employee awareness training, endpoint detection and response, multi-factor authentication, regular security audits, and having a robust incident response plan. He concluded by highlighting the importance of collaboration over competition, encouraging businesses to partner and strengthen their collective defences against cyber threats.

At the end of the session, Dr. Khemani called for a unified effort in tackling cybercrime, stressing that cybersecurity is no longer just essential but a critical enabler of growth in the digital age.

Q&A: Banking, Cybersecurity, and KYC in the Spotlight

COOPERATIVE BANK CHALLENGES

The Q&A session comprised several key topics regarding the banking sector and cybersecurity brought up by the audience. The first question addressed the failure of cooperative banks, particularly citing the PMC Bank case, where 23,000 fictitious accounts were opened. The panellist, Bhaskar Rao, explained that cooperative banks face unique challenges, including inadequate KYC (Know Your Customer) procedures, which have contributed to several high-profile incidents. However, he stressed that these issues are not exclusive to cooperative banks. Even larger banks in the public and private sectors have experienced similar challenges. For example, some KYC data was linked to hundreds of accounts in other banks, causing significant damage. Despite the flaws, cooperative banks play an important role in serving underserved communities, providing support to individuals who might not have access to larger public or private banks. Rao concluded that while there is room for improvement in KYC processes across the entire banking sector, it is essential to understand the broader context of these issues.

PSYCHOLOGY OF SCAMS

The second question was directed to advocate Dr. Prashant Mali regarding the persistent stock market scams despite widespread media coverage of such incidents. The question inquired why individuals continue to invest in these scams despite knowing the risks. Dr. Mali responded by emphasizing the psychological nature of modern cybercrimes. He pointed out that fraudsters have evolved their tactics by using artificial intelligence (AI) and sophisticated psychological manipulation to target individuals. For instance, even an experienced stockbroker fell victim to a scam due to convincing fake websites, apps, and logos created by cybercriminals. This highlights how cybercrime has transitioned from being merely technical to deeply psychological, making it more difficult for victims to recognize fraudulent schemes.

KYC AND BIOMETRICS

The final question concerned the banks' role in preventing such fraud and how policies can be improved. The panellists agreed that it was crucial for banks to reassess their policies and strengthen their security measures, particularly in KYC processes. They discussed the use of biometric methods like retina scanning and video verification, which could offer better protection against deepfakes, identity theft, and fraudulent account openings. The session concluded with a call for the banking industry to stay ahead of emerging threats by implementing more robust digital security protocols, continuous monitoring, and investing in advanced AI-driven fraud detection tools.

Tech Experts Solve Five Case Studies

- Stock Market App Frauds
- Privacy by Design is Essential for Organizations
- Rapid growth of Digital Services and increasing Concerns
- The Rise of Mule Accounts in Banking and Effective Countermeasures
- Incident Response Readiness in a Financial Institution

WIITF featured an engaging panel discussion session, expertly curated and moderated by Dr. Deepak Kumar Sahu, Editor-in-chief-VARINDIA. The panelists who joined the session were Advocate Dr. Prashant Mali - Practicing Lawyer Bombay High Court; Dr. Pawan Chawla, CISO & DPPO -TATA AIA LIFE Insurance; Samir Shah, Partner -Consulting- Ernst & Young LLP; Bhaskar Rao, CISO- Bharat Co-operative Bank; Ritesh Bhatia, Founder- V4 WEB Cybersecurity.

Changing the format of the discussion a little bit this time, the five panelists who are subject matter experts representing different industries - Banking, Insurance, Tech Consulting, Legal, and Cybersecurity respectively, were asked to analyze five critical real-world case studies.

Talking about stock market app frauds, Advocate **Dr. Prashant Mali** stated that solving the problem of stock market is similar to solving the problem of greed. It is there. "It will always be there till the human being exists. So stock market app fraud is at present a big reality. The people who are the most affected are the senior citizens. So senior citizens in India are supposed to be the richest across the world. They have a lot of corpus retirement money, investment money, pension money. So that money is usually targeted using sophisticated AI techniques and they are lured in through WhatsApp or Instagram texts. The problem comes when the money's gone, and there is no way to get that money back. Going to the police becomes another issue once the money is lost. So the solution is to always remember that no one is able to give you so easily an investment which increases more than the market standard. The moment you realize that the money is lost, Report to 1930."

On why 'Privacy by Design' is essential for organizations, **Dr. Pawan Chawla** said that it is not a new concept and it is something which was introduced in the 1990s by Ann Cavoukian and organizations have started adopting it since then. "Privacy by Design starts with the principle of privacy that it has to come as a thought in the organization and the customer interest has to be kept in mind first. Because once you have that concept in mind, only then you can design privacy. Second, you need to be very transparent and bring in Visibility. You need to tell your customers that for what purposes the data has been collected and for what purpose it will be used. The other principle is end-to-end security. When you are building an application, you have to ensure that the encryption is there. Apple is one classic example; they have privacy by design implemented in the product and in the product cycle itself."

Samir Shah spoke on rapid growth of digital services and increasing concerns, and said that while talking of digital services one needs to talk about growth in data as well. "The DPDP 2023 draft rules specifically says that you cannot hold back the data after the specified purpose is met. Also, you should have proper consent for the data that you possess. Because if you do not have the consent for that data and still continue processing it, then that is equivalent to data breach. We want to obviously continue the way we are using data, but the concern here is compliance risk, reputational risk, financial risk and then there could be the risk of using customer trust and confidence."

On the rise of mule accounts in banking, **Bhaskar Rao** said that there are two layers - one is the operational side and the other is the security side. "Today the kind of digital transactions that are taking place, India is contributing to 48.5% of all these transactions. And in that, UPI has become an important mode of payment for a lot of customers today. Even for a small amount, we are just scanning a given code and making the payment. It also contains a lot of data. So this has become a lucrative area for hackers to steal not only money but also data. After stealing the money, they would need some place to deploy it. So they open fake accounts, or mule accounts with data stolen from another individual. Or even in the case of legitimate accounts, they will try to take over it and use that account to transfer the funds."

On Incident Response readiness in a financial institution, **Ritesh Bhatia** said that it is not a matter of 'if you will be hacked', rather it is about 'when will you be hacked'. "When any organization, individual is hacked, the incident response mechanism appears to be the most pathetic and it is true for every entity. It is part of the incident response process to negotiate with the hacker and there are two options available – either you pay the ransom or you don't pay the ransom. Now an organization has agreed to pay the money since they do not have the back-up, and I see this happening with most of the organizations today. We keep on talking about modernizing our infrastructure, but we fail considerably when it comes to keeping a back-up of the most crucial servers."

Embracing Innovation in the Digital Age

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

Welcome to the 15th edition of the Western India Information Technology Fair. A warm welcome to all dignitaries, industry leaders, and technology pioneers joining us today. Our esteemed Chief Guest, Sri Ashish Challerjee, Honorable Minister of IT and Cultural Affairs, Government of Maharashtra, is on his way, along with distinguished leaders from Microsoft, AMD, Cybervolt, and ConnectStar.

This year's theme, "Trailblazing the Future with Emerging Technologies," highlights the transformative power of AI, blockchain, quantum computing, biotechnology, and IoT. These innovations are reshaping industries, economies, and societies, unlocking new opportunities for the future. India's digital transformation is accelerating, fueled by strategic investments like Microsoft's $3 billion AI and cloud expansion. The IT sector, valued at $254 billion, is witnessing AI-driven productivity gains of up to 45% over five years. Generative AI is revolutionizing software, BPO, and consulting, enhancing efficiency across sectors.

For Value-Added Resellers (VARs), the ecosystem remains critical. While vendors drive innovation and manufacturing, VARs specialize in customization, integration, and service delivery—roles that no technology can fully automate or replace. A big round of applause for the VARs, the real heroes of the industry!

For CIOs and CTOs, AI is ushering in a new era of autonomy, continuously learning and enhancing decision-making. Trust and reliability in AI are crucial, with 69% of executives recognizing AI as key to reinvention. Businesses are building cognitive digital systems that redefine workforce dynamics and business models.

Looking ahead, we predict:
- AI models for LLMs will hit limitations; AI agents and wrappers will take over.
- B2B SaaS will be commoditized, potentially becoming free.
- AI agents will replace traditional SaaS, while legacy systems persist.
- New platforms will emerge, with early adopters thriving.
- On-premises software will return as AI security concerns rise.
- Governments will deepen their IT investments, boosting open-source solutions.
- eSports will overtake real sports, fueling gaming industry growth.
- Content creation by humans will gain premium value over AI-generated content.

We live in an era of limitless innovation. The future belongs to those who embrace change. Let's seize the opportunities ahead!

WIITF 2025 EVENT AT A GLANCE

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FLAVORS OF CLOUD COMPUTING:
BOOSTING EFFICIENCY ACROSS BUSINESS VERTICALS!

AS DIGITAL INNOVATION ACCELERATES, 2025 IS SHAPING UP TO BE A MILESTONE YEAR FOR CLOUD COMPUTING. WITH GROUNDBREAKING ADVANCEMENTS IN ARTIFICIAL INTELLIGENCE (AI), MULTI-CLOUD STRATEGIES, AND EDGE TECHNOLOGIES, BUSINESSES ARE RESHAPING THEIR IT INFRASTRUCTURE TO STAY COMPETITIVE. THE ADOPTION OF HYBRID CLOUD ENVIRONMENTS, AI-DRIVEN OPTIMIZATIONS, AND SERVERLESS COMPUTING IS TRANSFORMING HOW ORGANIZATIONS OPERATE, OFFERING UNPRECEDENTED FLEXIBILITY, SCALABILITY, AND SECURITY. VARINDIA EXPLORES HOW INDIAN BUSINESSES ARE LEVERAGING THESE TECHNOLOGIES TO DRIVE EFFICIENCY, AGILITY, AND GROWTH.

Indian enterprises are increasingly embracing hybrid and multi-cloud strategies to enhance flexibility and prevent vendor lock-in. With workloads becoming more complex and requiring specialized services, businesses are leveraging multiple cloud providers to optimize performance and cost. This approach allows organizations to distribute workloads across private and public cloud environments, ensuring seamless scalability and minimizing downtime.

Sectors like BFSI, healthcare, and retail are at the forefront of this transformation, adopting hybrid cloud models to maintain compliance with data security regulations while benefiting from the scalability of public clouds. Companies are investing in cloud orchestration tools that enable seamless data movement between different cloud environments, ensuring smooth operations while avoiding dependency on a single vendor.

EDGE COMPUTING: DRIVING REAL-TIME DATA PROCESSING

The demand for real-time insights is fueling the adoption of edge computing in Indian businesses. With IoT adoption surging across industries such as manufacturing, logistics, and smart cities, enterprises need to process data closer to the source rather than relying on centralized cloud data centers. Edge computing solutions enable real-time analytics, reducing latency and enhancing operational efficiency.

For instance, Indian automotive manufacturers are leveraging edge computing to process vehicle sensor data instantly, enabling predictive maintenance and enhancing safety measures. Retail businesses are using edge-powered analytics to deliver personalized customer experiences, optimizing inventory management and in-store operations. The expansion of 5G networks is further driving the integration of edge computing into mainstream business operations.

THE RISE OF SERVERLESS COMPUTING IN DEVELOPMENT

Serverless computing is revolutionizing application development by allowing developers to focus solely on writing code without worrying about underlying infrastructure. Businesses in India are increasingly adopting serverless models to accelerate deployment cycles and reduce operational costs.

With serverless architectures, enterprises can dynamically allocate resources based on demand, leading to better cost efficiency. Industries such as e-commerce and fintech are leveraging serverless solutions to handle unpredictable traffic spikes, ensuring seamless user experiences. Developers benefit from faster iterations, enabling organizations to innovate rapidly without being constrained by hardware limitations.

CYBERSECURITY IN MULTI-CLOUD AND HYBRID CLOUD ENVIRONMENTS

As businesses transition to multi-cloud and hybrid cloud environments, cybersecurity remains a top priority. With data traffic increasing exponentially, organizations are deploying advanced security measures to protect sensitive information.

Indian businesses are investing in AI-driven threat detection systems that continuously monitor cloud environments for vulnerabilities. Zero-trust security models are gaining traction, ensuring that access to cloud resources is verified at every step. Additionally, organizations are leveraging encryption, identity management, and compliance frameworks to strengthen data security.

Government regulations such as the Digital Personal Data Protection Act (DPDPA) are also driving businesses to implement robust cloud security measures. As cyber threats become more sophisticated, companies are prioritizing proactive security strategies to safeguard critical business assets.

PREPARING TEAMS FOR CLOUD ADVANCEMENTS

With cloud technologies evolving rapidly, businesses recognize the need to upskill their workforce to stay ahead. Organizations are investing in cloud training programs and certifications to equip employees with the necessary skills to navigate the complexities of cloud computing.

IT teams are being trained on AI-powered cloud automation, security best practices, and multi-cloud management. Companies are also adopting low-code and no-code platforms to enable business users to develop applications without extensive technical expertise. The democratization of cloud technology is empowering teams across departments, fostering a culture of innovation and agility.

INDIAN ENTERPRISES POISED FOR CLOUD GROWTH

The future of cloud computing in India is being shaped by AI, multi-cloud strategies, edge computing, and serverless architectures. As businesses embrace these innovations, they are driving efficiency, scalability, and security while staying resilient in a rapidly evolving digital landscape. By adopting hybrid cloud models, implementing real-time data processing, prioritizing cybersecurity, and upskilling their workforce, Indian enterprises are well-positioned to harness the full potential of cloud computing in 2025 and beyond.

Datacenters need mix of Advancing Cloud, Serverless & Edge Computing

ANIL NAMA
CIO, CTRLS DATACENTERS

Our datacenters in key markets enable low-latency connectivity, promoting seamless data transfer and enhancing workload flexibility.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

CtrlS Datacenters excels in hybrid and multi-cloud strategies, integrating AI-driven automation for optimized workloads and flexibility. Our serverless computing solutions enable businesses to build scalable applications without infrastructure concerns, using Cloud Connect for high-speed cloud connectivity (1 Gbps, 10 Gbps, 100 Gbps) with a 99.5% SLA. Expanding edge computing in Lucknow and Patna, we aim for 20+ Tier-2 & Tier-3 cities, bringing data processing closer to sources for low-latency AI, IoT, and ML workloads.

Our container-based edge datacenters dynamically scale, ensuring efficiency, security, and high-performance computing for modern businesses.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

At CtrlS, cybersecurity is integral to our multi-cloud and hybrid cloud operations, securing data traffic across 15 datacenters. Our AI-driven security framework integrates MDR capabilities, 24/7 Security Operations Center, and DevSecOps, ensuring proactive threat detection and compliance. We provide sector-specific security for finance, healthcare, and government, enhancing business resilience and digital transformation. Additionally, we foster continuous learning through workshops, certifications, and industry collaborations, keeping our teams ahead in cloud technologies.

Hands-on training at our datacenters enables real-world experimentation, ensuring expertise in emerging security and cloud innovations. Additionally, our investments in next-generation technologies and $2 billion commitment over the next six years empower our employees to stay ahead of the curve and drive innovation in the cloud and datacenter sectors.

Optimizing Business Agility with Hybrid, Multi-Cloud, and Emerging Technologies

JASPREET SINGH
CLIENTS & MARKETS LEADER
GRANT THORNTON BHARAT LLP

Our organization adopts hybrid and multi-cloud strategies to enhance flexibility, scalability, and resilience while avoiding vendor lock-in. By leveraging multiple cloud providers, we optimize performance, cost, and security, ensuring seamless workload migration and business continuity.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

Our organization leverages edge computing to enable real-time data processing, reducing latency and enhancing decision-making, particularly in financial and audit processes. By processing data closer to the source, we optimize bandwidth usage, ensure secure data handling, and improve operational agility. This innovation enhances efficiency and client satisfaction. Additionally, serverless computing simplifies infrastructure management, allowing faster development and scalability. By eliminating server maintenance, teams can focus on innovation. However, challenges such as limited infrastructure control and vendor lock-in exist. We continuously explore solutions to mitigate these risks while maximizing the benefits of serverless architecture for seamless, efficient service delivery.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity is integral to our multi-cloud and hybrid strategies as data volumes grow. We implement advanced encryption, access controls, and identity management to protect data and ensure compliance. Multi-cloud distribution reduces breach risks, while continuous monitoring and threat intelligence enhance security. Our multi-layered approach keeps cloud environments secure and resilient. We invest in training programs, certifications, and hands-on learning to keep teams updated on cloud advancements. Collaboration fosters knowledge sharing and smooth adoption of new technologies. Partnering with cloud providers helps us integrate cutting-edge solutions efficiently, enhancing innovation and service excellence.

Harnessing Advanced Cloud and Cybersecurity Strategies for Wind Energy Optimization

DR. JAGANNATH SAHOO
CISO, GUJARAT FLUOROCHEMICALS LTD.

We are a leading producer of Fluoropolymers, Fluorospecialities, Refrigerants and Chemicals for applications in varied industries. We adopt a hybrid multi-cloud strategy, distributing workloads across on-premise, private, and public clouds to enhance flexibility, resilience, and cost efficiency while ensuring security, compliance, and seamless management through automation and unified frameworks.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

We deploy edge computing solutions to process data closer to the source, reducing latency and enabling real-time analytics. This enhances operational efficiency, supports AI-driven insights, and ensures faster decision-making, especially in latency-sensitive applications. The Serverless computing has accelerated development by automating scaling, reducing infrastructure management, and optimizing costs with pay-as-you-go pricing. It enables faster deployment and enhances agility. Though we still face cold start latency, vendor dependencies, and limited execution time constraints, which require careful architecture planning and optimization.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity is crucial in our hybrid/multi-cloud setup to protect growing data traffic. We implement zero-trust security, unified identity management, encryption, and continuous monitoring to prevent breaches, ensure compliance, and maintain data integrity across diverse cloud environments. We invest in continuous learning through certifications, hands-on training, and cloud sandboxes. Cross-functional collaboration, upskilling in DevSecOps, and staying updated with emerging trends ensure our teams adapt to rapid cloud advancements effectively

Hybrid Cloud and Edge Computing Enhancing Efficiency and Security in Power Sector

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

India Power - is a power utility company and works in IT and OT domain.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

Power utility companies use a hybrid cloud strategy to enhance security, efficiency, and cost-effectiveness. Their Operational Technology (OT) environment remains air-gapped and hosted in-house for security, while Information Technology (IT) systems primarily operate in private clouds. This approach enables low-latency processing for critical workloads while utilizing public clouds for analytics and storage. A multi-cloud setup ensures flexibility, security, and cost optimization while avoiding vendor lock-in.

With smart grids, power plants, and IoT sensors generating real-time data, edge computing enables local processing for faster responses. IoT-enabled distribution transformers monitor voltage and frequency, while edge devices analyze data at substations to predict and prevent failures. For renewable energy, edge computing balances fluctuating power generation from solar and wind farms, ensuring efficient distribution.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

As multi-cloud and hybrid cloud adoption grows, cybersecurity is critical. Each provider has different security policies, making consistent enforcement challenging. Zero Trust Architecture is essential to mitigate risks as sensitive data moves across clouds. Managing user roles, API keys, and permissions is complex, necessitating multi-factor authentication. Exposed APIs increase security risks, while monitoring across multiple clouds remains difficult. Continuous training is key—hands-on experience, certifications, sandboxes, and security frameworks like Zero Trust and Shared Responsibility Model are crucial.

Innovating Automotive Manufacturing with Advanced Cloud Technologies

SANJEEV KUMAR JAIN
GROUP CIO, KRISHNA MARUTI GROUP

We are a leading automotive component manufacturer specializing in seating comfort, plastic interior parts, and metal components for the automotive industry. Our approach ensures adaptability and innovation, avoiding reliance on any single solution.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

We embrace a multi-cloud strategy by assessing each application's adaptability and operational requirements. Cloud provider selection is based on application criticality and the optimal hosting environment—on-premise, private, hybrid, or multi-cloud. After thorough vendor evaluation, we choose the best cloud model for performance, security, and cost efficiency. Serverless computing is set for significant growth over the next two years. While adoption is currently limited, IoT and Industry 4.0 advancements are shifting workloads toward edge computing. As this trend continues, businesses will rely on on-premise solutions with cloud replicas, ensuring seamless digital experiences and efficient operations.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity is crucial across all IT environments, whether multi-cloud, hybrid, private cloud, or on-premise. Security isn't just a cloud-specific concern—exposing servers, regardless of their location, requires strong protection. As digital transformation accelerates, organizations face greater exposure to external threats, making robust cybersecurity essential. Previously, on-premise setups operated within closed networks, minimizing security risks. However, with data now distributed across multiple platforms, safeguarding digital assets is more critical than ever. Post-COVID, digital adoption has surged nearly fourfold, compressing five-year transformation plans into just two years. As businesses expand their digital footprint, cybersecurity remains a top priority to safeguard data and ensure operational resilience.

Solar Industry Embracing Cloud, Edge & Serverless Computing for Competitive Advantage

MANIK PAUL
CIO, SAATVIK SOLAR

Saatvik Solar is one of the fastest growing solar module manufacturing company. We are committed to innovation, quality, and sustainable energy solutions with solutions across the entire supply chain.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

Saatvik Solar is accelerating its serverless transformation, prioritizing cloud, edge, and SaaS-based solutions to enhance agility, efficiency, and market expansion. We successfully migrated SAP from On-Premise to SAP OnRise in just 2.5 months with Deloitte, addressing key operational gaps. Additionally, we are implementing Salesforce, SuccessFactors, and IoT-driven automation to streamline digitization.

With edge computing, real-time data is captured on-premise and processed in the cloud, ensuring scalability while reducing costs. This hybrid approach supports our ambitious ₹10,000 crore growth target in two years, including a new manufacturing site in Bhopal. Given our rapid expansion, flexible and scalable IT infrastructure is critical. However, our core strength remains solar energy, not IT, making strategic cloud and serverless adoption essential for sustained growth and operational excellence.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Our core strength is solar, not IT. To reduce operational costs and support business growth, we focus on strategic IT adoption rather than in-house management. With the complexity of IT infrastructure—Red Hat, SUSE, Deluxe—finding the right expertise is challenging. Instead of diverting resources, we rely on IT specialists who understand the evolving landscape. By partnering with experts, we ensure seamless, cost-effective digital transformation while staying focused on what we do best—driving innovation in solar energy.

Building a Future-Ready Cloud Strategy

DR. MAKARAND SAWANT
DIRECTOR & CTO, SEAFB

We at Samruddhi Enterprises AFB bridge the gap between farmers and consumers by providing eco-friendly, nutritious, and innovative solutions. To enhance operational flexibility and prevent vendor lock-in, we have strategically adopted a hybrid cloud approach. Mission-critical applications are hosted on the cloud, while sensitive data remains on-premise. Our SaaS applications operate on a multi-cloud environment, dictated by vendor requirements. This approach ensures resilience, scalability, and seamless integration across platforms.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

Our Industry 4.0 systems utilize edge computing to enable real-time data collection and processing, ensuring minimal delays. IT and OT integration further streamlines operations, with an added security layer for data protection. While serverless computing enhances efficiency, managing middleware for IT-OT integration presents challenges in compatibility and compliance.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity remains a top priority in our cloud strategy. We leverage threat intelligence and cloud vendor security services to safeguard data, adopting the SASE framework for comprehensive protection. To stay ahead of evolving technologies, our teams actively participate in vendor-led training programs and leverage LMS platforms to track skill development. By continuously upgrading expertise, we ensure a seamless transition into the future of cloud computing.

Driving Innovation with a Scalable and Secure Cloud Strategy

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

SFO delivers products and services across Healthcare, Communication, Industrial, and Transport sectors. We leverage a hybrid multi-cloud approach with Azure and AWS for flexibility, redundancy, and cost efficiency. Our cloud-agnostic strategy enables workload portability across platforms, enhancing resilience and avoiding vendor lock-in. This strategy enables scalability, agility, and cost control while ensuring secure, real-time manufacturing data access.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

Edge computing plays a vital role in real-time manufacturing, IoT-driven monitoring, and predictive analytics by processing time-sensitive workloads locally before syncing with the cloud. This enhances agility, decision-making, and security while reducing reliance on centralized processing. Additionally, we leverage serverless computing (Azure Functions, AWS Lambda) to optimize resource utilization, minimize infrastructure management, and improve scalability. This approach accelerates development cycles, enhances cost efficiency, and ensures compliance while we continuously refine monitoring, debugging, and security best practices.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity is at the core of our cloud strategy, given the high volume of sensitive data, cross-cloud integrations, and distributed workloads. With increasing data movement across multi-cloud environments, proactive security measures, compliance alignment, and AI-driven threat intelligence remain critical to our cloud strategy. We have established a structured, competency-driven approach to ensure our teams stay ahead in cloud technologies, DevSecOps, and AI/ML integration. By combining formal training, hands-on projects, and mentorship, we ensure that our teams are well-equipped to adopt, implement, and innovate with emerging cloud technologies.

Strengthening IT and Security for a Future-Ready Real Estate Business

NITIN GUPTA
CIO, SMART WORLD

I lead the IT division at Smart World, a four-year-old real estate development company under our parent organization, M3M. As a real estate developer, we are seeking expertise in the IT domain to enhance our technological capabilities.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

We currently operate on a private cloud, but it does not provide adequate security. To address this, we are exploring a hybrid cloud approach that offers enhanced data protection and safeguards against phishing and other cyber threats. Our focus is on strengthening both application and infrastructure security, and we are seeking expertise from technology partners such as Delta IT or Lenovo.

Since our core business revolves around real estate, customer data security is a top priority. With frequent communications and data exchanges, ensuring the secure transmission and storage of customer information is crucial for us.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

To streamline operations and enhance security, especially with the upcoming DAVP Act, we prioritize data protection in the real estate sector, where customer data is vast and highly sensitive. Any compromise could be detrimental, so we are actively exploring advanced security tools and solutions to mitigate risks effectively. Currently, a small in-house team manages our data, but given our growing database, we seek specialized expertise from external consultants and cloud partners. While we maintain data center (DC) and disaster recovery (DR) setups, a robust cloud infrastructure is crucial for ensuring security, scalability, and operational efficiency as cloud adoption expands.

Centralized Management Simplifies Organisations' Security Operations

GAURAV VIJ
CIO & CTO, STAYCAY ABODE SOLUTIONS PVT. LTD.

Our mission is to provide secure and affordable stay for students. Organizations in the digital age depend heavily on the cloud for everything from storing data to running critical business applications, and we are no different.

LEVERAGING EMERGING TECHNOLOGIES FOR EFFICIENCY AND SECURITY

HooLiv leverages cloud, edge, and serverless computing to enhance scalability, efficiency, and resilience. By adopting a multi-cloud strategy, HooLiv avoids vendor lock-in, distributing workloads across multiple providers while deploying primary operations in a Tier 3 private cloud. Backups and redundancies are maintained on a separate cloud, ensuring business continuity in case of failures. HooLiv integrates SaaS and PaaS solutions for AI, analytics, and storage, optimizing cost and performance. Edge computing enables real-time data processing, reducing latency and enhancing user experiences. Serverless computing further streamlines operations by automating infrastructure management. This hybrid approach allows us to maximize technology benefits, ensuring a robust, cost-effective, and future-ready architecture for its digital platforms.

CYBERSECURITY CRITICAL IN CLOUD STRATEGY

Cybersecurity is central to HooLiv's enterprise architecture, ensuring the security, integrity, and availability of digital assets. Using a multi-cloud strategy, we integrate centralized security measures to safeguard employee data, business operations, and legal records. With authentication, encryption, and access controls, HooLiv mitigates cyber threats while ensuring compliance. Real-time monitoring, automated threat detection, and proactive risk management strengthen its cloud security. By prioritizing data protection, operational efficiency, and business continuity, we maintain seamless security while adhering to industry regulations and internal policies in the evolving digital landscape.

Zoho's AI Roadmap: Driving Innovation and Future Transformation

Zoho is committed to responsible AI integration, enhancing workflows through predictive analytics, automation, and generative AI. **Shailesh Davey, CEO, Zoho,** oversees large-scale data handling and engineering processes. At the recently held UserConf Mumbai 2025, he highlighted AI advancements and Zoho's focus on ethical, practical implementation across industries for efficiency and innovation. He also shared the use of ZIA by Zoho as their AI assistant for business.

Over the past 10-15 years, AI has evolved in various forms, shaping industries and paving the way for the future.

THE EVOLUTION OF TECHNOLOGY AND AI

Technology has evolved through mainframes, PCs, the internet, mobile apps, and social media, with AI now leading the next transformation. Early AI relied on rule-based systems for decision-making, paving the way for advanced models. Machine learning introduced statistical methods, enhancing automation and predictions.

At Zoho, we adopted AI in 2012-2013, integrating machine learning into management models. Our forecasting engine plays a key role in IT observability and User and Entity Behavior Analytics (UEBA), detecting anomalies and risks. As AI evolves, it will further reshape industries and applications.

DEEP LEARNING AND NATURAL LANGUAGE PROCESSING

Deep learning transformed language processing, enabling sentiment analysis in IT Service Management (ITSM) to classify tickets by tone and urgency. Early chatbots emerged but were limited. With transformer-based models, AI advanced in text, code, and insight generation. In Zoho's ITSM, AI analyzes data for recommendations and summarizes conversations for quicker responses.

In IT observability, AI analyzes monitoring data and performs root cause analysis. By correlating data with application dependencies and topology maps, AI quickly identifies system issues, enhancing IT operations with real-time insights.

GENERATIVE AI AND LOW-CODE DEVELOPMENT

Generative AI has transformed Zoho's solutions, enabling rapid development. In our low-code platform, users create applications by providing prompts, with AI generating structured templates for refinement. In ITSM, AI-driven code generation simplifies SLA customization and ticket automation—users describe requirements, and AI generates scripts. Human oversight ensures accuracy and alignment with intended use cases.

ZIA: THE AI-POWERED MULTI-AGENT PLATFORM

At Zoho, we are developing ZIA, an advanced AI agent designed to operate across various business platforms. ZIA is a comprehensive AI system with multiple components. It integrates both public LLMs and in-house models hosted within Zoho's data centers, ensuring data privacy and security. It operates on data from ITSM, IAM, SIEM, and analytics platforms. Over the past decade, we have developed AI skills, including workflow automation, API integrations, and knowledge retrieval, which ZIA leverages. The upcoming ZIA Agent Studio will allow businesses to create custom AI agents. Additionally, ZIA executes tasks like password resets, asset management, and automated communications, ensuring efficiency.

SHAILESH DAVEY
CEO, ZOHO

ZOHO'S AI FUTURE INVESTMENTS

Zoho has made significant AI infrastructure investments, incorporating GPUs, CPUs, ASICs, and FPGAs to optimize performance. While GPUs dominate AI workloads, we are exploring energy-efficient alternatives, including specialized AI chips, to enhance performance and sustainability. Collaborating with industry leaders like NVIDIA and Intel, we leverage cutting-edge AI advancements.

Our innovations will be showcased at the upcoming NVIDIA conference in the US, demonstrating Zoho's unique AI approach. We look forward to an exciting AI-driven future for businesses and industries.

ManageEngine Enhancing IT Management with Advanced AI Capabilities

As businesses embrace AI-driven transformation, they must balance technology adoption with ethics, user experience, data privacy, and cybersecurity. ManageEngine UserConf'25 provides a platform for customers to connect with product experts, explore IT challenges, and optimize solutions. At the Mumbai chapter, **Rajesh Ganesan, CEO - ManageEngine**, discussed ManageEngine's role in preparing enterprises for an AI-powered future.

ManageEngine began its artificial intelligence (AI) journey over a decade ago, around 2012, by exploring machine learning and deep learning models. Initially, the focus was on applying AI to automate technology service delivery, enhance cybersecurity, and conduct user behavior analytics, anomaly detection, and predictive forecasting. Over time, as AI technology advanced—especially with the emergence of powerful Natural Language Processing (NLP) capabilities and Large Language Models (LLMs)—ManageEngine aligned its innovations with these developments to solve specific customer problems effectively.

LEVERAGING LLMS FOR ENHANCED IT MANAGEMENT

Today, all ManageEngine products integrate with LLMs to address IT management challenges efficiently. Whether it's creating a personalized self-service IT portal, automating workflows, or building dashboards in seconds, LLM capabilities make these processes seamless. ManageEngine products work with both publicly available LLMs and proprietary LLMs to ensure compliance, cybersecurity, and data privacy. For enterprises concerned about data security, ManageEngine offers private AI models that prevent sensitive information from being exposed to public networks, reinforcing trust and regulatory adherence.

AI-POWERED USER EXPERIENCE

ManageEngine prioritizes user experience across customer support, sales, and IT functions. AI enhances this by providing contextual data, automating responses, and enabling seamless interactions. To improve accessibility, ManageEngine supports multiple global languages, including Hindi, Tamil, and Telugu, with plans for further expansion. Compliance is equally vital. As a global technology company, ManageEngine strictly follows regulations, particularly in regions like the EU. Unlike businesses that monetize customer data, its revenue

RAJESH GANESAN
CEO, MANAGEENGINE

comes solely from product sales, ensuring a transparent, ethical business model. This commitment to AI ethics and compliance solidifies its position as a trusted enterprise IT partner.

With AI's continuous evolution, ManageEngine remains dedicated to leveraging its advancements to enhance IT management, improve user experiences, and uphold the highest standards of security and compliance.

Regulations, Compliance, and Audits: The Cornerstone of Growth in India

ManageEngine, Zoho Corp.'s enterprise IT management division, helps businesses manage security, networks, servers, applications, and more. At UserConf'25 in Mumbai, **Arun Kumar, Regional Director, ManageEngine,** discussed how the company's quality-over-quantity partner strategy is accelerating digital transformation for Indian enterprises.

Regulations, compliance, and audits are key growth drivers in India, particularly in banking and finance, where frequent audits ensure regulatory adherence. As businesses expand globally and collaborate with government bodies, compliance requirements have become more stringent. Organizations must now adhere to regulations governing data handling, storage, and processing, making compliance-driven technology adoption essential for long-term success.

DIGITAL TRANSFORMATION: RESHAPING INDUSTRIES

India has seen a rapid shift toward digital transformation across multiple industries, including banking, finance, healthcare, and education. Businesses are leveraging digital tools to improve operational efficiency, enhance security, and ensure compliance. This transformation has highlighted the growing need for cybersecurity measures, regulatory alignment, and audit readiness. The focus has expanded beyond efficiency to include risk mitigation and governance. Once known as a hub for service-based industries, India has evolved into a center for technological innovation. Global Capability Centers (GCCs) now have decision-makers based locally, managing technology strategy and implementation. Post-COVID, digital adoption has accelerated, leading to increased investment in advanced tools. Today, businesses prioritize compliance, security, and automation while using technology to enhance productivity and meet regulatory standards.

MANAGEENGINE: POWERING DIGITAL TRANSFORMATION

For over two decades, ManageEngine has played a vital role in India's digital transformation, serving customers in more than 150 countries. Around 90% of its market operations are driven through a robust partner ecosystem, comprising 1,500+ value-added partners and global system integrators. ManageEngine prioritizes quality over quantity when selecting partners, ensuring expertise in IT management solutions. With a comprehensive suite covering IT infrastructure, endpoint management, automation, and cybersecurity, the company relies on partners to assess customer needs, deploy solutions, and provide best practices. Its "land and expand" model allows businesses to start with a few products and scale usage as they experience value. To strengthen its partner network, ManageEngine invests in training, certification, and domain expertise, transforming partners into value-added consultants rather than mere resellers.

ARUN KUMAR
REGIONAL DIRECTOR, MANAGEENGINE

AI-DRIVEN IT SOLUTIONS FOR THE FUTURE

ManageEngine integrates IT management solutions through a platform-based approach, offering both on-premise and cloud options. A pioneer in AI, it has embedded AI and machine learning since 2012-2013 at no extra cost. As businesses adopt Generative AI and autonomous technologies, ManageEngine prioritizes innovation and data privacy. It enables organizations to leverage proprietary AI models or public LLMs for tailored solutions. With India's tech growth driving compliance and digital transformation, ManageEngine remains committed to delivering secure, scalable, and future-ready IT solutions that empower businesses across industries.

Shared Responsibility: The Act of putting Data in Safe Hands!

Digital transformation, which involves harnessing the potential of new technologies to enhance operational processes and products, demands a fundamental shift in how we approach and manage data. This becomes particularly imminent as IT evolves from on-premises infrastructure to hybrid, private, and public cloud environments and services. In a data-driven world, information security and data privacy is a huge responsibility.

BUT WHO SHOULD BE HELD ACCOUNTABLE OR RESPONSIBLE FOR PROTECTING THIS DATA?

- Is it the CEO or Owner of the organization?
- Or is it the Chief Information Security Officer (CISO) or perhaps the CIO?
- Is it the cloud provider then (AWS, Microsoft or Google)?
- Is it the software developer?
- Or the Data Protection Officer?
- Or the legal department?
- Last but not the least, is it the consumer, since it is their data that we are talking about motly?

The answer is: Data privacy is a responsibility that is shared with everyone, both inside and outside of an organization.

Period!

A shared responsibility between organizations and individuals for data security is thus becoming crucial to this shift. Protecting personal information requires active involvement from both ends.

Traditionally, the responsibility for security was placed on the shoulders of the CIOs and CISOs alone, but this is no longer a viable approach. Organizations now have a larger attack surface due to the rise of remote work, cloud computing, and mobile devices, making them more susceptible to cyber threats. Additionally, organizations can no longer rely on a universal security solution due to the evolving nature of cyber threats. Instead, they must take an approach that includes every organization member.

There are several reasons why security should be a shared responsibility. First, no single person or team possesses all the knowledge and expertise needed to defend an organization against every cyber threat. Second, security is everyone's responsibility; each individual within an organization plays a part in safeguarding its assets. Lastly, by distributing the responsibility for security, organizations can foster a security culture that is more resilient to attacks.

Cyber threats and attacks have become more sophisticated and frequent and security has become a critical concern for every organization. While businesses must secure systems through encryption, regulations, and employee training, users must adopt safe habits like strong passwords and avoiding phishing scams. Many data breaches result from human error, not just technical flaws, highlighting why privacy cannot rely on one side alone.

An AI and ML-driven approach can help protect against AI based privacy breaches

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

"Privacy legislation is the major threat for any business today, as there are huge penalties and legal consequences directly or indirectly involved. Hence classification of data into critical and non-critical categories along with Personally Identifiable Information is most essential and then securing them with strong encryptions along with MFA-Multi Factor Authentication processes.

PREVENTING COMMON HUMAN ERRORS

Re-structuring the entire organization by "Security by Design" and "Security by Culture" would mitigate maximum security threats and attacks followed by regular cyber security training with case studies. In most of the organization, they have set cyber security training cycles annually, which is not going to help anymore as there are emerging daily-basis threats and attacks using AI and ML. How can organizations mitigate human errors even after state of art cyber technologies are being deployed? The training should be applicable from MD to entry level employees.

SHARED RESPONSIBILITY IN DATA PRIVACY

The shared responsibilities are the biggest threat for any organization. To overcome these challenges, by adhering to strict legal agreements and controls, one can put more pressure and make third parties more vigilant on other processors and sub processors, and of course sub controllers too. The need of the hour is for more technology driven systems and solutions in the next five years. More AI and ML driven approaches can help to defend from AI based privacy compromises and sophisticated attacks."

Compliance with privacy regulations proves essential to avoid legal liabilities

DR. HAROLD D'COSTA
PRESIDENT - CYBER SECURITY CORPORATION

"Ensuring compliance with key privacy regulations is essential to protect sensitive data and avoid legal liabilities. The Digital Personal Data Protection Act (DPDPA), 2023, is the cornerstone regulation governing data privacy in India. It mandates strict rules on data collection, processing, and storage, with a strong emphasis on obtaining explicit user consent. For businesses handling financial data, compliance with Reserve Bank of India (RBI) guidelines is critical. Regulations such as RBI's Data Localization Mandate require financial institutions and payment processors to store customer data within India. Additionally, the Information Technology (Reasonable Security Practices and Procedures and Sensitive Personal Data or Information) Rules, 2011 (SPDI Rules) outline obligations for protecting sensitive personal data, including implementing security measures and ensuring data confidentiality.

In the healthcare sector, organizations must adhere to the Clinical Establishments Act and Health Data Management Policy under the National Digital Health Mission (NDHM), which mandate strict data protection protocols for health records. Additionally, businesses managing payment data must comply with PCI DSS standards to ensure secure handling of cardholder information.

MAINTAINING USER PRIVACY

For maintaining user privacy, companies should adopt a privacy-by-design framework, ensuring data protection is integrated into every stage of data collection and processing. By embedding these best practices, companies can responsibly collect and utilize data while maintaining compliance with Indian privacy laws and strengthening customer trust."

Cybersecurity must take a proactive approach with AI-powered risk mitigation

RITESH BHATIA
DIRECTOR, V4WEB CYBERSECURITY

"If data breaches are happening due to human errors, organizations have failed to implement even basic security controls. Security should be built into systems, not dependent on user behavior. Administrators must enforce strict security policies, disabling password storage in browsers, implementing MFA, and using password managers. Blaming users is an outdated approach; instead, organizations should ensure phishing-resistant authentication, endpoint security, and automated threat detection. Cybersecurity must be proactive, not reactive, with continuous monitoring and AI-driven risk mitigation.

BALANCING USER PRIVACY WHILE COLLECTING DATA

Data minimization should be the foundation of any data strategy. Companies should only collect what is absolutely necessary and use privacy-preserving techniques such as data masking, anonymization, and synthetic data. For example, to analyze product sales trends, organizations don't need users' names, dates of birth, or genders. Privacy-enhancing technologies (PETs) like differential privacy can enable insights without exposing individual data. Organizations must move away from invasive data collection and prioritize ethical, transparent, and secure data handling practices.

FUTURE OF SHARED RESPONSIBILITY IN DATA PRIVACY

Data privacy requires a holistic shift in mindset—from users who share data to organizations that collect, process, and protect it. In India, where trust and open information-sharing are cultural norms, this transition will take time. As cyber threats rise, businesses must embed privacy into every process, ensure transparency, and empower users with control over their data."

Privacy will be more than compliance and will be the foundation of trust

RAVI MUNDRA
VICE PRESIDENT & CO-OWNER FOR PRODUCT DEVELOPMENT (CYBER), TECHNOCRACY PRIVATE LIMITED

"Cybersecurity awareness must be an ongoing, integrated process embedded into an organization's culture rather than a one-time initiative. As cyber threats evolve, human error remains the weakest link, often leading to phishing attacks, data breaches, and insider threats. To cultivate a truly cyber-resilient workforce, organizations must adopt a multi-layered approach combining education, technology, and proactive security strategies.

PRIORITIZING PRIVACY REGULATIONS

In today's evolving cybersecurity landscape, organizations must prioritize stringent privacy regulations to safeguard data and maintain compliance. I firmly believe in adhering to the key global frameworks -

- GDPR enforces strict data handling, user consent, and the right to be forgotten.
- India's DPDP Act mandates data localization, consent management, and accountability.
- CCPA enhances consumer data rights and transparency.
- ISO 27001 & NIST establish best practices for risk management and security governance.

A strategic compliance approach involves Privacy by Design, AI-driven automated compliance, dedicated DPO governance, and robust data audits. Organizations that integrate privacy regulations with cybersecurity strategies will foster trust, enhance legal compliance, and strengthen data protection in an increasingly regulated digital environment."

Collective effort between organizations, regulators, and individuals to shape a privacy-conscious ecosystem

NEELESH KRIPALANI
CTO, CLOVER INFOTECH

"Organizations must prioritize continuous user education through regular cybersecurity awareness training, phishing simulations, and clear policies on data handling. Encouraging a security-first mindset, implementing multi-factor authentication (MFA), and using real-world case studies can help employees and users recognize threats. In addition, organizations should have active internal red teams that simulate cyberattacks to identify vulnerabilities.

MINDFUL OF USER PRIVACY

Companies must ensure transparency by clearly informing users about what data is being collected and how it will be used. Providing granular consent options empowers users to control their data-sharing preferences. Additionally, businesses should adopt a 'data minimization' approach—collecting only the data necessary for improving services and ensuring it is securely stored and used ethically.

GROWING CRITICALITY OF SHARED RESPONSIBILITY

The concept of shared responsibility in data privacy will become even more critical as cyber threats evolve and data regulations tighten. Companies will need to invest in stronger security frameworks, AI-driven threat detection, and user education, while users must stay vigilant about their own digital hygiene. Over the next five years, collaboration between organizations, regulators, and individuals will shape a more secure and privacy-conscious digital ecosystem."

A proactive, multi-layered approach to alleviate human errors

JAYDEEP SINGH
GENERAL MANAGER FOR INDIA REGION, KASPERSKY

"Organizations must adopt a proactive, multi-layered approach to cybersecurity education to mitigate human errors that often lead to data breaches and other forms of consequences. As cyber threats, including phishing attacks, grow more sophisticated, empowering employees with the right knowledge and tools is essential. In 2024, Kaspersky blocked nearly 900 million phishing attempts worldwide, a 26% increase compared to 2023. In India alone, Kaspersky intercepted almost 200,000 financial phishing attacks targeting businesses, leveraging fake banking websites and payment systems.

BALANCING DATA PRIVACY WITH DATA COLLECTION

Kaspersky addresses this balance through a framework emphasizing transparency, user consent, data minimization, anonymization, and robust security measures.

1. Transparency and User Consent - Users should be well-informed about data collection practices by providing detailed information on the types of data collected and their intended use.
2. Data Minimization and Purpose Limitation - Only data necessary for specific, legitimate purposes is collected, aligning with privacy best practices and reducing potential risks.
3. Data Anonymization and Pseudonymization - To protect user identities, Kaspersky implements techniques such as anonymization and pseudonymization, ensuring personal data cannot be attributed to specific individuals without additional information.
4. Robust Security Measures - Advanced security protocols, including encryption, are employed to protect data from unauthorized access, breaches, or leaks, thereby maintaining user trust."

Blockchain technology to play a key role in advancing data privacy

ALANKAR SAXENA
CO-FOUNDER & CTO, MUDREX

"Organizations need a proactive approach to cybersecurity education. Regular training, phishing simulations, and gamified learning can improve awareness. Clear policies on password security and multi-factor authentication should be reinforced. A security-first culture led by leadership ensures employees take responsibility for data protection. AI-driven threat detection tools can also help by spotting suspicious activities early, reducing reliance on human vigilance.

STRIKING A BALANCE BETWEEN DATA PRIVACY AND DATA COLLECTION

Companies must approach by implementing anonymization, differential privacy, and data minimization. Clear communication about what's collected and why builds trust. Opt-in features give users control while still allowing valuable insights. Decentralized storage adds security. The key is ethical, consent-driven data practices that improve services without compromising privacy.

A MOVE TO STRENGTHEN COMPLIANCE FRAMEWORKS

Governments across the globe will continue tightening data privacy regulations, compelling businesses to strengthen compliance frameworks to mitigate risks of fines and reputational harm. Companies that prioritize data privacy will stand out, as consumers increasingly seek privacy-focused services. Furthermore, Blockchain technology is set to play a key role in advancing data privacy, leveraging its decentralized and secure architecture."

Compliance with the applicable norms and regulations necessary to ensure data privacy

PARTHA PROTIM MONDAL
CIO, BERGER PAINTS INDIA

"Ensuring data privacy and compliance with relevant regulations involves implementing a combination of technical, administrative, and procedural measures. We at Berger Paints have taken few measures to ensure that have strengthen our security postures and are compliant with the applicable norms and regulations -

- **Periodic Audits and Compliance Checks:** Conducting regular audits and compliance checks by independent entities to ensure we are fully compliant with applicable norms & governance.
- **Empowering Workforce:** Providing specially curated training to our employees regularly on various modern-age security threats and its preventive measures, various aspects of data privacy & data security, industry best practices to remain vigilant and safe - professionally and personally, and the importance of compliance and security measures and many other topics to empower our colleagues with adequate knowledge.
- **Implement 'Best-In' Class Security Technologies:** We have implemented a modernized SIEM (System Information and Event Management System) platform which uses latest AI & ML technology to proactively warn us any potential threats in our threat landscape, the Zero Trust framework vouches for the secure internet and cloud facing applications and ensures safe data transmission through P2P channels.
- **Preventive Layers of Threat Management:** Firewalls, Proxies, segregation of network (militarized | demilitarized zone, VLANs etc.) and other network security controls can act as preventive layers in threat management. Advanced security measures - Multifactor authentication, UEBA (User and Entity Behaviour Analysis) can put an additional layer of security in the preventive threat management layer which can further be strengthened using DevSecOps, Native AI in network encryption and effective patch management.
- **Access Controls:** Implemented robust identity and access management (IAM) systems to ensure that only authorized personnel can access sensitive data."

Focus should extend beyond compliance and towards enhancing real-time protection

PRINCE JOSEPH
GROUP CHIEF INFORMATION OFFICER, SFO TECHNOLOGIES PVT. LTD. (NEST GROUP)

"There has been enormous progress made in addressing evolving threats, but despite that gaps evolve. Even organizations that comply with audits and regulations often experience breaches due to vulnerabilities in attack surfaces. We ensure compliance with strict regulations through continuous audits, data encryption, and multi-layered access control. Periodic VAPT and red teaming exercises are conducted to uncover vulnerabilities. However, the focus extends beyond compliance—toward meaningful actions that enhance real-time protection and adapt to threats in hybrid and cloud environments.

AI/ML TOOLS TO ENHANCE CYBERSECURITY DEFENSES

AI/ML technologies are pivotal in detecting and neutralizing threats faster than traditional methods. These tools analyze vast datasets for anomalies, predict vulnerabilities, and strengthen threat intelligence. For example, machine learning algorithms monitor user behaviors and flag suspicious activities, while AI enhances automation in threat response. However, we recognize that AI/ML solutions must evolve in tandem with attackers' sophistication, necessitating constant updates and human oversight for maximum efficacy."

Committed to innovation, customer satisfaction & data availability during critical situations

SUNIL KUMAR
REGIONAL SALES MANAGER -
SOUTH INDIA & SAARC, EXAGRID

Veeam recently wrapped up its highly anticipated Veeam ProPartner Summit 2025, a power-packed three-day event that brought together top channel partners and industry leaders. Among the standout moments was the keynote by Sunil Kumar, Regional Sales Manager - South India & SAARC, ExaGrid, where he unveiled game-changing strategies to drive business growth and elevate partnerships in the year ahead. Here are some key takeaways from his session...

ExaGrid supports thousands of organizations across more than 80 countries worldwide. What sets our Customer Support apart is that all our support engineers are ExaGrid employees, ensuring a consistently high level of expertise. Moreover, our engineers are strategically located across different regions—Americas, EMEA, Asia Pacific, and Latin America—and speak multiple local languages, providing seamless assistance to our global customers.

While our primary focus is on customers managing 100 terabytes to multiple petabytes—particularly in sectors such as healthcare, IT, ITS, and BFS—we also serve organizations with smaller, compliance-driven storage requirements. For example, businesses handling 40 to 80 terabytes over a six-month to one-year period can benefit from our solutions. Additionally, we offer 20- and 36-terabyte units, which are commonly used for disaster recovery in remote offices.

INTEGRATION & PERFORMANCE

ExaGrid, a 14-year-old company with a strong integration with Veeam, consistently maintains an NPS score above 80%, reflecting our commitment to innovation, customer satisfaction, and data availability during critical situations. Unlike legacy solutions that rely on a single storage box, our scale-out architecture distributes CPU, memory, and disk across all units for enhanced performance. We seamlessly integrate with AWS, Azure, and hybrid cloud environments, achieving a 50:1 bandwidth acceleration through dual accelerator boxes, ensuring efficient data backup and recovery.

RESILIENCE & RECOVERY

ExaGrid's system is designed for data resilience and rapid recovery, ensuring seamless backup and restoration. Recent backups are stored in a landing zone, allowing instant recovery in case of failures, while older data is securely retained and moved back as needed. Robust encryption guarantees data security without compromising performance.

Our solution integrates with S3 and Microsoft 365, enabling efficient cloud storage and backup. Additionally, our direct ransomware recovery feature enhances security by protecting against cyber threats. ExaGrid supports Veeam writing to ExaGrid Tiered Backup Storage as an object store target using the S3 protocol and also facilitates Veeam Backup for Microsoft 365 directly to ExaGrid.

Unlike traditional deduplication solutions that slow down backup, restore, and replication processes, ExaGrid's Landing Zone architecture eliminates inline processing and rehydration delays. This results in 3X faster backups and up to 20X faster restores compared to conventional inline deduplication appliances.

IMPLEMENTATION & COST EFFICIENCY

ExaGrid is the only solution with deduplication that performs as well for restores as straight disk solutions. This allows restores to be fast and VM boots to occur in seconds to single-digit minutes versus hours for solutions that only store deduplicated data.

Every ExaGrid customer is assigned an L2 engineer for end-to-end implementation, monitoring, and ongoing support. Unlike legacy vendors with unpredictable renewal costs, we offer price protection, limiting annual increases to a maximum of 3%. Our plug-and-play scalability eliminates forklift upgrades while maintaining long-term performance.

PARTNER VALUE PROPOSITION

Our deal registration program provides incentives for partners. For instance, a 252-terabyte deployment (three boxes) earns a partner $25,200 in incentives. We maintain a 75% POC success rate, ensuring strong customer adoption through demonstrations of seamless backup, storage, and ransomware recovery.

Also, we offer Product price protection for 5 years. While, maintenance and support price protection—won't go up more than 3% per year.

We prioritize right-sizing solutions—no over-selling, no under-sizing. Our goal is to engage with customers from the initial presentation to final deployment, ensuring a stable, scalable, and cost-effective backup solution.

LASTLY

ExaGrid's Tiered Backup Storage delivers the most scalable, cost-effective, and reliable backup solution, ensuring faster performance across all environments. Considering the evolving market opportunities I would invite both customers and the partners to come and explore how ExaGrid can elevate your backup and storage strategy.

THE EXAGRID AND VEEAM PARTNERSHIP OFFERS:

- Perform audits or Sure Backups to prove to an internal or external audit team that VMs can be booted or restored in the case of a failure and take advantage of Virtual Lab for testing
- Create a synthetic full on a regular basis in order to ensure reliable full backup restores; integration of the ExaGrid-Veeam Accelerated Data Mover and Veeam Fast Clone with ExaGrid's Landing Zone provides synthetic fulls that are 30X faster
- Maximize ExaGrid's full support of SOBR
- Write to ExaGrid as an object store target using the S3 protocol, and use Veeam Backup for Microsoft 365 directly to ExaGrid

Together Scality & Veeam form an unbreakable last line of defense

Set against the breathtaking backdrop of Jaisalmer's golden sands and rich cultural heritage, the Veeam ProPartner Summit 2025 provided an exclusive platform for industry leaders, partners, and experts to collaborate and drive innovation. Sunil Brid, Country Head at Scality was one of the key speakers at the event. He shared insights on the critical role of cybersecurity in data protection and explored market opportunities through Zoho. Below are excerpts from his session.

Why do certain moments stay with us long after they pass? In The Power of Moments, Dan and Chip Heath explain this through the Peak, Pit, and Transitions (PPT) framework—key elements that shape our most memorable experiences. This idea is crucial for delivering impactful presentations and launching innovative solutions. At Scality, we specialize in future-proof storage software that empowers businesses to scale rapidly while ensuring data security, flexibility, and performance. With 15 years in the industry and a strong presence in Gartner's reports, we may not have the largest customer base, but we are a formidable player.

OUR KEY PRODUCTS:

Ring – A versatile storage solution extending beyond backups.

Artesca – A dedicated backup storage solution designed for seamless integration.

THE ROLE OF CYBERSECURITY IN DATA PROTECTION

Let's take a step back and consider security from a broader perspective. Think of a fort—why were forts built? The answer is simple: defense.

At a recent kickoff meeting, security expert Asiya made a compelling observation: a Chief Information Security Officer (CISO) shouldn't ask if they will be attacked, but when. This shift in mindset is critical in today's digital landscape, where cyber threats are inevitable. The key challenge is not just preventing attacks but delaying and mitigating them through continuous advancements in defense strategies.

Modern security solutions are designed to strengthen these defenses. My objective is to help your teams enhance existing efforts and deliver superior security for customers.

SCALITY + VEEAM

With Veeam, you get high-speed recovery, data-loss avoidance, verified recoverability, and complete visibility. Using Scality RING to manage the physical storage for Veeam delivers a level of availability, performance, and scale at a TCO that tape and NAS-based targets can only dream of. Together, Scality ARTESCA and Veeam form an unbreakable last line of defense — backup storage and recovery — against the cyber threats of today and tomorrow.

Today, we have a solution, which is designed to scale beyond that, yet it primarily targets customers in the 50 to 100-terabyte range. This distinction reassures me that our solutions complement rather than compete with each other. Instead of vying for the same space, we have an opportunity to collaborate and expand our market reach.

TRANSFORMING BACKUP STORAGE WITH ARTESCA

Many teams today offer storage solutions alongside backup software. Traditionally, backups required dedicated storage, such as hardened Linux servers or SANs. However, with Veeam 12, direct object storage now enables seamless backups to Scality's solutions.

A common concern among partners is the cost of Linux repositories. While our solution is about 10% more expensive over five years—just a 2% annual increase—the value it provides far outweighs the cost. For example, on a ₹20 lakh storage investment, the additional expense is ₹2 lakhs over five years—a small premium for a significantly more efficient and reliable backup experience.

SIMPLIFYING SCALING AND DEPLOYMENT

Traditional Linux repositories often pose challenges in upgrading and expanding capacity. Artesca simplifies this with seamless scalability—adding storage is as easy as a single click, eliminating complex reconfigurations. This streamlined approach enhances operational efficiency and customer satisfaction.

Artesca also integrates effortlessly with Veeam, enabling deployment in just two hours. Our joint engineering efforts ensure direct object storage, optimized performance, and advanced backup analytics for a superior user experience. Designed for modern businesses, Artesca is

a simple, scalable, and cost-effective backup solution. It enhances security, simplifies storage management, and empowers partners to deliver greater value to their customers.

FINALLY...

As we look ahead, let's collaborate to bring this solution to market and help businesses build resilient, future-proof backup infrastructures. Together, we can transform the way organizations safeguard their critical data.

SUNIL BRID
COUNTRY HEAD
SCALITY

KEY ADVANTAGES OF ARTESCA:

- **Immutability:** Ensures data integrity and security.
- **Cost-effectiveness:** A minimal cost difference for a superior backup solution.
- **High Data Accuracy:** Uses erasure coding, a more advanced alternative to RAID 6.
- **Scalability:** Starts from 50 terabytes and scales up to 8.5 petabytes effortlessly.
- **User-Friendly Deployment:** Simple GUI for easy configuration and monitoring.

Smarter | Faster | Greener

TOP LAPTOPS POWERING INDIA'S PRODUCTIVITY BOOM IN 2025

As India undergoes rapid digital transformation, the demand for high-performance laptops optimized for productivity is surging. With remote work, online learning, and enterprise computing becoming essential, the need for intelligent, power-efficient, and secure laptops has never been greater. Industry experts predict that 2025 will witness a major shift toward AI-integrated laptops, fundamentally redefining how users interact with their devices.

Reports from Counterpoint Research and Gartner indicate that the Indian laptop market is on the brink of a significant evolution, with AI-powered innovations enhancing security, performance, and efficiency. These next-generation laptops will offer seamless multitasking, advanced security features such as biometric authentication, and longer battery life to support the modern workforce. AI-driven enhancements, including intelligent cooling, real-time language processing, and automated task optimization, are expected to become standard across premium and mid-range models.

Leading brands such as Apple, Dell, HP, Lenovo, ASUS, Acer, and MSI are at the forefront of this transformation, incorporating cutting-edge technologies like OLED displays for better visuals, ARM-based processors for improved efficiency, and cloud collaboration tools to streamline workflow management. According to expert reviews from TechRadar India and Digit, future laptops will not only prioritize raw performance but also emphasize ergonomic design, sustainable manufacturing, and AI-powered automation to cater to diverse user needs.

To gain deeper insights into this evolving landscape, VARINDIA engaged with industry leaders to explore how laptop manufacturers are adapting to meet the growing needs of businesses, students, and creative professionals. Key discussions revolved around security enhancements, AI-driven productivity tools, extended battery life, and sustainable initiatives in laptop manufacturing. Experts shared their perspectives on how AI is reshaping computing experiences, from predictive maintenance to power-efficient multitasking, ensuring that users can work smarter and faster.

As the laptop industry embraces innovation, Indian consumers can look forward to devices that blend power, intelligence, and sustainability—redefining productivity in 2025 and beyond.

Shaping the Future: How Dell, Lenovo, ASUS, Acer, and MSI are Revolutionizing India's Laptop Market with AI, Security, and Sustainability

Given the rapid expansion of India's laptop market, key players like Dell, Lenovo, ASUS, Acer, and MSI are all driving innovation with a shared focus on artificial intelligence (AI), security, and sustainability to meet the diverse needs of businesses, students, and creative professionals.

Dell is integrating AI into its Latitude and Precision series, blending NPUs, CPUs, and GPUs to enhance multitasking, productivity, and overall efficiency. Alongside these advancements, Dell prioritizes security with features like ExpressSign-In, Intelligent Privacy, and proactive threat detection to protect user data. The Latitude 7455, for example, offers up to 22 hours of battery life, with AI-powered optimization for smarter resource management. Furthermore, Dell is committed to sustainability, incorporating recycled materials into their products, such as up to 50% recycled cobalt and 95% post-consumer recycled plastic.

Lenovo is equally focused on AI, offering devices like the ThinkPad X9 14 Aura Edition and Yoga Slim 7i Aura Edition. These laptops are powered by Intel Core Ultra and AMD Ryzen AI processors, delivering powerful performance and efficient battery management. Lenovo also emphasizes security with its ThinkShield platform, which provides multi-layer protection for devices and data. Additionally, Lenovo is investing in sustainability, using eco-friendly materials like bamboo and recycled plastics in their devices and packaging, making their offerings both innovative and environmentally conscious.

ASUS is at the forefront of AI accessibility, incorporating advanced AI features into devices such as the Zenbook DUO and ProArt laptops for businesses and creative professionals. The company's AI-powered technologies include noise cancellation, adaptive lock, and privacy features like camera shutters, ensuring user safety while enhancing productivity. ASUS also integrates sustainability into its design with recycled materials and promotes the circular economy through initiatives like the #DiscardResponsibly campaign.

Acer's approach is similarly innovative, offering devices such as the Aspire and ConceptD series. Acer's AI-driven performance optimizations improve multitasking, speed, and battery life, allowing users to be more efficient throughout the day. In addition, Acer places a strong emphasis on security, incorporating fingerprint readers, camera shutters, and real-time threat protection. The company's Earthion initiative highlights its dedication to sustainability by using recycled plastics and energy-efficient designs in its products.

MSI, known for its high-performance laptops, integrates AI into its devices through the MSI AI Engine, optimizing system resources for enhanced multitasking and battery life. The company also prioritizes security with features such as fingerprint readers, TPM 2.0 encryption, and real-time virus protection. MSI's sustainability efforts include using recycled materials and reducing e-waste through AI-driven thermal management.

To sum up, Dell, Lenovo, ASUS, Acer, and MSI are all driving innovation in India's laptop market. Through their AI advancements, security features, and commitment to sustainability, these companies are shaping a smarter, safer, and more eco-conscious future for users across various sectors.

Dell pushes boundaries of innovation with AI-driven computing

INDRAJIT BELGUNDI
SR. DIRECTOR AND GM, CLIENT SOLUTIONS GROUP, DELL TECHNOLOGIES INDIA

As India's PC market is expanding at an incredible pace, Dell is committed to meeting the needs of businesses, creative professionals, and modern workforces by integrating AI-powered innovation and sustainable practices into its devices. Our latest offerings, such as the Latitude and Precision series, incorporate cutting-edge technology, including NPUs, CPUs, and GPUs, working seamlessly together to provide smarter workflows, enhanced multitasking, and increased productivity. By leveraging AI, Dell delivers an intuitive user experience, empowering businesses to optimize operations and creators to unlock their potential with AI-assisted design and content generation.

AI SECURITY FOR ENHANCED PROTECTION
Security is a top priority in today's digital landscape, and Dell is focused on providing robust protection against evolving cyber threats. Our latest AI PCs are equipped with advanced security features, such as ExpressSign-In, Intelligent Privacy, Onlooker Detect, and proactive threat detection, designed to protect sensitive data and ensure that users can confidently navigate their work environment. These features, powered by AI, continuously monitor and respond to potential security risks, keeping users' information safe both in personal and professional settings.

LONG BATTERY LIFE WITH AI OPTIMIZATION
In addition to security, Dell's commitment to performance extends to battery life, a critical factor for professionals on the go. Our Latitude 7455, for example, offers up to 22 hours of local video playback and an ExpressCharge feature that powers the device to 80% in just one hour. AI-powered optimization ensures that resources are allocated intelligently, resulting in improved multitasking efficiency and longer battery life. Whether working remotely or on-site, these features allow professionals to stay productive without interruptions.

SUSTAINABLE DESIGN FOR A GREENER FUTURE
Sustainability is central to Dell's business philosophy. In 2024, we introduced devices like the Latitude and Precision PCs, which feature up to 50% recycled cobalt, 95% post-consumer recycled plastic, and 98% recycled aluminum. The OptiPlex series leads the way in eco-friendly design, with 50% recycled steel and 57.3% recycled plastics, including ocean-bound materials. Additionally, our products meet ENERGY STAR 8.0 certification and EPEAT Gold standards, reflecting our commitment to energy efficiency and reducing the environmental impact of our manufacturing processes. Dell combines AI, security, and sustainability to empower users, ensuring success in today's fast-paced, eco-conscious world.

Lenovo drives India's laptop market with AI, security, and sustainability

ASHISH SIKKA
DIRECTOR AND CATEGORY HEAD, LENOVO INDIA

India's laptop market is growing rapidly, and Lenovo is leading this transformation with AI-powered solutions tailored to meet the diverse needs of businesses, students, and creative professionals. Our latest lineup, including the ThinkPad X9 14 Aura Edition, Yoga Slim 7i Aura Edition, IdeaPad Pro 5i, and IdeaPad Slim 5, integrates cutting-edge AI-driven performance to enhance productivity, creativity, and efficiency.

REVOLUTIONIZING WORK AND CREATIVITY

Powered by Intel Core Ultra and AMD Ryzen AI 300 Series processors, these devices deliver up to 120 TOPS of AI performance, ensuring faster computing, intelligent workload management, and extended battery life. The ThinkPad X9 Aura Edition, for instance, offers enterprise-grade security and AI-powered Smart Modes, while the Yoga Slim 7i Aura Edition enables seamless multitasking with AI-enhanced graphics and advanced cooling technology. For students and creators, the IdeaPad Slim 5 and IdeaPad Pro 5i incorporate AI-driven learning tools and immersive OLED visuals, making them ideal for academic and creative workloads.

ROBUST PROTECTION WITH AI INNOVATION

Security is a top priority in today's digital landscape, and Lenovo addresses this through our ThinkShield platform, which offers multi-layered protection for devices, identities, online activities, and data. Features like biometric authentication, self-encrypting drives, and AI-powered endpoint security in collaboration with SentinelOne ensure robust protection against cyber threats. Additionally, our AI-driven innovations, such as the Neural Processing Unit (NPU) in the ThinkPad X9 14 Aura Edition, enhance multitasking efficiency and energy management, while Lenovo AI Now, powered by Meta's Llama 3, provides personalized digital interactions and smart workflow management.

ENHANCED BATTERY LIFE AND SUSTAINABILITY

To address the need for longer battery life and faster charging, Lenovo employs AI-driven power management and Super Rapid Charge technology, enabling devices to recharge up to 70% in just 30 minutes. Sustainability is also a key focus, with Lenovo incorporating up to 30% post-consumer recycled content in devices like the ThinkPad L series and using eco-friendly materials such as bamboo and sugarcane fiber in packaging. Our commitment to innovation and sustainability is further highlighted by the Yoga Solar PC concept, which features an integrated solar panel for off-grid charging solutions. Through these initiatives, Lenovo is not only meeting the evolving demands of the Indian market but also driving a smarter, more sustainable future.

Acer innovates to meet India's rising laptop market needs

SANJEEV MEHTANI
CHIEF SALES OFFICER, ACER INDIA

As India's laptop market surges, Acer remains committed to empowering businesses, students, and creative professionals with innovative, high-performance solutions tailored to their evolving needs. Valued at over USD 6.82 billion in 2024 and expected to reach USD 10.02 billion by 2034, the market is driven by increasing digital adoption, enterprise demand, and government initiatives. Acer is positioning itself to meet these expanding demands.

EMPOWERING WORK, STUDY, AND CREATIVITY

To cater to businesses, we offer laptops like the Aspire TravelLite, Acer TravelMate, Chromebooks, and Tablets, designed to enhance productivity and collaboration in hybrid work environments. These devices feature advanced security, long battery life, and seamless performance. For students, Acer offers lightweight laptops like the Aspire 3, 5, and 7 series and Swift Go, ensuring smooth multitasking, extended battery life, and immersive experiences for a digital-first education. Creative professionals benefit from high-performance models like the ConceptD series, Aspire SpatialLabs, and Swift Go AI, offering powerful graphics, high-resolution displays, and optimized processing power, ideal for video editing, 3D rendering, and content creation.

AI FOR SAFETY AND PRODUCTIVITY

As online security risks rise, Acer equips its laptops with advanced protection features such as power keycap fingerprint readers for fast authentication, built-in camera shutters for privacy, and Discrete Trusted Platform Module (TPM) solutions to enhance data encryption. Acer also integrates an intelligent system that locks the device when the user steps away, adding an extra layer of security. These features, combined with real-time threat protection, ensure users' data and privacy remain secure in a world where digital threats are increasingly sophisticated.

AI is at the heart of Acer's performance strategy. AI-driven optimizations boost system speed, multitasking, and battery life, ensuring a responsive experience for users across tasks. AI-based battery management reduces energy consumption while extending battery life, helping users stay productive throughout the day. High-speed charging technology ensures rapid recharging, allowing users to quickly restore their laptops and continue working without interruptions.

INNOVATING FOR A GREENER FUTURE

Acer is also deeply committed to sustainability through its Earthion initiative, emphasizing recycled materials, energy-efficient designs, and sustainable packaging. Products like the Aspire Vero, made from post-consumer recycled plastics, exemplify this dedication. By reducing environmental impact and enhancing product longevity, Acer continues to support users' needs with technology that aligns with a greener future.
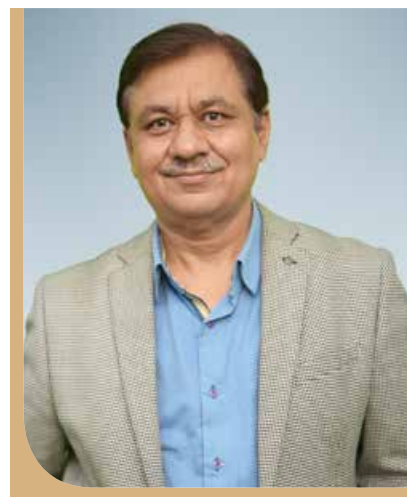
ASUS shaping India's future with accessible AI solutions by 2025

ARNOLD SU
**VICE PRESIDENT, CONSUMER AND GAMING PC,
SYSTEM BUSINESS GROUP, ASUS INDIA**

India's laptop market is evolving rapidly, and at ASUS, we are committed to meeting the diverse needs of businesses, students, and creative professionals through innovative, customer-centric solutions. Our strategy focuses on delivering cutting-edge technology tailored to every user segment. For businesses, we offer products like the dual-screen Zenbook DUO and the ultralight Zenbook A14, designed for portability and multitasking. Students benefit from our affordable Vivobook range, packed with AI-enhanced features, while creators can push boundaries with our ProArt lineup, India's first dedicated laptop series for artists and designers.

AI AT THE CORE

AI is at the heart of our innovation. Our Next-Level AI PCs, such as the Vivobook 14 Flip, feature advanced AI capabilities like the ASUS AI camera with Windows Studio Effects, Two-Way AI Noise Cancellation, and adaptive lock and dimming for enhanced productivity and security. The one-click Copilot key and StoryCube software empower users to unlock creativity and streamline workflows. By 2025, we aim to make AI accessible across all segments, ensuring Indian customers experience the latest advancements on par with global markets.

PRIVACY-FIRST, POWER-OPTIMIZED

Security is a top priority. Our AI PCs feature onboard Neural Processing Units (NPUs) that process AI tasks locally, reducing cloud dependency and enhancing privacy. With Microsoft Pluton and TPM Firmware chips, we fortify user data and encryption keys, while physical camera shutters and mic cut-off switches provide additional privacy safeguards.

To improve battery life and efficiency, we leverage AI-driven power management, adapting to user habits and optimizing resource allocation. Features like Battery Health Charging extend battery lifespan up to three times, while our Zenbook A14 and Vivobook 16 offer up to 32 hours of battery life, ensuring uninterrupted productivity and entertainment.

DRIVING THE CIRCULAR ECONOMY

Sustainability is a core value at ASUS. Our laptops incorporate recycled materials like post-consumer recycled plastic and aluminum, and we've introduced innovative materials like Ceraluminium, which is 100% recyclable. Initiatives like the ASUS Select Store and #DiscardResponsibly campaign promote the circular economy in India, while globally, we aim for a 30% reduction in carbon intensity by 2025 and 100% renewable energy use in Taiwan by 2030. Through these efforts, ASUS is not only addressing the evolving needs of India's laptop market but also driving a sustainable, innovative future for computing.

MSI powers India's evolving market with innovative, secure laptops

BRUCE LIN
NB MARKETING MANAGER INDIA, MSI

MSI is committed to meeting the growing demands of India's rapidly evolving laptop market. Our product lineup, including the Modern, Prestige, Raider, and Stealth Series, is tailored to businesses, students, and creative professionals. The Modern Series is designed for students, offering lightweight yet powerful laptops perfect for multitasking and seamless learning. The Prestige Series caters to business professionals with a combination of efficiency, premium build, long battery life, and robust security. This series is also ideal for creative professionals, balancing sleek design with the power to tackle demanding tasks. For gamers and creators, the Raider and Stealth Series deliver advanced graphics, high-speed performance, and cutting-edge technology for exceptional creativity.

INNOVATION MEETS SECURITY EXCELLENCE

As the market expands, MSI continues to innovate, ensuring users in India have access to the best tools for success, pushing the boundaries of technology to meet the diverse needs of today's users. In addition to performance, security remains a top priority for MSI. Our laptops come with built-in fingerprint readers and IR cameras for secure, password-free login. The business series integrates TPM 2.0 encryption, providing enterprise-grade security for sensitive data. We also incorporate the latest Windows Defender and AI-driven security features to offer real-time virus protection and enhanced privacy, addressing emerging cyber threats.

AI-OPTIMIZED ALL-DAY POWER

Artificial Intelligence is central to MSI's laptop innovation. Our MSI AI Engine optimizes performance by dynamically managing system resources in real-time, extending battery life and improving multitasking capabilities. This allows our laptops to offer faster speeds, longer battery life, and better cooling during intense workloads. Additionally, the AI-powered Image Creator simplifies the process of creating stunning visuals, further enhancing creativity.

Battery life is vital, and our RTX 50 Series laptops provide intelligent power management, fast charging via PD3.1 and Thunderbolt 4, and enhanced cooling systems. These features ensure users can go longer without needing a recharge. Moreover, our premium models feature batteries up to 99.9Whr, providing an extra boost for all-day usage.

REDUCING E-WASTE, BOOSTING EFFICIENCY

MSI prioritizes sustainability by incorporating AI-driven thermal management, recycled materials in chassis and packaging, and eco-friendly battery optimization. These efforts reduce energy consumption and e-waste. We are committed to delivering high-performance, eco-friendly laptops that benefit both users and the environment.

The $8.8 Trillion Lifeline: How Open Source Software is Powering Enterprises for Free

Open Source Software (OSS) has long been recognized as a critical component of modern technology stacks, but a recent Harvard study has quantified its true economic impact: $8.8 trillion in demand-side value. This staggering figure underscores the indispensable role OSS plays in enterprise IT, from cloud computing and artificial intelligence to cybersecurity and big data.

Despite this massive contribution, OSS remains largely an unsung hero, often undervalued and underfunded. Enterprises worldwide rely on OSS to power their operations, but are they doing enough to sustain it? This article explores the findings of the Harvard study, the risks of enterprise over-reliance on free software, and the growing need for corporate contribution to OSS sustainability.

THE BACKBONE OF ENTERPRISE IT

The Harvard study confirms what IT leaders have long suspected—OSS is the foundation of nearly every enterprise technology stack. According to the report, 96% of codebases contain open-source components, making it virtually impossible for enterprises to function without them.

From databases like MySQL and PostgreSQL to AI frameworks like TensorFlow and PyTorch, OSS solutions drive innovation across industries. Even major tech giants such as Google, Amazon, and Microsoft build their proprietary services on top of OSS frameworks. Without these freely available resources, the cost of software development would skyrocket, placing an immense financial burden on enterprises.

"Open source has transitioned from being a fringe movement to becoming the default approach to software development in the enterprise world," says Dr. Margaret Chen, lead researcher at Harvard's Technology Economics Institute. "What's remarkable is how dependent even the largest technology companies have become on open source projects."

The democratization of technology through OSS has accelerated digital transformation efforts. Companies no longer need to invest millions in developing foundational infrastructure. Instead, they can leverage existing open-source components, allowing them to focus resources on building differentiating features and capabilities. This accessibility has fostered unprecedented innovation and agility across industries, from healthcare and finance to manufacturing and retail.

Furthermore, OSS offers enterprises unparalleled flexibility and control over their technology stacks. Unlike proprietary software, which often locks companies into specific vendors and ecosystems, open-source solutions enable organizations to adapt and customize code to meet their unique requirements. This flexibility is particularly valuable in today's rapidly evolving business landscape, where adaptability can mean the difference between market leadership and obsolescence.

THE $8.8 TRILLION ECONOMIC IMPACT

The Harvard study's most striking revelation is the $8.8 trillion demand-side value that OSS contributes to the global economy. This figure represents the savings enterprises realize by using OSS instead of investing in proprietary alternatives. It also highlights how OSS lowers barriers to entry for startups and small businesses, allowing them to compete with established tech giants.

To put this number in perspective, $8.8 trillion exceeds the GDP of economic powerhouses like Japan and Germany combined. It represents approximately 10% of global GDP, underscoring the pivotal role OSS plays in the digital economy. The study employed rigorous economic modeling, accounting for factors such as development cost avoidance, increased productivity, and accelerated time-to-market.

"When we started our research, we expected OSS to have a significant economic impact," explains Dr. Chen. "However, the magnitude of $8.8 trillion surprised even our most optimistic analysts. It demonstrates that open source is not just a technical phenomenon but a major economic force."

Yet, for all its economic advantages, OSS is often taken for granted. While enterprises benefit immensely, only a small percentage contribute back—whether through funding, code contributions, or security enhancements. This raises a critical question: who is responsible for ensuring OSS remains sustainable? If enterprises fail to recognize their dependency on OSS, they risk future instability in their own operations, leading to unforeseen financial and security consequences.

WHO MAINTAINS OPEN SOURCE?

Despite OSS's widespread use, the burden of maintaining it falls on a relatively small group of developers. The Harvard study found that just 5% of contributors are responsible for 96% of OSS's economic value. This concentration of responsibility creates a fragile ecosystem—if these developers stop maintaining their projects, enterprises could face significant disruptions.

Many OSS projects rely on volunteer efforts or small teams of maintainers who juggle multiple responsibilities. Without proper funding, these projects risk abandonment, leaving enterprises vulnerable to security vulnerabilities and software failures. Even large-scale projects such as Linux and Kubernetes, which are widely adopted in enterprises, depend on relatively few key contributors.

"The disparity between value creation and maintenance responsibility in open source is alarming," notes Thomas Reynolds, cybersecurity expert and former CTO of EnterpriseSecure. "We're building trillion-dollar industries on the shoulders of volunteer developers who often work nights and weekends to maintain critical infrastructure."

The lack of structured funding models has led to burnout among developers, with many struggling to keep up with security updates, performance enhancements, and feature requests. A survey conducted alongside the Harvard study revealed that 68% of OSS maintainers have considered abandoning their projects due to stress and lack of support, while 42% reported experiencing symptoms of burnout in the past year.

This precarious situation is exacerbated by the growing complexity of modern software ecosystems. As dependencies multiply and

integration points increase, the maintenance burden on OSS contributors intensifies. Without adequate resources and support, even the most dedicated developers may find themselves overwhelmed by the escalating demands of enterprise users.

THE HIDDEN RISKS OF FREE SOFTWARE

Enterprises that rely heavily on OSS without contributing back may be setting themselves up for future risks. High-profile breaches, such as the Log4j vulnerability, exposed how enterprises can be blindsided by weaknesses in widely used OSS components. Many of these vulnerabilities arise because projects lack the funding to undergo rigorous security audits.

The Log4j incident serves as a stark reminder of the potential consequences of neglecting OSS sustainability. When the critical vulnerability was discovered in December 2021, it affected millions of devices worldwide, triggering panic across industries. Yet the project was maintained by a handful of volunteers who received minimal financial support despite the software's ubiquitous use in enterprise systems.

The interdependent nature of OSS means that a failure in one project can cascade across industries. A single compromised dependency can affect thousands of companies, as seen in past supply chain attacks. With only a small fraction of contributors maintaining critical OSS projects, burnout is a real risk. Many developers work on OSS in their free time, without compensation, while enterprises reap billions in value.

"We're witnessing a tragedy of the commons in the making," warns Dr. Chen. "Companies extract enormous value from open source while assuming someone else will handle the maintenance burden. This imbalance is unsustainable and potentially catastrophic for the digital economy."

The irony is stark—while businesses generate revenue using OSS, the developers behind these critical tools often work without financial incentives or support structures. This disconnect between value creation and compensation threatens the long-term viability of the open-source ecosystem.

Moreover, regulatory scrutiny around software security is increasing. Governments worldwide are considering policies that would require enterprises to ensure the security of the open-source components they use. The Biden administration's Executive Order on Cybersecurity and the EU's Cyber Resilience Act both emphasize software supply chain security, placing additional pressure on companies to verify the integrity of their OSS dependencies. This could lead to legal and compliance challenges for businesses that have been passively consuming OSS without contributing to its maintenance.

CORPORATE RESPONSIBILITY: INVESTING IN OSS SUSTAINABILITY

While many enterprises passively benefit from OSS, some industry leaders are taking proactive steps to support it. Companies like Google, Microsoft, and Red Hat have dedicated OSS teams that actively contribute to projects, while organizations such as OpenSSF (Open Source Security Foundation) work to improve OSS security.

Microsoft, once known for its opposition to open source, now ranks among the top contributors to GitHub projects. Google maintains and funds crucial projects like Kubernetes and TensorFlow, while Amazon Web Services has increased its contributions to projects that underpin its cloud infrastructure. These companies recognize that investing in OSS is not merely altruistic but essential for their long-term business success.

However, these efforts are still limited compared to the scale of enterprise reliance on OSS. To ensure OSS remains a reliable enterprise backbone, companies should consider several strategies:

1. Financial contributions: Allocating budget to OSS projects ensures developers can continue maintaining and improving their work.
2. Dedicated resources: Large enterprises should dedicate engineers to contributing patches, security updates, and new features to the OSS ecosystem.
3. Security collaboration: Companies can collaborate with OSS maintainers to conduct security audits and proactively address vulnerabilities.
4. Community support: Supporting developer communities through mentorship, sponsorships, and hackathons can help sustain long-term innovation.

One promising model is the adoption of open-source program offices (OSPOs) within enterprises. OSPOs act as dedicated teams within companies that oversee open-source engagement, ensuring that organizations not only consume but also contribute back to the ecosystem. Through OSPOs, businesses can allocate funding, offer engineering support, and ensure compliance with open-source licensing requirements.

"An OSPO isn't just good citizenship—it's a strategic advantage," explains Jennifer Martinez, Director of Open Source Initiatives at TechFuture Inc. "Companies with strong open source programs attract better talent, identify security issues earlier, and gain valuable influence in the technologies that drive their business."

BALANCING PROFIT WITH OPEN-SOURCE ETHICS

The ethical dilemma of profiting from OSS without giving back has been an ongoing debate in the tech industry. While OSS was created with the philosophy of free collaboration, its commercialization has led to complex dynamics. Some companies have built billion-dollar businesses around OSS

without directly supporting its sustainability.

This tension reached a flashpoint in recent years when several open-source projects, including MongoDB and Redis, modified their licenses to prevent cloud providers from offering their software as a service without contributing back. These "open-source, not free" licenses represent an attempt to address the imbalance between commercial exploitation and sustainable development.

A shift in corporate mindset is needed, where enterprises recognize OSS not as an unlimited free resource but as a shared asset that requires investment. Beyond financial contributions, companies can also foster innovation by encouraging employees to contribute to OSS during work hours, sponsoring open-source events, and integrating OSS projects into their long-term technology strategies.

The concept of "Open Source Citizenship" is gaining traction among forward-thinking enterprises. This approach views OSS participation as a core business function rather than a peripheral activity. Companies practicing good open source citizenship recognize that their investment in the ecosystem directly enhances their technological capabilities and reduces long-term risks.

CONCLUSION: A CALL TO ACTION FOR ENTERPRISES

The Harvard study's findings highlight a critical paradox: while OSS is an $8.8 trillion economic lifeline, it is sustained by a relatively small and underfunded community. Enterprises that depend on OSS must recognize their role not just as consumers, but as stakeholders in an ecosystem that requires ongoing support.

Failing to invest in OSS sustainability could lead to increased security risks, software instability, and higher long-term costs. As open source continues to drive enterprise innovation, the question is no longer whether companies should contribute back—but how soon they will act before the risks become reality. For enterprises, the choice is clear: support OSS today or pay a far higher price tomorrow. The future of digital transformation depends on a thriving open-source ecosystem, and enterprises must step up to ensure its sustainability.

Investing in OSS is not charity—it is an essential strategy for long-term resilience, security, and innovation. Businesses that fail to recognize this may soon find themselves struggling in a world where software, once free and abundant, becomes an unpredictable liability. The $8.8 trillion value represents not just what enterprises have gained from open source, but what they stand to lose if they don't ensure its continued vitality.

As we move into an era of increased digital dependency, the stewardship of open-source resources becomes a matter of collective responsibility. The enterprises that thrive will be those that recognize OSS not merely as a cost-saving measure, but as a strategic asset worthy of protection and investment.

CADYCE's CA-HDUC180 Offers High-Resolution Display Connectivity

CADYCE has unveiled its latest offering, the CA-HDUC180 HDMI to USB-C Cable (1.8M). Designed for professionals, gamers, and home entertainment users, this high-performance cable delivers unparalleled video clarity and ultra-fast data transmission, bridging the gap between USB-C 4K displays and HDMI-enabled devices.

The CA-HDUC180 is engineered to meet industry standards while ensuring compatibility across a wide range of devices. With its advanced technology, users can experience next-level visual performance and effortless connectivity.

KEY HIGHLIGHTS OF THE CA-HDUC180 HDMI TO USB-C® CABLE:

- Universal HDMI Compatibility – Supports HDMI 2.1, 2.0, and 1.4, ensuring seamless connectivity with various HDMI-enabled devices, from laptops and gaming consoles to projectors and TVs.
- Ultra-HD Resolutions – Enables breathtaking 4K@144Hz and 8K@30Hz visuals, offering an immersive viewing and gaming experience.
- High-Speed Data Transmission – With a 40Gbps data transfer rate, users can enjoy lag-free, high-definition streaming and gaming.
- Secure Content Streaming – Supports HDCP 1.4/2.3, ensuring smooth playback of protected content without loss of quality.
- Plug-and-Play Simplicity – No additional drivers or software needed; simply connect and enjoy high-quality visuals instantly.
- Durable CADMiUM Braided Cable – Engineered for reliability, ensuring longevity and resilience against frequent use.

APPLICATIONS FOR EVERY USER

- The CA-HDUC180 is a versatile connectivity solution suitable for multiple use cases, including:
- Professional Workflows – Ideal for professionals in presentations, video conferencing, and content creation, ensuring high-definition clarity.
- Home Entertainment – Enhances movie streaming, TV shows, and multimedia experiences with superior resolution and smooth playback.
- Gaming Enthusiasts – Delivers ultra-smooth gameplay with high refresh rates and detailed image rendering, enhancing the gaming experience.

The CADYCE CA-HDUC180 HDMI to USB-C Cable is now available for purchase through authorized distributors and online marketplaces. Elevate your connectivity experience today with CADYCE's latest innovation. With a reputation for innovation and excellence, CADYCE continues to set the standard for connectivity solutions. The CA-HDUC180 HDMI to USB-C Cable reflects CADYCE's commitment to quality, integrating premium materials with cutting-edge technology to offer a reliable and high-performance display solution.

Enhance Security with Hik-Connect 6 Update and Power X DVR for Smarter, Efficient Surveillance

Hikvision has introduced two major upgrades in security management with the launch of Hik-Connect 6 and Hikvision Power X DVR, bringing enhanced intelligence, efficiency, and performance to video security solutions. These advancements simplify security operations, offering seamless cloud-based management and AI-powered surveillance features for businesses and residential users.

Hik-Connect 6 enhances security system management by providing intuitive cloud control over indoor and door stations. With a five-step setup, users can quickly configure their systems, while the simultaneous direct call feature ensures efficient communication by allowing calls to reach both the indoor station and mobile app, disconnecting automatically when answered. The update also introduces remote maintenance and health monitoring, enabling system installers and property managers to monitor security devices in real time and receive instant alerts. Additionally, Hik-Connect Team Mode offers iVMS-4200 users unlimited continuous preview, a cloud-based architecture, and an initial free trial to explore the system's full capabilities. Sub-account management, channel-specific permissions, and multi-site management further enhance flexibility, making security operations more streamlined and effective.

The Hikvision Power X DVR represents a major leap in digital video recording, integrating cutting-edge AI technology to improve intelligence and performance. With up to 8 intelligent channels, an optimized perimeter protection algorithm, and the ability to configure different intelligent functions per channel, it offers robust security solutions. The AcuSearch feature allows users to locate specific targets with a single click, while Smart Search enables quick identification of threats by drawing rule boxes or intrusion lines. Additional upgrades include 24-channel decoding at 1080p, HDTVI two-way audio, and a smart temperature-adaptive fan for optimal performance.

Powered by Hikvision's AcuSense technology, the Power X DVR enhances security by providing real-time intrusion detection, precise object differentiation, and AI-driven video labeling, reducing manual effort in video searches. Designed for industrial parks, monitoring centers, warehouses, restaurants, and retail stores, these advancements ensure superior surveillance and management. Together, Hik-Connect 6 and Hikvision Power X DVR redefine security management, making it more intelligent, efficient, and user-friendly.

Maximizing Lenovo's capabilities to drive enterprise-ready solutions

Om Sai Group, a leading IT solution provider with over 600 employees, has grown from a Lenovo-exclusive retail store into a trusted name in end-to-end IT services over the past two decades. Specializing in cybersecurity, data center infrastructure, and enterprise mobility, nearly 50% of its revenue comes from endpoint solutions. In an interaction with VARINDIA, Anil Kumar Tiwari, Chairman & MD, Om Sai Group highlighted the company's collaboration with BillDesk, where outdated servers were upgraded to next-generation Lenovo infrastructure, boosting processing speeds by 70% and reducing operational costs by 45%. He also shared company's plans for a 71% revenue increase and workforce expansion, with Lenovo playing a key role in driving growth.

Om Sai Group started as a Lenovo-exclusive retail store in Mumbai (2004-2005) and has grown into a leading enterprise IT solutions provider with 600+ employees. Specializing in BFSI, pharma, and education, the company offers end-to-end IT solutions, including cybersecurity, data center infrastructure, enterprise mobility, and software. Nearly 50% of its revenue comes from endpoint solutions. Committed to social responsibility, Om Sai Group supports CSR initiatives like setting up computer labs in rural Maharashtra, reinforcing its reputation as a trusted partner for businesses and communities.

ENABLING DIGITAL TRANSFORMATION FOR BUSINESSES

Businesses today face the challenge of upgrading outdated legacy systems to modern, scalable infrastructures. Om Sai Group showcased its expertise through its partnership with BillDesk, one of India's top payment gateways. Struggling with obsolete servers amid rising digital transactions, BillDesk entrusted Om Sai Group with a $1 million deal.

The team migrated their infrastructure to next-gen Lenovo servers, integrating network, firewall, software, and hardware. This upgrade boosted processing speeds by 70%, cut operational costs by 45%, and tripled transaction capacity, enabling BillDesk to efficiently handle growing digital payment demands.

TRANSFORMING EDUCATION THROUGH TECHNOLOGY

Beyond the corporate sector, Om Sai Group is revolutionizing education IT infrastructure. A leading academic institution in Telangana struggled with outdated systems, limiting student exposure to AI and machine learning. Their computer labs lacked essential tools, putting students at a competitive disadvantage. Om Sai Group modernized the labs with high-performance Lenovo endpoints, creating a state-of-the-art learning environment. As a result, student engagement in tech-driven projects doubled, and graduates felt better prepared for the workforce. The success of this initiative led to four consecutive years of contract renewals worth INR 100 crores.

THE 3CS GO-TO-MARKET STRATEGY

Om Sai Group's success is built on its 3Cs strategy: Customer Requirement, Customer Connection, and Customer Satisfaction. By focusing on personalized solutions, the company fosters long-term client loyalty. Starting with endpoint solutions, Om Sai Group scales its services based on demand, offering data center, cybersecurity, and managed IT services. With 700+ customers, operations in 13 locations, and

200+ industry awards, it continues to strengthen its position in the IT solutions market.

LENOVO: A STRATEGIC GROWTH PARTNER

Lenovo has played a crucial role in Om Sai Group's journey, providing cutting-edge technology and solutions that enable seamless IT transformations. From high-performance servers to advanced endpoint solutions, Lenovo's offerings have been instrumental in Om Sai Group's ability to scale across industries. Beyond technology, Lenovo's support in training and business development has been invaluable, allowing Om Sai Group to expand its service offerings. This includes deploying AI-enabled solutions and setting up advanced data centers. Lenovo's commitment to innovation aligns perfectly with Om Sai Group's vision of delivering future-ready IT solutions.

Future Roadmap: Scaling New Heights

Om Sai Group's rapid growth includes a 71% revenue increase in three years and a 150% expansion in data center solutions. With 700+ customers and ambitious plans to expand its workforce beyond 1,000 employees, the company is investing in Network Operations Centers (NOCs) and Security Operations Centers (SOCs) to meet rising demand for managed IT services. Backed by strong partnerships like Lenovo, Om Sai Group is poised to lead India's evolving IT solutions landscape.

From a small retail store to a dominant IT solutions provider, Om Sai Group's journey is a testament to its innovation, adaptability, and customer-first approach. With expansion plans and cutting-edge solutions, the company is set for continued growth in the years ahead.

Tata Comm Names N Ganapathy Subramaniam Chairman

Tata Communications Ltd has appointed N Ganapathy Subramaniam as chairman of its board. Subramaniam, who was appointed to Tata Communications' board as a Non-Executive Director in December 2021, has more than four decades of experience in the IT sector. He was Chief Operating Officer and Executive Director at Tata Consultancy Services (TCS) before retiring in May 2024.

Announcing his appointment as Chairman, the company said, "With his extensive experience of technology, operations, business transformation, and change management, he will be able to offer valuable leadership as organizations embark on their digital transformation journeys".

He is also known as a sectoral thought leader, as Subramaniam speaks at international conferences and works closely with governments and industry associations to influence policy and innovation. His extensive experience and leadership across industries position him well to drive Tata Communications' next phase of growth and innovation.

RAH Infotech names Dr. Rajendra Kumar as its CTO

RAH Infotech has appointed Dr. Rajendra Kumar as its new Chief Technology Officer (CTO). With over 25 years of industry experience, Dr. Rajendra Kumar brings a wealth of expertise in presales, solution architecting, strategic planning, technological innovation, cloud computing, data center hosting, managed services, and NOC & SOC operations.

Prior to joining RAH Infotech, Dr. Rajendra Kumar held key leadership positions at CtrlS Datacenters, Bharti Airtel, Apalya, Handygo, and served in the Indian Air Force. Throughout his career, he has excelled in large-scale solution architecture, presales operations, IT strategy, compliance services, service delivery, and project management, making him a strategic asset for RAH Infotech's next phase of growth and innovation.

In his new role, Dr. Rajendra Kumar will spearhead technology-driven initiatives, focusing on enhancing RAH Infotech's portfolio, strengthening its solution architecture framework, and driving technological advancements to meet the evolving needs of enterprises.

NetApp elevates Beth O'Callahan to new role

NetApp has announced a strategic evolution in its leadership structure designed to enhance focus, strengthen collaboration, and drive execution across the business with the appointment of Beth O'Callahan, NetApp's Chief Legal Officer (CLO), to Chief Administrative Officer (CAO). In this newly expanded role, Beth will continue overseeing Legal, Compliance, Government Relations, and Sustainability, while assuming responsibility for Human Resources, Workplace Experience, and Corporate Communications, effective March 3. Beth will also maintain her role as NetApp's Corporate Secretary.

A distinguished leader, Beth joined NetApp in 2013 and has played an instrumental role in shaping the company's legal and compliance framework, holding several leadership positions within her tenure. This appointment reinforces NetApp's commitment to operational excellence, talent development, and long-term growth, positioning the company to execute its ambitious strategic goals with even greater focus and efficiency.

K. A. Prabhakaran joins Cyient

Prabhakaran is an accomplished professional in the engineering & research and development sector with over 30 years of experience. He joins Cyient from Honeywell, where he was the Vice President and Chief Technology Officer for the Process Solutions group. He was responsible for driving technology innovation and customer-centric solutions for customers worldwide. He was last based in Houston, TX, and will now be based in Bengaluru, India.

Prabhakaran is an engineering leader who has successfully driven digital transformations, product and process technology innovations building global partnerships with research and academic institutions. He has led large global teams in different industries, such as Aerospace, Oil & Gas, Life Sciences, and Renewable Energy verticals, developing new products and solutions creating organic growth pathways. His expertise is building technology solutions for large OEMs in areas like avionics, a key focus area for Cyient.

Airtel's Gopal Vittal appointed as new GSMA chairman

The GSMA Board of Directors has elected Gopal Vittal, Vice Chairman and MD of Bharti Airtel, as its new Chairman until 2026. Gopal, who has been the Acting Chair of the GSMA Board, succeeds his predecessor and becomes the second Indian after Sunil Bharti Mittal to hold this position. As Chairman, Gopal will guide the GSMA's strategic direction, representing 1,000 telecom companies globally, including operators, device manufacturers, and software providers.

In his new role, Gopal emphasized the critical impact of the mobile industry, which contributed $6.5 trillion to the global economy in 2024. He aims to foster innovation and drive positive change within the industry. Mats Granryd, Director General of GSMA, expressed confidence in Gopal's leadership, citing his experience in navigating industry challenges, including AI and 5G advancements. Gopal, with over a decade of involvement with GSMA, also serves on multiple boards, including Airtel Africa PLC and Indus Towers.

Nutanix appoints Jay Tuseth as VP and GM of APJ

Tuseth is a seasoned enterprise executive who has lived in Singapore since 2013. Prior to joining Nutanix, he served as Conviva's Vice President of Sales for APAC SAAS Applications and General Manager of Customer Experience, based in the Company's Singapore office.

At Conviva, Tuseth led all operations in the APJ region, helping digital businesses and their operations teams shift from a focus on Quality of Service to one centered on Quality of Experience. He leads with a mindset of continuous growth, challenging teams to push boundaries, take ownership, and ensuring that great contributions are seen and valued.

Prior to joining Conviva, Tuseth served as VP of Cloud Applications at Oracle. He also spent 12 years at Dell Technologies and EMC in multiple executive leadership capacities, leading diverse teams across APJ, helping customers use data to maximize their competitive advantage.

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*now with new HPE Networking Instant On transceivers and DOC cables

Smart-managed L2+ switches with fibre uplinks, now come in 7 models

Fiber uplinks
- SFP model: 8-port
- SFP/SFP+ models: 24-port and 48-port

POE models
- 8-port: 124W
- 24-port: 195W, 370W
- 48-port: 370W

Key features to help unlock your business potential

- Default firmware upgrade
- Jumbo frame
- Connectivity texts
- Authentication and security (802.1x)
- Power schedule
- Loop protection

- Managed through web GUI or Mobile app
- PoE budget (Availability)
- VLAN port tagging
- Limited lifetime warranty
- Advance onsite replacement

Perfect for: Boutique hotels   Cafes   Professional offices   Retail stores

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