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23rd STAR NITE AWARDS 2024
SPEAKER
MR. DEVESH KUMAR RASTOGI
PRESIDENT, FAIITA

23RD STAR NITE AWARDS 2024

Chat

Star Nite Awards Concludes with Resounding Success

(From Left to Right): Mathew Philip, Sr. Director & Head India Business and Global SI's- GoTo, Puneet Chadha, CMO- Redington, Devesh Kumar Rastogi, President- FAIITA, Sunil J Sighi, Chairman, National Traders Welfare Board- Govt. of India, Deepak Sahu, Publisher & Editor-in-Chief- VARINDIA, Mohini Ratna, Editor- VARINDIA, Vinod Kumar, President- ISODA, Rushab Shah, President- TAIT and Kaustav Kulakrni, Chairman- ASIRT

The highly anticipated 23rd edition of VARINDIA Star Nite Awards stood as a distinguished platform to celebrate and honour the luminaries of the technology industry. Renowned for its grandeur and impact, this annual event convened top industry leaders, trailblazers, and key stakeholders from the tech ecosystem, spotlighting outstanding achievements and fostering a spirit of innovation.

The event was graced by a distinguished lineup of esteemed guests, including Mr. Sunil J. Singhi, Chairman of the National Traders Welfare Board, Government of India; Mr. Ajay Sawhney, Former Secretary of MeitY, Government of India; Mr. Devesh Kumar Rastogi, President of FAIITA; and Dr. Arindam Sarkar, Assistant Professor and Head of Computer Science and Electronics at Ramakrishna Mission Vidyamandira, Howrah.

Other notable attendees included Mr. Mathew Philip, Senior Director and Global Head of GSI Business at GoTo; Mr. Vivek Malhotra, Senior Director and General Manager of Channel Sales at Dell Technologies; Mr. Chandra Sankholkar, Director at Google Cloud; and Mr. Uday Macaden, Head of Enterprise Channel Sales at Samsung India Electronics Pvt. Ltd.

The event also welcomed Mr. Sureshkumar Pansari, Vice Chairman and Whole-Time Director of Rashi Peripherals; Mr. Puneet Chadha, CMO of Redington Ltd.; Mr. Mandar Patil, Founding Member and SVP of Global Sales and Customer Success at Cyble Infosec; Mr. Saket Modi, Co-Founder and CEO of Safe Security; and Mr. Saivijay Appayya Khanagav, Channel Head for SMB at Lenovo ISG India, among many others.

In the keynote address from Mr. Sunil J Singhi, Chairman-National Traders Welfare Board, Govt. Of India he shared the hon'ble PM Modi's vision for Digital India and its inception and the growth trajectory. He also emphasized on the role of social media across the sectors and urged the audience and industry veterans to join hands as India is not just an emerging market but land of opportunities for the technology sector.

The day-long event in India's capital featured panel discussions, presentations, many keynote addresses, and an award ceremony, drawing over 500 attendees from across the country.

The event also featured an array of impactful keynote addresses and presentations by leading organisations, including Redington, Microsoft (Windows 11), Samsung, Hewlett Packard Enterprise, Dell Technologies, Google Cloud, GoTo, Micron Technology, Pure Storage, Versa Networks, SOTI, SonicWall, Veeam Software, Lenovo ISG India, Fortinet, SIFY, and Safe Security.

The event featured an engaging panel discussion on the topic, "Building Bridges: Fostering Partnerships for Strategic & Emerging Technologies." Moderated by Dr. Deepak Kumar Sahu, Editor-in-Chief of VARINDIA, the panel brought together distinguished industry leaders to share their insights. The esteemed panelists included Mr. Vivek Gupta, President of Hitachi Systems India Pvt. Ltd.; Mr. Aditya Narain Kakkar, Director of Intensity Global Technologies Pvt. Ltd.; Mr. Amit Jain, Founder and CEO of Integrated Tec9labs Pvt. Ltd.; Mr. Puneet Thakkar, CEO and MD of Shivaami Cloud Services Pvt. Ltd.; and Mr. Himanshu Chawla, Director, Co-Founder, and Technology Evangelist at IRIS Waves Pvt. Ltd.

This year, VARINDIA proudly presented the prestigious Lifetime Achievement Award to Mr. Suresh Pansari, Vice Chairman and Whole-Time Director of Rashi Peripherals (RP Tech), in recognition of his outstanding contributions to the industry. Additionally, the event celebrated the efforts of prominent IT channel associations from across the country, acknowledging their collaboration and collective dedication to addressing partner concerns and fostering a thriving business environment.

The event celebrated excellence by recognising approximately 100 VARs across 17 categories and OEMs in 40 categories. Most notably, the Star Nite Awards announced this year's Channel Chiefs in the Indian IT Industry, selecting ten outstanding leaders, along with recognising eleven Chief Marketing Officers for their remarkable contributions.

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

The VARINDIA Star Nite 2024 marked a significant milestone, highlighting the remarkable achievements of technology leaders and innovators. More than just a celebration of their accomplishments, the event served as a vibrant platform for networking, knowledge sharing, and cultivating meaningful collaborations among key stakeholders within the IT ecosystem.

In line with its enduring mission to bring together all facets of the IT industry under one roof, Kalinga Digital Media Pvt. Ltd. once again demonstrated its leadership by successfully orchestrating this flagship event. The Star Nite Awards not only celebrated excellence but also served as a platform to inspire innovation, strengthen partnerships, and chart the course for the future of technology.

With this remarkable accomplishment, Kalinga Digital Media has added yet another feather to its cap, reaffirming its commitment to recognising and empowering those who are driving technological advancements. The event promises to remain a cornerstone of recognition and motivation for the IT industry's brightest minds and trailblazers in the years to come.

India is on the Transformational Journey from Consumers to Creators!

AJAY SAWHNEY
FORMER SECRETARY-
MEITY, GOVT. OF INDIA

India stands at the forefront of a digital revolution, with key developments poised to create a profound impact both domestically and internationally. The nation has firmly established itself as a global leader in digital transformation through landmark initiatives such as Digital Aadhaar, UPI, Umang, and Digilocker. These platforms have redefined accessibility, inclusivity, and efficiency, empowering millions and serving as global benchmarks.

While initiatives like Ayushman Bharat, the government's flagship health program, have advanced at a more measured pace, their long-term potential remains unparalleled. Once fully operational, Ayushman Bharat could establish one of the world's most robust and accessible healthcare ecosystems, demonstrating the transformative power of technology in public health.

BREAKING LANGUAGE BARRIERS: PROJECT BHASHINI

Language barriers have long hindered communication, collaboration, and progress, particularly in a linguistically diverse country like India. One of the most groundbreaking initiatives in this digital evolution is Project Bhashini, a visionary AI-driven platform aimed at language empowerment in the digital age. "The name was taken from the National song of India 'Vande Matram'.

Project Bhashini seeks to address this challenge by eliminating communication barriers, fostering closer connections among communities, and enabling seamless access to digital resources. As part of India's mission for inclusivity, the platform ensures that every citizen, irrespective of their native language, can thrive in the digital era.

A growing number of Indian companies, from startups to industry giants, are actively contributing solutions to support this mission. This collaborative approach underscores India's vision of a connected and inclusive future, where technology bridges divides and fosters collective progress.

REVITALIZING ELECTRONICS MANUFACTURING IN INDIA

India is also making significant strides in becoming a global electronics manufacturing hub. Over the last seven months, the country has recorded $19 billion in electronics exports, reflecting growing confidence in its manufacturing capabilities.

This achievement has spurred renewed efforts to develop a strong component manufacturing ecosystem within the country. Building this ecosystem is critical for establishing a resilient supply chain and achieving self-reliance. If India cannot attract global component manufacturers, stakeholders must prioritize investing in local production capacities to ensure diversification and supply chain confidence.

Stakeholders were urged to explore opportunities for diversification, which would signify the maturity of India's industrial ecosystem and enhance its global competitiveness.

EMBRACING AI AND GPT MODELS

Historically, India has often played the role of a consumer in the global technology landscape, missing opportunities to lead innovation. However, the advent of cutting-edge advancements such as GPT models and AI-powered co-pilots marks a turning point. These technologies have equipped India with the tools to drive groundbreaking innovations, setting the stage for the nation to transition from being a consumer to a pioneer in the tech industry.

Platforms like Project Bhashini exemplify this shift, expanding horizons and empowering India's tech ecosystem to compete on the global stage.

India's journey reflects a remarkable transformation fueled by digital innovation, inclusive growth, and a commitment to self-reliance. From revolutionizing accessibility through initiatives like UPI and Digital Aadhaar to tackling global challenges such as language barriers with Project Bhashini, India is setting new standards for the world.

With a focus on developing its manufacturing ecosystem and embracing cutting-edge technologies, India is no longer just participating in the global tech narrative but is actively shaping it. These efforts collectively underscore the country's emergence as a global powerhouse, driven by its vision of innovation, inclusivity, and resilience.

Reinvent the Art of Reselling to Stay and Succeed in the business!

SAKET MODI
CO-FOUNDER & CEO,
SAFE SECURITY

"In spite of being a 100% channel-driven company, one of my biggest challenges is navigating the constant hurdles of this dynamic market," he remarked, reflecting on the complexities of operating in the Indian landscape. India, with its diverse market dynamics and rapidly evolving technological needs, offers immense opportunities but also poses significant challenges for businesses relying entirely on channel partnerships.

EVOLVING GO-TO-MARKET STRATEGIES

The traditional understanding of the channel has undergone a dramatic transformation. "Channel today is not about selling boxes but delivering solutions," he emphasized. This evolution requires resellers to rethink their approach and adapt to remain relevant. Highlighting the urgency, he predicted that 60% of resellers risk becoming obsolete if they fail to reinvent themselves.

He stressed that while value addition has been a staple in the channel space for decades, true value lies in the competence of sales teams. "Real value is when a partner's sales team moves beyond features and focuses on delivering solutions that address customer pain points. To achieve this, partners must invest in building knowledgeable teams capable of becoming trusted advisors," he said.

HUMAN CONNECTION IN HIGH-VALUE PURCHASES

In the era of e-commerce and app stores, purchasing devices worth ₹10,000–15,000 has become seamless. However, he noted a stark difference in consumer behavior when it comes to higher-value purchases. Devices priced above ₹20,000 often require the involvement of a knowledgeable advisor.

"Guidance from a human who can clearly explain features, benefits, and the overall value of the product is critical for such purchases," he said. This underscores the importance of the human element in building trust and ensuring customer satisfaction in higher-value transactions, a space where channel partners can differentiate themselves.

NAVIGATING THE COMPLIANCE-DRIVEN WORLD OF CYBERSECURITY

As the conversation shifted toward cybersecurity, he characterized it as "a compliance-driven industry." Safe Security has strategically focused on developing solutions tailored to India's unique market needs, particularly as the country transitions from traditional IT systems to more digitally integrated infrastructures.

The rapid proliferation of mobile internet, widespread cloud adoption, and the growth of digital payment systems have created a fertile ground for cybersecurity innovation. However, several challenges persist, such as limited awareness about cybersecurity, stringent payment terms, and unrealistic feature expectations from clients. "Navigating these hurdles requires a nuanced approach and consistent efforts to educate the market about the importance of proactive risk management," he added.

INDIA'S ROLE IN GLOBAL CYBERSECURITY

"There's no billion-dollar cybersecurity company in the world today that doesn't have India as a focus market," he observed, emphasizing the nation's growing importance in the global cybersecurity ecosystem. India's increasing adoption of digital technologies has made it a critical market for cybersecurity solutions and innovation.

COMMITMENT TO THE CHANNEL AND FUTURE GROWTH

He concluded by reaffirming the company's deep commitment to its channel-driven model and partnerships. "We are still young and proudly Indian at heart," he said. "We look forward to building many more successful partnerships with our channel partners as we continue on this journey."

This dedication to channel partnerships, combined with a focus on delivering value-driven solutions, positions Safe Security as a forward-thinking leader in India's rapidly evolving technology and cybersecurity landscape.

Technology has been a big enabler in transforming lives

SUNIL J SINGHI
CHAIRMAN - NATIONAL TRADERS WELFARE BOARD, GOVT. OF INDIA

"We all know what big role technology has played during the time of lockdown. If it was not for the virtual world, the whole system would have collapsed, education would have come to a standstill and all communication would have been blocked. Technology had a crucial role to play in the Work From Home (WFH) concept, which gained momentum during the pandemic. Right after coming to power in the Centre for the first time in 2014, the honourable Prime Minister Shri Narendra Modi spearheaded what is today known as the Digital India mission. Before 2014, India had only two mobile handset manufacturing factories; but today the country has seen that number growing beyond 200. India is today the largest consumer market for smartphones globally. There are many among us who own more than one handset. Another area that has grown considerably in the country in the last few years is digital payment. Most of the transactions today happen on the smartphone and everyone is digitally connected on it. Technology has come to connect every individual today and to think of a day without technology has now become next to impossible. The last mile connectivity of this digital infrastructure to the citizens has been so seamless in the last few years that India leads as a remarkable example for every other country today. Both the Central and the state governments have played their individual part in making this possible along with other industry bodies. Social media, though it has its limitations, has come to play a very important role in communicating important messages, ideas and policies to the common public. With the spread of the internet, people can access information on events taking place in far off places in a matter of a few seconds."

The Channel today has to look beyond conventional ways of doing business

DEVESH RASTOGI
PRESIDENT – FAIITA

"FAIITA (Federation of All India IT Associations) was created to address some key issues which were pertinent during that time. However, times have changed or so has the way of doing business. Online or e-commerce is seen today as one of the many ways of doing business, though it can no longer dictate the purchasing behaviour of today's customers. It is prerogative of the customer whether they want to make their purchase online or offline. But I would still say that if we IT traders want to grow and transform our business, then we will have to change our model of doing business and look beyond the conventional ways.

Today customer experience is all that matters. FAIITA is the only association in the country that created the IT Mall by looking into the interests of the IT trading community in India. Such a feat has not been achieved by any other association or trade body across any industry. IT Mall is such a platform that gives us an opportunity to take up any kind of challenge by conducting business in the most profitable and ethical way. FAIITA stands before all the IT brands with the assurance that if you are ready to do business with us on this platform, then we will ensure to address every challenge and problems faced in this line of business, which is not possible in the open market. I often tell the IT channel fraternity one thing – if we run this market then we are within the ecosystem, but if you choose to just run your shop/business then you are outside this ecosystem. The customer experience or satisfaction that is sought in today's time, cannot be given by merely running a shop."

To succeed, foster a culture of awareness and resilience!

DR. ARINDAM SARKAR
HEAD OF DEPARTMENT OF C S & ELECTRONICS,
RAMAKRISHNA MISSION VIDYAMANDIRA- HOWRAH

While we handle vast volumes of data, the real challenge lies in safeguarding and managing it effectively. He shared that cybercriminals exploit weaknesses in systems, manipulating sensitive information like land records and tampering with biometric authentication methods. To counter this, we've begun shifting towards Virtual IDs (VIDs), believing them to be more secure. However, this confidence is undermined by the risks posed by malicious apps we often download for convenience, which can compromise our data. Generative AI, supported by large language models (LLMs), is a double-edged sword in the realm of cybersecurity. It operates on deep learning principles, primarily using two components: a generator and a discriminator. The generator creates synthetic data, while the discriminator evaluates its authenticity. This mechanism is particularly valuable in fraud detection and analysis, bridging gaps between reported incidents and actual crimes. It allows organizations to uncover hidden patterns and enhance their security frameworks.

The next leap in AI-driven security is federated learning (FL), which replaces traditional centralized machine learning models. FL enables multiple organizations to collaboratively train machine learning models without sharing sensitive data, thus preserving privacy and strengthening security. This is a game-changer for industries hesitant to move their data into cloud environments due to confidentiality concerns. By prioritizing FL, organizations can harness the power of AI while safeguarding their most valuable asset—data.

India making great strides towards becoming a global economic powerhouse

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

"Hard work and dedication are propelling India towards becoming a global digital leader, pioneering innovation. The Star Nite Awards platform brings all of us together to dwell deeper into the IT industry with a special focus on the VARs and the partner ecosystem. Partnerships are the cornerstone of any business success. VARs and partners are driving innovation and growth in the IT sector. For over 25 years, VARINDIA has cultivated a dynamic community that creates a value for OEM, service providers and partners, driving growth across B2B and B2C channels with timely insights for the technology sector. We take pride in supporting India's part in inclusive and sustainable growth. As India leads the Vikshit Bharat, We are witnessing rapid advancement towards becoming a global economic powerhouse. Looking ahead to 2025, transformative technologies like quantum computing, AI powered automation, 5G and augmented reality are set to regularize digital experience. As India solidifies its position as a global tech leader, we anticipate major advancements in health technology, smart devices, digital finance and smart cities. AI innovations such as real time translation and health monitoring, coupled with enhanced speed and efficiency of 5G are opening new business opportunities. However, we must also address critical challenges, including the speed of misinformation, equitable compensation for content creators, algorithmic dispensation, and EIS impact on intellectual property rights. When you see the entire gamut of the IT industry, how do we position this? We see India's growing middle class is fueling demand for premium AI enabled smartphones. Affordable 5G models with advanced AI features are capturing consumer interest, supported by frequent launches and robust marketing efforts. The 12% YoY growth in the smartphone market underscores the increasing influence of AI driven technologies."

India's economy is in a good shape today with very positive growth indicators

PUNEET CHADHA
CMO, REDINGTON

"If you look at India's GDP and if you look at how the economy is growing, it has taken us 60 years to reach a GDP of a trillion dollars; the Indian economy has attained this feat in 2007. Today, we are close to about four trillion dollars. In the next six - seven years' time, we are going to be basically a seven trillion dollar economy, with $500 billion GDP getting added to the economy every year. We have seen different phases of the internet – there is the democratic internet in the US, a siloed based internet in China and we have seen a mix of both the internet in Europe. In India, we have operated at a population scale. Till 2023 December, $12 billion transactions happened through UPI alone, which is 12.83 lakh crores in Rupees. IT spending is also increasing. What was last year about $245 billion is going to increase to $500 billion in the next five years. We cannot even imagine how this country is going to impact our business. If you look at the startup environment, around 114 startups in the country have become unicorns. It took us 26 years to get to a unicorn status. The rate of innovation that is happening in technology is amazing. But we need to look internally and standardize ourselves. The public sector, the government sector, SMBs/SMEs, micro enterprise - everything has a very positive outlook. Having said this, how do we look at these indicators and exponentially grow? Before we actually start thinking about our strategies, we need to start looking at how we define ourselves. Every organization has a narrative and has the 3W's and an H - what they do, why they do, where they do it, and how they do it. And if you don't have that, I would really urge you to do a bit of brainstorming on these questions. Once you have those answers, you also need to start believing in them."

AI will continue to rule the roost in 2025

MATHEW PHILIP
SENIOR DIRECTOR & GLOBAL HEAD GSI BUSINESS, GOTO

"1957 was the year when the word Artificial Intelligence or AI was first coined. Initially in the first AI, software which was created was a learning game, a game which could learn on its own. And that was done in 1952. So that's like 70 years + since the word AI came into this world. Then why is it that suddenly AI is getting so evolved over the last few years? One, obviously it is about the amount of data that is getting generated. When we say data, we are talking about 2.5 quintillion bytes of data getting generated every day across the globe, which helps you build up these large language models. The second is the amount of computing power. Today, on our mobile phones, we have more computing power than what NASA had in their guidance computer by which they launched the first Lunar Mission. And, obviously, there are a lot of dollars going into AI research. That is why there is so much focus around AI. But how do we leverage AI when it comes to digital workplaces which you can take to your customers whom you work with. Today, we are talking a lot about AI. GoTo did a survey, in which we spoke to 2500 IT leaders from across North America, Europe and India. Some of the data points go on to revalidate why AI is becoming such a transformational play. 58% of all IT leaders felt that their teams are getting overwhelmed by the IT workloads, which means the administrators were saying they are getting more tickets every day than what they or their teams can handle. 92% of the IT leaders believe that AI would benefit IT teams to reduce the kind of these workloads. 60% of the customer experience leaders believe AI will be a transformational part of their business journey."

END-OF-SUPPORT FOR WINDOWS 10 OPENS REVENUE OPPORTUNITIES FOR CHANNEL

NISHCHAY KANDPAL
SR. MANAGER- DIGITAL ADOPTION, BEYONDSOFT

Nishchay began by recounting a recent cyber fraud incident that targeted a major organization, illustrating the precision and sophistication of modern cybercriminals. In this case, the Chief Accountant Officer received an email instructing the transfer of USD25 million to a specific company. To validate the transaction, the chief accountant scheduled a video conference call involving the CEO, CTO, and CFO. During the discussion, every detail, including the purpose and specifics of the transfer, was meticulously covered. However, two weeks later, upon returning from an international summit, the CEO discovered discrepancies in the company's funds and immediately questioned the finance team.

Upon investigation, it was revealed that the company in question had no traceable existence. More shockingly, when the recording of the call was reviewed, it was discovered that the CEO, CTO, and CFO present on the call were imposters. Only the Chief Accountant Officer was genuine. This incident underscores the alarming accuracy with which cybercriminals exploit technology, leveraging digital footprints easily accessible on the dark web to target individuals and businesses. Nishchay emphasized the critical importance of deploying robust cybersecurity measures in the digital age, where our digital identities are pervasive. "We often leak our identities and preferences—both knowingly and unknowingly—leaving us vulnerable to exploitation," he said. He revealed that for less than USD1, sensitive personal data, including bank details, Aadhaar numbers, and even thumbprints, can be purchased on the dark web.

Cybercriminals have already harnessed technologies like AI clones to create deepfakes and perpetrate fraud. The emergence of such tools demonstrates the evolving threat landscape, where technology can be weaponized against its users. However, amidst these challenges, innovations like Microsoft's CoPilot, an AI-driven productivity tool, signal a transformative shift. CoPilot integrates AI capabilities into PCs, enhancing productivity while delivering tangible business outcomes.

Nishchay also highlighted a significant development: starting October 14, 2025, Microsoft will end security and system updates for Windows 10 devices, urging businesses and individuals to migrate to Windows 11. Recognizing that businesses typically require over a year to strategize, procure, and deploy new technologies, he pointed out a critical opportunity for resellers and channel partners. This transition not only enables improved service delivery through advanced technologies but also presents substantial revenue-generation prospects for resellers.

He then reflected on the trajectory of artificial intelligence, noting that while the term was coined in 1969, its adoption gained significant momentum with the rise of generative AI (GenAI). Nishchay commended Prime Minister Narendra Modi's visionary leadership, referencing his recent keynote address, which emphasized on the increase in the cases of "Digital Arrest" and its relevance in an AI-driven era.

Concluding his remarks, Nishchay stated, "Technology drives innovation, but it also raises critical concerns around ethics, authenticity, and misuse. The need of the hour is to stay informed, adopt robust security measures, and harness technology responsibly to minimize risks and maximize its benefits."

Channel Partners: Key Enablers of Dell's Success in India's Digitalization Journey

VIVEK MALHOTRA
SR. DIRECTOR & GM- CHANNEL SALES, DELL TECHNOLOGIES

During his address, he shared insights into India's remarkable digitalization journey, highlighting key milestones that demonstrate the country's progress. For instance, IRCTC now issues an astounding 2.25 lakh tickets every minute, and both the Unified Payments Interface (UPI) and the healthcare sector are experiencing phenomenal growth. Additionally, digital literacy has surged from 30% to 50% in a remarkably short span, underscoring the nation's rapid transformation.

He emphasized Dell's philosophy of adopting a people-first approach to AI to augment human capabilities rather than replace them, addressing concerns about potential job losses. He also highlighted the importance of transforming data into actionable insights, which empowers organizations to make better, more informed decisions. In this context, Generative AI (GenAI) emerges as a powerful tool to aid Chief Information Security Officers (CISOs) and decision-makers. Reinforcing Dell's commitment to harnessing AI's potential, he introduced the Dell X3927, a revolutionary server built to meet the rigorous demands of next-generation AI workloads, including GenAI applications. The X3927 employs advanced liquid-immersion cooling technology, where its components are submerged in a specially engineered dielectric fluid. This innovation sets new standards in performance and energy efficiency, making it an indispensable solution for data centers and enterprises focused on AI-driven advancements. He also congratulated VARINDIA for its efforts in bridging the gap between brands and channel partners, creating an essential platform for information sharing and networking. In conclusion, he stressed the importance of collaboration and collective effort, urging all stakeholders to work together in contributing to India's ongoing digitalization journey.

One of HPE's primary goal in FY 25 is to power its partnerships

AMIT KAPOOR
BUSINESS MANAGER, HEWLETT PACKARD ENTERPRISE

"We at HPE ended our financial year FY '24 on 30th of October. More than 80% of our business happens through an indirect route, which is through the channel ecosystem and we are growing year on year together with our channel partners in the ecosystem. In FY '24, our channel orders in the compute and storage business grew by 34% year on year. Not only from a segment perspective, we have grown multifold year on year on all our priority areas - Compute, Storage, Network, and very importantly, our GreenLake business, which is our flagship offering of providing all the solutions that we have on a cloud model. We are ensuring that everything we deliver from a CapEx point of view is available for the partners and our customers as a service model. The vision and mission of HPE is to provide seamless experience to our customers through our partners and helping them advance the way they live and contribute to society. From a channel standpoint, all our three partner programs – HPE Partner Ready, HPE Partner Ready Vantage and HPE Partner Ready for Networking – have all been rated five star and doing really great from a profitability, innovation strategy and flexibility & ease of engagement standpoint. In FY '24, we had three pillars of success with our partners – Edge, Cloud and Hybrid and we have had success in all three parameters. We also announced a partnership with Nvidia, as we understand that AI is today an important topic. We have just started our FY '25 on 1st of November and every year we set up some priorities and goals for ourselves. Whatever goals are set; we ensure to pass them on to our partners. One of our key goals this year is to power our partnerships."

Sify powers digital transformation with scalable solutions, AI-ready data centers, and cloud innovations

RAJAT GOSSAIN
HEAD - CHANNEL BUSINESS, SIFY

Digital transformation is a top priority for businesses today, but 80% of initiatives fail due to underestimated complexities or missing foundational elements. Success requires scalable infrastructure, integrated systems, robust security, and optimized productivity using tools like AI and predictive analytics. Sify has emerged as a trusted partner in this space, leveraging 25 years of experience to help businesses navigate transformation. From our roots as an ISP, we have evolved into a B2B enterprise, boasting India's largest MLS network, 14 state-of-the-art data centers (AI-ready with sustainable energy solutions), and a comprehensive cloud ecosystem offering services like IaaS, DR, and multicloud operations.

Our infrastructure spans 1,700+ cities with significant recent investments in network and data center enhancements, ensuring reliability and scalability. We pride ourselves on sustainability and innovation, with liquid-cooled data centers supporting high-density GPU servers and AI workloads. Sify also provides seamless cloud solutions with minimal latency and unified management interfaces, ensuring flexibility and efficiency for diverse customer needs. With a robust team of 3,000+ employees, we offer end-to-end ICT solutions, from automation to industry-specific applications, supporting over 10,000 clients across India. Importantly, 90% of our revenue is annuity-based, reflecting our long-term customer partnerships. Sify is uniquely positioned to deliver transformative solutions through a strong network, advanced cloud services, and unparalleled expertise, ensuring business growth and optimization. Partner with us for competitive commissions and a reliable, scalable digital future.

Lenovo Values in Relationship with Channel and Customers both

SAIVIJAY APPAYYA KHANAGAV
CHANNEL HEAD – SMB, LENOVO ISG INDIA

He started with Lenovo's AI vision and its various India centric initiatives. Lenovo has begun manufacturing producing artificial intelligence (AI) servers in India and inaugurated an Infrastructure R&D Lab in Bengaluru. These initiatives solidify Lenovo's commitment to India as a critical hub for tech innovation, aligning with the government's 'Made in India' vision. This will not just serve the Indian market but they would be exporting too. By leveraging India's manufacturing capabilities and aligning with the government's 'Make in India' initiative, Lenovo is poised to deliver high-quality AI servers to a global clientele, contributing to the nation's economic growth and technological prowess. Also, Lenovo has expanded its manufacturing footprint in India by AI servers at its Puducherry facility.

While showing interest in collaborations with more partners, Saivijay introduced Lenovo 360 to the gathering. Lenovo 360 is a comprehensive global channel partner framework designed to provide partners with streamlined access to Lenovo's extensive portfolio, encompassing devices, infrastructure, and services. Launched in December 2021, Lenovo 360 aims to empower partners to capitalize on service-led and solutions-based opportunities, thereby driving additional revenue streams. Lenovo 360 represents Lenovo's commitment to fostering a robust and dynamic partner ecosystem, ensuring mutual growth and success in the evolving technology landscape. He concluded saying that Partners should look at Connecting with Lenovo as we Enable them to Grow!

SonicWall sees Partners capable to Efficiently Secure Biz Operations

YUVRAJ PRADHAN
DIRECTOR OF SOLUTION ENGINEERING – APAC & JAPAN, SONICWALL

SonicWall started as a company focused on providing network security solutions, particularly firewalls, to protect organizations from unauthorized access and cyber threats. Mr. Pradhan actually shared the transformational journey of SonicWall with the gathering. "Just like the IT channel community, we at SonicWall are also evolving as per the industry."

Today SonicWall is not just a firewall or a product company but it has evolved as a platform based company. As cyber threats grew in complexity, with the rise of ransomware, advanced persistent threats (APTs), and sophisticated malware, the limitations of standalone firewall solutions became apparent. Today the security team faces enormous amount of challenges to find out the actual location of threat considering the complex business environment.

"SonicWall recognized the need to transition beyond traditional firewalls to offer comprehensive, integrated security solutions capable of protecting users, devices, and data across diverse environments," he shared. Today SonicWall has a comprehensive range of solutions including Next-Generation Firewalls (NGFWs), Capture Cloud Platform and Network Security Manager (NSM). This transformation reflects its commitment to addressing the changing threat landscape, meeting diverse customer needs, and staying competitive in a rapidly evolving digital ecosystem. Besides this, SonicWall reinforced its partner programs to empower channel partners with training, resources, and support for delivering platform-based solutions.

Navigating Cyber risks with Veeam for modern and traditional Applications

AMARISH KARNIK
DIRECTOR- CHANNEL, ALLIANCE & CLOUD SERVICE PROVIDER (INDIA & SAARC), VEEAM SOFTWARE

Veeam Software has solidified its position as a leader in data protection, backup, and recovery solutions, playing a critical role in helping organizations address the complexities of modern cyber risks. As cyber threats grow increasingly sophisticated and IT environments become more hybrid, Veeam's robust solutions ensure that both modern applications—such as cloud-native and containerized apps—and traditional legacy systems remain secure, resilient, and disruption-free."We are proud to let our channel partners take the lead entirely. From positioning to deployment, our partners are fully equipped to handle everything," said Amarish. Veeam's evolution from a traditional backup provider to a cutting-edge data management and protection platform underscores its importance as a trusted partner in the fight against today's cybersecurity challenges. By catering to the distinct needs of both modern and legacy applications, Veeam ensures uninterrupted business operations, data resilience, and robust protection against evolving threats. "Our solutions empower businesses to thrive in a hybrid, multi-cloud environment while staying ahead of emerging risks," Amarish added. He also introduced Veeam Vault, a fully managed, secure cloud storage solution on Azure. Designed to simplify secure cloud storage, it eliminates the challenges of managing infrastructure and unpredictable cloud costs. Amarish emphasized the importance of recognizing that nearly all organizations rely, to some extent, on data or applications hosted on public clouds. He cautioned partners to exercise extra vigilance in ensuring security in such environments, as they require heightened efforts to safeguard sensitive data.

Micron's Solutions are tailored for the Evolving Industry Needs

ROHIT SHARMA
HEAD TECHNICAL SALES – INDIA/ SAARC,
MICRON TECHNOLOGY OPERATIONS INDIA LLP.

With an in-depth understanding of semiconductor technology and a passion for innovation, Rohit shared with the gathering how Micron Technology Operations India LLP is driving advancements in SSD (Solid-State Drive) technology to cater to the growing demands of AI, data centers, and high-performance computing applications. He shared that about its Automotive-Grade SSDs, the world's first quad-port SSD, designed specifically for autonomous and AI-enabled vehicles.

Micron's NVMe SSDs are optimized for large-scale AI and data analytics. These drives deliver high-speed data transfer rates and are designed for read-heavy workloads such as training AI models and real-time inferencing in data centers. The use of PCIe 4.0 and 5.0 interfaces boosts bandwidth and lowers latency, making these SSDs ideal for demanding environments. Micron's SSD innovations reflect its commitment to delivering robust, high-performance solutions tailored for evolving industry needs in AI, high-performance computing, and autonomous systems.

To conclude he shared, “Micron Technology Operations India LLP has been actively pushing the boundaries of memory and storage innovations to meet the evolving demands of AI, data centers, and high-performance computing.” These advancements reflect Micron's commitment to delivering cutting-edge solutions that blend performance, energy efficiency, and sustainability, making them a key player in powering next-generation AI and high-performance systems.

Modernize Networking and Security offerings with Versa

VENKATA SR DATALA
CHANNEL SALES HEAD (INDIA & SAARC), VERSA NETWORKS

A 2011 start-up has a decent customer base worldwide. It has established itself in the secure cloud networking, offering a comprehensive suite of solutions designed to simplify and enhance network and security operations for businesses of all sizes. Out of total 1000+ partners, Versa has around 180 MSP partners. Due to the Make in India initiative, Versa today not only does software development in India but also does manufacturing too. Versa Networks empowers businesses to modernize their network infrastructure, secure their digital environments, and enhance operational efficiency through its versatile and comprehensive solutions. Partnering with Versa Networks offers numerous advantages for businesses, managed service providers (MSPs), and resellers looking to modernize their networking and security offerings. “Our solutions provide a unified platform integrating SD-WAN, SASE (Secure Access Service Edge), and Cloud Security, enabling partners to offer end-to-end solutions tailored to diverse customer needs,” he shared. Versa’s solutions address critical business needs, such as secure remote access, cloud migration, and advanced threat protection, which are in high demand. Thus, partners can tap into lucrative markets, such as BFSI, healthcare, retail, and government, by delivering value-added services based on Versa’s innovative offerings.

By partnering with Versa Networks, organizations can strengthen their portfolio, boost customer satisfaction, and stay competitive in the rapidly evolving networking and security landscape. Mr. Venkata, welcomed the MSP’s especially those with expertise in the Government sector to enhance their business with Versa solutions.

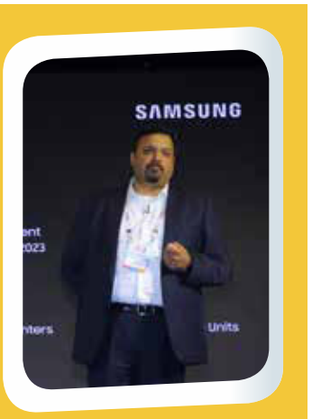
Fortinet’s channel ecosystem help Biz navigate today’s complex cybersecurity challenges

Ms. SONIKA K RASTOGI
MANAGER- CHANNEL ACCOUNT MANAGEMENT, FORTINET TECHNOLOGIES INDIA

She began by expressing Fortinet's deep appreciation for its channel partners, emphasizing their critical role in driving the company’s success. Fortinet's growth trajectory is marked not only by vertical expansion in existing markets but also by horizontal diversification into new sectors and geographies. This dual growth strategy is a testament to the strong partnership and trust built within its channel ecosystem.

She cited the World Economic Forum (WEF) Global Risks Report for 2024, which highlights the critical challenges organizations face today. AI-generated misinformation was ranked the second-highest global risk followed by cybersecurity threats as the fifth. These challenges underscore the need for adaptive security strategies in a connected world. She noted the shift from basic password protection to advanced systems like Next-Generation Firewalls (NGFWs) and Unified Threat Management (UTM) solutions, reflecting the evolving role of CISOs in managing defense, governance, compliance, and strategic risks. These advancements have been pivotal as the role of Chief Information Security Officers (CISOs) has expanded, now encompassing not only protective measures but also governance, compliance, and strategic risk management. Ushering in a new paradigm, the lines between networking and security have blurred. This integration is not just about protection but also about enabling businesses to achieve better operational efficiency and improved RoI. Fortinet is at the forefront of this transformation, championing what it calls the "Platform Era." It represents a shift from isolated security solutions to a unified, integrated framework that addresses the dynamic needs of modern enterprises.

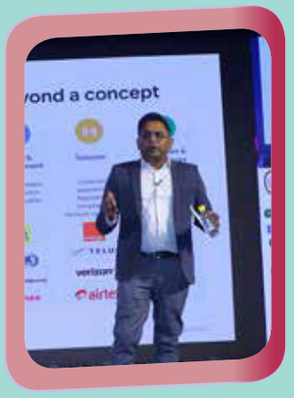
Samsung's basic mantra is to power progress



UDAY MACADEN
HEAD OF ENTERPRISE CHANNEL SALES, SAMSUNG INDIA ELECTRONICS

"The basic mantra that we work on is powering progress together. That's how the channel works. This is how all the channel managers, as well as sales managers, work with the T1s and T2s. Samsung is a renowned brand and it has been winning many accolades and recognitions for many years now. There is tremendous opportunity in the plethora of products that we have, and it's a journey that we would want to initiate from the IT perspective. There is a lot of awareness that we are trying to create. When we look at B2B offerings, we look at innovation, security and service. Innovation is something that Samsung prides itself on. We are the global No. 1 company with 6000+ patents, enabled by our R&D. Samsung R&D spends $21 billion+ every year on innovation, new product and solutions development. We have 30+ R&D centers, of which three are in India, and the largest outside of Korea is also in India. The investments in India from Samsung are tremendous. We also have 35+ manufacturing capabilities, two of them are in India. The one in Noida is the world's largest Mobile Factory across all OEMs globally. Since Samsung manufactures its own hardware, and therefore we have control over the kernel, the OS and the applications that come bundled in our devices. We support that with software, as we have understood that this meshing of the two is what gives you the edge and the customers value that. It is an integrated solution and can be found across our complete range of products, starting from a smartphone to a bespoke refrigerator. One of the most important aspects of any sales is service and Samsung in India has a pan India coverage when it comes offering its sales service."

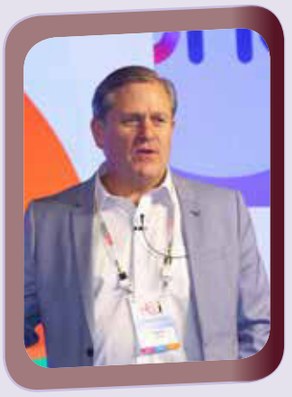
All roads today lead to data which needs to be accurate and secured



CHANDRA SANKHOLKAR
DIRECTOR, GOOGLE CLOUD

"One of the first things that we are seeing today is that all roads lead to data. If you look at any project, either you approach your client through the demand chain, the supply chain, through ERP, through lean innovation or through user experience, etc. But any project that you approach them for will essentially need data. That's the first trend that we are seeing. When it comes to data, folks want to speak to Google, for the simple reason that we have one of the largest databases in the world for structured, unstructured data and data address and data in motion. The second trend that we are seeing is, wherever there is accurate data, it requires bulletproof security. So if you really want to take and draw insights out of the data, you need to have absolute bulletproof security. That means you need to secure your data which is at risk, secure your data which is in motion, secure your data within the software supply chain, and at the same time, again, have a zero trust architecture. Another thing that people talk about often is how open you are to embrace open source. Google, on its part, has been at the cutting edge of driving open source. If you look at technologies like containers, Kubernetes, or TensorFlow processing units, Google has been on the forefront of driving these technologies. Also, gone are the trends in the cloud, where it was just about lift and shift. When customers are making a shift to the cloud, they are looking at areas and avenues to really digitally transform their business towards meaningful outcomes."

SOTI has Right solution for the Indian BFSI



MICHAEL DYSON
VP- SALES & MARKETING, APAC, SOTI INC.

Today, SOTI boasts partnerships with over 400 vendors worldwide. During his address, he emphasized that in any solution, the key is not just the product itself but the entire journey. "What's important is how we manage, deploy, and support the solution while ensuring the devices remain secure," he explained.

Device management has evolved from being reactive to proactive. Tools like SOTI XSight deliver advanced analytics and diagnostics, enabling predictive maintenance and improved device uptime. These features allow businesses to resolve potential issues proactively—an area where competitors often fall behind. The SOTI ONE Platform provides comprehensive control and visibility over all mobile devices in the field, including smartphones, tablets, computers, rugged devices, industrial printers, and more.

To address business-critical mobility needs, organizations require an Enterprise Mobility Management solution. SOTI MobiControl provides remote control and management for various mobile devices, even in challenging or remote environments. "We at SOTI prioritize enterprise-grade security and support compliance standards across industries," he added. Features like app containerization, secure app deployment, and real-time threat detection ensure alignment with regulatory requirements in sectors such as healthcare, finance, and government. SOTI's customer-centric innovations, focus on niche industries, and comprehensive platform capabilities have made it a preferred choice for businesses seeking end-to-end mobile and IoT management solutions. Today, their customer base spans diverse industries, including pharmaceuticals, logistics, and retail. Addressing and welcoming the partner community, he highlighted the BFSI sector in India as a key potential vertical. SOTI's mobility management solutions, with security and compliance as top priorities, make them an ideal fit for this sector.

Trust Pure Storage for Enabling an Inclusive Financial Future

MR. JITHESH CHEMBIL
HEAD - CHANNELS INDIA, PURE STORAGE

In his address, Jitesh shared that the storage is getting imperative. All-flash storage technology provides high speed and efficiency, significantly reducing latency and boosting data processing capabilities.

Pure Storage's focus on resilience, scalability, and efficiency in its storage solutions ensures that financial institutions and data centers can meet the growing demands of financial inclusion efforts. By providing infrastructure that is both future-ready and environmentally sustainable, Pure Storage is empowering financial ecosystems to bridge the gap for unbanked and underbanked populations globally. Their emphasis on data-driven insights, combined with scalable and secure infrastructure, makes them a pivotal player in enabling a more inclusive financial future.

Highlighting the USP's of Pure Storage solutions, he shared, "With our evergreen technology there is no End-of life and there have been documented proof of our customers achieving a total of 50% TCO."

AI is reshaping every aspect of our lives and businesses

MOHINI RATNA
EDITOR, VARINDIA

Channel partnerships have evolved from simple transactional relationships into strategic alliances, marking a shift in how success is achieved in the digital-first era. Equipping partners with the tools, training, and support they need to co-create and deliver innovative solutions is now essential. This transformation aligns perfectly with tonight's theme: Driving Success Through Dynamic Partnerships.

For 25 years, VARINDIA has been a pioneer in fostering collaboration among OEMs, service providers, and channel partners. This year's Star Nite Awards spotlight the resilience, adaptability, and innovative spirit of our community. With 56% of channel partners anticipating revenue growth in cybersecurity managed services, the opportunities in this domain are immense.

While AI is transforming industries, it also brings challenges like misinformation and cybersecurity threats. Addressing these is vital to ensuring technology remains a force for good. Our 2024 Channel Leadership Survey, featured in VARINDIA's 25th Anniversary Special Issue, highlighted a pivotal challenge: the growing complexity of IT systems. As customers adopt digital transformation and hybrid work models, the indispensable role of channel partners—especially Tier 3 and Tier 4 players—becomes increasingly apparent. However, long-term sustainability remains a concern, particularly for partners reliant on project-based revenue models.

This year, we are proud to host representatives from 30 IT associations across India, underscoring the collective strength of our ecosystem. Tonight's Star Nite Awards are a celebration of our shared commitment to innovation and success in an ever-evolving IT landscape.

CMO OF THE YEAR 2024

ARVIND SAXENA
HEAD- MARKETING CENTRE OF EXCELLENCE (GSC)
NEC CORPORATION INDIA

ANJALI GUPTA
HEAD OF MARKETING & CMO
SIFY TECHNOLOGIES LTD.

DEEPAK MATHUR
HEAD OF MARKETING- INDIA & SAARC, PALO ALTO NETWORKS

KARTHIK SATHURAGIRI
HEAD OF MARKETING,
AMAZON WEB SERVICES

KIRTI PANDEY
MARKETING HEAD, PRAMA
HIKVISION INDIA PVT. LTD.

PUNEET CHADDHA
CMO, REDINGTON LTD.

NAVEED CHAUDHARY
HEAD OF MARKETING & PR
INGRAM MICRO INDIA PVT. LTD.

RAHUL NAUTIYAL
COUNTRY MANAGER &
HEAD OF MARKETING
HEWLETT PACKARD ENTERPRISE
INDIA PVT. LTD.

RIMI DAS
HEAD OF MARKETING- INDIA
PURE STORAGE INDIA PVT. LTD.

VINNY SHARMA
MARKETING DIRECTOR-
ASIA PACIFIC & JAPAN,
SECURONIX INDIA PVT. LTD.

KUSHAGRA SHARMA
HEAD MARKETING(INDIA & SAARC)
VEEAM SOFTWARE INDIA PVT. LTD.

PANEL DISCUSSION

BUILDING BRIDGES: FOSTERING PARTNERSHIPS FOR STRATEGIC & EMERGING TECHNOLOGIES

(From Left to Right): Vivek Gupta, President- Hitachi Systems India; Amit Jain, Founder & CEO- Integrated Tec9labs; Puneet Thakkar, CEO & MD- Shivaami Cloud Services; Himanshu Chawla, Director, Co-Founder & Technology Evangelist- IRIS Waves; Aditya Narain Kakkar, Director- Intensity Global Technologies and Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA

Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA opened the discussion, in which he explained how in the ever evolving technology landscape, the role of VARs and partners is shifting from traditional product reseller to strategic allies who are critical for driving innovation, enhancing service delivery and supporting comprehensive solutions. "We have been observant of the fact of how AI is going to reset the future and equip people with digital skills to harness its potential and create future ready workforce. The VARs and leaders in today's panel are crucial in implementing tailored technology solutions, including cloud, AI, cyber security, IoT and digital transformation. By fostering partnership with them, corporations can access specialized expertise, innovative thinking and additional resources to gain competitiveness and address global challenges," he said.

Vivek Gupta, President- Hitachi Systems India said that the key factors for potential partnerships is to primarily align with the organization goals and values. "We should look into if the potential partner is aligned with our values and goals, and whether they have the required track record & expertise and if they have been delivering such solutions in the industry in the past. Then we probably need to see if they have the required set of resources in order to be able to deliver what they have committed. Then we need to look into the financial stability of the partnership and whether it will be sustainable. Last but not the least, we need to look into the legal and compliance requirements, because that has become a paramount in today's industry."

Amit Jain, Founder & CEO- Integrated Tec9labs opined that one of the most important elements in a partnership is to decide whether the synergy between the partner and the OEM is fitting into the bill, in terms of the GTM that the organization wants to drive. "Because eventually the partnership is for the purpose of this objective. And if the business goals and focus areas are not aligned together, then probably the processes can always fall back."

Puneet Thakkar, CEO & MD- Shivaami Cloud Services said that he looks at partnerships from a purpose perspective. "I look at whether my purpose and the other party's purpose is aligning or not, and then processes and other things are taken care of. But the core is always the purpose. If the purpose is aligned, then a fruitful partnership will follow."

Himanshu Chawla, Director, Co-Founder & Technology Evangelist- IRIS Waves, who has handled the partnership ecosystem, both from a corporate side and from an MNC angle, is also of the view that purpose plays a very important role. "The purpose alignment will be the key to the success of a partnership. Also, today, we are all seeing a big startup ecosystem mushrooming. At Iris Waves, we have been very clear, categorically putting the customer in the center of everything and the team very categorically focuses on customer obsession. To me, I think once you have the customer at the forefront, thereafter, the alignment of goals, the purpose and the partnership automatically takes a better shape."

Aditya Narain Kakkar, Director- Intensity Global Technologies views partnerships a bit differently. "In my terminology, partnership means the basic principle of growing together. I can be a reseller of hundreds of OEMS, but I am partnering with a few organizations only because partnership is something where you are actually taking care of each other. I, for sure, cannot work as a reseller for any OEM. So I think we need to differentiate between the reseller and the partnership. Partnership is something where you are co- investing, and collaborating and want to see each other at a bigger, better place over the years. You need to understand and respect each other's feelings and way of doing business. That's partnership for me. Creating a culture of innovation and openness to new ideas is very close to my heart. And it is all about leadership. As a leader, you need to set the criteria and decide how you want to grow your people. So my principle is, where I am working today, I want to see somebody else after two years in that same position. The kind of initiatives that this government has taken by inducing the sense of entrepreneurship in the minds of young children is indeed laudable."

FIRE-SIDE CHAT

TAILORING SOLUTIONS TO ADDRESS TODAY'S SPECIFIC CYBER SECURITY NEEDS

At the event's Fire-side chat session, Mandar Patil, Founding Member & SVP- Global Sales & Customer Success, Cyble Infosec joined Dr. Deepak Kumar Sahu, Editor-in-Chief, VARINDIA on the stage to highlight the unique cyber security challenges faced by organizations today, besides also sharing his views of how his company tailors its cyber solution to address the specific needs of cyber security.

"For almost the last 20 years, every organization has been protecting their internal security. We started talking about endpoint security, before moving on to network security, application security, database and then finally we started blaming people that at the end of the day, people are the ones who are making the organization insecure. On top of that, we also started building security operation centers. So our entire focus and thought revolved around trying to bring visibility inside our organization. But the current challenge is that even though we know what is happening inside, we are completely blind; more so because we don't know what's happening on the internet, or on social media, or the dark web & deep web. Every day, we open the newspaper and we find news of some or the other organization getting breached. And sadly these organizations are not even aware of it. So I think one of the major challenges that today's organizations face is the visibility of their environment on the internet," Mandar said.

"So as an organization, we realize that the world of the Internet is very big. In fact, Google is just 4% of this entire internet and 96% of it is the dark web. A lot of data is found on this dark web, which you cannot know from the normal browser. So at Cyble, we basically build the connectors and the mechanism where all the breached data comes to us. We get it from the forums, we monitor the internet and the social media posts. So we created the biggest data link, which is in petabytes. And whenever we use the AI logic to identify what Customer X wants to know about the current status of his organization on the dark web, the AI/ML engine will give the specific data for them. If, for instance, the company had a data breach or any employee credentials that are getting sold on the dark web – all

this indexed data can be made available to the customer on the screen within a time frame of one minute. So that is where Cyble is using the generative AI and ML."

Mandar also reflected on the extensive experience of Cyble in the cyber security industry and the critical trends and developments he foresees in the coming years. "I think the biggest challenge today we talk about every day is the deep fake, which became quite relevant during the election days. Another challenge is the Digital Arrest, in which we see normal, innocent people falling prey and getting tricked. Crores and crores of money is getting tricked out of people with their own permission, sadly which they are unaware of. So there is the reputation of an individual organization at stake here. Thirdly, physical security, or device security, will also be another area that people and businesses will need to look into, like the pager blast that took place in Iran. From an overall perspective, the things that people or organizations should be worried about are the things that are exposed on the dark web which I or the business itself is not aware of."

CHANNEL CHIEF IN THE INDIAN IT INDUSTRY 2024

CORPORATE NAME	PERSON NAME
AMAZON WEB SERVICES	PRAVEEN SRIDHAR
CHECK POINT SOFTWARE TECHNOLOGIES LTD.	MANISH ALSHI
DELL TECHNOLOGIES	VIVEK MALHOTRA
GOOGLE CLOUD INDIA PVT. LTD.	CHANDRA SANKHOLKAR
HEWLETT PACKARD ENTERPRISE	AMEER WARSI
LENOVO INFRASTRUCTURE SOLUTIONS GROUP	AMIT LUTHRA
PURE STORAGE INDIA PVT. LTD.	JITHESH CHEMBIL
VEEAM SOFTWARE PVT. LTD.	AMARISH KARNIK
VERSA NETWORKS INDIA PVT. LTD.	VENKATA SR DATLA
VERTIV ENERGY PVT. LTD.	SANJAY ZADOO

EMINENT VARS OF INDIA 2024

BEST SOLUTION PARTNER
Agmatel India Pvt. Ltd.
Comnet Solutions Pvt. Ltd.
Corporate Infotech Pvt. Ltd. (CIPL)
Embee Software Pvt. Ltd.
Hitachi Systems India Pvt. Ltd.
Insight Business Machines Pvt. Ltd.
Inspira Enterprises India Ltd.
Niveshan Technologies India Pvt. Ltd.
P C Solutions Pvt. Ltd.
Pentacle IT Solutions Pvt. Ltd.
Softcell technologies Global Pvt. Ltd.
Unified Data- Tech Solutions Pvt. Ltd.
Value Point Systems
Wysetek Systems Technologists Pvt. Ltd.
IT Solutions India Pvt. Ltd.

BEST SYSTEM INTEGRATOR
ACMA Computers Ltd.
Arrow PC Network Pvt. Ltd.
Cache Digitech Pvt. Ltd.
Futuresoft Solutions Pvt. Ltd.
Galaxy Office Automation Pvt. Ltd.
Gurusons Communications Pvt. Ltd.
Intensity Global Technologies Pvt. Ltd.
Iris Waves Pvt. Ltd.
Orbit Techsol India Pvt. Ltd.
Orient Technologies Pvt. Ltd.
Pentagon System and Services Pvt. Ltd.
Presto Infosolutions Pvt. Ltd
Printlink Computer & Communication Pvt. Ltd.
Targus Technologies Pvt. Ltd.
Thoughtsol Infotech Pvt. Ltd.
One Cube Solutions Pvt. Ltd.
Datasoft Network Solutions Pvt. Ltd

BEST DIGITAL TRANSFORMATION PARTNER
Bloom Electronics
Bahwan CyberTek
Proactive Data Systems Pvt. Ltd.
Progressive Infotech Pvt. Ltd.

BEST SUB-DISTRIBUTOR- SOFTWARE
Softmart Solutions
E Soft Solutions Inc.
Priyam Infosystems Pvt. Ltd.

BEST SECURITY SOLUTION PARTNER
Adit Microsys
Essen Vision Software Pvt. Ltd.
JNR Management Resources Pvt. Ltd.
Kamtron Systems Pvt. Ltd.
Macaws Infotech
Silicon Netsecure Pvt. Ltd.

BEST MSP PARTNER
Ashtech Infotech Pvt. Ltd.
Binary Systems Pvt. Ltd.
Dev Information Technology Ltd.
Intec Infonet Pvt. Ltd.
Lauren Information Technologies Pvt. Ltd.
Locuz Enterprise Solutions Ltd.
Network Techlab (I) Pvt. Ltd.
Raksha Technologies Pvt. Ltd.
Sonata Information Technology Ltd.
VDA Infosolutions Pvt. Ltd.
Velocis Systems Pvt. Ltd.
Alstonia Consulting LLP

STRATEGIC TECHNOLOGY ADVISOR
iValue Infosolutions Pvt. Ltd.

BEST CLOUD SOLUTION PARTNER
E2E Networks Limited
Motherson Technology Services Limited (MTSL)
Progression Infonet Pvt. Ltd.
Centilytics
Quadrasystems.net (India) Pvt. Ltd.
Shivaami Cloud Services Pvt. Ltd.
Techgyan

BEST NETWORKING PARTNER
ABS India Pvt. Ltd.
E-Square System & Technologies Pvt. Ltd.
Steak Systems
Magnamious Systems Pvt. Ltd.
Sanghvi Infotech Pvt. Ltd.

BEST VAD - NETWORK SECURITY
eCaps Computers India Pvt. Ltd.
Netpoleon India
BD Software Distribution Pvt. Ltd.

EMERGING VAD
Frux Technologies Pvt. Ltd.

MOST TRUSTED DISTRIBUTOR
Iris Global Services Pvt. Ltd.

AWARD TO SOTI PARTNERS
Laya Tech Pvt. Ltd.
Intact IT Pvt. Ltd.

BEST IT SERVICE PARTNER
Futurenet Technologies India Pvt. Ltd.
LDS Infotech Pvt. Ltd.
SHRO Systems Pvt. Ltd.

BEST SUB DISTRIBUTOR
Comnet Vision (I) Pvt. Ltd.
Metrobit Networks Pvt. Ltd.
Sound Solutions
Krishna Agencies

BEST VAD
Inflow Technologies Pvt. Ltd.
RAH Infotech Pvt. Ltd.
Rashi Peripherals Ltd.
Crayon Software Experts India Pvt. Ltd.
Spark Technologies Pvt. Ltd.

BEST SOLUTION & SERVICE PARTNER
Team Computers Pvt. Ltd.
Noventiq India
SISL Infotech Pvt. Ltd.

BEST RETAILER
Computer Land
PSPL Infosystems
Datamation Services
Lalani Infotech Ltd.
Docket Care Systems

BEST INFORMATION SECURITY PARTNER
ACPL Systems Pvt. Ltd.
Aujas Cyber Security
Secure Network Solutions India Pvt. Ltd.
Network Intelligence India Pvt. Ltd.

BEST INFRASTRUCTURE PARTNER
Frontier Business Systems Pvt. Ltd.
Bluecom Infotech Pvt. Ltd.
T D Media Network Pvt. Ltd.
Integrated Tech9Labs Pvt. Ltd.

BEST DISTRIBUTOR
Redington Ltd.- No.1 Distributor
Ingram Micro India Ltd.- Top Distributor in India

CHANNEL LEADERSHIP AWARD FOR OEM'S 2024

HP INDIA SALES PVT. LTD.	BEST NOTE BOOK- ENTERPRISE BEST INKJET AND LASER PRINTER (SINGLE & MFP)
HEWLETT PACKARD ENTERPRISE	HYPER CONVERGED INFRASTRUCTURE SOLUTIONS END TO END TECHNOLOGY SOLUTION COMPANY
ARUBA, A HEWLETT PACKARD ENTERPRISE COMPANY	BEST WIRED AND WIRELEEE SOLUTION COMPANY
SAMSUNG INDIA ELECTRONICS PVT. LTD.	BEST DISPLAY LAPTOP - GALAXY BOOK 4 ULTRA MOST INNOVATIVE RUGGED PHONE OF THE YEAR 2024 -SAMSUNG X COVER 7
NETAPP INDIA PVT. LTD.	BEST HYBRID CLOUD INFRASTRUCTURE SOLUTION
CANON INDIA PVT. LTD.	BEST A3 PRINTER BEST PHOTO COPIER
DELL TECHNOLOGIES	BEST X 86 SERVER STORAGE SOLUTION COMPANY CHANNEL FAVOURITE COMPANY
DELL TECHNOLOGIES	BEST NOTE BOOK- CONSUMER
D-LINK INDIA LIMITED	BEST SMB NETWORKING COMPANY
COMMSCOPE SOLUTIONS INDIA PVT. LTD.	BEST STRUCTURE CABLING COMPANY
CHECK POINT SOFTWARE TECHNOLOGIES LTD.	BEST DATA SECURITY COMPANY
SOPHOS TECHNOLOGIES PVT. LTD.	BEST NEXTGEN FIREWALL
CISCO SYSTEMS INDIA PRIVATE LIMITED	BEST NETWORKING SOLUTION COMPANY
KASPERSKY LAB	BEST END POINT SECURITY PROTECTION COMPANY
LENOVO INDIA PVT. LTD.	BEST NOTE BOOK– SME
WESTERN DIGITAL (UK) LTD.	BEST FLASH DRIVE
SEAGATE TECHNOLOGY HDD (I) PVT. LTD	BEST HARD DISK DRIVE & SSD
TRELLIX INDIA	BEST XDR SOLUTION PROVIDER
FORTINET TECHNOLOGIES INDIA PVT. PVT. LTD.	BEST ENTERPRISE FIREWALL
REDHAT INDIA PVT. LTD.	BEST OPEN SOURCE INFRASTRUCTURE SOLUTION COMPANY
ACER INDIA PVT. LTD	BEST LAPTOP- ENTRY LEVEL
VEEAM SOFTWARE	BEST BACK-UP & RECOVERY SOFTWARE
NUTANIX TECHNOLOGIES INDIA PVT LTD	BEST HYPER CONVERGED SOLUTION COMPANY
PALOALTO NETWORKS	BEST COMPANY INTO CYBER SECURITY
TP-LINK INDIA PVT. LTD.	EMERGING PLAYER IN ENTERPRISE LAN INFRA
MICROSOFT CORPORATION (INDIA) PVT. LTD.	BEST CLOUD COMPANY FOR PROVIDING ENTERPRISE CLASS CLOUD
AMAZON WEB SERVICES (AWS)	BEST DIGITAL NATTIVE COMPANY
GOTO TECHNOLOGIES	BEST COMPANY INTO REMOTE WORK
CROWDSTRIKE INDIA PVT LTD	BEST CLOUD SECURITY COMPANY
SENTINELONE INDIA PVT. LTD.	BEST COMPANY INTO ENDPOINT SECURITY
PRAMA HIKVISION INDIA PVT. LTD.	BEST COMPANY INTO CCTV & SURVIALANCE
SONICWALL TECHNOLOGY SYSTEMS INDIA PVT. LTD	BEST COMPANY INTO IOT/OT SECURITY
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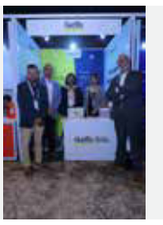
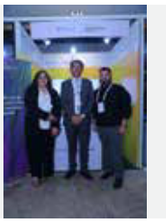
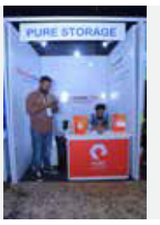
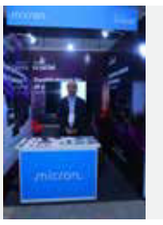
KSG TECHNOLOGIES PVT. LTD. (CADYCE)	BEST COMPUTER ACCESSORIES & PERIPHERALS

SOLUTION DISPLAY KIOSKS





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