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Kaspersky appoints Ingram Micro as its B2B distributor | Tally Solutions launches its 'Champions of Growth' ca

INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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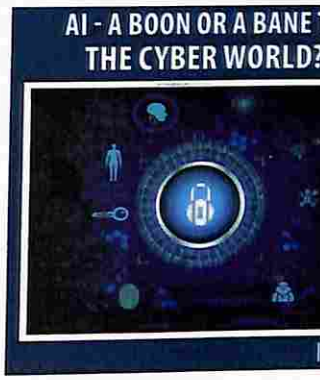

20 YEARS VARINDIA

ANNIVERSARY SPECIAL ISSUE - SEPTEMBER 2019

20 YEA VARINDIA

Broadcom may buy Symantec for $15 billion acquisition

As per reports, Broadcom Inc is in advanced talks to buy Symantec Corp, a 37-year-old security software vendor as Broadcom seeks to diversify beyond semiconductors. The deal would be likely to value Symantec at more than $15bn. If this deal is going through, then it would be the second major acquisition of a security software maker by a semiconductor company. The shares of Symantec surged 22% in after-hours trading, while Broadcom fell 4%. Symantec has seen its share price increase to over $25 for the first time since last May.

Symantec makes money selling cyber-security products, solutions and services to corporates and retail customers. This deal would expand Broadcom's push into software a year after its $18.9 billion deal to buy U.S. business software company CA Inc.

IBM completes acquisition of Red Hat for $34 Billion

IBM and Red Hat have announced that they have closed the transaction under which IBM acquired all of the issued and outstanding common shares of Red Hat for $190.00 per share in cash, representing a total equity value of approximately $34 billion.

The acquisition redefines the cloud market for business. Red Hat's open hybrid cloud technologies are now paired with the unmatched scale and depth of IBM's innovation and industry expertise, and sales leadership in more than 175 countries. Together, IBM and Red Hat will accelerate innovation by offering a next-generation hybrid multi-cloud platform. Based on open source technologies, such as Linux

BUSINESS TRANSFORMAT THROUGH EFFECTIVE CR

The role of customer experience and relationship management (CRM) has become critically important to better connect the customer with the other digital systems and channels. The newly coined terminology, Digital transformation, is becoming a process for most of the organisations for harmonizing business processes.

Businesses are changing the way they engage with customers and manage customers & customer service teams by driving innovation around artificial intelligence and big data, for redefining the business life cycle. In the coming days, about 60% of customer interactions will be done with the help of Machine learning applications, chatbots and mobile messages.

Digital transformation needs to be innovative. Modern CRMs are designed with the individual in mind, which offers the most innovative and intuitive user experience. If your CRM has a modern and immersive interface, every customer-facing employee can effectively engage with customers, with them getting a consistent experience - regardless of their access point or device.

CRM systems are a key component of any business transformation. They have to have a very clear pricing with no hidden fees or forced upgrades which make the business case for deploying the system far easier to sell to decision makers. It has to be very flexible and mobile. There are certain CRM companies that charge more API calls, with multiple CRM integration points that end up with high cost

When we think of the CRM vendors that are available i the various vendors that can be identified are Salesforc Oracle, SAP, Adobe, SugarCRM and others in the rac continues to dominate CRM globally with nearly 20% ma

Worldwide spending on CRM software grew 15.6% to in 2018. 72.9% of CRM spending was on software as a s in 2018, which is expected to grow to 75% of total C spending in 2019. CRM remains the largest and fas enterprise software category today according to the I sizing. CRM drives the business to new levels of success.

It is also true that automation will reduce the need fo Less attention has been given to how automation can be used to help employees do their jobs better and delive businesses, their customers and the overall economy.

Digital technology has thus sprawled to every corn businesses and banks are no exceptions. Banks now face a r in form of disruptive competition eagerly eyeing their r Banks need to go a step further to become digital.

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NEXT GENERATION FLEXIBLE HYPER-CONVERGED PLATFORM

ACUUT
ME

TURNKEY, HCI, HYBRID

Organisations want an agile, cost-efficient and trusted IT infrastructure which is future-ready, rapidly scales with demand and facilitates their business growth.

A wealth of experience, with over 23 years of building complex end-to-end solutions

A system which enables them to take full advantage of the new generation Microsoft Azure Stack HCI plaform capabilities to leverage indsutry leading hyper-converd performance. Coupled with a full range of external services fro the cloud, including applications on demand, security, mobility, and business continuity. All delivered in an easy to manage, ready to go package.

Acuutech MESH is the answer. An extensive IT platform specifically developed for agile businesses, built upon the leading technologies of Microsoft Azure Stack HCI and Lenovo. MESH is a proven, turnkey IT solution, its deployment de-risks IT investment and enables organisations to get on with their core task...delivering business success.

PLATFORM

The root of the platform is the HCI hardware appliance, build on the foundations of the Microsoft Azure Stack HCI platform. Available in various configurations and topologies. This platform delivers high-performance, highly available storage, networking and visualisation to support your most demanding applications.

- **Volume replication** – Synchronous or asynchronous replication between two sites to enable fast system fail-over and disaster recovery.
- **Application hosting** – Virtual machine creation and management.
- **Software defined networking (SDN)** – Network segmentation and isolation, ideal for organisations wanting to separate tenants or business units.
- **VM encryption and protection** – Encrypt and protect sensitive or secure VM's from the base platform, allowing secure workloads to be run concurrently with other VM's.

HYBRID

Hybrid solutions extend the capabilities of your HCI platform into the cloud providing additional protection and data access solutions.

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CLOUD

Leverage the benefits of key cloud services. Fully configured solutions, curated and tuned to be simpler to use and manage.

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  - Flexible virtual machine an
  structure services, simplified
  support for multiple deploy
  locations.
- **Virtual desktop** - Azure host
  virtual desktop solution, sup
  ing a wide range of VM type
  configurations.
- **Applications on demand (Pa**
  - Enhance IaaS and Office 36
  through support for PaaS da
  services and the Azure Mark

Driving thought leaders
advanced technologies
solution design

- **Office 365** - Full support for
  Office 365 subscriptions, wit
  migration, support and maint
  built-in.
- **Multi-factor authentication (**
  - Provide additional challenge
  response for user logins beyo
  basic username and passwor
- **Device Management** - Contro
  and manage your user's mobi
  devices and desktop compute
  protect business-related data
  applications.

FEATURE ENHANC MENTS AND SUPPO

Acuutech MESH is a turnkey s
platform; upgrades and featu
hancements are included, an
approach applies to new versi
cloud-based services and on-pr
platform capabilities. The syste
supports the life-cycle of your
and systems, providing reliability
and into the future.

Platform

- Hyper converged appliance
- Volume replication and failover
- Application hosting platform
- Software defined networking

Hybrid

- Disaster recovery
- Offsite backup
- Hybrid-file server

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- Infrastructure on demand (IaaS)
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- **Applications on demand (Paa** - Enhance IaaS and Office 365 through support for PaaS data services and the Azure Market

Driving thought leadersh advanced technologies solution design

- **Office 365** - Full support for a Office 365 subscriptions, with migration, support and mainte built-in.
- **Multi-factor authentication (M** - Provide additional challenge response for user logins beyon basic username and password.
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- Office 365 Productivity suite

Budget 2019-20 & Technology

Asoke
President & MD, Interra I

The other day, people got glued to the television sets to know about the major proposals in the General Budget 2019-20. There may be differing perceptions about the Budget depending on what way one would look at it. As a technologist and a CEO of a medium-range IT enterprise, I cannot be a passive spectator to the events that unfolded on 5th of July - the Budget day - that also was a platform for announcing major policy pronouncement of the new government, euphemistically referred to as Modi 2.0 government.

To be fair to the Finance Minister, the Budget speech had a decent component of information technology; the need for India to move in the technology value chain; digital transformations that are taking place and many other initiatives. These are welcome and redeeming features of the Budget. Yet, I feel that the nation has to introspect whether technology and information technology have been assigned their due importance in the Budget. In a developing country like India, which is still considered in the lower rungs of the developing world (refer the latest World Bank Report), our focus should be rightly on social sectors like education, healthcare, rural and agrarian societies etc. The pertinent point is: should the World Bank categorization of India among the lower rungs of the developing world preempt us from focusing on secondary and tertiary sectors? Absolutely not! At least that what I feel! The World Bank must have adopted its own yardstick for measuring the level of development of a country. For instance, our next-door neighbour Sri Lanka, from this year onwards, will be reckoned as a middle-income developing country; one notch above India. Does it mean that the country is economically superior to India in terms of economic growth? We all know how much that island country is dependent on China and India in boosting its investments and pepping up its economic growth.

I am absolutely proud when India is reckoned as the fifth largest economy in the world and I am convinced that India would scale up the ranks in the coming year(s) soon to become the third-largest economy in the world after the US and China. The Budget also made big about India becoming a US$ 5 trillion economy sooner or later. That is why almost all developed countries- in that league one can include China as well- have drawn up India focused investment and other economic partnership programs. That is why the US is putting pressure on India not to become prey to the machinations of the Chinese technology behemoth-Huawei- while adopting the partner for the roll-out of 5G in the country. While the US is keen to sweeten the 5G deal with India with promises –some of them are openly offered and most of them not so public- the Chinese are lobbying hard to cajole India to take an impassionate and objective look at its policy towards adaptation of 5G. In clear terms, China is telling that they have rolled out 5G in a handful

Let us superimpose the situation in the Indian context. We are the third-largest IT power in the world after the US and China. Of course, we are a distant third in the sense that now there is an unbridgeable gap between the first two and the third in all benchmarks of technology, be it research, incubator culture, innovations, discoveries, level of the skills and importantly in terms of the ecosystem created for research and development. Should we keep our eyes shut on this glaring issue as if nothing has happened? The US administration under Donald Trump does not want to give a free hand to China in copying or morphing its technology. That is why the new restrictions on Chinese companies manifested in terms of a ban on buying or selling components and spare parts with Chinese companies. The US also is trying to pull out its technology companies like Apple, Dell, Intel, Qualcomm etc from China under one pretext or the other. China is wanting to give back to the US in the same coin threatening not only matching trade tariffs but also is trying to block its export of rare earths to the US, which goes into a lot of finished goods like mobile screens, TV sets, hardware equipment etc. Automobile companies in the US and the US farmers of Almond, grapes and soya had openly endorsed their displeasure about the Trump policy of blocking imports from China since it would affect their exports.

Frankly speaking, I wish to see India as a competitor to the US and China in technology leadership. That cannot come from blue. We have to create a strong foundation for research, development, innovation and discovery. That will force us to gear up our systems to create capacities for research and incentivize it. Our youngsters pursuing studies in IITs and higher schools of learning should say that they are not interested in joining any lucrative jobs in a bank or FMCG company, but want to pursue research. That type of mindset needs a lot of groundwork. Merely by stating that we have now four higher schools of learning which figure in the World's best 200 institutions, maybe good propaganda stuff. But we have to go beyond propaganda to emerge as a country, which walks the talk. There were references to improving the quality of education, setting up more incubators and research laboratories, better incentives for research scholars etc. in the Budget. Yet, there is a lot of gainsay in the assertion that the present infrastructure for research in India is comparable to what that existed in the US some fifty years ago and in China some twenty years back. Yes, we have a lot of legacy glitches, which should be addressed.

In countries like China, South Korea, US and a few countries in Europe media report regularly about the technology breakthroughs. Recently, I have read several reports about the genome and the latest expected breakthroughs, outer space, advancements in dietary habits such as growing meat in plants, replacing animal milk

in plants will have the texture, taste content as that of animal meat ar have superior dietary configuratio particularly, where the number of higher than anywhere in the world, will have a huge impact.

I was particularly happy wher Economic Survey, which preceded t a day. The survey suggested two ur things. One, which would appeal to al servants and others, is that the re should be raised gradually. The reas number of greying populations in rise phenomenally by 2030 or so. A rate of growth, there can be a shorta by that time to take up works. Tw manufacturing or for that matter going to be capital intensive and the will get rolled out will create a smalle jobs due to automation. I think th time the government has come out would be the employment scenario The survey also nitpicked its own s instance, it laid an increased focus on MSMEs are to create jobs outside the and PSU sectors. That is the need of

Let me come back to the subj is about technology assuming cen our development process. The oth seen a piece of news with a phot robotic scavenger being put to use sewerage cleaning. If I remember had commented on the advantages technology, which is now endorsed device being developed by students c descript engineering college in Kera headlines. It is good news that our n and corporations are trying to mak indigenously developed robot, which is being exported to a few other cou are the types of technologies that p interested in knowing. They may n

LEO JOSEPH
Sr. Director
Printing Systems & Solutions
HP Inc. India

"HP shares its success with its strong Channel Partner Base."

EMPOWERING CHANNEL TO BU
A STRONG FOOTPRINT IN THE A3 MAR

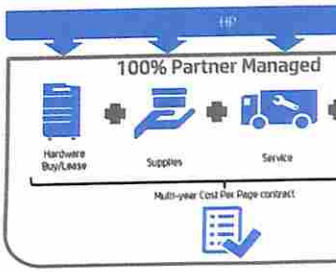
As a channel friendly company, HP Inc. always strives to offer better to its c partners and in order to ensure it the company has launched Channel Ma Print Services (cMPS) under the Umbrella Program of Managed Print Servic motion has been launched to expand the install base of HP Copiers empower the partner community with leveraged sales and infrastructure.

In order to optimize and manage customer fleet of Printers and related proc Partners will 100% manage the entire requirement i.e from buying or l hardware, supplies, services to solutions, all will be managed by the partne multi-year cost per page contract.

To ensure 95% of customer retention managed by Channel Partners, H invested in Sales Support Specialists, differentiated service offerings like SDS Device Sevices), Device Control Center to manage customers fleet a Express Decision Portal to Manage Opportunities.

BENEFITS OF CHANNEL MANAGED PRINT SERVICES

BUY/LEASE HARDWARE:
Channel Managed Print Services by HP gives its partners the opportunity to choose from a wide array of its product portfolio at a competitive price.



SUPPLIES:
The service incorporates offering of contractual cartridges at a right price which provides superior and unequalled print quality.

SERVICES:
Partners can leverage the advantages of HP's Service Specialization benefits, Managed Support Contract and HP Service reach.

SOLUTIONS:
HP offers new style of IT solutions like Mobility, Security, Cloud and Big Data.

PARTNER BENEFITS:
cMPS motion provides financial benefits like top line revenue recognition and right priced Hardware and Supplies offers better partner compensation.

Partners can leverage company's assets by accessing HP portfolio and Managed Print Specialist benefits. They also take support of marketing, sales and training from HP.

The new service will help Partners with better customer engagement which in turn will help them in building ann revenue stream and full customer control.

"Reinventing the business models of Copier Trade we strive to achieve a Market Share of 20% in 2020."
Leo Joseph

PARTNERS PLAY A CRUCIAL ROLE IN FURTHERING THE GROWTH AGENDA FOR NETAPP

NetApp looks to continuously empowering its customers and partners to change the world with data. It is therefore investing in AI as it believes would be a good bet for its partners. It is with the help of its partners, NetApp plans to grow the commercial segment; expand its customer base as well as expand growth in cities or markets where it is currently not present. **Kaushal Veluri, Director, Channels & Alliances - NetApp India & SAARC** in a chat with VARINDIA throws more light on it -

Advice to the VARs

"Partner ecosystem is key to NetApp. As p
commitment to the growth and future of ou
partnerships, we are focused on educating ou
and making them data champions. The key me
be to become more data driven and look for pro
strategies that can help them in their digital trans
It is imperative to empower customers so
understand where their data is and how to manag
and get insights from it. Our aim for 2019 is t
empowering our customers to change the world w

The focus for NetApp for FY'20 will be on flash storage, hyperconverged infrastructure (HCI) and cloud data services. Another focus will be to nurture and grow its relationships with existing partners and ensure that its growth reflects in their success as well.

Therefore it goes without saying that channel partners indeed are going to be very critical for NetApp. With the help of its partners, NetApp plans to grow the commercial segment; expand its customer base as well as expand growth in cities or markets where it is currently not present. It works with about 50 partners on a regular basis, spread across four cities and is going strong with its geo-expansion strategy in India this year.

"Channel Partners always play an important role in the success story of a vendor organisation. Similarly, our partners are crucial for our go-to-market strategy to further the agenda of flash storage, HCI and cloud data services. We want to make sure that our channel partners are well trained to represent us in the marketplace. We will continue to enable their growth, so that they can ally with our strategies and product lines," says Kaushal Veluri, Director, Channels & Alliances - NetApp India & SAARC.

Kaushal says that investing in AI would be a good bet for its partners. NetApp recently launched the AI Centre of Excellence in Bangalore, along with NVIDIA to help its partners and customers navigate the world with AI.

Channel Structure & Strategy

NetApp's channel partner strategy is based on three aspects – innovation, upskilling and revenue. Partners associate with companies which can help them catch on to the next wave of innovation with advanced technologies (such as AI, ML, DevOps, IOT) taking the front seat. Besides NetApp also drives events like NetApp Insight to educate its partners and upskill them on new technologies. It also

perspective, it is implementing a reward system for
every time they onboard new customers or sell NetApp
the existing customers. This is done through back-end
incentive schemes, where the back-end rebate cheque is
written to the partner and the payment gets transfe
hassle.

NetApp has also expanded its channel program by si
existing processes and driving consistency around its
activities related to hybrid cloud, partner-led services,
rewards and levels. "We are adopting a customized appr
our partner programs this year," Kaushal adds.

There are different partner levels in NetApp and it h
partners across categories like Silver, Gold and Platinum
partner differentiation basis on the skills, competenc
experience and customize services for them, it is introd
top tier, the Global Star level partner. These will be
partners with global selling rights and certified acr
geographies. The levels require constant revenue and i
sales and technical resources.

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Check Point appoints RAH Infotech as its National VAD

Check Point has appointed RAH Infotech as the National Distributor for its complete product portfolio.

RAH Infotech's expertise in the fields of networking, security and data protection will be fully leveraged in this relationship. RAH Infotech has been providing world class IT solutions to a large number of channel partners and enterprises in India and SAARC countries. RAH Infotech ensures best-of-breed technologies and services must be delivered to end customers through their strong channel partner ecosystem across seven locations in India, Singapore, UAE, UK, US and Netherlands.

Ashok Kumar, Managing Director at RAH Infotech says, "With the acceleration of technologies, such as SMAC, IOT etc., organizations need modern approach with such solutions and products for network and application security. With Check Point, we will offer a comprehensive and advanced protection against new age cyber-attacks across networks, cloud and mobile. We are happy that with Check Point we will address the ever growing challenges in the digital era."

CP PLUS showcases solutions at the Security and Fire Expo - South

CP PLUS participated in the Security and Fire Expo - South India held between 27th - 29th June 2019 at Hitex, Hyderabad. The Safe Expo is an annually organized Security Services fair for the market players to reach out to the target audiences and explore opportunities for business collaboration.

Speaking about the participation, Yogesh Dutta, COO - CP PLUS shared, "South India is a promising market for its diverse solution requirements, and this would be an exciting opportunity for us. Security and Fire Expo is the perfect platform to highlight our new product launches and solutions for a large audience in the South region. In this year's expo, we are a Premier Plus Partner with a wide range of integrated products and solutions for each vertical."

Yogesh Dutta further said, "This is a huge opportunity for us and we are quite excited as our team will exhibit solutions such as CP PLUS Health Monitoring System (HMS), Attendance Management System (AMS), Intelligent Analog HD + solution, Body-worn solution with walkie talkie, T&A & AMS Solution and host of other products."

BlackBerry partners with LG to drive advancements in connected vehicle technology

BlackBerry is expanding its partnership with LG Electronics Inc. to accelerate the deployment of connected and autonomous vehicle technology for automotive OEMs and suppliers around the world.

As part of the agreement, LG Electronics will use a range of BlackBerry QNX software and services to build next generation digital consolidated cockpits, including infotainment systems, digital instrument clusters, and telematics systems for multiple OEMs.

For the new systems, BlackBerry will provide LG with QNX software including QNX Software Development Platform (SDP 7.0), QNX OS for Safety, QNX Hypervisor, QNX acoustics middleware, QNX SDK for Apps and Media, as well as professional engineering services for system-level integration, performance optimization, and solution validation.

As the leader in safety-certified, secure and reliable software for

Dell Technologies boosts AI adoption with new Dell EMC AI Experience Zo

Dell Technologies has announced in partnership with I of Dell EMC AI Experience Zones in Bangalore, Se Sydney, and Tokyo. A space dedicated to knowledge sha offer visitors an immersive AI experience, serving as a understanding and adoption amongst organisations in the Japan (APJ) region.

According to Dell Technologies' Digital Transformatio amongst the top spending priorities for business leaders in one in two leaders plans to invest in AI in the next one t part of their digital strategy. However, 95 percent of com experiencing transformation roadblocks, one of which is la skill sets and expertise.

Built within existing Dell EMC Customer Solution Ce Dell EMC AI Experience Zones are open to customers looking to gain a comprehensive understanding of AI te advancements, as well as practical, hands-on AI solutio deployment experience. The AI Experience Zones will sho Dell EMC High-Performance Computing (HPC) and AI ec used to address business challenges and opportunities toda range of industries.

Trend Micro with VIVOTEK blocks 5 million attack attempts

Trend Micro Incorporated has announced of block attempted cyber-attacks against IP cameras in just five mo its strategic partnership with VIVOTEK, Inc., Trend Micro solutions are embedded in globally deployed IP came superior protection.

By analyzing data from 7,000 anonymously aggregate Trend Micro found that the IP-based surveillance indus massive cyber-attacks, but few counter measures have bee majority. As a step to mitigate this risk, Trend Micro's I Service is embedded in VIVOTEK IP cameras, resulting devices equipped with hosted IPS and brute force attack pr

Oscar Chang, executive vice president and chief develo for Trend Micro, says, "More verticals are seeking connecte video surveillance applications causing a clear paradigm relatively closed-off network to a more interconnected net heavily by cloud-based technologies."

Zoho along with TANSTIA to empowe small and tiny enterprises

Zoho has announced its partnership with Tamil Nadu T Industries Association (TANSTIA). Through this partners offer TANSTIA members access to its software at discounte to help improve their digital literacy. It will also counsel and train the members on ways to automate their businesses with its world-class suite of business software.

TANSTIA members will get between 15 and 20 per cent discount on popular business software suites from Zoho.

Additionally, Zoho is offering its drag-and-drop website builder, Zoho Sites at an annual discount of 25% to members to enable them to get their digital address.

The announcement was made in the presence of Naga

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Quantum introduces distributed cloud services and cloud-based analytics software

Quantum has announced Distributed Cloud Services, a new line of operational services and storage-as-a-service offerings. Quantum Distributed Cloud Services are designed to enable customers to redirect valuable IT and engineering resources to focus on meeting business goals, improving the overall user experience and maximizing the return on investment for storage, while maintaining the control and security of an on-premise infrastructure. These services are powered by Quantum's new Cloud-Based Analytics (CBA) software, which serves as a central hub where Quantum products are designed to connect to send log files and other telemetry data about their environment, making them part of the Quantum Distributed Cloud.

Jamie Lerner, Chairman and CEO, Quantum, says, "I regularly meet customers with a wide range of interests – from making movies, to studying the environment, or providing a secure venue for a sporting event – but they have one thing in common: they want to focus on their business rather than the data storage that supports it."

Tally Solutions launches its 'Champions of Growth' campaign

Tally Solutions has announced its latest digital film under the campaign of 'Champions of Growth'. Tally is synonymous with business accounting software for small and medium businesses in the country having supported and enabled businesses with simple yet delightful accounting and inventory management tools for over 30 years.

Continuing its association and strong support towards the SMEs, the digital film celebrates the passion and success of millions of entrepreneurs, who decide to walk down the path, and be the champion of their own story. The film revolves around the story of a champion, who breaks barriers, faces multiple hardships, to fulfill her dream. Narrating her journey of ambition and success, the film, in a story telling format, celebrates the making of an entrepreneur across the diverse fields.

The film is part of a campaign that highlights inspiring real-life stories of SME entrepreneurs from different industries across India and UAE and is amix of social, video content and brand integration across various platforms.

SUSE introduces SUSE Manager and SUSE Manager 4

SUSE has announced the availability of SUSE Manager 4 and SUSE Manager for Retail 4 open source infrastructure management solutions. They help enterprise DevOps and IT operations teams reduce complexity and regain control of IT assets no matter where they are, increase efficiency while meeting security policies, and optimize operations via automation to reduce costs.

Daniel Nelson, SUSE vice president of Products and Solutions, says, "As SUSE helps enterprise customers transform to software-defined infrastructure so they can continue to innovate, compete and grow in today's markets, we also provide the tools they need to efficiently manage and operate their mixed environments. SUSE Manager manages physical, virtual and containerized systems across edge, core and cloud environments, all from a single centralized console. It's part of the IT

HPE delivers new edge solutions, research labs and programs

Hewlett Packard Enterprise has announced new edge solutio labs, and programs to simplify and accelerate Intelligent Edg enabling customers to create unique digital experiences and leverage analytics and machine learning to adapt to changes in real-time.

Research suggests that over the next decade, the Internet of Things (IoT) and related data growth has an economic potential of up to $11 trillion per year. To capture this potential, organizations need to implement an Intelligent Edge, an architecture that is fully connected, secured, distri autonomous. However, to scale the Intelligent Edge across chain, organizations need solutions that secure and simplify d and management, converge operational technology (OT) wi address the lack of skills and funding.

Siloed network management solutions are creating comp increasing time to remediation. To accelerate IT operations an professionals time to focus on innovation, Aruba is making enhancements to Aruba Central.

GIGABYTE introduces GeForce RTX 20 SUPER Series graphics card

GIGABYTE has announced the latest GeForce RTX 20 SUP graphics cards powered by NVIDIA Turing architecture. GIGA delighted to bring the AORUS series, GAMING series and WIN series game graphics cards in GeForce RTX 2080 SUPER, GeF 2070 SUPER and GeForce RTX 2060 SUPER respectively t GeForce RTX 20 SUPER series graphics processing feature Ra (RTX), which allows game-generated frame to instantly ren natural reflections, refractions and shadows via the light principle presenting realistic scenes without flaws.

AORUS GeForce RTX 2080 SUPER 8G, AORUS GeForce R SUPER 8G and AORUS GeForce RTX 2060 SUPER 8G is for ga love the AORUS spirit. AORUS graphics cards are not only all with top-of-the-line overclocked GPUs certified by GIGABY Gauntlet sorting technology but also include AORUS's 3 exclusiv – industry leading innovative RGB three-ring light effect, WIND 3x 100mm Stack Fan, and 7 video outputs.

element14 to launch Raspberry Pi 4 Computer

element14 has announced the launch of the new Raspberry Pi B Computer. The Raspberry Pi 4 Model B Computer offers si enhancements in processor speed, multimedia performance, mem connectivity that will make it attractive to general desktop compu hobbyist and makers, and professional developers working with c intensive embedded applications such as computer vision and Intelligence (AI).

Hari Kalyanaraman, Global Head of Single Board Comp element14, says, "The new Raspberry Pi 4 Model B Computer our customers with a faster, more powerful and more feature-ri board computer than ever before. This board delivers a real capabilities and addresses the needs of the growing market for Ra Pi – from makers to professional design engineers, to consumers for a desktop computer. This truly is a Raspberry Pi for everyone.

According to Eben Upton, Raspberry Pi Trading Chief Ex

LOGIXGRID HELPS LOGISTIC COMPANIES TO OPTIMISE THEIR PROCESS

LogixGRID, a platform for managing logistics, offers infrastructure required by a logistic company to manage their logistic business efficiently. With APIs, web services, third party integrations and multi function packs, LogixGRID platform allows developing a secure, interoperable ERP system in no time. **GURUCHARAN SINGH, DIRECTOR, LOGIXGRID** describes it as a technological company, designed to develop solutions around logistics for companies across the globe.

Talking about the solutions offered by the company Gurucharan Singh comments, "We offer logistics management systems used by third party logistics companies and also other companies who like to manage their logistics business. We offer transport management systems for manufacturers. We offer services to the company which are primarily a third party logistics company, the e-commerce logistics, the companies who are offering warehousing services and also to the companies that are into the last mile delivery operations."

He also adds, "Our systems are designed to run on Amazon cloud, so we are using a lot of Amazon's inbuilt securities. Along with it we do annual security audit of our systems by the third party audit companies."

Along with the primary development office in Gurgaon and the marketing office in Toronto LogixGRID has more over 200 customers in India. In all the 12 countries where the company operates, it has been accepted well by the customers. They are delighted to have very high acceptance markets in India and across the globe.

According to Gurucharan," Down the line logistic is expending a lot. International e-commerce logistics is coming up a bit, along with artificial intelligence, which has opened up a new market in the logistics domain. We see a growth of around 200 plus percentage on a yearly basis and huge amount of growth that we are seeing is coming from Africa continent, where we already have a good presence. Africa is growing in the logistic and e-commerce space so we are seeing a good amount of progress and growth coming from that market."

With 25 developers into different domains, the company is working on mobility from backend developments to frontend. Gurucharan remarks, "There are multiple software or multiple hardware that have been used to do the tracking. There are GPS devices, IoT devices which provide the tracking. A multiple of technologies and hardware we use to get it. The only key aspect is how to get all this tracking linked to a single shipment or a single tracking ID that you want to track."

In India, 10% of the logistic cost of the highest in the world. Optimiza the logistic process is the key thing LogixGRID can help. Gurucharan cor "It will help an Indian in a macro level as all logistics company you are acquai Using the technologies like Cloud com IoT, GPS devices as well as netw between different systems can help the logistics companies to be more optimiz be able to reduce their cost. As they the costs our logistic costs across th will also get reduced."

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Application Management | Outsourcing

HUAWEI unveils HUAWEI MediaPad T5 in India

Huawei Consumer Business Group India has unveiled the HUAWEI MediaPad T5 in India. The premium device boasts of a 10.1 inch High-Definition Screen Display that enables a broader vision for wide-screen visual experience. What's more, experience a powerful 8-core high speed processor that smoothly runs multiple apps simultaneously and the expandable microSD (storage up to 256GB).

Armed with the companies' consumer centric DNA, the tablet is touted to be one of the most versatile premium devices in the market, offering both- a superior entertainment experience with a large display & Dual speakers as well as double as a powerful professional assistant with a 0cta-core processor and eye comfort mode.

The tablet boasts a Full HD IPS screen supporting 1920 x 1200 pixels to treat your eyes with true-to-life and colorful images. The 76.4% screen-to-body ratio, 16:10 aspect ratio, and the landscape mode design make the tablet suitable for playing 1080p videos.

Unlimit brings out Intellifactory, a smart factory solution

Unlimit has launched Intellifactory, a smart factory solution for manufacturing companies. This IoT solution has features such as instant alerts on device disconnection, notifications on text and emails, easy integration and flexible configuration, real-time connectivity and rapid implementation.

Presently, India is keen on adopting Industry 4.0 and has taken several initiatives. In such a scenario, Unlimit Intellifactory has been designed in a way that it can be useful to a myriad range of industries including automotive, pharma, petroleum, and chemicals. According to industry reports, the Government of India plans to increase the contribution of manufacturing sector to 25% of Gross Domestic Product (GDP) by 2025, from the current level of 16%. India is also prepared to face global competition by undertaking the Make in India programme. It is all set to lead the world with Smart Manufacturing.

HP introduces Laser Tank printer in India

HP Inc. announced the introduction of high-capacity printer, HP Neverstop Laser which is designed to reinvent smart printing technology for businesses in India.

The HP Neverstop Laser printer is an entirely new, rapid-reload laser printer that enables Small and Medium Businesses to save critical time and cost of business operation, thereby, increasing their productivity. With the advantage of replacing the toner in 15 seconds and reducing common printing interruptions through innovations and digital integration, HP Neverstop Laser gives businesses a competitive edge.

HP Neverstop Laser has a printing speed of 20 ppm (A4) with a sharper, smoother and bolder text quality. Single and dual Laser Toner Reload Kits are also available at competitive pricing, which

ZOTAC launches its GAMING GeForce RTX 20 graphics cards

ZOTAC Technology is pleased to expand the GeForc graphics cards with the ZOTAC GAMING GeForce R Series powered by the NVIDIA Turing architecture with and ray tracing cores for the ultimate performance and gra

The ZOTAC GAMING GEFORCE RTX 2060 SU a new standard with unbeatable pricing and extraordinar with real-time ray tracing. It is provided with more CUDA memory, memory bandwidth, and power.

Tony Wong, CEO - ZOTAC Technology Ltd, says, PC Gaming with real-time ray tracing is bright and ZOTA pleased to continue the push towards next-gen gaming."

The ZOTAC GAMING GeForce RTX 2070 SUPER S power, more CUDA Cores, and more potent, daring to pus builds mainstream with NVLink support.

The ZOTAC GAMING GEFORCE RTX 2080 SUPE more CUDA Cores, faster GDDR6 memory speeds, and more power.

VMware launches education services train teams on VMware Cloud on AW

VMware has introduced VMware's Education offerin training on VMware Cloud on AWS in India. The three- equip organizations with the necessary skills for deploying VMware Cloud on AWS infrastructure. VMware Cloud on a ubiquitous digital foundation to support customers' and transformation. With the addition of the AWS Asia Pa region, VMware Cloud on AWS is now available in 14 regi

Arun Parameswaran, vice president, VMware India, years, we have seen a lot of interest from Indian enterpris to move on to cloud adoption and particularly so for VM AWS. In order to realize the full potential of the platform, able to use every feature to fuel innovation. We firmly belie and certification are an integral part of our solution offeri

Lenovo introduces Smart Band Cardio 2 (HX06H)

Lenovo has announced the launch of its latest fit in India, the Smart Band Cardio 2 HX06H, packing in all utility features at a palatable price tag of Rs. 1,499. This makes it the first branded fitness wearable in the industry to have set a new price benchmark in the hitherto expensive category.

Lenovo's smart band comes with a 24-hour continuous dynamic heart rate monitor, a lithium-polymer 100 mAh battery that lasts upto20 days on one charge, and a 5ATM waterproof level, which means it can survive 50 met immersion when a user is swimming or surfing.

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Ericsson to build smart factory in the U.S

Ericsson has announced plans to build its first fully automated smart factory in the US. The state-of-the-art factory will produce Advanced Antenna System radios to boost network capacity and coverage, including rural coverage, as well as 5G radios for urban areas, both necessary for rapid 5G deployments in North America.

The new smart factory complements Ericsson's global supply chain, which ensures the company is working close to customers through its European, Asian and American operations, securing fast and agile deliveries to meet customer requirements. This builds on Ericsson's previously announced strategic initiatives in the U.S. market. Ericsson is also fast-tracking the launch of the next-generation smart manufacturing through a modular and flexible production setup in its existing own factories in Estonia, China and Brazil.

Ericsson plans to initially employ approximately 100 people at the facility, which will have highly automated operations, as well as a modular and flexible production setup to enable quick ramp up and roll-out.

VNL inks MoU with Vietnam to develop digital villages across the country

Vihaan Networks Limited (VNL) has signed a Memorandum of Understanding with Vietnam, to provide solutions for advancing rural connectivity by creating Digital Villages in Vietnam's underserved areas.

The visiting delegation, led by Phan Xuan Dung, MP, Chairman of Committee on Science, Technology and Environmental Affairs, Vietnam, expressed interest in connecting unserved and underserved remote villages in Vietnam through solar-based Cellular and Broadband solution – a similar model developed by VNL in its model digital village – Karenda.

A team of 13 delegates comprising 8 members of parliament, ambassador of Vietnam to India along with executive members of the Vietnam embassy visited Karenda to experience how VNL's telecom systems changed the village by way of e-governance, e-health, e-education that has turned Karenda into a classic digital village since VNL set up a rural-optimized Wi-Fi and Broadband site in the area.

Ruckus introduces two multigigabit access network products

Ruckus Networks has announced two new products to complement its growing multigigabit access network portfolio. The Ruckus R750 Wi-Fi 6 access point (AP) and ICX 7150-C10ZP switch address the capacity crunch caused by the transition to digital learning. Ruckus is also announcing a new Internet of Things (IoT) ecosystem partnership with Soter Technologies to address the student health risk of vaping on school grounds.

By 2022, most primary and secondary schools will deliver 50 percent of their curriculum digitally. As schools undertake the transition to digital learning, Wi-Fi networks are quickly over taxed due to initiatives such as 1:1 computing, bring your own device (BYOD), as well as the simultaneous growth of IoT sensor networks for building automation and security. Furthermore, the pervasive use of video for digital learning, online collaboration and campus safety exerts more capacity demand on Wi-Fi networks. To solve this capacity

Linksys India launches enterpri cloud networking managemen

Linksys has announced Cloud Manager WiFi Management Platform purpose-built for small business environments that reduces costs and increases operational efficiencies. The solution offers centralized visibility, management and control of a wireless network without the cost and complexity of traditional hardware controllers, overlay software, or annual hosting costs.

Linksys Cloud Manager enables IT administrators and other authorized users to remotely monitor, manage and troubleshoot single or distributed wireless networks in real time via a single dashboard and sig play platform helps provide secure remote access t Wireless-AC Access Points, which are built with ente performance hardware, and is competitively priced or maintenance fees for five years. The included clo budget and provides a complete solution for IT s and their SMB customers.

Linksys Cloud Manager is pre-installed on selec Wireless-AC Access Points, including LAPAC1200 and LAPAC2600C.

Airtel closes 3G network in Kolkat

Bharti Airtel ("Airtel") has announced the shutdow in Kolkata. Airtel mobile broadband services in city w on high speed 4G.

Airtel has reframed the 900 MHz band spectrum to further strengthen its 4G network. The Company of-the-art L900 technology in the 900 MHz band to services in the 2300 Mhz and 1800 Mhz bands.

With L900, Airtel smartphone customers will e availability inside buildings - homes, offices and malls. wider availability of Airtel 4G and a superior networ Kolkata.

Randeep Sekhon, CTO – Bharti Airtel says, "This stated strategy of focusing on serving quality custo class service experience. Going forward, we plan to 3G spectrum across India and deploy it for 4G in a ph it complements the smartphone ecosystem, which overwhelmingly towards 4G only devices."

TP-Link launches Archer MR600 4 wireless dual band Gigabit Router

TP-Link has released its first 4G+ Router – Arc supports higher LTE level networks with warp dow to 300 Mbps. With the popularization of LTE-Advanced networks, 3G/4G routers have become a more convenient and cost-effective choice, freeing network access from the traditional Ethernet cable layout. To meet the needs for higher bandwidth and stability, Archer MR600 combines a Qualcomm X12 LTE Modem, 802.11 ac Wi-Fi and fully gigabit Ethernet ports together to offering a consummate solution for high speed

Ericsson to build smart factory in the U.S

Ericsson has announced plans to build its first fully automated smart factory in the US. Th

Linksys India launches enterprise-gr

India as a market holds great POTENTIAL FOR GENESYS

Keith Budge, Senior Vice President and General Manager, APAC & Japan, Genesys and Raja Lakshmipathy, Managing Director, Genesys India in an interview with VARINDIA gives a broad overview of the business landscape and highlights the key developments from an India perspective – R&D, workforce growth, new developments in India, etc.

Genesys is a global leader in omnichannel customer experience and contact centre solutions. It is an enterprise software company that and specializes in providing software that supports customer experience management. Customers like financial institutions, telcos, public sector, ecommerce companies use Genesys platform to serve their customers.

"Both big enterprises and mid-sized organizations are its customers," says Keith Budge, Senior Vice President and General Manager, APAC & Japan, Genesys. "We deliver our software either on premise traditional software or on cloud, the latter becoming the more popular option. More than 50% of our business now is on cloud."

In India, Genesys has sales and customer service teams both in Delhi and Mumbai. It has its R&D centres in Bangalore, while also in Chennai and Hyderabad.

"So India is a very important global center for Genesys as a company," says Raja Lakshmipathy, Managing Director, Genesys India. "We have several hundred employees and capacity in our centers in both Chennai and Hyderabad and we are looking for further expansion."

Around the world, Genesys works with partners very regularly; they are a very important part of its business. It works with a niche mix of value added resellers and value added distributors. It also works with a lot of systems integration companies, because a lot of its customers need support in terms of complex site requirements and while implementing Genesys software or integrating it with CRM platform, the desktop and other platforms. So it works with organizations like Dimension Data that brings SI capabilities for the largest, most complex customers that it addresses.

Genesys has a number of resellers in India, who resell the company's software. "In India, 100% of our business is transacted through partners. They help our customers understand how they can take advantage of and leverage Genesys. We also have a Genesys professional

He adds further, "Our strategy or the model is a direct model (through system integra partners) and not a distribution model. So we don't do multi tier distribution in India transact 100% of our India business through our resellers. Our resellers have collect a lot of resources and more people on the ground to serve the customer than Gen alone. So it gives us a greater capacity to serve the customer. Many of our resellers an partners also have existing relationships with the end customer and so they understand customer business well."

Genesys sees great growth opportunities in India. The first is, there is a lot of le infrastructure and a lot of it is not well integrated. So it sees a great opportunity in repla the legacy infrastructure with a new modern CX platform. The second opportunity is th sees a big need in India in the commercial and mid market sector, which is in the mid s enterprises. As their customers need the same good service from them as the big guys, need to have a platform that can help them do that. "We are actually going to announ cloud delivered Genesys platform, specifically designed for mid market customers in In which is going to be delivered with one of our India partners. This is going to really hel serve that need, and therefore grow our business in that sector," explains Keith.

He further adds, "The other opportunity in India that I see is around public se services. One of our biggest markets globally, is in the public sector. So in places Western Europe, North America, Australia, New Zealand, the government is really a user of technology, as they need to provide good services to citizens cost effectively. our technology enables that. So our single biggest customer, for example in Australia, is National Department of Human Services. And I see an opportunity to grow our busi in the public sector in India. We are making investments in our capability to work with government in India, both directly and also with partners in India."

The financial services sector in India (the banking & insurance sector) as also the start-ups that are looking to leverage digital technology are the target verticals of Gene "Telecommunications and ecommerce are also a big sector for us; with many of the wor largest e commerce companies using Genesys because we provide a really cost effec digital platform. Media is another interesting sector," Raja comments.

And so...

Genesys has been investing (and continue) to invest very heavily on cloud. It rece announced that it is moving to a cloud first research and development strategy, which me

CONFED-ITA hosts its Annual General Body meeting (Summit 2019)

CONFEDERATION OF IT ASSOCIATIONS Tamil Nadu & Puducherry (CONFED-ITA) has conducted its Annual General Body meeting (Summit 2019) on 14th & 15th June 2019 in Ooty.

Around 600+ participants including 500 delegates from all the districts of Tamil Nadu & Puducherry attended the two days event. The famous writer cum Television Anchor Gobinath Chandran was the chief guest for the summit 2019.

CONFED-ITA is the apex body of 25 district associations in Tamil Nadu & Puducherry. Their annual summit is the AGM of their CONFED-ITA. The dealers came from all the districts for the summit. It was a two days event, bringing more vendors as stall participants.

HP Consumer division was the Main sponsor for the summit. Real-time Security systems, Toshiba & TCL combinedly made the main sponsorship. Dell & Boom were the entertainment sponsors.

The first day was allotted for the Association meeting, Installation of New Board members and all the member associations presented their projects and presentations done last year.

The second day was allotted for business sessions. During the afternoon, the vendor presentation session was held. In the evening, some entertainment sessions and gala dinner was arranged. The 2 days event ended with happy notes from the vendors.

RAH Infotech enlightens its partner on cyber security issues in Bangalore and Mumbai

RAH Infotech has recently concluded their two-city partner event aimed at enriching partner's knowledge on the current and future cyber security issues. The partner meets where conducted in Bangalore and Mumbai which attracted more than 50 channel partners. Cyber security experts from Ixia shared insights on the top security issues which the partners need to address for their customers in the near future. Ixia also shared their world class security solutions which are future ready to address the security breaches.

Ashis Guha, CEO, RAH Infotech said, "These events give us an opportunity to reconnect with our partners and interact with them personally on technologies that will play an important role in the future. Our partners have always been a great support to us in achieving our goals and we wish to continue this relationship to achieve more. We have always chosen to take our partners along, in our journey. I am overwhelmed with the participation of our partners in our partner meets which are conducted across the year in different cities."

The event was an open platform for partners to understand and interact with top security experts from Ixia and RAH Infotech. The key delegates Guruprakash, Head Ixia India and Bala Ganesh, Sr. Manager System Engineering & Enterprise Solutions APAC at Keysight Technologies honored both the events with their presence and addressed the gathering. The agenda of the event was aimed to educate the channel partners on latest trends in the security space.

RAH Infotech has always been focused on developing a strong partner ecosystem. RAH Infotech has also aligned their business with emerging

Tyco at its APAC Partner Conference 2019 honours top partners

Tyco has at its APAC Conference 2019 awarded its top pe
business Partners who address the security solutions technology

The three-day conference held at the prestigious Sheraton
Hanoi, Vietnam, brought together Tyco's partners from China, N
South Asia and South East Asia. Tyco's growing market penetr
expanding partner community was reflected in the number of pa
- 100 attendees from the APAC region. The focus was to not o
top performers but also to discuss technological trends and deve
in the market, share insights and learn from each other.

In his keynote address, Eli Gorovici, General Manager
Access Control for Tyco, shared his vision and plans for the
and expressed his appreciation for the strong commitment the
partners have shown in addressing the growing need for security
in the region. He emphasised on their four key technology
cybersecurity, cloud solutions, unification and automation, areas
as critical for an organization's security and business operations.

The conference also showcased presentation by Ken May,
VP Sales for APAC who spoke more about the opportunities a
in the region; Peter Ainsworth, General Manager for Distribu
Commercial Products and Rick Focke, Director, Product Man
Enterprise Solutions. Abhishek Ghosh, Marketing Comm
Manager for South Asia, responsible for the conference plan
execution, played the host.

The presentations were complemented by a special te
showcase area called "Beyond Tech Centers" that displayed and c
live demonstrations of various futuristic products and technolo
Tyco would be introducing in the future.

Rajeev Samanta, Regional Sales Director, South Asia sai
highly inspiring to experience the enthusiasm of our business
for our brand, our portfolio and our vision. This conference
once again how Tyco and our partners are bringing Security
that enable organisations to embrace a scalable, secure and i
approach to system management. The awards are recognition
mutual commitment and business success, and we look forward t
continuation of the way we are serving the enterprise market tog

ASIRT organizes an insightful Techday for Honeywell, Quantum Networks and Schneider Electric

Association of System Integrators and Retailers in Tec
(ASIRT) has hosted its monthly Techday for June. ASIRT has o
Members a diversified flavour of personal well-being, innovative
opportunities and a mentorship session on cultivating a positive
growth attitude. The evening also witnessed an insightful talk by business coach, author, and industrialist, Dr. Arunaagiri Mudaaliar, on ways to develop a 10X business growth mind-set.

Acknowledging the occasion of International Yoga Day, and the significance of practicing a healthy lifestyle, the evening began with a 15 minute unique session on 'Desktop Yoga' by fellow Member Pradeep Bhatia. Through
activity, Bhatia helped Members relax with a series of simple but i
stretching exercises which can be practiced even when sitting in
the computer – perfect for entrepreneurs and IT professionals wh

LINKSYS LIVING ITS OWN PERSONALITY & CHARACTER TO WOO CUSTOMERS

Linksys wants to build a business on a strong foundation of great partnerships with its distributors, resellers & system integrators, as they are the core of the company's business. In fact 90% of all IT businesses happen via general trade especially in the B2B segment and this is going to remain its focus for some time now. **Kartik Bakshi, Country Manager - Linksys** India shares with VARINDIA of how this strategy will be a differentiating factor for Linksys -

"OUR MAIN TARGET AUDIENCE, THE CHANNEL PARTNERS AND SOLUTION PROVIDERS WILL ALWAYS REMAIN AT THE CORE OF OUR BUSINESS, SINCE THAT IS AN AREA WHERE MOST OF THE NETWORKING INDUSTRY IS OPERATING RIGHT NOW"

KARTIK BAKS

What are some of the Networking trends that are shaping the industry today?

In today's world we need to focus on speed and coverage. Due to high usage of data from both end users and corporates, the demand for good output from their internet has become imperative. This demand has led brands to create products such as the Whole Mesh Wifi system & innovate on existing cloud management systems to manage the network more efficiently.

In India, the adoption of the internet at home is indeed a growing trend. For the home internet, a bigger challenge still is to provide seamless connectivity especially in smaller cities, and this is gradually improving. India as a country has already taken a giant leap and there is a large population today using internet over the mobile phone. Hence, the two most important trends today in the industry according to me are the availability of better products because of demand for good speed and reliability, secondly the significance of post sales service, about which, not much is spoken. I believe excellent after sales support is a must when you are trying to build a robust IT infrastructure network.

How do you position yourself as the leader in this space post de merger from Cisco?

Linksys has always had its own personality and character. When Belkin bought it in 2013, we focused a lot on bringing back that identity, which is Linksys, as a brand. We had a lot of success promoting our WRT classic series earlier and launched newer products such as the Velop Whole Mesh Wifi System which has been winning awards globally. As a brand we focused on building equity & value - the post sales services we offer, best in class warranties, performance & product design all play a huge role in how we think and create. All those ingredients put together make our brand truly unique. A lot of the competition in the Indian market focus on price and that is not the game we want to get into.

Which are the target verticals for you?

The target verticals on the SMB front are many - you have schools, education, hospitals, hotels, small offices, home offices as well as start-ups. So I don't think there are very specific target verticals. I would rather say that we do not plan to target too many verticals to place our products in the beginning. Having said that, our main target audience, the channel partners and solution providers will always remain at the core of our business, since that is an area where most of the networking industry is operating right now.

What new opportunities do you see in the Indian market with regard to market expansion and

considered to be aspirational, however now you would see many p using their devices not just in major metros but in other tier 2 cit well. So the customer has evolved through times to become that som who aspires to have the best in quality products regardless of cost modern Indian customer is ready to spend money to get a good c product irrespective of the industry. Hence, focusing on brand awar and visibility will be key for our success. Offering our Cloud Manage services for free (for the first 5 years) will be a great boon for IT Mar & Procurement leaders to help build cost effective IT networks for companies.

What is your channel in return strategies like

The traditional IT channel is very important for us because even 90% of all IT businesses happen via general trade especially in the segment. Obviously, modern traders are a very important channel a as we believe in driving retail experience. Hence, every channel will ha own unique strategy but for now our focus is the general IT trade.

What will be your roadmap for the year 2019?

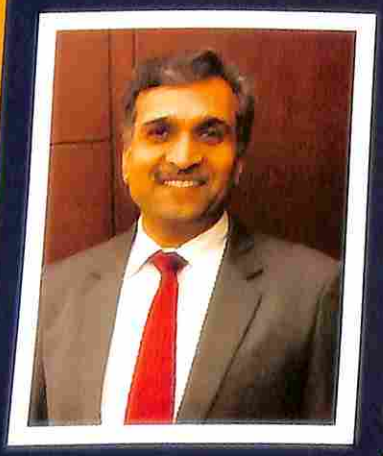
In 2019 for Linksys, we have the Cloud Manager based Access P which was recently launched. And obviously, we have a lot of foc Smart Home segments hence the Smart mesh Wi-Fi products w

SUCCESS STORIES OF SYSTEM INTEGRATORS

After Digital India campaign, it has become essential for businesses in India to build their IT infrastructure. Here comes the Integrator, businesses can get the required IT infrastructure under roof. The solution business has also undergone massive business requirements is continuously changing. The System Integration business in the country has evolved from pr solutions to the most complex and customised solutions, using products and technologies from several vendors.

According to researches, the system integration market in India is expected to reach around Rs 21,000 crore by 2020. Tho is growing but it is not free from hurdles and challenges. There are challenges like immense competition, shrinking r relevant for customers and OEMs, domain specific skill set, aligning the company with customer objectives, high imple etc. In a cut-throat competitive scenario, in order to be a top system integrator in India, it is important to reach out to its unwavering commitment and integrate solutions that offer best the best solution to the customers' needs.We are bringing f ers a few of the success stories of the System Integrators across the country who have managed to reach heights in the r sheer knowledge of understanding, dedication, motivation, meticulous hardwork and foresight.

Gurusons Communications believes in adding value to custome



Area of Expertise: We were traditionally known as a Voice Communications provider, however over the last decade, we have built up a decent image for us as a reliable AV System Integrator and a trusted partner for their Data Networking, Office Automation and Surveillance requirements. In short we are today offering solutions in all four modes of communications i.e. Voice, Video, Data and Image.

Roadmap for 2019: We are an organisation who keeps pace with the technology trends in the market and believes in adding value to its customers. All the product lines that we bring in are necessarily of great quality and will add up to efficiencies at the customer place. In 2019, we are also introducing our own Brand - SIGNTEL and will be offering Voice as well as Data products under that name.

Success Mantra: Gurusons Communications was founded in 1987. As for our success Mantra, we have always believed the fact that it is important to "Walk the Talk" that we commit in front of our customers and thus we have over the years always focussed on building the right infrastructure by putting in right kind of investments in manpower and technology to ensure that we become a trusted partner for our customers by ensuring time bound service deliveries.

Gurusons Cor cations to co with its own SIGNTE

SOAMI BHA

Director Gurusons Communica

"We only do 'Security'"- Success Mantra of SNS

Area of Expertise: Secure Network Solutions (SNS) address all the layers of Cyber Security. We were not addressing the Endpoint (Anti-virus) business. Changing security needs means Endpoint is back in focus. DLP, EDR, and integrated Security fabric have created new funnels in securing end-points. Privileged Account Management (PAM/PIM) is gaining momentum. We are ready to address the Integrated Security Fabric requirements. Power end-points with AI, ML and Analytics. Cloud based Security solutions on the move (such as Cloud WAF, DDos, Email and Web Security).

Roadmap for 2019: We are growing at a healthy 20% YoY. We have set ourselves for higher numbers this year. This is due to new compliances and regulations both in India and globally. This has opened the markets for us. We want to grab a sizable share to remain leaders in our segment.

> **"We ease-up c customer's pa behind managi complex IT Secu**
>
> **N K MEHTA**
>
> Managing Direct & CEO Secure Network Solutions

Success Mantra: SNS started its operations in the year 2000. The Y2K challenges, dotcom burst and what followed were the initial challenges we had to face. SNS founders are from strong technology background. This helped us to cope-up with the changing landscape. We are here, nearing two decades. We continue to deliver high quality services around niche Cyber Security products. While our competitors also do security, We only do 'Security'. This is our success mantra. Servers, Storage, Backup and other non-Security infrastructure are definite top-line business. No doubt! Yet, we remain focused on 'IT Security.' This helped us in carving out a niche place for SNS.

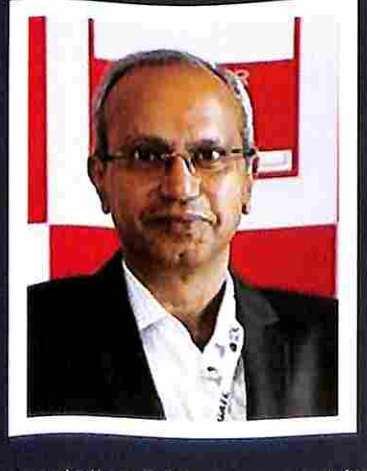
Taking business to next level: Digital transformation is not an overnight story. It has been happening in bits and pieces and now th has given a definitive shape to that. Plan is to stitch our offerings to provide a single platform:

- any-device (laptop, mobile or tablets)
- any-where (office, home or cafés)
- any-time (across time-zones)
- any-applications (on-prem or cloud)

This single platform will provide authentication, data-leakage-protection, user, application and data security.

We ease-up our customer's pain behind managing complex IT Security. We achieve this through remote and managed service cloud security advisory and OPEX-based billing. We specialize across technologies and products. This helps us to understand th needs of our customers. Outcome is creation of a bouquet of solutions that work integrated; not stove pipes.

"We as a team believe in quality, timely delivery which is the key t success"



Area of Expertise: Our core competency is in customizing and designing Business Solutions specific to our clients' requirements.

Two Significant Projects Executed during FY 2018-19:
Hardware – With our pricing strategy, timely deliveries and after sales support, we have been consistently winning big orders from few major customers since over 12 years. We supplied 2000 laptops pan-India, to one customer during the FY 2018-19, where we were well appreciated by the customer for keeping up the delivery commitments and supported for deploying the laptops as per the schedule given. We are proud to be their "Preferred Vendor". This has helped us to get more references and opportunities for Digital Solutions as well.

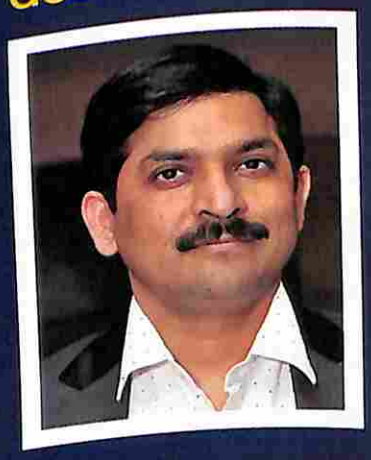
> **Symmetrix Comp ers ventured into new business ven called "Digital So tions"**
>
> **DINESH DHANAPA**
>
> Managing Directo & CEO Symmetrix Compu Systems

IT Security & Managed Services – With our strong expertise in IT Infrastructure Management and Facility & Helpdesk management, we won the order for End-to-End IT infrastructure implementation & Management from ADC India Communications Ltd – recently acquired by CommScope. This is primarily to connect ADC to CommScope global network with required security layers, building the server platform, migrate the users and data without any downtime, using Red-Jack / Green-jack approach. Our solution and service support are well appreciated by the customer and gave us the opportunity to manage their end-to-end IT infrastructure support. Now we are managing their IT Infrastructure with onsite IT resources and managing their L2 and L3 support remotely.

Roadmap for 2019: Despite a slight slump in the market, we continue to grow as many of our customers are on a growth moc Customer, happy Vendor. We see a growth of between 10 to 20% in 2019-2020.

Success Mantra: A team of young professionals sculpted Symmetrix (earlier Hardsoft Solutions) about three decades ago, whose d to create a brand "Hardsoft and now Symmetrix" as a front runner providing IT Service and Solutions. Having said that, we as a tea in quality, timely delivery which is the key to our success. More than 70% of our business comes as repeat business which proves towards customer satisfaction and delight. This would not be possible without our highly enthusiastic and committed workforce wh true assets of this organization. With the same high spirit, we are opening our feathers for a deeper penetration in the market so recognized as "First Choice" of our customers.

CIPL driven through the vision to create a "one stop technology destination"



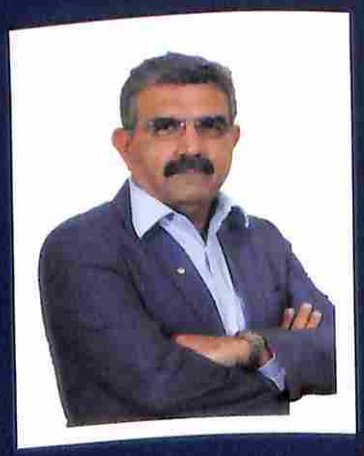
Area of Expertise: Skilled workforce is one of the key drivers of CIPL. We have in-house domain specific certified resources in all the domain of IT industry. Our offerings are Data Centre Infrastructure Solutions and Managed Services, Storage and HCI Solutions, IOT, AI, Virtualization and Cloud Services, IP Surveillance and VC Solutions, Network and Security Solutions, IT Facility Management Services, Data Science and Analytics, Office Automation and Power Conditioning Solutions, Multi-Vendor Support, IT Infrastructure Consulting Services, Digital Solutions and Software services. We have in-house capabilities to execute turnkey projects starting from designing a solution, implementation, trainings and hand hold support to the users and facility management support services.

Roadmap for 2019: To future proof our business, we have created a diversified portfolio of products and services. To keep up with the dynamics of the industry Internet of Things, Cloud Computing, HCI, Middleware software etc. has been added to the portfolio. Strategic partnerships with the most renowned OEMs in the industry are in place. The organizational strategies have been aligned with the government strategies by analyzing the fund distribution in government departments and the past purchase behaviour of the customer. Building in-house capability in various domains of the IT industry is another approach to be future proof our business.

Success Mantra: The journey of CIPL started in 2007 with a strong ideology of fair, honest and ethical business practices. CIPL is a leading System Integrator company, gets driven through the vision to create a "one stop t destination". Excellence is an integral part of the company. We are a customer-focused organization and have compete capabilities to meet the present and futuristic needs of the customers at competitive prices, with high quality standards agreed timeliness. With our ethical business practices, we have become a front-runner in quality as well as quantity.

> The journey of C started in 200 with a strong ide gy of fair, hone and ethical busi practices
>
> **VINOD KUMAR**
>
> Managing Direct CIPL

Hitachi Systems Micro Clinic aims to become a Billion dollar Enterp



Area of Expertise: We bring the technology through our expertise to help customers improve process efficiencies, automate, transform and enable them for the new digital economy. Briefly our portfolio comprises from Managed Services to Cloud, Data Center to Digital Workplace and Information Security.

Roadmap for 2019: Hitachi Systems Micro Clinic will have a horizontal focus mode as of now with concentration around BFSI and government. The new markets on the functional side will be around Social Innovation, Managed Services and Cloud.

Success Mantra: Incepted in the year 1991, Hitachi Systems Micro Clinic has always seen technology as an enabler. Our business mantra is delivering innovations that can solve challenges faced by the society.

Taking business to next level: Hitachi Systems Micro Clinic should be become a system integrator of choice across India in the digital transformation space. We aim to geographically expand in middle- east countries and also to become a billion dollar enterprise.

> Hitachi Systen Micro Clinic war become a Syst Integrator of cho
>
> **TARUN SETH**
>
> Managing Direc Hitachi Systems Micro Clinic

PSSPL aims to be an enabler for business growth and Digital Transforn

Area of Expertise: IT Infrastructure and services to operate them are our area of expertise. Right from setting up a Data Centre, managing, maintaining it on premise to any complex setup be it public cloud or on a hybrid setup is what Pentagon System Services Pvt. Ltd. (PSSPL) specializes in. We help customers in maintaining and sustaining their IT with our comprehensive offerings on infrastructure, network and security.

Roadmap for 2019: We have set our goal looking at the current market trend and our business vision. We are planning to increase our revenue in both solution and services with a global customer focus through our Cloud, services and Hybrid offerings.

Success Mantra: We started in 1994 as a service provider from Mumbai and expanded our service delivery nationally as well as to international customers. Customer first and resolution should be fast is the approach we follow at PSSPL and it has been our

> "Customer first resolution shoul fast is the appro we follow at PS and it has been mantra for succ
>
> **SAIRAMAN MUDALIAR**

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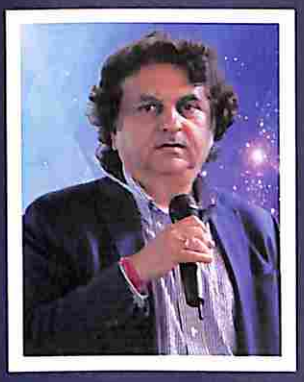
Team Computers coming up with their 2nd experience center 'Xana in Bangalore this year



Area of Expertise: For the last 30 years, Team Computers has been providing end to end IT solutions across industries with presence across the country. On the technology front, we have done digital transformation projects with some of the biggest companies in pharma, auto & NBFC like Ford, Maruti, Home Credit, etc. Some of the biggest Indian banks have also been our customer where we have designed, architected, deployed & managed their data center infrastructure. Also, we are the market leader in Analytics & look at predictive analytics as one of our solution-based growth drivers. We are also building solutions using tools from vendors like Liferay, Alteryx, Qlik Technologies, and Tableau Software to help our customers. Talking about analytics, I would site example of a solution we provided to bookmyshow.com for which we have won an industry award too.

Team Computers now India's first Apple Authorise Enterprise Resell (AAER)

RANJAN CHOPRA

Managing Directo Team Computers

A new feather in our cap is is our "Xanadu" at Gurgaon.; it is a customer experience center where you can experience various leading technologies implemented in a live running environment like AI / ML, Data Center solutions, Mobility solutions, Workspace solutions and many more. It also has one of India's state of the art 24x7 Network Operations Center (NOC) to remotely manage IT of our customers. We call it as RIMCC (Remote Infrastructure Management Command Centre).

We also enjoy the highest level of partnership with most of the technology leaders. For example, We are the first & only Apple Authorised Enterprise Reseller (AAER) in India. We are also Dell Titanium partner & Dell EMC Partner President's Circle. This has been possible due to years of mutually rewarding business relationships and trust.

Roadmap for 2019: Last year, our business has grown significantly with some of our business units doing exceptionally well like o space business, analytics business, and managed services. Also, we have done great business from West and North region contributing to 80% of total revenue. This year, we are aiming to grow our business at 40-50% since we are expecting our business to grow by 50-60% followed by managed services and analytics.

Success Mantra: Going into the critical success factors for our growth, we would credit our ability to spot the trends and marke tunities early, our investment in domain expertise, the top level of partnership levels with most of the technology leaders & our ing strategy. We entered the Managed Print Services (MPS) business as it has limited competition and not everybody understo business. We created a focused sales and delivery team for MPS, which enabled us to grow this business which is growing at 50% every year. We have brought in an automobile veteran with over 25 years of domain knowledge to lead our analytics division. Likewise, we have brought an industry veteran with 30 years of experience helping us to win PSU business. Our presa delivery teams are adept at handling multilocation, multi-technology projects. Post-delivery also includes change managem adoption, which is quite crucial for the successful completion of the project. Our marketing strategy also focuses on educa dating our customers about best of breed IT solution for current and future business challenges.

Taking business to next level: Over the next 12-18 months, we want to go deep into the existing markets we operate, especial South. Our focus will be to develop the market, customers, people, and processes. Moreover, we are focused to improve ou housing and supply chain processes in order to double our revenues over the next 2-3 years. Also, A second bigger versio experience centre 'Xanadu' is coming up in Bangalore by August this year. Since we have offices across the country, we hav for similar experience centers across all major metro cities by 2021.

The mobile & business apps is another area where we are focusing since that complements one of our biggest division which prise mobility where we provide mobiles and tablets to our customers like Maruti, Lupin, Uber and many more. Now, we have offer our software applications and hardware combined as a solution-as-a-service.

"We wish to be a Service Integrator to our customers and their first choice of IT partner"

Area of Expertise: Arrow PC Network is in the business of modernisation & automation of the Data Centres. We help our customers to move from Premises to Virtual and to cloud forming a hybrid environment and optimise efficiency. We offer end to end IT Infrastructure, Data management & Data security services.

Arrow PC Network remain focused optimising the IT in structure of custom understanding th needs and budg

GURPREET SINGH

Roadmap for 2019: We will remain focused on optimising the IT infrastructure of our customers understanding their needs and budgets. We are adding various technology verticals to provide end to end IT infrastructure solutions to the progressing companies. We are investing in skillsets to participate in the digital transformation journey of the clients.

Success Mantra: I am in business since 1996 but the System Integration (SI) company Arrow PC Network was founded in

Driving business innovation with expanded software & services: K growth strategy of Orbit Techsol

Area of Expertise: Our core competence revolves around Data Centre Infrastructure solution and services. All our clients vouch for our competence around Trusted Advisory, Effective Solution Design, Supply and Implementation, Professional and Managed Services skills. Today, with our added focus on Hybrid Cloud, Automation and Cyber Security, we are "the IT-Partner of Choice" for leading corporate, PSUs and government departments.

Roadmap for 2019: Driving Business Innovation for our customers with expanded Software and Services capabilities remain our key growth strategy. We have already made good progress in that journey and over next few quarters we plan to further strengthen our portfolio, skills and competency.

Success Mantra: Orbit Group was founded in 1993. Our business success mantra revolves around four pillars, namely (a) Customer Centricity (b) Employee Happiness (c) Use of Technology to drive Business Outcomes and Innovation (d) Sustained focus on robust Business Processes, Performance KPIs, & Governance.

Taking business to next level: We strive to excel further on our capabilities to transform customer's business, with focused solution and services around Private & Hybrid Cloud, Business Process Automation and Cyber Resilience. We plan to double our customer base in next 12-18 months.

Orbit Techsol p double custo base in next 1 months

SUSHIL KUMAR

CEO
Orbit Techso

"Our ability to spot technology changes at early stages and adap accordingly is the key to our continued success"

Area of Expertise: We, at Galaxy, continuously strive to give our customers the very best technology infrastructure solutions in order to make their digital journey a smooth ride. We have business units dedicated to solutions for Data Centres, Networking, Mobility, Security, Internet of Things and Robotic Process Automation and Endpoints

Over the past few years, our main focus has been on developing skills and solutions around the latest technologies in data centre, storage, networking, cyber security, robotic process automation and mobility. We have invested in an IT consulting company to augment our offerings to cover the gaps between product sales and services. For well settled businesses like IT infrastructure, we have started consultative selling which involved partnering with OS and Middleware vendors too. These innovative strategies along with building on our previous investments stood it in good stead as we have grown by almost 50% CAGR over the last four years.

Our consultants are vastly experienced and are certified on a wide spectrum of technologies. This experience puts us in a unique position to recommend and implement the most cost-effective solution for enterprises by combining the technologies best suited for the solution.

Our Mobility services and solutions offer end-to-end capability, which help customers adopt mobility and benefit from its transformational power to drive business.

Our Cyber Security solutions protect all IT assets including virtual assets and traditional infrastructure for our clients as we combi technology and processes to deliver a true enterprise grade experience. We cover Network, Datacenter, Endpoint, Informa Management, Security Analytics & Data Protection domains.

Our Data Centre Group helps our clients to bring their technology and business priorities together, thereby accelerating busine mation. Our DCG portfolio includes Servers, Storage, Converged infrastructure, Hyper converged infrastructure, Virtualizati Private/ Hybrid Cloud & Business continuity solutions.

Our IoT practice helps clients with solution designs using appropriate sensors, embedded systems and data analytics to build tem that will enable each device, equipment or machinery to be connected to the cloud.

Our Networking team helps build reliable, secure, scalable and high performance network infrastructures which offer superio investment for our clients by bringing together the core networking functions, including routing, switching, wireless devices & mu gateways.

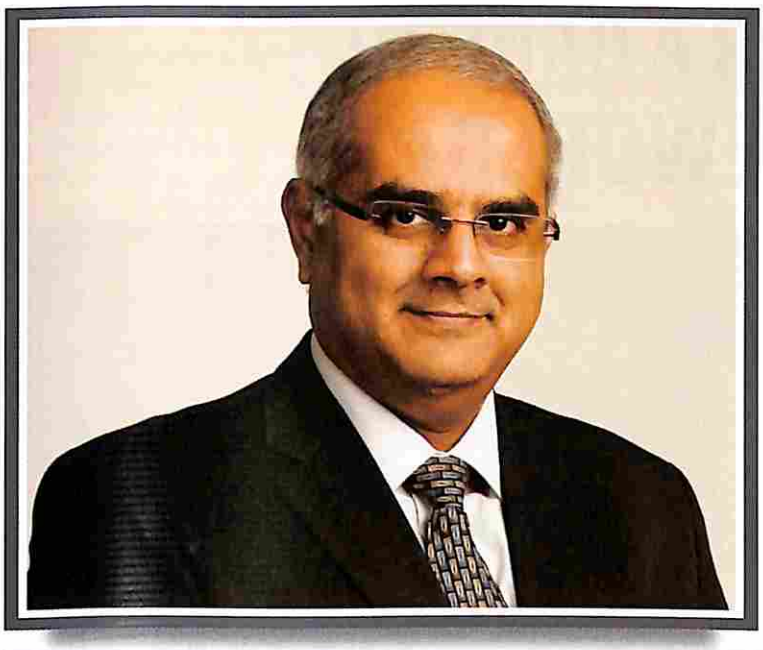
The core of our Robotic Process Automation offerings are focused around strategy development, proof of concepts, impleme managed services to help our clients improve accuracy and efficiency in their business process.

Roadmap for 2019: To expand our offerings in existing and new geographies and markets.

Galaxy Offic Automation ain expand its offe in existing and geographie

SANJAY PATOD

CEO & Directo
Galaxy Office
Automation



EDUCATION INDUSTRY TAKING GIANT STRIDES IN GOING DIGITAL

In a chat with VARINDIA, ***RAGHUVEER HR, DIRECTOR SALES, DIMENSION DATA INDIA*** *talks about th recent deployment at Vidya Mandir Society, the challenges, how education industry is going digital and the cyber security protection provided by Dimension Data*

Give us a brief about the recent deployment at Birla High School, a part of Vidya Mandir Society.

This is one of those case studies which is refreshingly different from Indian context. The reason I'm saying that because the way this institution has been working towards imparting education, trying to make it more agile, more interesting for students to adopt, and at the same time also being in tune with time.

Birla High School and various other colleges come under the ambit of Vidya Mandir Society. They have three schools and few colleges. With all the schools, we have deployed ICT infrastructure. One of the newer deployments that we have is in a location called Mukundapur, it is currently almost under completion and it is partially live. They wanted to approach education from a different perspective, where they say why cannot we make either the curriculum or students future ready because today, we are all talking about digital and in the era of digital how do we ensure to impart education and also imbibe the overall digital diaspora in accordance. All the students are given tablets and the institution is completely digital.

Dimension Data is tasked to ensure that the overall infrastructure is made available. It involves the local area network, wide area network which is the internet connectivity. It also requires the various other infrastructure requirements like a compute and the cyber security layer. In local area network, from an infrastructure point of view, we have used managed switches. We have given an infrastructure which is remotely managed through local delivery center. We have deployed the local area network and also wireless connectivity. There is a central controller were we manage it through Global Delivery Center in Bangalore.

In wireless, apart from providing connectivity, it is also about making policies and also putting wrap of security layer around it. So, in short the infrastructure which is completely wireless with the compute layer and wrap of cyber security, all centrally managed and we ensure that there is a seamless connectivity and an experience given to the students and the teachers.

During the deployment did you did you face any challenges?

This is something that Dimension Data has been doing for years. While, it might look completely futuristic, this is something that we have been doing for many years. Normally, if you are doing folk list there could be certain impediments that you might come across but it was a green field, it was completely an open ticket for us. That is why we were able to scale and deploy this futuristic technology without too much of any issues per say.

When it comes to education, how do you see it is moving towards digital transformation?

This is one area where Indian educational institutions are partaking giant strikes. They have come through the fact that they need to attract the right talent, if they need to impart the right education and also be competing with other like minded institutions. This is one area from an Indian context where I see almost all Universities are embarking on digital and undertaking giant strides in this field.

How are you providing cyber security protection to Vidya Mandir Society?

Dimension Data is the largest service integrator when it comes to cyber security. Cyber security includes the perimeter security, endpoint security, the application security and security operations. We have the complete stack, we play across. It is not only about delivering products, it is also about managing and delivering services around these areas across the entire spectrum of security. Some of the most high profile or large corporations, both from a private and the public sector, the security

And that's how we have been ab demonstrate and also deploy some of solutions in Birla High School, bec today when you are dealing with con ensuring it safe and mitigated from ext or internal threats is also a key require that the institution had and we have able to provide solutions to ensure thos rightly managed with policies around that there is no breach of either the da security.

So, similar to this deploym have you done any ot deployment?

We have done similar deploym wireless in many institutions be it o computer level on providing man services to some of the educ institutions along with the security pos But if you say similar kind of solu there are a few within the country we also deployed.

What is your take on t anything you want to highli about this deployment?

The key aspect is Birla High S imparts education from pre nursery. very heartening to see an institution is going digital and providing educatio the digital platform.

This is absolutely futuristic. We extremely proud that we are enabling High School to impart education i digital media.

The students can pick up things ver if we are able to give them an opport to dabble with technology in a very sa secure environment and at the same give them the opportunity to broaden perspective, it comes better than that.

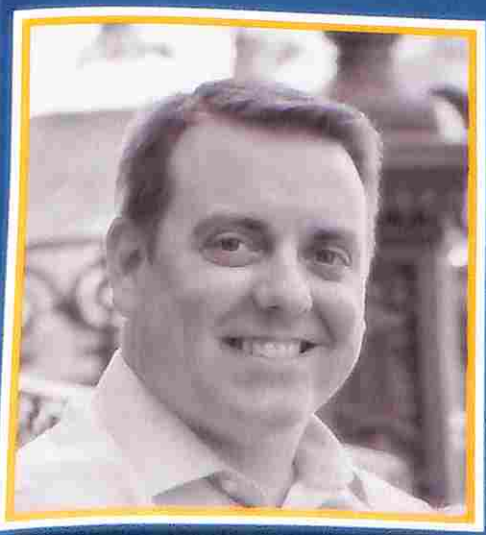
To inform students and future ci of the country who are digitally stron knows the pros and cons, more impor

ANSHUMAN SINGH

Senior Director, Product Management – Barracuda Networks

JYOTI PRAKASH

Country Director – Enterprise Security Business, Micro Focus India



edged sword in the cyber security space, according to Rahul Vaidya. Cyber security vendors have started using these technologies to accelerate their efforts to identify, respond to and remediate the attack vectors. On the other hand the bad guys now are able to create advanced attacks. "We have seen in some cyber attacks that the advance attacks would not have been possible unless the bad guys were not using AL & ML," says Rahul.

Nonetheless, AI is changing the technological landscape. In the world of cybersecurity, it plays a major role in detecting cyber attacks at an early stage or anticipates even before they occur. "AI algorithms examine data traffic, access and analyse any abnormalities in data patterns. If something unusual is detected, the AI programs can easily look at the data to determine if there is a security breach in the system," explains Riyaz Tambe, Director - Sales Engineering, India & SAARC – Palo Alto Networks. "As the threat landscape becomes more complex, the role of AI in cybersecurity will increase substantially to help organisations keep up with cybercriminals' tactics, which is becoming more sophisticated."

He further continues, "Many businesses find it difficult to manually manage and analyse the volume of data generated by the cybersecurity tools they have. Hence by implementing the right tools to automate these steps, high-risk threats can be detected and prioritised much more effectively.

When combined with human efforts, AI can be used to bridge the gap in an organisation's cybersecurity practice. Today, the organisation needs to recognise what machines do best and what people do best. Advances in AI can provide new tools for threat hunters, helping them protect new devices and networks even before a threat is classified."

ML can often be used to build out fake information that would be difficult to differentiate from real data which would lead to all associated issues where the sanctity of a document comes into question. In such situations mechanisms, as Anshuman suggests, Blockchain could be utilized to ensure that there is a chain of evidence on the changes of important pieces of information like financial records, land records and so on.

"Numerous computing methods of AI, including Neural Networks, Machine Learning, Data Mining, pattern recognition, and more are being leveraged in cyber-crime detection and prevention. During the usage, or prediction phase, no machine learning system is 100% accurate. So it is important that systems build in mechanisms to check for false positives or false negatives. For example, ML is being deployed in banks to predict if a borrower will pay back the loan they are taking on. If we don't put human

AI – A TOOL FOR CYBER C

Surendra says that there are s
hackers can render AI algorithms
e.g hackers who get access to a se
systems could corrupt data by swit
so that some malware examples ar
clean code. "In some cases, hacker
need to tamper with the data; instead
work out the features of code tha
using to flag malware and then re
from their own malicious code for a
to catch it," he says.

Criminals often leverage Mach
poisoning to circumvent the effe
AI. This includes in-depth analysis
machine learning process works, w
on a case-to-case basis, and once vu
spotted, they will try to confuse th
models. It is not difficult to ma
machine learning (ML) engine if th
data pool is poisoned from which t
is learning.

"Also, attackers employ a cove
invisible to naked eye called perturb
can be a misplaced pixel or a white
that can convince a bot that some
image is something else," adds M
Akella. "Chatbot-related Cybercri
one another way. AI-based cha
automate ransomware."

Some phishing attacks also le
engineering to acquire informatio
targeted users illegally. Social en
a popular kind of attack technic
deception to manipulate individua
data.

"Artificial Intelligence could
for nefarious activities such as th
an ever-evolving malware designe
computer networks," points out Ral
"The other potential threats i
engineering attacks, hacked and
autonomous vehicles, theft of
from government and private
political interferences such as m
campaigns, and much more. W
a plethora of botnet attacks
learning-based TTPs including
Nokia, WordPress, Marriott scan
more, wherein AI botnets help
gaining access to devices and perfo
without getting caught."

"As AI is growing at a
organisations are now worryin
hijacking of AI," alerts Riyaz Ta
- Sales Engineering, India & SA
Alto Networks. "Today, hackers
techniques and systems like org
to compromise important data.
that in some cases hackers hav
been able to pull this off

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techniques and algorithm stay on the side of the good guys, organisations are becoming more proactive in protecting their data. Many organisations are installing advanced security systems to protect themselves against any emerging threats."

Rohan Shravan, Founder - Inkers AI points out that before credit cards, there used to be limited online frauds, but then solutions were built to tackle them. "AI will also pose new challenges, but if we have smart criminals, as have smarter engineers as well. Ultimately it is about overall pros vs cons, and I believe pros will outweigh the cons."

AI is helping make transactions safer, in detecting phishing and malware. AI algorithms are extremely proficient in examining data traffic, detecting abnormalities in transactions as well as following up with an unusual behaviour with further secondary checks. But AI is only as good as the data it is trained on. Smart criminals would figure out a new way to perform their deeds, and it would be up-to engineers to replicate their behaviour and train a newer AI model to detect that. Cyber-crimes are going to keep engineers very busy. In future, as the cost of running AI comes down, we will see AI streamline all transactions as well as its integration with block-chain.

"The cybercriminal marketplace is very good at adopting the latest advances to more effectively detect and exploit vulnerabilities, evade detection, adapt to complex network environments, and maximize profitability. Adversaries will begin to leverage automation and machine learning in their attack tactics, techniques, and procedures (TTP). This isn't a surprise, as security researchers already use sandbox tools, bolstered with machine learning, to quickly identify previously unseen threats and dynamically create protections. There is no reason why this same approach won't be used in the other direction: for mapping networks, finding attack targets, determining where those attack targets are weak, blueprinting a target to conduct virtual PEN testing, and then building and launching a custom attack. All done at the AI level, and all fully automated," observes Rajesh Maurya, Regional Vice President, India & SAARC,

lies in the caliber of intelligence. Cyber threat intelligence today is highly prone to false positives due to the volatile nature of the IoT. Threats can change within seconds; a machine can be clean one second, infected the next and back to clean again full cycle in very low latency."

He pointed out that enhancing the quality of threat intelligence is critically important as IT teams pass more control to artificial intelligence to do the work that humans otherwise would do. This is a trust exercise, and therein lies the unique challenge. "We as an industry cannot pass full control to machine automation, but we need to balance operational control with critical exercise that can escalate up to humans. This working relationship will truly make AI and machine learning applications for cybersecurity defense effective.

What is not attainable is full automation; that is, passing 100 percent of control to the machines to make all decisions at any time. Humans and machines must work together. The next generation of situation-aware malware will use AI to behave like a human attacker: performing reconnaissance, identifying targets, choosing methods of attack, and intelligently evading detection."

AND SO...

AI & ML technologies will be a double edged sword in the cyber security space, according to Rahul Vaidya. Cyber security vendors have started using these technologies to accelerate their efforts to identify, respond to and remediate the attack vectors. On the other hand the bad guys now are able to create advanced attacks.

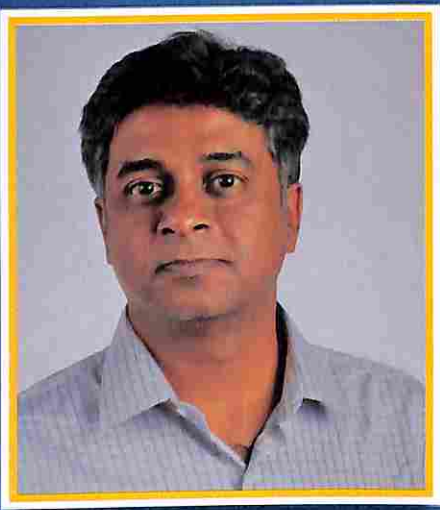
At the Cyber Security Conclave 2019 organized by VARINDIA in June, Dr. Pawan Duggal, Advocate, Supreme Court of India and Chairman, International Commission on Cyber Security Law in his speech said that a Chinese news agency launched a particular robot which happens to be the world's first Artificial Intelligence robo which is reading, analyzing news and simultaneously giving its viewers perspective. "If this kind of a robo while on live news tends to get hacked and is misused, its potential ramification could be very alarming. This tells us that human intelligence will be crossed by the artificial intelligence by 2062. I believe those figures are wrong. The actual tipping point is going to come much earlier. No wonder Artificial Intelligence today, apart from being an opportunity is one of the biggest challenges for cyber security lawyers on the dark net you

RAKESH KHARWA

Managing Director - India
South Asia & ASEAN, Cybe

SURENDRA SINGH

Senior Director & Country
Manager - Forcepoint



VENUGOPAL N

Director of Security - Engineering, India, Check Point Software Technologies (India)

the need to implement a holistic security framework to identify, protect, detect, respond and recover from cybersecurity threats - AI & Analytics can help only if it is implemented in the right manner. With AI being used extensively for fraud detection, companies need to up their anti-fraud tech budgets and investments for a secured Hybrid IT environment.

The role of AI in cybersecurity will increase substantially to help organizations keep up with cybercriminals' sophisticated tactics. Applying AI techniques for combating cyber-crimes is useful for the detection and prevention of cyber-attacks.

With swift advancements, AI helps improve cybersecurity by automating complex processes for detecting attacks and reacting to breaches. This will enhance incident monitoring, leading to instantaneous automated responses towards limiting damages.

Security software vendors are expected to develop stronger ways of combining insights from analyzing the data gathered from different customers to produce a more complete and immediate understanding of the evolving threats. Also, there would be improvements expected in how easy it is to use security solutions, where more and more forensics tasks will be automated, and small findings will be jointly analyzed (correlated) and served to the analyst in such ways that the big picture insights will be immediate.

Enterprises have spent trillions of dollars on purchasing and deploying cybersecurity solutions, yet attackers still enjoy a 95% success rate in targeted and advanced attacks. This massive imbalance between investment and outcomes is because organizations current approach to cybersecurity focuses more on protecting infrastructure and putting walls to keep people

MANGA SRIDHAR A

Program Manager (Glo
Cybersecurity Services
Operations) - Yash Techn

out, as opposed to focusing on wha
with the people on those infrastr
like Venugopal points out the capa
has not yet been leveraged signif
India but its usage is going to grow
companies start realizing the variou
that it offers. "It is going to play a si
in analyzing the security landscape
preventive measures to curb the
scale of cyber crimes," he conclude

CANON BELIEVES IN A FUTURE WHERE THE FAILURE RATES OF MACHINES WILL BE REDUCED TO A LARGE EXTENT

The USP of Canon when it comes to its service is simple – it first understands the requirement of its customers and basis that design the complete Service plan for them. And this is how it tries to differentiate itself from the other brands.

Rahul Goel, Director, Market Engineering Group – Canon India while explaining the company's service strategy also highlights the fact of how the future of Service is changing and Canon is trying to bring out smarter machines with technological advancements.

How extensive is the service network of Canon in India?

We have a robust service infrastructure consisting of both Direct & Indirect channels, catering to our entire range of B2B & B2C products across the length & breadth of our nation. We call this outreach as - "Market Engineering". Our relationship with customers begins way before a product is purchased and it continues for years.

In the B2B space, we have one of the largest onsite service delivery in the industry consisting of more than 280 direct staff operating out of more than 40 locations, through which we provide service support to our corporate & professional customers. In addition to this, we have a vast network of 185 partners extending support to 1000+ locations. These partners are trained and equipped to provide similar service delivery as that of Direct Organisation. Whenever a client signs a contract with us, we get an SLA incorporated. Our engineers are hybrid in handling hardware as well as software.

In the B2C space, we have a wide service reach in India covering 300+ cities which is one of the largest in the industry. Currently, we have 6 Master Service Centres in Delhi, Mumbai, Chennai, Bengaluru, Cochin and Kolkata which are owned and operated by Canon. These are equipped with state-of-the-art facility and equipments that can carry out complex repairs and adjustments. This is complimented by a network of more than 300+ camera collection points across the country so that we can reach as many customers as possible.

For printers, we operate through our vast network of more than 235 dedicated service partners who collectively cover more than 18, 150 pin codes across the country accounting for roughly 91% of the Indian geography. In printers, we have standard SLAs while we also offer special SLAs in which the service plan is designed as per the requirement of the customer.

Our customer base is a mix of SMEs, large corporates, MNCs, banks, Women entrepreneurs and start–ups. We also cater to various industries like automobile, pharmaceutical, banking and aviation. The government ... tier 4 cities to penetrate

work load and usage pattern for each device. It sends an alert whenever a critical technical fault occurs, or when the device is not performing up to standard. Statistics are compiled automatically and sent to the administrator so that timely support can be swiftly arranged. Each engineer can keep a track of up to 350 machines.

We have an Extended Warranty, also known as Canon Care Pack for Cameras, Printers and Scanners in order to give our customers additional peace of mind. Customers can purchase our care pack by visiting our website in.canon under extended warranty section.

The other one is Elite services for Camera repairs, where we offer 3 days priority walk-in repair service facility and up to 30% discount on labour and spare parts. If the repairs take more time we also provide a standby camera to the customers so that their work remains uninterrupted.

Another value added service which we provide to our professional Camera users is Canon Professional Services (CPS). It is an exclusive membership service for professional photographers where we offer priority repairs and discounted services.

How big is the annual maintenance contract business for Canon?

When we talk about B2C, all products come with a standard warranty, which depends on the type of product and the nature of the contract. Moreover we have an extended warranty facility which is also known as Canon Care Packs for our Cameras and Printers. Our care pack business is growing by 10 to 12% every year.

AMC business is gaining momentum for Canon because people are purchasing high-end products and they do not want to scrap their product even after their warranty gets exhausted.

With B2B products, we have a very good service revenue model as we sign the contract from day one. This helps in getting repeat business for us. Our repeat business is of around 80% and we have achieved a growth of 20% last year.

What kind of trainings programs have you designed for your technical support staff?

We provide various trainings – web based as well as class room and ... facility at Noida C-TEC. Here we have all old/