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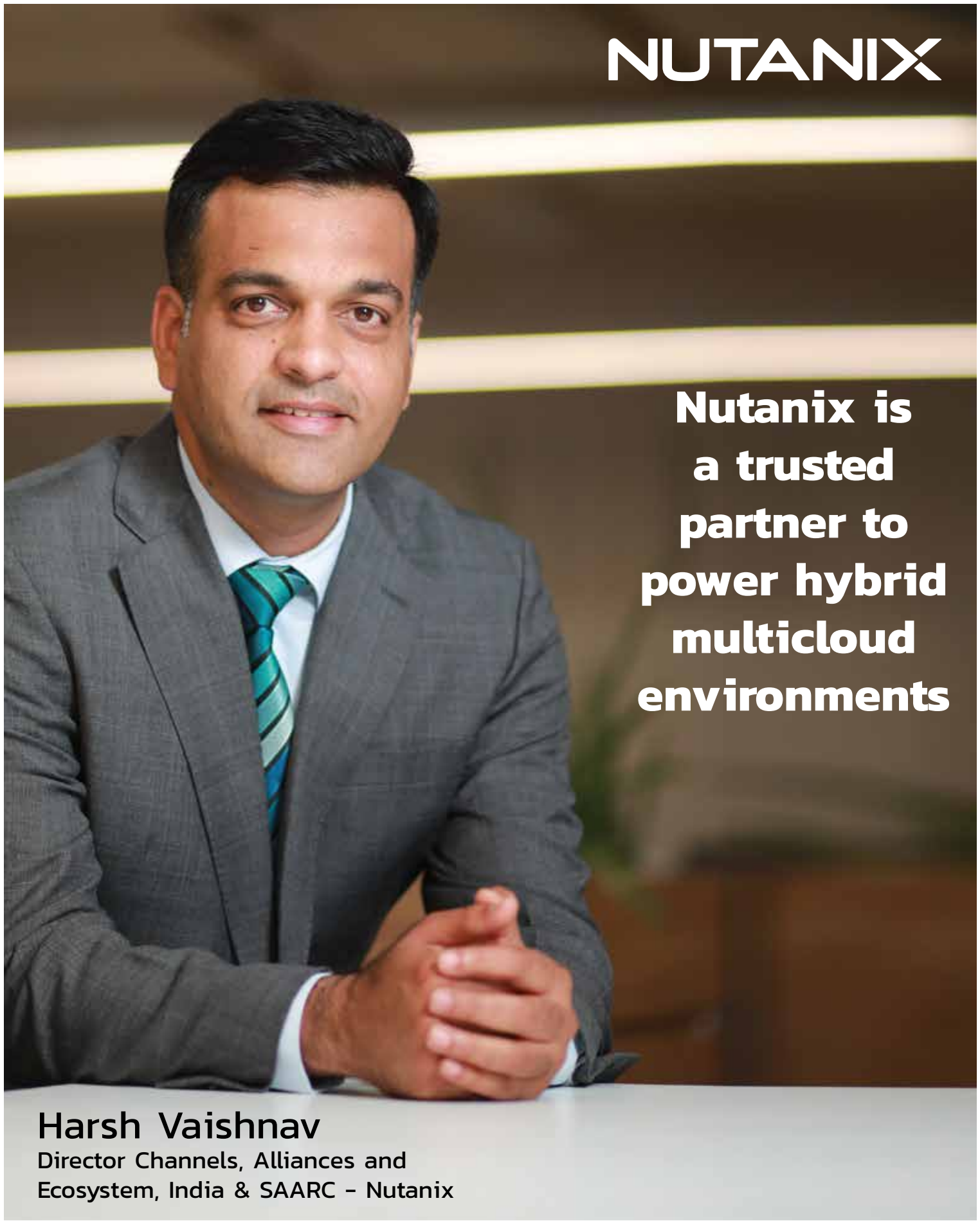


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VOLUME XXIV ISSUE 12 AUGUST 2023 PRICE RS. 50



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Harsh Vaishnav
Director Channels, Alliances and
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DATA CENTER SPECIAL ISSUE

36PG

Chandrayaan-3 successfully landed on Moon's South Pole, Pragyan rover takes a 'walk on the moon'

India has become the first country in the world to land on the South Pole of the lunar surface. The Prime Minister of India, Narendra Modi congratulated Indians and space scientists for the achievement. 'India will remember this day forever' PM Modi said.

The true test of the mission started at the last phase of the landing. 20 minutes before landing, ISRO initiated Automatic Landing Sequence (ALS). It allowed Vikram LM to take charge and use its on-board computers and logic to identify a favourable spot and make a soft-landing on the lunar surface.

Jio to introduce its AirFiber on September 19th

Reliance Jio revealed the Jio AirFiber, during the Annual General Meeting (AGM), which will go live on September 19. The company wants to grow its network to include more than 200 million customers and have the capacity to provide 1,50,000 daily connections. The 1.5 million km optical fibre network already serves 10 million JioFiber users.

A new wireless internet service from the company, Jio AirFiber is a new wireless internet service that uses 5G technology to provide high-speed internet connectivity. According to Jio, the AiFiber will offer speeds comparable to those of traditional fiber-optic connections, and users will also be able to access speeds of up to 1Gbps.



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OVERHYPED TECHNOLOGIES IN IT

Digital transformation has created a massive wave across every line of business, be it healthcare, banking & finance, manufacturing, or telecom. The advent of new-age technologies like cloud, AI, analytics, software-defined networks, automation, and blockchain has propelled seeking possible IT transformations that are cost-effective with minimum human intervention.

Not all technologies live up to the hype or fulfill their initial promises. In the ever-evolving landscape of technological advancements, certain innovations have captivated public attention and failed to spark widespread excitement. With technology and tech news now both pervasive and mainstream, many outside of IT — from veteran board members to college-age interns — are equally enthusiastic about bleeding-edge technologies.

CIOs are not immune to the hype surrounding emerging technologies. A survey found that, 80% of CIOs are planning to invest in emerging technologies in the next year. However, it is important to remember that not all emerging technologies are created equal. At the same time, Some of the key challenges CIOs are grappling with today include cybersecurity and data privacy, digital transformation and innovation, cloud adoption, modernization, talent acquisition, and IT cost optimization

Many people are fascinated by the latest tech gadgets, even if they don't believe in technology for technology's sake. They're not the only ones enthralled by tech. Nearly every new technology is naturally accompanied by hype and/or fear, but at the same time there is almost always a core of merit and business value to that new tech. The challenge is moving from the initial vision/promise stage, to broad commercial and consumer adoption and pervasiveness.

There are four emerging technologies that IT leaders and analysts believe are primed to underdeliver:

Generative AI: No one denies its transformative potential, but digital leaders say a majority of people seem to think generative AI. Today's hype may be distracting enterprise leaders from fully understanding how generative AI (also known as GAI) will evolve and how they can use that power in the future. We can't deny the fact that, digital transformation is complex and time consuming; it's not like a firm can just take a GAI 'black box' and plug it into their business and achieve increased efficiency right away.

Quantum computing: Quantum computing holds immense promise for solving complex problems much faster than classical computers. However, practical quantum computers that can outperform classical computers for general-purpose tasks are still in their early stages of development.

The Metaverse : Although some of the excitement about the coming metaverse has died down, some say this concept remains overplayed. They're skeptical of any claims that the metaverse will have us all living in a new digital realm, and they question whether the metaverse will have any big impact on daily life and everyday business anytime soon. Same goes for extended reality (XR) — that fusion of augmented reality, virtual reality and mixed reality. Virtual spaces provide a completely different experience. However, the actual market potential may probably not be as big as it is being projected now.

Web3: Similar to their feelings about the immersive web, tech leaders say Web3 and its components — blockchain, NFTs, and cryptocurrencies — haven't quite delivered on all their promises. They just need to see more maturity before investing. Experts say, blockchain has huge business potential in smart contracts — supply chain transparency, healthcare, finance, currency, artwork, media, fraud prevention, IP protection, deep fake mitigation — but there is slow uptake on implementation.

Digital experts cite issues with other Web3 technologies, too, noting that most companies can't figure out what to do with cryptocurrencies. Furthermore, many people remain skeptical about cryptocurrencies and NFTs — especially after the past year's headlines about crypto exchange problems and NFT devaluations.



S. Mohini Ratna
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Advisers say CIOs should be mindful of the hype surrounding emerging technologies, but they should also keep a watchful eye on their development. It is important to note that not all overhyped technologies are created equal. Some, such as blockchain and quantum computing, have the potential to be truly transformative. However, others, such as VR and AR, may not live up to their full potential.

As the world eagerly anticipates ground breaking technological advancements, it's essential to critically assess the progress and challenges faced by emerging technologies. These overhyped technologies have encountered obstacles that have hindered their widespread adoption or realization of their initial promises. While they may continue to be subjects of ongoing research and development, it is crucial to approach them with caution, separating fact from fiction.

By learning from the shortcomings of these technologies, we can navigate the technological landscape more discerningly, recognizing the potential, limitations, and ethical considerations associated with emerging innovations.



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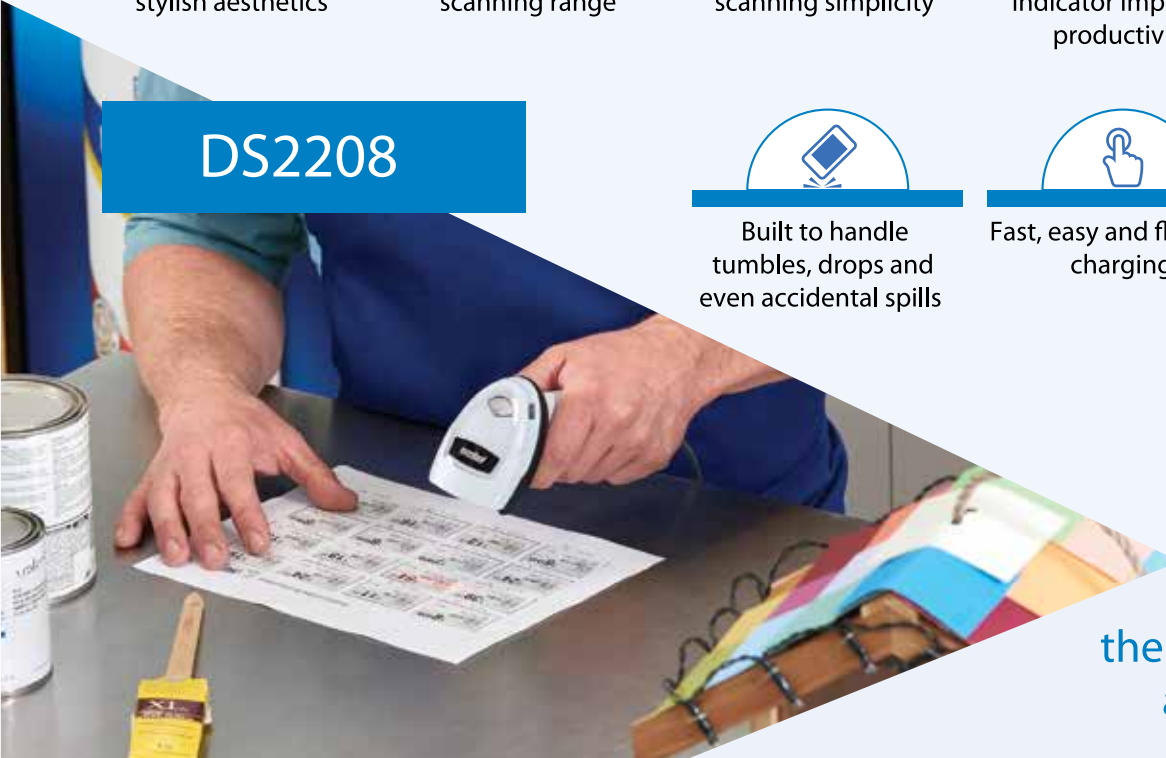
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Nutanix synergizing with channel partners for seamless and impactful market penetration

Elaborating about the key priorities of the company, go-to-market strategy with channel partners, brand distinctiveness, Harsh Vaishnav, Director Channels, Alliances and Ecosystem, India & SAARC, Nutanix discusses at length the partner programmes, partner enablement and much more

What are the business goals and key priorities for Nutanix in India for 2023-2024?

Nutanix is a global leader in cloud software. We offer organizations a single platform for running apps and data across clouds. Organizations can reduce complexity and simplify their operations, freeing them to focus on their business outcomes. Building on our legacy as the pioneer of hyper-converged infrastructure, Nutanix is trusted by organizations worldwide to power hybrid multicloud environments consistently, simply, and cost-effectively.

As part of our mission, Nutanix also supports its channel partners by providing them with comprehensive training and resources such as a starter kit bundle to help them deliver the best workable solutions to their customers. We also reward partners with competitive incentives and support to ensure their continued success.

The top 10 banks in India including RBL Bank and ICICI Bank are using Nutanix's solutions. Major customers, Olam International, and Apollo Hospitals are using the Nutanix Cloud Platform.

How does Nutanix plan to align its go-to-market strategy with channel partners to ensure a coordinated approach and maximize market penetration?

Nutanix's go-to-market strategy harmonizes seamlessly with channel partners to achieve unified and impactful market penetration. Our approach encompasses multiple facets:

- **Collaborative Planning:** We engage in joint business planning sessions, aligning goals and resources to ensure a synchronized approach to market engagement.
- **Empowering Partners:** Comprehensive training equips our partners with the knowledge and skills needed to effectively present and promote Nutanix solutions.
- **Coordinated Marketing:** Joint marketing initiatives, supported by Market Development Funds, amplify our reach and visibility, creating a more profound market impact.

- **Incentives and Support:** Our deal registration programs incentivize proactive business pursuits, while continuous communication and technical support foster successful engagements.

- **Feedback-Driven Refinement:** Regular feedback loops with partners allow us to refine strategies iteratively, ensuring adaptability and growth.

By aligning these strategies, Nutanix and its partners forge a powerful synergy that not only maximizes market penetration but also enhances customer experiences, strengthens partner relationships, and propels mutual success.

How are you making your brand distinctive among your partners amidst the competition?

Nutanix is a customer-centric organization that aims to help make businesses successful by enabling them to establish the hybrid multicloud environments they need to put the applications and data in the environments that make the most sense. We listen to our customers to gain insights and tailor our solutions to meet their unique requirements. As part of this, we also provide customers with unique flexibility in terms of hardware, hypervisor, and cloud choices, and a subscription model that allows for complete portability of workloads between on-premises and public cloud environments. Nutanix's high net promoter score in the 90s is a testament to its strong market position and being a partner of choice for digital transformation.

How Nutanix is enabling its partners not only in terms of technology but also to adopt, perform, expand and grow?

Our channel programmes enable partners to increase their focus on customers and drive truly transformational results. Therefore, our partner programs including Elevate and the Nutanix Elevate Service Provider Program (NESPP) simplify engagement for the entire partner ecosystem using a consistent set of tools, resources, and marketing platforms provided in the new Nutanix Partner Portal – making it easier for partners to outline their path to success. In addition to this, Nutanix's Partner Support Centres (PSCs) in Bangalore and Kuala Lumpur ensure that partners have the information and resources they need to meet changing client demands and promote increased profitability and success for Nutanix channel communities throughout Asia-Pacific and Japan. The PSCs combine expertise in strategy implementation and execution, as well as channel sales, to ensure that our partners receive the entire range of Nutanix assistance to help them expand their



HARSH VAISHNAV
Director Channels, Alliances and Ecosystem, India & SAARC, Nutanix

businesses. Through our partner programs, we are focused on helping India's businesses stay ahead of disruption by enabling hybrid multicloud environments, automating database management, and enabling secure remote work.

Customer centricity is a key agenda for every company. What steps are you adopting to ensure it?

Nutanix puts customers first, and this is why our Net Promoter Score has been consistently above 90 percent over several years. We continuously strive to provide solutions that meet the ever-changing demands of our customers. In fact, it's this customer-centric approach that helps them navigate the complexities of cloud computing.

First, we deeply analyze customer insights through data and feedback mechanisms, enabling us to gain a profound understanding of their needs and preferences. This knowledge fuels our efforts to personalize our products and services, ensuring they align closely with individual customer requirements and expectations.

Second, we prioritize mapping out the customer journey to highlight the key challenges and areas for enhancement. This allows us to continuously improve interactions and overall experiences. We maintain an active feedback loop, actively seeking and acting on customer input to promptly address concerns and optimize our offerings. Our commitment to transparent communication keeps customers informed, engaged, and actively involved in the evolution of our products and services. Moreover, we place a strong emphasis on post-

sales support, ensuring that our customers receive the assistance they need even after the initial transaction. By fostering a culture of empathy and continuous improvement, we empower our employees to provide exceptional customer service and innovative solutions that address emerging needs. Our goal is to build lasting relationships with our customers, grounded in trust, transparency, and mutual success. Through these multifaceted efforts, we strive to deliver not only technology solutions but also a comprehensive and customer-centric experience that stands as a testament to our commitment to their satisfaction and growth.

Last year, Nutanix announced new updates to its Elevate Partner Program to better enable Partner ecosystem. What kind of growth you have seen among the partners after introducing this partner program?

Since the launch of Nutanix's revamped Elevate Partner Program last year, partners have witnessed remarkable growth across various dimensions. Notably, within the APJ region, the program has significantly bolstered Managed Partner Businesses. One of the standout outcomes is the substantial increase in business

driven by Growth Partners, contributing to over 30% of the overall business growth. Moreover, partners have achieved an impressive average new Logo ACV growth of 50%, highlighting the program's efficacy in attracting and retaining new customers. In a clear testament to the program's impact, partners have successfully added 125+ Net New Logos, underscoring their ability to expand Nutanix's market presence and win over new clients. The updated Elevate Partner Program has not only met its intended goals but also exceeded expectations, solidifying Nutanix's position as a leader in partner ecosystem empowerment.



“Enterprise Businesses are constantly under pressure in enhancing the experience of k8 applications across multi cloud environments. Nutanix k8 plays a major role in enabling customers to extend the flexibility to public cloud solutions like Azure Arc and Google Anthos. Increased Cloud repatriation opportunities are natural adoption to Nutanix platforms due to simplicity, ease of migration, building portability across hybrid multi clouds. Nutanix Being a patron of Hybrid cloud platform, they will be the default choice for customers across verticals. This collaboration is truly a transformational step towards building a strong and safe foundation for a digitally empowered nation.”

ANUJ GUPTA
CEO & DIRECTOR
HITACHI SYSTEMS INDIA



“With Nutanix cloud platform, we are able to leverage the opportunity created by the customers’ demand for a simplified management of their hybrid or multi cloud environments. Most of our customers today are struggling with the complexity of managing an increasing number of environments across on-premises, public cloud, and the edge, leading to management silos, costs, security risks. Nutanix has a cloud-delivered solution that provides a single console for visibility, monitoring, and management across public cloud, on-premises, hosted or edge infrastructure. This type of universal cloud operating model helps customers to break down silos, and simplify consistently managing apps and data anywhere.”

CHERIAN THOMAS
DIRECTOR
WYSETEK SYSTEMS TECHNOLOGISTS



“As a valuable partner we have successfully conducted business from one region thus we wish to expand geographically into other regions through our branch offices. We have created COE to support across geography the sales team and support L1 & L2 support. With our PAN India presence we are planning to replicate our success with Nutanix for North to other regions. This includes certification of Sales, Pre-sales and implementation. Organizing customer events and engaging in demand generation activity. In FY 24 Nutanix is a strategic partnership for Orbit.”

SURJEET KUMAR
SENIOR VICE PRESIDENT
ORBIT TECHSOL INDIA



“With Nutanix we have been able to lead our conversations with enterprises, whether it be moving from 3-tier architecture to HCI, catering to infra for VDI requirements, Edge Computing, Cloud Repatriation, Cloud Cost Management etc. We were one of the first adopters of Nutanix as a solution since 2015 wherein we introduced Nutanix to our customers and were successful in getting those early wins for Nutanix. Nutanix definitely is one of those marquee solutions in our portfolio which has helped better our revenues over the years.”

BHARGAV BALLA
FOUNDER & CEO
NINTH DIMENSION IT SOLUTIONS

Dell Technologies gives more power to partners with its Partner First Strategy for Storage

In its latest channel announcement, Dell Technologies has launched its Partner First Strategy for Storage, which designates more than 99 percent of Dell's customers and potential customers as partner-led for storage sales. This new go-to-market strategy combines partner expertise and reach with Dell's world-class team and storage portfolio, including data protection, to deliver transformational outcomes for customers. Dell Technologies is driven by the simple belief that the most successful vendors today will be ones that invest in building a partner-led model.

The Partner First Strategy is seen as a reiteration of Dell's continuing commitment to the growth of its partner businesses. The new initiative promises to drive more growth opportunities and enhanced support to propel channel partners' growth. This also negates the potential for any possible conflict between partners and its own direct sales organization.

There are a couple of significant differences that storage partners will notice with the new strategy. Effective from 8 August 2023, Dell is compensating Dell sellers or its direct sales team more when they transact storage through a partner. This, according to Dell, encourages greater partner teaming and will incentivize Dell sales reps to work with partners on storage deals.

Second, Dell is quadrupling the number of storage Partner of Record-eligible resale accounts for more predictability of engagement. If a partner holds storage POR status, Dell sales reps will work with them on any storage opportunity they uncover within that account, as per its Rules of Engagement.

Dell further said that storage partners will continue to earn rebates and incentives through the Dell Technologies Partner Program. This includes acquisition rebates on the newly eligible Partner of Record accounts.



DIEGO MAJDALANI

**PRESIDENT, GLOBAL CHANNEL,
DELL TECHNOLOGIES**

“Dell has been adjusting and improving how we work and what we try to do. And one of the things we realised is that we could do more with the partners, specifically in storage. Roughly, half our revenue globally comes from the partner. And one of the things that partners have been telling us is, they want to collaborate better with us. Through Partner First for Storage. 99% of our customers who are potential customers of storage, will be driven through the channel and not through our account teams. Because of the change in criteria that we use, now the number of accounts under partner records increased 4 times. “We don't have a goal as such, like in winning X percentage of the market. I want to make sure that in 12 months’ time when I talk to the partners, they say that it is much simpler, predictable, in doing business together. Also, since if we are teaming together, we should be winning more and gaining share every single quarter. We are confident of taking this partnership to the next level.”



TIAN BENG NG

**SENIOR VICE PRESIDENT
& GENERAL MANAGER -
CHANNELS, ASIA PACIFIC
JAPAN, DELL TECHNOLOGIES**

“Talking about the APJ market, we have had very good business momentum. While globally more than 50% of revenue comes through the channel, in APJ, that percentage is even higher. Some of the markets are in fact 100% channel driven. One metric that we look at in the channel team is deal registration – the number of deals that our partners register or bring to Dell - that has seen good momentum. So, this new strategy is a good indicator of our business moving in the right direction. It really reinforces our commitment to the partner community. One important aspect of this program is that it drives more predictability. If a partner is given a partner record for an end customer, there is predictability. Even if Dell Technologies finds an opportunity, they have to bring it back to that specific partner. Close to 99% of our accounts would fall under this partner records.”



ANIL SETHI

**VICE PRESIDENT & GENERAL
MANAGER, CHANNELS INDIA,
DELL TECHNOLOGIES**

“Dell in India stands committed. We have completed 27 years in the country and that goes on to say of how committed the company remains to the customers. Last year was a tough year, and we had 10% year on year growth. The year before that, we had 35% year on year growth in the channel business. So, we have really grown with a CAGR of about 24-25% every single year. Channel partners have played a key role in making Dell Technologies get a dominant share in three important segments in India – public sector, BFSI and mid-market. We are evolving, and along with it, we are evolving our partner programs. This is one factor why many new partners come and are willing to do business with us. The Partner First Strategy for Storage, including data protection, is a change in our go-to-market strategy designed to fuel continued storage growth in India and around the world.”

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CHATGPT: SHOULD TECHNOLOGY DICTATE HUMAN BEINGS

Every day newer coinages are evolving in the digital landscape. Technocrats welcome them since they are improvisations of existing concepts, devices, or applications. That heralds a newer concept for developing another one, which can have a greater impact on mankind. A peep into the history of technology helps us to understand the old technology, its working, benefits, and shortcomings or the limitations while discerning the benefits of the improvised one.

I was a little taken aback the other day, when I read, what I am painstakingly doing, of course with great creative elan, can be done by using an App, a euphemism for technology, with the help of Artificial Intelligence. Friends, here comes the world of ChatGPT.

For the uninitiated, let me define what is ChatGPT. It is a natural language processing tool driven by AI technology that allows one to have homo sapiens-like conversations and much more than what can be done with the chatbot. The language model can answer questions and assist you with tasks, such as composing emails, and essays, writing speeches, drafting important communications, and coding. The entire concept and development of the App is only at the trial stage and the developers/ researchers are seeking feedback from the users of the App to convert the same into a commercial venture like what Google, Facebook, and Twitter (now X) are doing. Does it mean that once the App is fully developed, can I prepare my own communications, speeches, and even the articles that I write without spending time and energy but by chatting with AI and culling out the relevant facts and information as suggested by the mighty AI, which can search millions or even billions of information stored and can come up with a brilliant piece without engaging my brain but collating vital information from powerful brains living or lived in the Planet Earth? Researchers of the App have already gone a great distance in developing apt questions that have to be asked to the GPT to get the relevant and most accurate answers, what should not be asked, making the App user friendly. They have also demonstrated how fast the App can give the answers, which human beings take a substantial length of time to find out from various sources.

Does it mean authors like Earnest Hemingway, Victor Hugo, Jane Austin, and people of their ilk will be extinct in the coming years and their places will be occupied by numbers and notations created by AI to distinguish one work from the other? Those who doubt what I am writing now is far from true and a figment of imagination, can go to ChatGPT in Google and download the App and see it for themselves. For instance, if you want to name a book that you propose to write, consult AI giving what you have in mind, the broad contours of the book, the ChatGPT will process it and in seconds you will get thousands of suggestions what ought to be the name of the book. The only problem that you may face is how to pick up the name from several hundreds of suggestions that you may receive from the App. Now researchers are busy developing newer generations such as GPT4, which is faster, swifter, and can mine data at a faster pace to give more accurate and stimulating answers to the user.

I often wonder whether such innovations taking place are good or bad. Let me not value judge it now. I will explain some contexts that triggered doubts about such innovations in my mind. The other day, I asked a little boy what is the multiplication of the number 9. His stock answer came: why did he by-heart such tedious things in his life while the calculator is there for that mundane work? If you are an entrepreneur like me, take a round to your finance department, you can see most of the young and not-so-young people sitting before the laptops, or PCs or smartphones to add or subtract or multiply numbers while carrying out their daily work chores. I am sure one among them, probably a superannuated person but still clinging on to you either he or she does not want to sit idle or the company feels that his or her services are indispensable, may not be looking at any of those devices and doing what is expected of him or her with the help of brain power recalling the multiplication table learned decades ago while in the primary school.

Why look for examples? While writing this piece, I am not even looking at either spelling or grammar since I know it will be auto-corrected by the system which has powerful software embedded to do so. I can also check whether what I write is properly constructed and can seek advice from the system as to how should I embellish what I write.

I am not denying that it is only one side of the story. The other side is why should we use the circuitous method and exacting methodology to remember things, calculate numbers, write a letter, create a poem or a novel, or prepare a hard-hitting speech if they can be done through less cumbersome methods through devices and Apps. It is a fundamental issue that has to be deliberated by educationists, policymakers, and others. I am sure that such things would be discussed in more detail while drawing up our educational policy and pedagogy. One thing I strongly believe is that our children should not be bought up as robots doing things mechanically. There should not be any compromise on developing their creative and emotional faculties. Whatever may be our technology breakthroughs in AI, ingraining creativity should be our guiding principle in the school curricula.

Out of sheer curiosity, I tried to know what is Open AI GPT (generative pre-trained transformer) and the people behind the organization engaged in AI research. I could gather a lot of information on ChatGPT, its later versions et al, but not who own it since no single person owns the company headquartered in San Francisco. But I inferred a lot of people are working behind the scene, aggressively involved in research, which they claim in their mission statement. They are committed to ensuring artificial general intelligence that would lead to a point where AI becomes smarter than humans. I am a little confused as to what that meant.

Personally, I do not have any qualms if the researchers from across the world use their pooled intellect



Asoke K. Laha
President & MD, Interra IT

and insights to create social good, such as eradication of poverty, ensuring good health to the people, brokering peace and tranquillity, a world free of terrorism, easy access to education, and the like. What is the guarantee that such pious thinking is behind them get polluted or if that technology gets into the hands of people with dictatorial dispositions? They would use it to further their strength and authority. How can such technologies become the property of humanity and not of a country or a group of people? A causal reading of the mission statement of the Open AI mentions that it is used for ensuring better writing, improving communications, preparing speeches, aiding creativity etc. What is the guarantee that smart technologies become smarter than average humans? Can such techniques be extrapolated to create villains who can ride roughshod over humanity? I feel there are a lot of unanswered or still-to-be-answered issues in the overall framework of Open AI, where society, scientists, governments, etc. have to pool their thoughts to clear the air, particularly that relates to the criticism that such technologies block the creativity of the human beings. Millennial shades of civilizations have instructed us that 'man' is the centre of every activity in the universe; the rest of the things are created to help and aid human beings. Should we envisage a societal architecture where technology becomes the epicentre of our civilizational existence? I do not have an answer so also many others like me.

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1 Based on Dell analysis of staff time required to maintain balanced PowerStore cluster vs. traditional multi-array deployment, March 2022. Actual results may vary.
2 Dell vs. Dell



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Vertiv India joins hand with Ingram Micro to boost its Thermal Presence

Vertiv has announced the expansion of thermal presence with Ingram Micro in India. To make the company's line of solutions more accessible to Vertiv's channel partners, the B2B online platform will enable ease of doing business, extensive reach, and access to a broader portfolio, including service assistance. The portfolio includes Vertiv Liebert SRC-G small room cooling system, and Vertiv Liebert DM high performance cooling for small rooms.

Liebert SRC-G is an energy efficient thermal management solution that delivers cooling availability to small critical infrastructure via a zero indoor footprint design. The wall-mounted Liebert SRC-G is available in capacities from 3 kW to 11 kW, occupies no white space, and provides year-round cooling to IT equipment. It is equipped with energy-efficient technologies, including electronically commutated (EC) fans, R410A refrigerant, and rotary or scroll compressors. The Liebert SRC-G also features an advanced controller, including remote monitoring capabilities for added intelligence when managing edge IT locations.

Verizon Business partners with HCLTech globally for managed network services

Verizon Business has announced a strategic global partnership making HCLTech its primary Managed Network Services (MNS) collaborator in all networking deployments for global enterprise customers, bringing together two global leaders in enterprise networking. The partnership combines Verizon's networking power, solutioning, and scale with HCLTech's market leading Managed Service capabilities to usher in a new era of large-scale wireline service delivery for enterprise customers.

Verizon Business will continue to lead all customer acquisition, sales, solutioning, and overall planning and development with its customers. HCLTech will lead post-sale implementation and ongoing support. To execute the tightly coordinated balance of responsibilities at enterprise scale, a select group of Verizon Business Global Customer Operations staff will transition to HCLTech. The partnership will offer customers a best-in-class MNS portfolio, a highly digitized experience with data-driven service models, enhanced efficiency and lifecycle management with frictionless interface, a broad end-to-end partner ecosystem, and joint innovation on an integrated platform.

Equinix announces to invest \$42 million for its IBX Data Center in Mumbai

Equinix announced an investment of \$42 million for its fourth International Business Exchange (IBX) data center in Mumbai, called MB4. The new facility will allow local and overseas businesses to expand their digital capability as a foundation to accelerate digital transformation in India.

Manoj Paul, Managing Director, Equinix India commented, "The increased digitalization of the economy is constantly driving the need for data center and interconnection services in India. The availability of MB4, expected in Q4 2023, will allow us to continue serving our customers' needs in India, enabling them to leverage our interconnection platform for efficient connectivity to multiple cloud service providers, network service providers and other businesses. This will help existing and new customers accelerate their digital transformation journey."

MB4 will offer expanded connectivity options to major telco networks along with Metro Connect availability to the highly connected Equinix data center sites of MB1 and MB2. Scheduled to open in Q4 2023 (subject to regulatory approvals), the first phase of MB4 will provide an initial capacity of 350 cabinets. When fully built out, the facility is expected to provide 700 cabinets. Equinix operates 250 data centers across 71 metros, providing digital infrastructure for more than 10,000 of the world's leading businesses. In Asia-Pacific, Equinix currently operates 52 data centers in key metros across Australia, China, Hong Kong, India, Japan, Korea and Singapore. The company also recently announced its plans to enter Malaysia and Indonesia to support business expansions into these emerging markets in the region.

Check Point to deliver secure SASE solution with acquisition of Perimeter 81

Check Point Software Technologies has signed a definitive agreement to acquire Perimeter 81, a pioneering Security Service Edge (SSE) company. With this acquisition, Check Point will help organizations accelerate the adoption of secure access across remote users, sites, cloud, datacentres, and the internet, all while aiming to deliver the most secure and fastest SSE solution in the market. Under the terms of the agreement, Check Point will acquire Perimeter 81 for approximately \$490 million, on a cash free, debt free basis.

Perimeter 81, launched in 2018 with a team of over 200 employees, serves more than 3,000 customers worldwide. The company, recognized as a leader in the Forrester Zero Trust Wave, brings an innovative approach to SSE that combines cloud and on-device protection. Perimeter 81 is offering a unique suite of capabilities, including Zero Trust Access, full mesh connectivity between users, branches and applications. This allows remote users to benefit from fast, secure internet browsing everywhere they go, while addressing cloud privacy violations. Perimeter 81 also enables a simple and fast one-hour deployment vs. weeks with traditional solutions, emphasizing ease-of-use and streamlined management.

Salesforce powers NIBAV Lift to deliver personalized customer experience

Home lifts manufacturer, NIBAV Lifts has collaborated with Salesforce to create a seamless and personalized journey for its growing customer base across India. Leveraging the power of Salesforce, NIBAV Lifts aims to integrate and unify the customer journey with emerging technologies to provide a more efficient and convenient experience for customers.

Arun Parameswaran, Managing Director - Sales & Distribution, Salesforce India, said, "As the home lift industry innovates to cater to an emerging segment of customers in India, we are honoured to be a part of NIBAV's journey enabling efficient and exceptional service for customers in their pursuit of excellence. Salesforce is committed to supporting NIBAV lifts in exceeding customer expectations and driving efficient growth for the business enabling innovation and value for key stakeholders."

Ericsson with TSSC sets up CoE to upskill students

Ericsson and Telecom Sector Skill Council (TSSC) have announced the launch of a Center of Excellence (CoE) at Delhi Skill & Entrepreneurship University (DSEU). The CoE will train students on 5G and emerging technologies along with job placements post the completion of the selected module by the student. Around 300 students will receive the training in the first year of the program.

The roll out of 5G networks in India, the rapid adoption of smartphones and IoT devices in the country as well as the boost in the manufacturing sector have led to the creation of new skill requirements in the telecom sector. Ericsson together with TSSC is looking at addressing this gap by providing world-class training and skill development to students in addition to providing career opportunities in the telecom sector. The modules being offered to students include training to be a 5G network engineer, technical training for handheld devices and for IOT Devices/ Systems as well as line assembly of telecom products. The industry approved training modules include theory lessons as well as hands-on practical training for the students in the Skill Labs set up in the CoE.

Arvind Bali, CEO, Telecom Sector Skill Council stated, "TSSC is on a mission to enhance the baseline skills for telecom professionals and aspirants across India. With the invaluable support of Ericsson, we have been able to establish a first-of-its kind Centre of Excellence for telecom in Delhi towards fulfilling this objective. The CoE is designed to maximize the learning potential of the local youth with a keen focus on inclusivity and technical skill development. We are standing at the beginnings of a new India and look forward to develop the potential of our great nation's youth."

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EAP115-Wall



**Omada AC1200 Wireless
MU-MIMO Gigabit Wall
Plate Access Point**

EAP235-Wall



**AX1800 Wall Plate
Wi-Fi 6
Access Point**

EAP615-Wall

Kyndryl and Microsoft join hands to enable adoption of enterprise-grade Generative AI for business

Kyndryl and Microsoft announced a joint effort to enable the adoption of enterprise-grade generative AI solutions for businesses on The Microsoft Cloud.

Leveraging the partnership's Joint Innovation Centers, Kyndryl's growing patent portfolio in data and AI, and its access to Microsoft 365 Copilot, Azure OpenAI Service and Microsoft Fabric, the two companies will rapidly design, develop and drive new generative AI innovations and solutions across their enterprises. To further the advancement of new AI capabilities, Kyndryl is also committing to utilize the Kyndryl University for Microsoft to educate thousands of Kyndryl employees on new Microsoft AI technologies. Kyndryl has supported several customers, as well as themselves, in leveraging AI and a virtual assistant to automatically summarize problem descriptions and dynamically surface relevant information to improve efficiency and response rates.

Savex Technologies along with Zoho helping businesses accelerate cloud adoption

Savex Technologies has announced its partnership with Zoho Corporation. This alliance gives Savex Technologies' extensive community of over 10,000 reseller partners access to Zoho's industry-leading cloud solutions for business email, team collaboration, and customer engagement.

Bringing Zoho's solutions onboard will enable Savex's partner network to meet the constantly evolving digital needs of businesses of all sizes. Under this partnership, Savex will focus on Zoho Workplace, a unified enterprise collaboration platform, and Bigin by Zoho CRM, a pipeline-centric CRM solution for small and micro businesses. Savex will have a dedicated team trained by Zoho professionals, in order to conduct enablement sessions for its resellers as well as offer product pre- and post-sales support to end customers. Raunak Jagasia, Director Enterprise Business and Alliance at Savex Technologies Pvt. Ltd. said, "We are extremely pleased to collaborate with Zoho and leverage its evolving portfolio. The new world of remote work has encouraged business leaders to transform the way they function by leaning more on collaboration tools and productivity suites to stay connected. As our channel partner ecosystem plays a critical role in our business growth strategy, this partnership will enable us to address rapidly expanding market opportunities, and accelerate business growth with Zoho's secure, frictionless, and easy-to-use solution for businesses of all sizes."

Redington partners with Scrut Automation to deliver Advanced Governance Risk and Compliance Platforms

Redington has announced a strategic partnership with Scrut Automation, a risk-focused compliance automation platform that helps simplify and streamline information security for cloud-native companies. This collaboration aims to extend the availability of Scrut Automation's highly acclaimed Governance Risk and Compliance Platform (smartGRC) to a wider range of customers through Redington's extensive partner network, which comprises over 40,000 channel partners.

R Venkatesh, President, Technology Solutions Group, Redington Limited said, "We are excited to embark on this strategic collaboration with Scrut Automation to bring their cutting-edge Governance Risk and Compliance Platforms to our extensive partner network. This collaboration reinforces Redington's commitment to providing innovative and robust compliance solutions to our customers. Together, we aim to empower organizations across industries with advanced tools to enhance their compliance posture and effectively mitigate security risks."

By joining forces with Scrut Automation, Redington aims to enhance customers' access to advanced compliance solutions. Scrut's proprietary smartGRC platform empowers organizations to reduce 70% of their manual effort in maintaining compliance with SOC 2, ISO 27001, GDPR, PCI DSS, and privacy laws like HIPAA, GDPR, and CCPA.

Vi Business along with Yotta to fortify Data Center Colocation & Cloud Services portfolio

Vi Business, the enterprise arm of the leading telecom operator Vodafone Idea, has partnered with Yotta Data Services to enhance its data center Colocation and Cloud services portfolio.

Under this partnership, Vi Business will augment its extensive market presence with Yotta's leadership in high-quality data centers, cloud infrastructure, and service delivery capabilities to aid the digital transformation journey of Indian enterprises. Vi Business aims to leverage its synergies with Yotta to offer integrated connectivity, cloud and security solutions to its enterprise customers.

Vi is connected with all major data centers and cloud service providers and hence is well-positioned to offer end-to-end solutions including colocation, managed hosting, public cloud, direct cloud connects, and security on its high-speed backbone network.

NEC Corporation India to Pioneer Intelligent Transportation System in UPSRTC Buses

NEC Corporation India (NEC India), a wholly owned subsidiary of NEC Corporation Japan, today announced that it has been selected as the master system integrator by Uttar Pradesh State Road Transport Corporation (UPSRTC) for the Vehicle Location Tracking-Passenger Information System (VLT-PSIS) project under the Nirbhaya fund of the Government of India. This ambitious project is aimed at resolving the critical issue of safety in buses and enhancing the overall travel experience of passengers traveling in UPSRTC buses through advanced cutting-edge technologies, such as live tracking of buses in an Integrated Command Control Centre (ICCC).

Under this project, AIS 140-based Vehicle Location Tracking (VLT) devices and emergency safety buttons will be installed across the majority of UPSRTC buses along with tracking of its entire fleet on the Uttar Pradesh state tracking platform. Large display screens will also be installed in around 100 major bus stations across the state to provide up-to-date real-time information to passengers. Alongside the implementation of a well-equipped state-of-the-art ICCC solution at UPSRTC headquarters in Lucknow, 20 regional viewing centers will also be established in regional headquarters of the UPSRTC.

Fortinet's Security Operations Solutions detects and respond to incidents from three weeks to one hour

Fortinet announced the results of an independent analysis by Enterprise Strategy Group (ESG) to quantify the customer benefits of deploying security operations solutions from Fortinet. The analysis determined that customers dramatically improved detection, containment, investigation, and response while making security teams up to 86% more operationally efficient. Organizations reduced cyber risk, improved

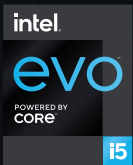


productivity, and enabled existing teams to do more in less time. And all of these improvements come with an investment payback period of as little as one month.

John Maddison, Chief Marketing Officer and EVP, Product Strategy said, "To secure the rapidly expanding attack surface against accelerating cyberthreats, enterprises must deploy cybersecurity solutions that leverage artificial intelligence [AI] at the heart of an integrated cybersecurity platform. We're pleased that ESG has quantified the dramatic benefits of Fortinet's approach to security operations [SecOps], helping enterprises make informed decisions about the advantage of automated incident detection and containment, as well as broader investigation and response."



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Hikvision launches new Smart Managed Switches to remotely manage security systems

Hikvision has launched a new generation of Smart Managed Switches that, in conjunction with the Hik-Partner Pro mobile app, enable installers to remotely deploy and configure security systems with comprehensive operation and maintenance capabilities. This new generation of Smart Managed Switches features a robust architecture with 6 KV surge protection for PoE ports.

The full portfolio ranges from an economical 100 Mbps switches up to high-powered Gigabit switches tailored for SMB projects.

With this new generation of Smart Managed Switches, Hikvision integrates connectivity with management over the entire security system through its mobile app, Hik-Partner Pro. Hik-Partner Pro weaves together cameras, alarms, NVRs, access control devices, and software, creating a unified and easy-to-use security system for centralized, visualized operations and maintenance.

Adobe makes AI-powered Adobe Express available

Adobe announced the general availability of the all-new Adobe Express for desktop web. The latest version of the app with Firefly beta generative AI capabilities is revolutionizing creative expression, making it fast, easy and fun for users of all skill levels to design and share standout content.

The groundbreaking innovations in Express bring the power and precision of Adobe's popular photo, design, video, document and generative AI tools into a new AI-first, all-in-one editor, making tasks like creating stunning social video content, touching up images, importing, editing and decorating PDFs and laying out amazing designs, fast and easy.

Express is being used by millions of users globally—spanning all skill levels—to create captivating social content, compelling videos, visually stunning PDFs, digital cards and flyers, engaging book reports and resumes, and much more. Available globally and with Firefly generative AI now supporting prompts in 100+ languages, it's even easier for Express users to generate high-quality images, create stunning text effects, streamline workflows and improve productivity in their language of choice, all within Express.

Oracle announces Compute Cloud@Customer to deliver OCI compute services anywhere

Oracle has announced Oracle Compute Cloud@Customer, a rack-scale cloud infrastructure that enables organizations to use Oracle Cloud Infrastructure (OCI) compute services anywhere. With Compute Cloud@Customer, customers can develop, deploy, secure, and manage workloads using the same software stack as OCI in deployments as small as a single rack.



Oracle Compute Cloud@Customer enables organizations to run applications and middleware on OCI compute, storage, and networking services with flexible virtual machine (VM) shapes in their data centers. When combined with Oracle Exadata Cloud@Customer, it is the ideal platform for workloads that are tightly integrated with Oracle databases. Organizations can use the same OCI services in their data centers and Oracle Cloud Regions, while developers and IT managers can use the same APIs and management tools to deliver a consistent user experience everywhere. Organizations can also consolidate existing workloads and deploy new cloud-native applications on a fully managed cloud platform in their data centers, enabling them to capitalize on OCI's cost-effective consumption model to streamline operations and reduce costs.

Nutanix brings GPT-in-a-Box solution to simplify adoption of Generative AI

Nutanix announced the Nutanix GPT-in-a-Box solution for customers looking to jump-start their artificial intelligence (AI) and machine learning (ML) innovation, while maintaining control over their data. The new offering, available, is a full-stack software-defined AI-ready platform, along with services to help organizations size and configure hardware and software infrastructure suitable to deploy a curated set of large language models (LLMs) using the leading open source AI and MLOps frameworks on the Nutanix Cloud Platform. It allows customers to easily procure AI-ready infrastructure to fine-tune and run generative pre-trained transformers (GPT), including LLMs at the edge or in their datacenter.

The Nutanix GPT-in-a-Box solution delivers ready-to-use customer-controlled AI infrastructure for the edge or the core data center and allows customers to run and fine-tune AI and GPT models while maintaining control over their data. Nutanix provides a full complement of security and data protection offerings ideal for AI data protection.

Tenable brings ExposureAI with Generative AI capabilities

Tenable announced the launch of ExposureAI, new generative AI capabilities and services across the Tenable One Exposure Management Platform. It has also introduced Tenable Exposure Graph, a scalable data lake, Powered by Snowflake, that fuels the ExposureAI engine. This unified data platform - representing more than 1 trillion unique exposures, IT assets and security findings (vulnerabilities, misconfigurations and identities) across IT, public cloud and OT environments - is the



largest repository of contextual exposure data in the world and feeds all of Tenable's Exposure Management products.

Harnessing AI efficiently requires data and expertise to generate meaningful insights. Since the introduction of its dynamic Vulnerability Priority Rating (VPR) in 2019, Tenable has applied AI techniques to help organisations prioritise vulnerabilities based on true risk to the business. Recently, Tenable Research made generative AI-developed research tools available for free to the cybersecurity community. Now Tenable is using generative AI to put more power than ever in the hands of security teams, so they can be more efficient and focus more resources on preventing successful attacks. The insights Tenable ExposureAI creates make exposure management more accessible and turn all analysts into expert defenders.

Western Digital Delivers New Levels Of Flexibility, Scalability For The Data Center

From the cloud, to the edge, to the enterprise, data center architects are deploying higher levels of flash to unlock the potential of AI, object storage, file sharing and more. At the same time, they are laser-focused on controlling spend and must find solutions to help them manage, scale and utilize storage assets more efficiently. This is driving a growing trend to disaggregate and share NVMe flash over fabric (NVMe-oF) for improved performance, availability and flexibility of storage resources.

Helping customers simplify NVMe/NVMe-oF storage deployment, Western Digital (NASDAQ: WDC) today announced its enhanced OpenFlex Data24 3200 NVMe-oF JBOF/Storage Platform along with the next-generation RapidFlex A2000 and C2000 NVMe-oF fabric bridge devices (FBDs), and the new Ultrastar DC SN655 PCIe® Gen 4.0 dual-port NVMe SSD. These new storage solutions are enabling an ecosystem, providing more flexibility and choice for simplifying NVMe and NVMe-oF deployment for customers. Western Digital is now the only company with vertical integration capabilities targeting both ends of the Ethernet wire to deliver solutions where data travels from the server initiator to the storage target.

Lenovo unveils its latest series of ThinkStations in collaboration with Aston Martin

Lenovo has announced the launch of its latest trio of unconventional desktop workstations, the ThinkStation PX, P7, and P5. These technologically advanced workstations have been co-designed with Aston Martin, an iconic high-performance automotive manufacturer and leader

in the ultra-luxury automobile market. These workstations are powered by Intel's latest processor technology and NVIDIA RTX professional GPUs to surpass the most extreme, high-computing workloads across various industries, offering users unparalleled power, performance, and productivity.

To bring the ThinkStation PX, P7, and P5 to life, Lenovo partnered with

Aston Martin. The collaboration aimed to create workstations that not only deliver exceptional performance but also embody Lenovo's iconic red design language and Aston Martin's design philosophy. Together, the teams engineered a tool-less chassis design with extreme flexibility and enhanced ergonomics, allowing users to elevate and optimize every stage of their complex workflows.

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technology
for all**

Lenovo

Dell Technologies Expands AI Offerings to Accelerate Secure Generative AI Initiatives

Dell Technologies has introduced new offerings to help customers quickly and securely build generative AI (GenAI) models on-premises to accelerate improved outcomes and drive new levels of intelligence.

New Dell Generative AI Solutions, expanding upon our May's Project Helix announcement, span IT infrastructure, PCs and professional services to simplify the adoption of full-stack GenAI with large language models (LLM), meeting organizations wherever they are in their GenAI journey. These solutions help organizations, of all sizes and across industries, securely transform and deliver better outcomes.

"Generative AI represents an inflection point that is driving fundamental change in the pace of innovation while improving the customer experience and enabling new ways to work," Jeff Clarke, vice chairman and co-chief operating officer, Dell Technologies, said on a recent investor call. "Customers, big and small, are using their own data and business context to train, fine-tune and inference on Dell infrastructure solutions to incorporate advanced AI into their core business processes effectively and efficiently."

LG brings UltraGear OLED monitors for a smoother and immersive gaming experience

LG Electronics India recently launched its line-up of premium UltraGear OLED gaming monitors - 45GR95QE and 27GR95QE. These latest additions to the UltraGear series are set to revolutionize the gaming experience with their exceptional features and superior performance.

Gamers can indulge in a smoother, more immersive gaming experience with the remarkable 240Hz Refresh Rate, providing faster frame rates and reduced motion blur. The lightning-fast 0.03ms Response Time ensures game-changing visuals, eliminating ghosting and delivering crystal-clear images during even the most fast-paced action.

The ergonomic stands of these monitors offer a wide range of adjustments, including tilt (-5°~15°), swivel, pivot, and height adjustment (110mm), ensuring gamers can find their perfect viewing position for hours of comfortable gameplay. Moreover, the monitors are wall-mountable (100 x 100 VESA mount) for maximum versatility and space optimization.

A gaming remote control allows for easy and quick adjustments, putting control at the gamers' fingertips. Additionally, features like Black Stabilizer, Dynamic Action Sync, Crosshair, and FPS Counter provide gamers with the essential tools for optimal performance and precision.

Optoma rolls out 4K UHD LED Projector TV L1 +

Expanding its advanced 4K Ultra Short Throw Projector TV range, Optoma introduced Ultra HD 4K resolution 4LED Projector TV L1 + in the Indian market. This sleek, stylish, and lightest projector delivers up to 120-inch images, when placed close to a wall to enjoy the flexibility of home entertainment projection in the smallest of spaces. The L1 + projector is available at MRP of Rs 2.80 Lakh.

This new age Projector TV is intertwined with Google and Netflix certified Android TV Dongle. The dongle allows customers to access over 5,000+ apps, music, games, news, and movie content available on Google Play. This easy to plug-and-play dongle brings favorite movies and shows via Netflix with 4K HDR support.

L1+ adapts the 4LED technology by adding an additional LED to the 3LED ecosystem, which features consistent brightness, more saturated colors, and an extraordinary lifespan of up to 30,000 hours (Eco mode). In addition, this Projector TV can receive and display both HDR10 and Hybrid Log Gamma (HLG) HDR content allowing you to see far more detail and texture.

AMD announces two new additions to its Radeon PRO W7000 series product line

AMD has announced two new additions to the AMD Radeon PRO W7000 Series product line - the AMD Radeon PRO W7600 and AMD Radeon PRO W7500 workstation graphics cards. The new graphics cards are designed to tackle mainstream workloads across a range of professional industries, including Media & Entertainment, Design & Manufacturing, and Architecture, Engineering & Construction.

AMD Radeon PRO W7600 and Radeon PRO W7500 graphics cards accelerate everyday professional workflows by focusing on efficiency and increasing performance. The new graphics cards leverage the breakthrough AMD RDNA™ 3 architecture and are optimized to deliver leadership price/performance, as well as outstanding stability and reliability. Both cards feature 8GB of high-speed GDDR6 memory to effortlessly support data-intensive tasks and enable ray-traced renderings with incredible detail and realism. Building upon the previously launched AMD Radeon PRO W7900 and AMD Radeon PRO W7800 graphics cards, creators and professional users now have a broader selection of AMD Radeon PRO workstation graphics offerings to support an extensive range of professional workloads.

Cisco enhances its XDR solution by adding new Automated Ransomware Recovery

Cisco is dramatically enhancing its Extended Detection and Response (XDR) solution. By adding recovery to the response process, Cisco XDR is redefining what customers should expect from security products. Today's announcement brings near real-time recovery for business operations after a ransomware attack.

Cisco continues to drive momentum towards its vision of the Cisco Security Cloud—a unified, AI-driven, cross-domain security platform. With the launch of Cisco XDR at the RSA Conference this year, Cisco delivered deep telemetry and unmatched visibility across the network and endpoints. Now, by reducing the crucial time between the beginnings of a ransomware outbreak and capturing a snapshot of business-critical information to near-zero, Cisco XDR will further support that vision, while enabling new levels of business continuity.

"The exponential growth of ransomware and cyber extortion has made a platform approach crucial to effectively counter adversaries. Our objective is to build a resilient and open cybersecurity platform that can withstand ransomware assaults and recover with minimal impact, ensuring uninterrupted business operations," said Jeetu Patel, Executive Vice President and General Manager of Security and Collaboration at Cisco. "As a global infrastructure provider that built the network, Cisco is redefining what a security product should deliver. Our innovations with automated ransomware recovery are a significant step towards achieving truly unified detection and response data, turning security insights into action."

Airtel launches Xstream AirFiber home Wi-Fi service powered by 5G Plus

Bharti Airtel has announced the launch of Airtel Xstream AirFiber, its fixed wireless access (FWA) offering on 5G for consumers in Delhi and Mumbai.

The need for Wi-Fi at home has grown exponentially in the past 3-4 years. With fiber to home connecting only 34 million homes in India, a very large number of customers struggle for fiber access. Airtel Xstream AirFiber is the country's first 5G wireless Wi-Fi solution that will offer internet to consumers in fiber dark areas. It will address the last mile connectivity issue in both rural and urban India where access to fiber infrastructure is a challenge. Xstream AirFiber is a plug-and-play device with in-built Wi-Fi 6 technology that will offer wide indoor coverage and can simultaneously connect up to 64 devices.

Commenting on the initiative, Shashwat Sharma, Director – Consumer Business Bharti Airtel, said, "India has seen the rapid growth of home broadband but there still remain areas with no access to hi-speed internet at home due to the physical challenges of laying fiber in a country the size of India. While fiber to the home will always define the best experience of Wi-Fi at home, AirFiber helps bridge the experience gap for everyone else. Today, we are delighted to launch Xstream AirFiber for consumers in Delhi and Mumbai with a pan-India rollout planned soon."

Tejas Networks gets Rs 7,492 cr RAN contract from TCS for BSNL's pan-India 4G/5G network

Indian telecom gear maker Tejas Networks has won a Rs 7,492 crore (\$900 million) contract to supply its latest 4G/5G Radio Access Network (RAN) for state-run Bharat Sanchar Nigam Limited (BSNL)'s pan-India network, spanning 100,000 sites.

In a regulatory filing, the company said that it has executed a Master Contract for supply, support, and annual maintenance services of its RAN equipment for BSNL's pan-India 4G/5G network, with Tata Consultancy Services (TCS).

"As a part of this Contract, the Company received a Purchase Order from TCS for Rs 7,492 crore (approx. USD 900 million) to supply its latest 4G/5G RAN equipment for approximately 100,000 sites," the Bengaluru-based gear maker said in the filing. The contract will be executed during the calendar years 2023 and 2024.

After "successfully completing extensive trials" as part of a consortium led by TCS, the company has won the order.

Acer unveils two new tablets - One 10 and One 8

Acer has launched two new tablets in India - The Acer One 8 and the Acer One 10, both powered by the robust Mediatek MT8768 Octa-Core Processor. These tablets offer a perfect combination of performance, portability, and functionality, catering to the needs of today's users.

The tablets feature sleek and lightweight designs, ensuring easy portability and comfortable usage. The Acer One 8 sports a compact 8.7-inch WXGA+ IPS screen, while the Acer One 10 boasts a larger 10.1-inch WUXGA IPS In-cell Panel Technology display, providing vibrant visuals and an immersive viewing experience. Operating on the Android 12.0



system, these tablets offer a seamless and user-friendly interface, allowing effortless navigation through apps and content. Users can expect swift and efficient performance for web

browsing, media streaming, and productive tasks.

Both the Acer One 8 and Acer One 10 provide ample storage space for apps, files, and media. The Acer One 8 offers 3 GB LPDDR4 RAM (Optional 4GB) and 32GB of flash memory (Optional 64GB). On the other hand, the Acer One 10 offers 4 GB LPDDR4 RAM (Optional 6GB) and 64GB of flash memory (Optional 128GB). Additionally, both tablets support expandable storage of up to 1TB through a micro-SD card, ensuring convenient storage and accessibility of apps, files, photos, and media.

Microsoft's Surface Go tablet to have Intel N200 inside

Microsoft is reportedly unveiling several new Surface products this fall, including new members of the Surface Laptop Studio, Surface Laptop Go, and Surface Go line-ups. The next-gen Surface Go will be the smallest, and most affordable of the bunch. It will also bring a big performance upgrade over the previous-gen Surface Go 3, thanks to the move to an Intel Processor N200 chip.

The Intel N200 is a 6-watt, 4-core, 4-thread processor based on Intel's Alder Lake-N architecture, and going by its standards, it could bring a significant boost in single-core performance over the Pentium Gold 6500Y and Core i3-10100Y chips used for the Surface Go 3, and even bigger gains in multi-core performance.

Alder Lake-N chips are positioned as low-power, low-cost chips for entry-level computers, so they are not expected to be competitive with the last 15+ watt chips from Intel or AMD. But it's still a nice spec bump for Microsoft's most affordable tablet line.

Surface Go 3 prices currently range from \$400 to \$680 globally.

Jio completes nationwide rollout of 5G-based connectivity using 26 GHz mmWave spectrum

Reliance Jio Infocomm Limited has completed its minimum roll-out obligations in each of the 22 Licensed Service Areas, across each of the spectrum bands, ahead of time under the terms of the spectrum allocated to it on 17th August 2022.

On 19th July 2023, RJIL had completed submission of the prescribed details towards completion of the Phase 1 minimum roll-out obligation with the Department of Telecommunications ("DoT") Units and by 11th August 2023, necessary DoT testing was completed in all circles.

Jio had acquired a unique combination of low-band, mid-band and mmWave spectrum, which coupled with its deep fibre network and indigenous technology platforms, will enable Jio to provide 5G Everywhere and 5G For All (consumers and enterprises).

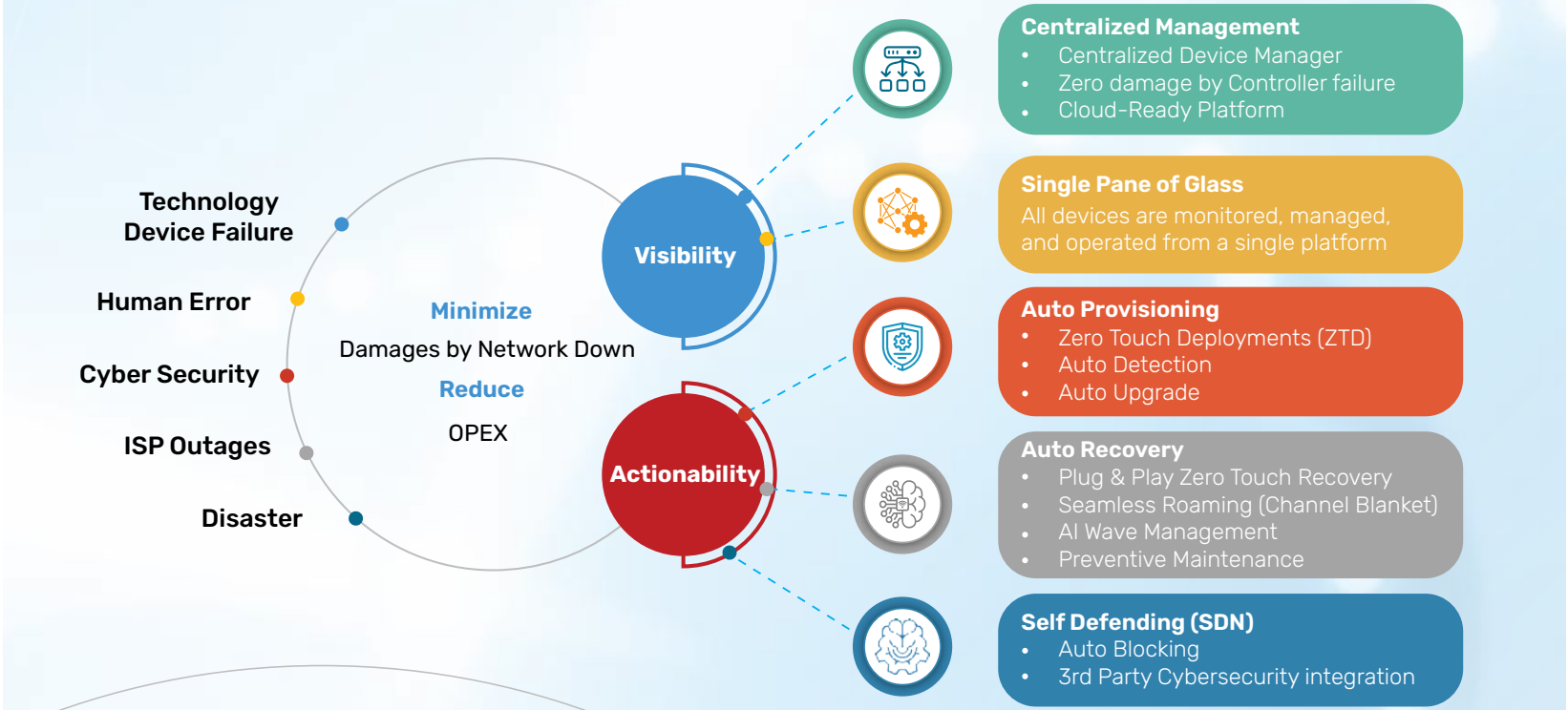
Jio has the highest spectrum footprint. Jio also has 1,000 MHz in the millimetre wave band (26 GHz) in each of the 22 circles which will uniquely enable enterprise use cases as well as provide high-quality streaming services. Jio engineers have worked round the clock to ensure the fastest rollout of its True 5G network, making it the fastest 5G rollout of this scale in the world. This 77th Independence Day, Jio is celebrating 'Azadi ka Amrit Mahotsav' with a pan-India rollout of mmWave-based Jio True-5G business connectivity.

NETGEAR brings Orbi RBK763S Tri-Band Mesh System

In today's interconnected world, the need for high-speed consistent Wi-Fi coverage throughout the home is important, more than ever. In this scenario having a Mesh system can be a good idea that can offer great flexibility to place satellites in different areas for optimal Wi-Fi coverage, preventing Wi-Fi "dead spots" throughout space. The NETGEAR Orbi RBK763S is one such system that provides up to 7,500 sq. ft of coverage with up to 5.4Gbps Wi-Fi speeds and supports over 75 devices simultaneously with zero buffering. Protected by NETGEAR security services, the system includes a dedicated connection for instant router-satellite communication so Wi-Fi speed stays fast as more devices are connected, and 7 Gigabit ports to give your most demanding tech products their own wired connection.

The Powerful Orbi RBK763S 3-pack Mesh System is engineered for more efficient data transmission through the exclusive Tri-Band Mesh technology that establishes a dedicated backhaul connection which helps maximize internet speeds resulting in faster Wi-Fi performance that doesn't degrade across the house. The system keeps connections strong and running with no buffering or drop-offs at maximum speeds providing families the bandwidth to address household demands even when simultaneously streaming OTT, video calls, and gaming, all at the same time.

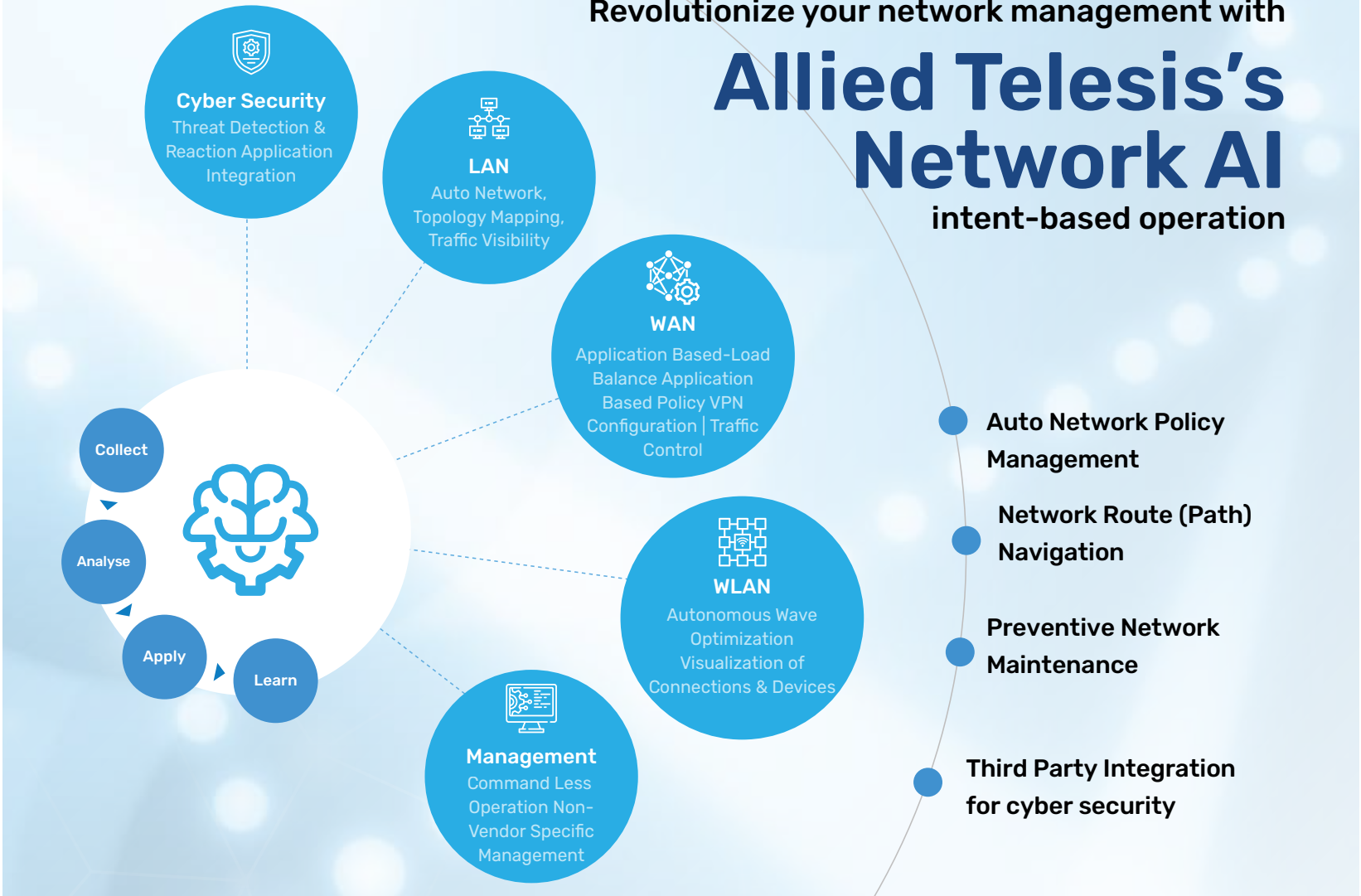
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Matrix Comsec wraps up its Partner Connect event in Riyadh

Matrix, by collaborating closely with its channel partner - ACIX Middle East LLC, launched the latest iteration of MATRIX PARTNER CONNECT' on the global stage, in Riyadh. The event took place at the Radisson BLU Hotel in Riyadh.

Particularly due to its robust connectivity and well-established infrastructure, Riyadh presents significant opportunities for expanding Matrix's business reach and its system integrator network.

In this edition of Partner Connect, Matrix unveiled its complete range of IP Video Surveillance solutions. These encompassed server-based enterprise-grade NVRs, Cameras with UL certification, the Matrix VMS, and more. Matrix effectively addressed diverse customer challenges such as optimizing bandwidth usage, managing storage expenses, overseeing multi-site offices, and enhancing reactive security measures, effectively catering to all organizational requirements. The showcased Cameras encompassed Turret, Dome, Bullet, and PTZ Cameras, with resolutions spanning from 2MP to 8MP. These Cameras were certified with both UL and NEMA, ensuring safety and environmental compliance. Furthermore, Matrix exhibited its NVRs designed for server-based enterprise use. These NVRs came pre-installed with Video Management Software that supported redundancy and accommodated hot-swappable hard disks, providing storage capacities of up to 144 TB, thus effectively fulfilling all security concerns.

In the realm of Access Control and Time-Attendance, Matrix establishes its unique position as the only OEM, crafting internal architectural components such as panels, door controllers, readers, and software. Also showcased was Matrix's COSEC ARGO FACE, an intelligent door controller that features swift face recognition and advanced functionalities including Adaptive Face Recognition, Face Liveness Detection, and Mask Compulsion, all aimed at tackling security and health-related issues. The device's deep learning algorithm facilitates identification in under 0.5 seconds and accommodates up to 50,000 users, delivering top-notch security for organizations.

TechnoBind concludes 1st edition of Fridays with TechnoBind

TechnoBind has recently successfully launched and completed the 1st edition of its partner platform 'Fridays with TechnoBind'. Every edition of Fridays with TechnoBind is theme based and the 1st edition was dedicated to the Infrastructure domain. Going forward, the partner meet will be taking place on the 3rd Friday of every month in multiple cities. The 1st edition of Fridays with TechnoBind was launched simultaneously in Bengaluru, Delhi and Mumbai providing a forum for partners and resellers to connect and achieve collective growth.

"Fridays with TechnoBind is launched with the purpose of strengthening our partnership and tapping into a vast network of industry professionals who are passionate about data solutions to elevate our success and solve customer problems. We are bringing together partners and vendors to have a dialogue on how partners can be engaged better with a ready platform and how OEM's solutions can be positioned better in the market. While knowledge sharing and networking form the crux of the Fridays with TechnoBind, the two-way feedback makes it distinctive. We are confident that our partner and vendor community will look forward to these monthly platforms," said Prashanth GJ, CEO at TechnoBind Solutions.

Fridays with TechnoBind, a monthly partner platform is launched with an aim to strengthen and foster a collaborative environment within TechnoBind's partner community. Robust and flexible infrastructure is crucial for organizations in today's dynamic tech and business environment. Keeping this in focus, the first theme 'Infra Story' was led by the Vertiv team in Bengaluru and ExaGrid teams in Mumbai and Delhi. Friday's with TechnoBind received an overwhelming response with 32+ partners actively participating. With the rapid advancements in data solutions, it has become more crucial than ever to stay updated, exchange ideas, and adapt to the evolving landscape. TechnoBind strongly believes in the power of connections and the collective expertise of its partners and serves as a forum where it can be achieved.

ISODA celebrated 15th annual AGM meet & BIZ Summit 2023

The Infotech Software Dealers Association (ISODA) conducted its 15th AGM on 10th Aug 2023. This event was held in the Silicon valley of Bengaluru which was attended by close to 100 members physically. After passing the minutes of the previous meeting, other items in the Agenda were discussed and closed. Elections were then conducted for the positions for the new year. A new chapter in Karnataka has been added in this year.

The new Management was elected as follows:

- Chairman : Prashant Jain- JNR Management Resources India Pvt Ltd
- President : Vinod Kumar- Satcom Infotech Pvt Ltd
- Vice Chairman : Zakir Hussain Rangwala- BD Software Distribution Pvt Ltd
- Vice President : Ajay Bhayani- Ambisure Technologies Pvt Ltd
- Secretary : Vimesh Avlani- Grafronics
- Treasurer : Ravi Jalan: Shakti Enterprises
- Regional Secretary (East) : Satya Priya Das- Logarhythm consultancy Pvt Ltd
- Regional Secretary (North East) : Tapan Ghosal – Data Crown computers Pvt Ltd
- Regional Secretary (Gujarat) : Gaurang Patel - Natraj Infotech Pvt Ltd
- Regional Secretary (North) : Kamal Gulati-ITS Technology Solutions Pvt Ltd
- Regional Secretary (Rajasthan) : Manoj Tiwari- Rise Tech Software Pvt Ltd
- Regional Secretary (South) : Ravi Kumar Rajeseharan- V4 Technologies
- Regional Secretary (West) : Amit Shah- TAS Technologies
- Regional Secretary (Karnataka) : Sanjay Srivastava- Login Infotech

The new Management is excited to continue growing the association in "stature and strength" and providing "value addition to the members and to the Software Dealers community" at large.

SupertronVAD opens Global Corporate office and CoE for next gen technology solutions in Mumbai

Supertron Value Added Distributor venture announced a significant investment to establish new Global Corporate office and joint Center of Excellence (CoE) designed with Aver, AverMedia, Heinrich, Pelco a Motorola Solutions Company, Rosenberger and Synology. The state-of-the-art NextGen Technology Solutions CoE is located at the in India's Commercial Capital, Mumbai keeping in mind the future technology.

Global Corporate office was inaugurated by Mrutyunjay Mahapatra, a Member of the Governing Council of the Reserve Bank & Innovation Hub, and former MD & CEO of Syndicate Bank and DMD of SBI in presence of Adv. Khushbu Jain, Supreme Court of India, Ark Legal, Kanel Gangaram, GGM (E&T), ONGC Limited, Hemang Jangla, Social Worker and Director in IBAI (Insurance Boards Association of India), Prof. M. D Agrawal, Program Director for Digital Innovation & transformation in enterprise course, All India Management Association (AIMA).

This new CoE will be integral part of SupertronVAD ProAV, Video, Surveillance, datacentre and storage business to enhances its global support capabilities for its SI partners and enterprise customers. The CoE team will help organizations around the world to show case varies use cases in a range of technology solutions across the vertical agnostic.

This CoE will build on SEPLVAD' Vision 2025 thought leadership, deep knowledge of solutions engineering and industry domains, along with the understanding of clients' various use cases. On this strong foundation, SEPVAD will continue to make targeted investments in building vertical-specific solutions leveraging technologies of tomorrow. Further, it will collaborate with various partners such as various ecosystem OEM's, leading Academic Institutes and various technology associations like AVIXA, Fire & Security Association of India to shape up the evolution and adoption of these next-generation technologies.

CADYCE intros CA-DUCWC(20W) Charger - a compact and high-speed charging solution

CADYCE is thrilled to unveil its latest offering - the CA-DUCWC(20W) Charger. This revolutionary compact wall charger is engineered to deliver lightning-fast charging speeds, ensuring that your smart phones, tablets, and other compatible devices are powered up in no time.

High-Speed Charging for Your Busy Lifestyle: Say goodbye to long charging times and hello to efficiency! The CA-DUCWC(20W) Charger is designed to provide high-speed charging, reducing downtime for your devices and keeping you connected throughout your day. Its cutting-edge technology enables faster charging compared to conventional chargers, making it the ideal companion for modern tech-savvy individuals.

Simultaneous Charging for Ultimate Convenience: We understand the demands of your fast-paced life, which is why the CA-DUCWC(20W) Charger supports simultaneous charging of multiple devices. Now, you can charge your smart phone or tablet, and other gadgets all at once, saving you valuable time and outlets.

Wide Compatibility to Suit Your Needs: Whether you're an Android aficionado or an iPhone enthusiast, the CA-DUCWC(20W) Charger has got you covered. With its wide compatibility, it caters to a diverse range of devices, including the latest iPhone series, ensuring you can power up all your gadgets with ease.

Safety and Efficiency Guaranteed: The CA-DUCWC(20W) Charger is equipped with advanced safety features, offering efficient charging experience. We believe in responsible charging practices, and this charger's high efficiency helps minimize energy loss, making it an environmentally friendly choice.

Compact and Elegant Design: Designed to impress, the CA-DUCWC(20W) Charger's sleek and compact design adds a touch of elegance to your charging station. Its portability allows you to carry it effortlessly in your bag or pocket, making it the perfect travel companion.

Supports QC 3.0 for Faster Charging: For those who crave the fastest charging experience, the CA-DUCWC(20W) Charger proudly supports Quick Charge 3.0 technology. Devices that are QC 3.0 compatible can take advantage of even quicker charging speeds with this feature.

The CA-DUCWC(20W) Charger represents our commitment to delivering innovative and user-centric products that enhance your daily life. With its exceptional speed, safety features, and wide compatibility, it sets a new standard for charging solutions in the market.

The CA-DUCWC(20W) Charger is now available for purchase on our website www.cadyce.com and through authorized retailers.



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COMPASS celebrates its 30 years with a two-day conclave positioning it as “IT Ka Mahakumbh”



COMPASS, the IT association of Eastern India, celebrated its 30 years in IT industry with much fanfare. It hosted a dynamic and influential two-day Conclave on August 25th and 26th at The Westin, Kolkata. This year the COMPASS Conclave positioned it as “IT Ka Mahakumbh”. The event was dedicated to training, productive knowledge sharing, acknowledgement, and motivation.

More than 260 IT channel partners gathered at the conclave from across West Bengal. The event witnessed the support from 25 OEMs including Seagate, CP Plus, HP, Gigabyte, Asus, BenQ, Dell, Epson, Intel, Lenovo and others.



V K Bhandari, Mentor Compass and Chairman/Managing Director of Superton said, “We had a vision to have an event where all the Eastern India partners, software developers, retailers, distributors, system integrators and all the brands could participate and exchange ideas on technology, the future road map etc. The COMPASS team has really worked hard by inviting 265 delegates from across the state and I am sure the IT fraternity must have benefitted from it. Our aim or goal should be the same where our voice should be strong enough to reach out to the government, nurture the experience of the veterans and benefit the IT fraternity.”



Neeraj Agrawal, President, Compass said, “We are extremely excited to have organized this IT Ka Mahakumbh event for the first time and we have 25 sponsors who have supported the event. The event encompassed a diverse range of activities, ensuring a comprehensive experience for all participants. A fusion of business sessions, educational talks, entertainment, motivational speeches, bonding activities, and extensive networking opportunities provided attendees with a holistic event experience. We thank all the sponsors and Compass members who are supporting us and working hard to make this plan a success. We know that members have full trust in us and this is what makes us proud.”

The Conclave witnessed the presence of 16 companies that showcased their latest technological innovations. The business sessions proved to be highly insightful, as companies unveiled their future product roadmaps, and shared their visions for the IT industry’s advancement.

The evening Gala Night was a captivating spectacle, featuring a grand entrance by committee members welcoming delegates and sponsors followed by patriotic performances, dance routines, and a series of enthralling musical performances by talented artists. The Gala Night evening was sponsored by Seagate.

On the second day, the attendees were enriched by a guest speaker during a talk show. Khalid Aizaz Anwar, IAS, Commissioner, Directorate of Commercial Taxes, Govt. of West Bengal provided valuable insights into the realm of GST, shedding light on its implications and relevance.

All the partners and sponsors who attended the event discussed about the success and how it has benefited the IT fraternity. Sameer Bhatia, Asia Pacific and Country Manager, Seagate Technology announced that Seagate will continue to support the future events of COMPASS. It will continue to work hard to make the Conclave an even bigger and better event in the years to come.

The grand finale of the Conclave was marked by a spell bounding speech by the motivational speaker Sonu Sharma. His words resonated deeply, inspiring all in attendance.

The event concluded on a high note, leaving participants with a sense of satisfaction, knowledge, and motivation to excel in their endeavors.

The Conclave showcased an array of sponsors, each contributing to the event’s success and prominence:

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Industry Leaders Convene to Explore the Power of Hybrid Cloud

VARINDIA along with Nutanix hosted an ICT Industry Event in hotel Le-Meridien, New Delhi on 18th of August. The event witnessed a gathering of esteemed guests, special invitees, and senior officials from both the Government and Public Sector Undertakings. Amidst this distinguished audience, prominent tech leaders congregated to delve into the transformative potential of hybrid cloud technology.

The focus of the event centered around the paradigm-shifting concept of hybrid cloud, which amalgamates public and private cloud computing. This innovative approach leverages both on-premises and off-premises environments to house and process data and applications. The outcome is a seamless integration of the advantages inherent to both public and private clouds, including flexibility, cost efficiency, security, scalability, and a fertile ground for innovation. The insights shared by leaders within Nutanix, who have distinguished themselves in this domain, promised to shed light on the intricacies of this technology.

The evening session, which had been meticulously planned, unfolded with a warm welcome extended to the revered dignitaries and distinguished guests present. The Industry Event staged valuable insights, thoughtful discussions, and collaborative explorations into the world of hybrid cloud technology. As attendees embark on this collective journey, they are poised to unravel the immense potential it holds for reshaping the landscape of the ICT industry.



(L-R): Sanjay Shintre, Pre-Sales Head Government and PSU India-Nutanix; Manoj Kumar, ED (National Marketing)-Bharat Electronics Ltd. ; Dr. Deepak Kumar Sahu, Editor-In-Chief, VARINDIA & Ganesh Iyer, Director & Country Head, Government & PSU Business, Nutanix India



GANESH IYER
DIRECTOR & COUNTRY HEAD, GOVERNMENT & PSU BUSINESS, NUTANIX INDIA

“Albert Einstein once remarked that, making things complex is very easy but making things simple is the hardest. In a world where simplicity is the key to unlocking the true benefits of multicloud, Nutanix stands as the platform that simplifies, streamlines, and makes multicloud a strategic advantage rather than a burden. It's not just a technology solution; it's a transformative approach to multicloud operations that empowers organizations to thrive in the digital age. In the current session we will take you through what Nutanix is doing regarding value addition, PSUs and Govt entities.”

MANOJ KUMAR
ED (NATIONAL MARKETING)-BHARAT ELECTRONICS LTD.

“The nation has grown and shifted towards being driven by technology during the previous 15 years. We should all be pleased to work in the most dynamic nation. As the head of BEL's export division, I travel frequently and have seen how everyone is watching India in anticipation of some breakthrough technology. Users of basic tools, which may include complicated systems, eventually hope to succeed while using them. As a nation, we are outperforming 90% of the world in the technology and service sectors. The IT infrastructure businesses have truly made us proud.”



SANJAY SHINTRE
PRE-SALES HEAD GOVERNMENT AND PSU INDIA-NUTANIX

“The analysts have forecasted that there will be something like 750 million new applications by 2026. And it goes without saying that if there are so many applications, the amount of data will increase. From the perspective of a data centre, 50% of data will originate from edge devices and 85% of that data will remain unmanaged. When I say unmanaged, I mean that we don't know exactly where it will reside—whether it will be on Google Cloud, Azure, AWS, Google Cloud, or anywhere else. All the data is scattered. We need a platform which will rebalance the entire thing. Nutanix is providing a simple and cost-effective solution.”

Dr. Deepak Kumar Sahu, Editor-in-chief, VARINDIA, said, “In my understanding, hybrid cloud is a type of cloud computing environment that combines elements of both public and private clouds. It allows organizations to use a combination of on-premises, private cloud, and third-party public cloud services to manage their data, applications, and workloads. It enables an organization to enhance their flexibility as they decide the best deployment of their storage and computing power. Our world is changing, our clients’ business needs are changing, processes are changing – and there are trends that are impacting not only the way our clients are thinking about the industries they are in and the customers they serve, but also how they run their businesses.”



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Strategies of technology leaders to enhance efficiency, productivity and cost-effectiveness

The role of a technology leader has evolved over the years with the advancement of technology and increasing importance in business strategy. Traditionally, a technology leader was responsible for managing the IT infrastructure of the organization, ensuring a smooth operation. But in the present day, with digital transformation adopted in a major way by the organizations have expanded the role of a technology leader. The role now involves broader responsibilities and strategic considerations.

The evolving role of a technology leader is marked by a shift from being solely technology-focused to being a strategic leader who drives innovation, transformation, and growth by leveraging technology effectively. Technology leaders must balance technical expertise with business acumen and an ability to navigate the complexities of a rapidly changing technological landscape.

A technology leader's view of people, business and technology is ever evolving and it is imperative for the continued success of the organization. In an age of generative AI, 5G and increased investments in cloud and edge computing, technology leaders should be responsible to guide organizations towards transformation and deliver long-term value. The challenge that technology leaders and their teams face is they often find themselves on the margins at the initiation of transformation projects and new initiatives.

Every technology leader should understand the business processes and objectives of the organization to deliver results. In order to successfully manage a technical project, it requires dedicated time to understand the desired result, which is then monitored and measured throughout the project. It is also important to create a project plan, assign roles and responsibilities, and set milestones and deadlines. Communication among stakeholders and team members are also crucial.

All these boil down to increase in efficiency, productivity and cost-efficiency. To enhance these technology leaders may take advantage of technology in many ways. Technology is the core to everything.

Let's try to understand from the technology leaders what strategies they follow for a successful technology project and how they increase the efficiency, productivity and cost-efficiency.

Cloud computing, AI and Automation can help increase efficiency, productivity and reduce costs

YOGENDRA SINGH
HEAD-IT/SAP, BARISTA COFFEE COMPANY

“Any technical project basically depends on requirements and it's highly recommended to understand business processes to understand what you want to achieve from technology.

When deploying solutions, technology leaders may consider factors such as scalability, security, and ease of use. They may also use automation tools and DevOps practices to streamline the deployment process and ensure consistency across environments.

To increase efficiency and productivity while cutting costs, technology leaders may explore technologies such as Cloud Computing, Artificial Intelligence (AI), and Automation. Cloud computing can provide scalable access to computing resources, while AI and automation can help reduce manual tasks and improve accuracy.

In terms of technology adoption or implementation, set common goals and try to keep a simple and short process. As an organization our agenda for 2023-2024 is to automate business processes with the help of AI.”



By leveraging solutions and cutting-edge technologies organization can improve efficiency and productivity

NASEEM HALDER
CTO & CISO, ACKO GENERAL INSURANCE

“As a technology professional in the insurtech industry, our focus is on managing technical projects, deploying solutions, and using cutting-edge technologies to improve efficiency, productivity, and cost savings. To achieve these goals, we employ a range of strategies such as Agile methodologies for project management, digital insurance solutions for improved customer experience, Cloud technology for scalability, and Robotic Process Automation (RPA) for streamlining manual tasks.

We also leverage Artificial Intelligence (AI) for risk management, fraud detection, and personalization, and explore the potential of Blockchain technology to improve security, transparency, and cost-effectiveness.

Looking ahead, we plan to collaborate with insurtech startups to drive innovation, improve customer experience, and create new revenue streams.

Agenda for the next few years includes enhancing cybersecurity capabilities through advanced threat detection tools and security audits, continuing digital transformation initiatives to drive innovation, improve customer experience, and increase efficiency, attracting top technology talent with training, career development opportunities, and competitive compensation and benefits, and staying abreast of changing regulations and compliance requirements.

Through these initiatives, we strive to remain competitive, agile, and responsive to changing market needs and regulatory requirements while ensuring that we deliver value to our customers and stakeholders in the insurtech industry.”



PMO, Cloud-based solutions, Automation, cyber security and talent management increase efficiency and effectiveness

GANESH VISWANATHAN

SVP - PMO & CISO, HEAD - IT, AITHENT TECHNOLOGIES



- “We have leveraged the following to increase efficiency and effectiveness:
- Established a project management office (PMO) to manage technical projects effectively. The PMO provides project management methodology, templates, and tools to ensure that projects are delivered on time, within budget, and meet the business requirements.
 - Adopted a cloud-first strategy to deploy solutions. Cloud-based solutions can provide cost savings, scalability, and flexibility. It is also essential to ensure that the cloud solutions are secure and compliant with the relevant regulations.
 - Invested in automation and analytics tools to increase efficiency and productivity. Automation assists to reduce manual processes and improve accuracy, while analytics tools provide insights into business operations and aid in decision-making.
 - Developed a cybersecurity strategy to protect the organization's assets and data. Cybercrimes are rising in an increasingly digitized and connected world, cybercrime can cause major disruptions. Cybersecurity threats are becoming more sophisticated, and it is essential to have a comprehensive strategy that includes security policies, procedures, and controls.
 - Developed a talent management strategy to attract and retain skilled technology professionals. The technology landscape is continually evolving, and it is essential to have a skilled and motivated workforce that can adapt to new technologies and business requirements.”

Technology can be leveraged in several ways to boost efficiency, productivity and reduce cost

MANIKANT SINGH

CISO, DMI FINANCE



“To manage technical projects effectively, it is essential to establish clear objectives, create a detailed project plan, assign roles and responsibilities, and set milestones and deadlines. Regular communication with stakeholders and team members is also crucial to ensure that everyone is aligned and aware of progress and potential roadblocks.

When deploying solutions, it is essential to consider the overall impact on the organization, including potential risks and benefits. It is also important to ensure that the solution is scalable and can adapt to changing business needs.

To increase efficiency and productivity while cutting costs, organizations can leverage technology in several ways. This includes automating repetitive tasks, using data analytics to identify inefficiencies and opportunities for improvement, adopting cloud-based solutions, and investing in employee training and development.”

Various approaches are followed to enhance efficiency, productivity, and cost-effectiveness

SIVAKUMAR NANDIPATI

CDO, FEDBANK FINANCIAL SERVICES



“As a technology leader, there are several approaches we employ to manage technical projects, deploy solutions, and leverage technology to enhance efficiency, productivity, and cost-effectiveness. Here are some key strategies:

- Project Management Methodologies like JIRA usage for lucid continuous communication as well as transparency in execution with clear objectives and requirements - ensuring effective resource allocation to maximize productivity.
- Technology selection and integration ensures latest technological advancements relevant to our projects and identify solutions that can streamline processes and enhance productivity. This involves evaluating available options, conducting proofs of concept, and selecting tools or technologies that align with project requirements. Continuous Learning and Innovation is no compromise for the team. Voice bots have been a killer deal over regular tele-callers on speed and cost.
- Automation and Process Optimization: Actively seek opportunities to automate repetitive tasks and optimize existing processes. By leveraging technologies like Robotic Process Automation (RPA) and Machine Learning, we can reduce manual effort, minimize errors, and increase efficiency.
- Performance Tracking and Metrics: Knowing the goal is not sufficient, tracking it persistently is a must. I establish Key Performance Indicators (KPIs) to measure project progress, identify bottlenecks, and assess overall performance. By tracking relevant metrics, we can make data-driven decisions and continuously improve processes.
- Vendor and Stakeholder Management: By establishing clear expectations, conducting regular meetings, and ensuring mutual collaboration, we can achieve successful deployments and cost-effective partnerships.

By combining these strategies, I aim to drive successful project execution, efficient solution deployment, and the optimal use of technology to enhance efficiency, productivity, and cost-effectiveness.”

“Automation has the potential to greatly improve efficiency and production”

ANAND SINHA
CIO & GLOBAL HEAD IT, BIRLASOFT



“To efficiently plan, execute, and monitor technical projects, we use project management approaches such as Agile or Waterfall. Defining project goals, developing a project plan, allocating resources, managing timeframes, and maintaining efficient communication among team members are all part of this.

We create a detailed business case exercise and examine the organization's objectives and goals before deploying technology to identify acceptable technology solutions. We work with teams to develop needs, choose relevant technology, and oversee the implementation process. Coordination with stakeholders, pilot testing, change management, and ensuring seamless connection with current systems are all part of the process.

Automation has the potential to greatly improve efficiency and production. We identify time-consuming and repetitive operations that can be automated with tools, scripts, or robotic process automation (RPA). This frees up resources for higher-value pursuits while also lowering the likelihood of errors.

Leverage & extract insights from massive volumes of data using data analytics and business intelligence technologies to make informed decisions. Identify key performance indicators (KPIs), implementing data visualization techniques, and establishing data-driven frameworks to increase efficiency and production.

We often Look for ways to cut costs through rationalizing software licences, consolidating infrastructure, investigating open-source options, and negotiating vendor contracts. To cut operational costs, we also introduced energy-efficient technologies and adopted sustainable practices.”

Emphasis on business outcomes and identifying desired results help in achieving key dimensions

PRINCE JOSEPH
GROUP CIO, NEST GROUP AND SFO TECHNOLOGIES



“I now manage projects with an emphasis on business outcomes rather than solely focusing on technical aspects. This approach entails dedicating time at the beginning to identify desired results, which are then consistently monitored and measured throughout the project. By doing so, we create a transparent scoreboard that showcases tangible gains and achievements across key dimensions such as cost, productivity, revenue, headcount, turnaround time (TAT), and on-time delivery (OTD).

Employing Agile methodologies and investing in the skill development of team members boosts overall capability, while enhanced communication ensures everyone stays aligned and informed, fostering a more collaborative and efficient project environment.

Furthermore, the adoption of new and improved project management tools, as well as automation in reporting, streamlines workflows, reduces manual effort, and enables real-time tracking of project performance. These advancements facilitate data-driven decision-making and empower teams to focus on strategic tasks that contribute to business success.”

Clear project objectives and a timeline are critical for successfully managing technical project

MUKUL GUPTA
DIRECTOR – GRC, ADVANCED TECHNOLOGY CONSULTING SERVICE (A NAGARRO COMPANY)



“One critical aspect of managing technical projects is to establish clear project objectives and a timeline. It's essential to break the project down into smaller, manageable tasks and allocate resources and responsibilities to ensure that the project stays on track. As a technology leader, one also needs to communicate regularly with team members to monitor progress, resolve issues most importantly with ones where they do not have any direct control and keep stakeholders informed.

Deploying solutions typically involves analysing the existing infrastructure, identifying the most suitable technology solution, and implementing it while minimizing disruption to ongoing operations. Technology leaders should ensure that the chosen solution aligns with the organization's goals and is scalable, secure, and easy to maintain.

To increase efficiency and productivity while cutting costs, technology leaders evaluate existing systems and processes and identify areas for improvement. Automating repetitive tasks and utilizing emerging technologies like AI and machine learning can significantly improve efficiency and reduce costs. It's also crucial to invest in employee training and development to keep up with the latest trends and technologies. It is our organisation's core area of focus to employ AI + ML based solutions to achieve Thinking BreakThroughs.”

Project Management, Technology Selection, Automation and Optimization required to increase efficiency and productivity

AMIT JAOKAR
CDO & CISO, NKGSB CO-OPERATIVE BANK

“As a technology leader, my approach to managing technical projects, launching systems, and leveraging technology to increase efficiency and productivity while cutting costs involves several key strategies:

- **Project Management:** I prioritize effective project management methodologies, such as Agile or Lean, to ensure projects are executed efficiently. This includes setting clear goals, defining deliverables, assigning responsibilities, and regularly monitoring progress to ensure timely completion.
- **Resource Allocation:** I ensure that the right resources, including skilled personnel, technology tools, and infrastructure, are allocated appropriately to each project. This involves evaluating the requirements of each project and aligning resources accordingly to optimize efficiency and minimize costs.
- **Technology Selection:** I stay updated with emerging technologies and trends relevant to our business needs. By evaluating their potential impact, I make informed decisions on which technologies to adopt, ensuring they align with the organization's goals and have a positive impact on efficiency and productivity. This includes considering factors such as scalability, compatibility, security, and cost-effectiveness.
- **Automation and Optimization:** I actively seek opportunities to automate repetitive tasks and optimize existing processes using technology. This may involve implementing robotic process automation (RPA), machine learning algorithms, or other intelligent automation solutions to streamline operations, reduce manual errors, and increase overall productivity.
- **Collaboration and Communication:** I foster a culture of collaboration and effective communication among team members and stakeholders. This includes leveraging collaborative tools, implementing agile communication channels, and promoting knowledge sharing to improve efficiency, reduce redundancies, and ensure everyone is aligned towards common goals.
- **Continuous Improvement:** I emphasize a culture of continuous improvement, encouraging team members to regularly evaluate processes and identify areas for enhancement. By fostering innovation and implementing feedback loops, we can identify and implement solutions that drive efficiency gains, reduce costs, and improve productivity.



Prioritize effective project management, efficient deployment of solutions, and leveraging technology to drive efficiency, productivity, and cost reduction

SANDIIP KOTHAARI
SR. GM – IT (HEAD OF DEPARTMENT), ORRA FINE JEWELLERY

“As a technology leader, I prioritize effective project management, efficient deployment of solutions, and leveraging technology to drive efficiency, productivity, and cost reduction. Here's how I approach these aspects and my agenda for 2023-24:

Project Management: I follow established project management methodologies such as Agile or Waterfall to ensure projects are well-planned, executed, and monitored. This includes defining clear objectives, creating detailed project plans, allocating resources effectively, and closely tracking progress and milestones. I also emphasize effective communication, collaboration, and risk management to ensure project success.

Solution Deployment: I focus on streamlining the deployment process by leveraging automation, standardized workflows, and continuous integration and deployment practices. This helps reduce manual effort, minimize errors, and accelerate time-to-market for new solutions. I prioritize testing and quality assurance to ensure reliable and robust deployments.

Technology Utilization: I constantly evaluate emerging technologies and assess their potential to improve efficiency and productivity. This includes exploring cloud computing, artificial intelligence, machine learning, and automation tools. By identifying relevant use cases, I aim to implement these technologies strategically to optimize operations and drive business outcomes.

Efficiency and Productivity Enhancement: I work closely with teams to identify bottlenecks, streamline workflows, and remove unnecessary steps or processes. By encouraging collaboration, knowledge sharing, and cross-functional partnerships, I promote a culture of continuous improvement. I also prioritize employee training and development to enhance technical skills and ensure a skilled workforce.

Cost Reduction: I explore opportunities to optimize technology investments and reduce costs. This includes conducting regular technology audits, identifying areas of inefficiency, and implementing cost-effective alternatives. I also encourage vendor management strategies, such as renegotiating contracts or exploring new partnerships, to maximize value while minimizing expenses.”





LEGACY & MODERN TECHNOLOGIES HERALDING CONCEPTS FOR DEVELOPING NEWER ONES

In today's fast-paced digital age, businesses and organizations are constantly confronted with the challenge of embracing the latest technology while preserving and maintaining their legacy systems. This balancing act is far from trivial, as it involves not only technological considerations but also financial, operational, and strategic ones. It's a challenge that is emblematic of the modern business landscape, and one that requires a delicate touch to ensure that progress is made without disruption. In this context, we'll explore the nuances of this challenge, the strategies involved, and the importance of finding equilibrium between legacy and the latest technology. Even if we are simultaneously modernising and installing new technologies, it is crucial to connect them to the legacy technologies.

Legacy systems, often developed and implemented years or even decades ago, are the backbone of many organizations. They have been customized to meet specific needs, and they store valuable data and processes that are critical for daily operations. However, these systems come with their own set of problems. They are often outdated, not scalable, and sometimes prone to security vulnerabilities. Despite their limitations, they are deeply ingrained in the organization's processes, making them difficult to replace entirely. On the other hand, the latest technology promises efficiency, innovation, and competitiveness. Cloud computing, artificial intelligence, blockchain, and the Internet of Things (IoT) are just a few examples of technologies that have the potential to revolutionize business processes. Embracing these technologies can lead to streamlined operations, better customer experiences, and even entirely new business models.

Striking a balance between legacy technology and the modern technology is not a one-time event; it's an ongoing process. The ideal balance varies from organization to organization, depending on industry, size, goals, and the specific technology stack in place. It requires a blend of strategic planning, technological innovation, and careful consideration of operational needs. When executed effectively, this balancing act can propel organizations into the future while preserving the valuable assets of the past. It is, in many ways, a testament to an organization's adaptability and resilience in the ever-evolving world of technology.

BALANCING BETWEEN WHAT YOU MUST HAVE AND PLEASANT TO HAVE

VIVEKANANDA NASKAR
Director-Global IT, Protegrity

It is about having the features you require to strike a balance between what you must have and what is pleasant to have. Once you have identified your must-have features, balance your budget. Nowadays, due to the global socioeconomic situation, you do not have a large budget for IT specifically. IT is still viewed as a support organisation rather than a revenue generator. So you must ensure that it is perceived as a revenue-generating organization, at the same time first get your must-have features, then work on your nice-to-have features that fit within your budget. So, whenever we discuss discovering a new tool, conduct a comprehensive investigation.



STRATEGIC PLANNING FOR FUTURE BUSINESS INNOVATION PAVES THE WAY

BIBHAS SEN CHOUDHURI
SDGM-IT, Ambuja Neotia Healthcare Venture

First, we must determine what type of business is required. We have a couple of plans in the works. It will not happen overnight; it will take years for some of the technologies to emerge. We need to figure out how it will aid our business, similar to how we launched a WhatsApp bot a few days ago. We have embraced it and placed it in such a way that our major customers, such as patients and doctors, can engage in visits between them so that prior health protection can be taken. We plan these types of solutions and evaluate whether they are appropriate for our industry and how they benefit our end customers.



TECHNOLOGICAL PROGRESS CREATING THE FOUNDATION FOR DIGITAL TRANSFORMATION

DR. HARSHA THENNARASU
Founder & CISO, HKIT Security Solutions

It will be very difficult to achieve digital transformation in the security sector without the introduction of rising technology and techniques. We need to defend against the millions of attacks that occur every minute at this moment. To successfully complete the digital transformation, we must transition into new strategies where managed and automated systems are required everywhere. Since the technologies are coming from the criminal side, we must always take a proactive stance. Currently, that is a problem where legacy technologies might not be very useful.



TRANSITIONING FROM LEGACY SYSTEMS IS A GRADUAL PROCESS

LAXMI NARAYAN SAHU
CISO, Microscan Communications

As technology evolves daily, adaptation becomes imperative. Yet, transitioning from legacy systems isn't abrupt; it's a gradual, systematic process. We're in the midst of integrating cutting-edge solutions for endpoint security, data protection, and application security, including EDR, XDR, MDM, and email security. Simultaneously, we've embarked on the adoption of cloud attendance technology, ensuring a seamless fusion of innovation into our existing ecosystems.



THE ACCESS TO THE INFORMATION IS IMPORTANT IN ORDER TO IMPROVE TECHNOLOGY AND EXPERIENCE

ANAND RUHELA
HEAD-IT, Sikkim Manipal University

The need to gain speed is actually becoming more apparent as we observe how technology fits in with academic or educational needs. The improvement of the customer experience should be closely related with it. Our external and internal customers, students are our external customers; while staff members and faculty members are our inside customers must speed up the access to the information in order to improve their technology and experience. Aside from cloud, which is a modern industry enabler, the technologies that are most commonly used in the education sector are AI and ML.



BUSINESS NEEDS SHOULD BE CONSIDERED FIRST TO CHOOSE NEW APPS AND TECHNOLOGIES

KAPIL MEHROTRA
CTO, Dhanuka Agritech

If you follow the trend, there will be a huge influx of new apps and technologies. Therefore, before using any technology, you must first consider your business requirements and then make your choice. There is a demand; therefore, we basically have to go with the market's curve. One of the areas where people are interested is AI and machine learning, but people are also wanting analytics because they want to know how the market is generally evolving and if their organization is on the correct road or not. Therefore, everyone wants to use these technologies to get early notifications so they can maintain the sustainability and balance it out before they are attacked by any kind of unforeseen circumstances.

PEOPLE ARE THE MOST CRUCIAL COMPONENT TO CULTIVATE A TECHNOLOGY-READY MINDSET AND CULTURE

SANJEEV SINHA
President - IT & Digitization, India Power Corporation

In any part of transformation involves there are two elements of the transformation. The first is the technological component, but I believe the most crucial component is the necessity for parallel transformation of the people. They must develop greater data literacy as we go along, and if they do so, they will replace the common sense approach with one that is more data-driven. The desire to make the entire organization more data-driven arises from this. Therefore, the mindset and culture are what create the difference and determine whether people adopt new technology, and then there will truly be a technological revolution.

MEETING BUSINESS CRITERIA IS THE MOVEMENT

NAVANEETHAN M
Senior Vice President & Chief Information Security Officer, Tata Play

With regard to technology, it might not be necessary to address the systems; rather, it should be done in a cutting-edge setting. What must be done to satisfy your business criteria is the movement. Moving forward on the right path makes sense. Organizations must use technologies to identify and prevent threats and vulnerabilities and to act at the appropriate time by taking into account the present vulnerability or how hackers really use the technologies as a defensive mechanism. The way that people engage with media and entertainment is drastically changing right now. We are moving towards what is best for the public from an innovation aspect.

EMPOWERING FINANCIAL SERVICES WITH CUTTING-EDGE TECHNOLOGY

SONAL GADE
IT-Head, L&T Finance

With a history in banking, we are more concerned with the customer experience. We are now implementing RPA robotic process automation, where we are attempting to eliminate a repetitive work and enhance the process in a more effective and intelligent way. Additionally, we employ DevOps and agile methodology to help our company deliver products more quickly. Since client data is the most sensitive and secret information we are collecting for our organizations, we are striving to concentrate on cybersecurity. In order to move forward, our organization is concentrating on data privacy and data flow within the systems. In addition, we are concentrating on cloud computing, which is more practical, cost-effective, and optimizing our infrastructure in a more effective way.

SEAMLESS DATA TRANSITION IS NEEDED TO BRIDGE THE GAP BETWEEN LEGACY AND INNOVATION

VISHWAJEET SINGH
CEO & CIO, Salasar Balaji Logistic

It is crucial for you to comprehend the current state of the system as well as the system. In order to avoid having two parallel systems—which is unworkable for business—we constantly have in mind how to transfer data from the legacy to the new system when we plan something. Although you may be able to create something cutting edge, the business cannot use it since they cannot access the historical data. We work with both the available data and always ensure that the data is transferred safely onto your system.



TO ENSURE SEAMLESS INTEGRATION, HARMONIZE LEGACY AND LATEST TECHNOLOGIES

SAURBH GUPTA
Chief Digital and Information Officer, Gujarat Fluorochemicals

There are old systems in place, and new technologies are already emerging. We must strike a balance between the two, and it is crucial to guarantee integration. Even though we are modernizing and implementing new technologies in parallel it is very important that we get it connected with the legacy systems. API integration along with upgradation is something we are focusing to ensure that the systems are integrated and handled the change management within the organization. People should not feel that with the latest technologies coming the old systems are left apart.



BALANCING LEGACY AND CUTTING-EDGE CRM SOLUTIONS IS A STRATEGIC APPROACH

SANDEEP JAMDAGNI
Head-IT, Ashiana Housing

It can be very difficult to manage both of these things at times. When you have a legacy product, such as CRM legacy, the market must be competed with. We employ a CRM solution that is AI-based, and we also have CRM data from the 1990s and 2000s. We are implementing new technologies while minimizing our reliance on system integrators or service providers by growing our own team, offering assistance with our own staff, and then investing in ongoing training and skill development.



PRIORITIZING BUSINESS NEEDS AND PROFITABILITY

GAURAV VYAS
Head- IT, Jekson

Finding the ideal balance among the variety of available technologies is crucial. The centre of our business needs should always be in the forefront of our decisions. We must exercise caution when choosing from the many tools and advancements at our disposal. Our decisions should be guided by business objectives, with cost factors being of utmost importance. Our organization's north star must continue to be profitable, which is supported by outstanding user and customer experiences. This delicate balance makes sure that technology acts as a facilitator, improving our ability to achieve both our financial and customer happiness goals.





Amidst the digitisation boom, India to witness a remarkable growth in data centres

The global data centre market is estimated to continue growing at between 12-14% CAGR over the next few years. Interestingly, a large chunk of this growth will be driven by markets in APAC such as India. The growth is primarily driven by the need for scalable, cost effective and efficient infrastructure to support the sheer scale of digital shift.

The digital economy of India is growing rapidly and is expected to continue to grow in the coming years. The country is also experiencing a massive demand for public cloud computing infrastructure technologies.

According to real estate firm, CBRE, data centre investments are expected to cross a massive \$20 billion by 2025. In the first half of FY 2022, the data centre capacity exceeded 9 million sq ft with more than 600 MW capacity in India, while by 2024, this capacity is expected to nearly double, with more than 400 MW currently under-construction.

As per findings by the India Brand Equity Foundation, India is poised to produce a remarkable 2.3 million petabytes of data annually by the end of the year 2023, reflecting a ten-fold surge from the figures recorded in 2016. This accelerated trajectory of digitization

within India underscores an unprecedented requirement for data centres and cloud services.

According to some estimates, the Indian data centre market has witnessed significant growth in the last few years with capacity having risen nearly 4X in the last 5 years or so.

“At last count, there were more than 25 new players who were at various stages of investment intent or project execution. We believe that the Indian data centre market will witness sustained 18-20% growth this decade, but not all players will be able to capitalize on the same,” opines Sumit Mukhija, Chief Executive Officer - ST Telemedia Global Data Centres (STT GDC India). “At some point, I do feel that the market will witness a reality check driven by geographical oversupply, complexity of the operating environment and overdependence on certain target segments.”

Key initiatives in the data centre space

The demand for cloud computing infrastructure in India is expected to grow as the adoption of cloud-native technologies among startups and SMBs is rising due to the latest technological advancements, such as generative AI applications, digital payments, and intelligent IoT devices. To address these opportunities, data centre providers are all geared up and opening data centres on Indian grounds. Local players also have an advantage over global players in terms of knowing the market conditions well, and hence they are leaving no stone unturned with new launches, and innovative offerings.

Sify has several green data centre projects in the pipeline, with three Greenfield data centre projects currently at the design stage, which will add about 110MW of capacity. Plans are on to



GIRISH DHAVALE
CTO – DATA CENTERS, SIFY
TECHNOLOGIES LTD.

add 350MW in the next 4 years. Sify also has a partnership with Vibrant Energy for over 200MW of PPAs for wind and solar power.

“Sify’s data centres offer various automation benefits like real-time visibility into key Data centre operations and assets, and optimum utilization of resource capacity,” says Girish Dhavale, CTO – Data centers, Sify Technologies Ltd. “This ensures accurate demand forecasting and capacity planning that helps proactively eliminate downtime. Sify also provides the infrastructure for customer provisioned networks on demand.”

Yotta’s vision for its data centre business in the next year revolves around a steadfast commitment to innovation and expansion. Its expansion plan includes five additional data centre buildings at Yotta’s Greater Noida Data centre Park, increasing its total combined capacity to 160 MW with a Rs. 39,000 crore investment over the next 5–7-year period.

“Our upcoming data centres in Pune and Gift City, Gujarat, along with 100 edge data centres in smaller cities, exemplify our dedication to taking digital transformation to the last mile,” says Rohan Sheth, Head- Colocation & Data Center Services, Yotta. “Beyond the country’s borders, our international foray into Dhaka, Bangladesh, and exploration of Southeast Asian markets reflect Yotta’s global ambitions. With a planned investment exceeding Rs. 60,000 crores, we are poised to deliver 1000 MW of data centre capacity by 2030 across key regions.”

Since its inception, Yotta has remained committed to delivering top-tier solutions, with a continued focus on hyperscale data centres and a host of managed services for a diverse clientele, the public sector and enterprises of all sizes. “Our data centre, cloud and managed IT services are further complemented by our holistic Everything-as-a-Service (XaaS) portfolio, which encompasses cybersecurity, IT service management, enterprise asset management, SAP services, endpoint backup and recovery among others,” says Rohan.



ROHAN SHETH
HEAD - COLOCATION & DATA
CENTER SERVICES, YOTTA

STT GDC India is acutely aware of the unique position it occupies as a data centre operator, catering to the society, governments, and the global technology industry to function.

“As businesses actively move to mitigate climate change, the onus has fallen on businesses like ours to take the lead, maintain the social license to operate and ensure full alignment with national and international sustainability agendas,” states Sumit Mukhija of ST Telemedia Global Data Centres (India).

He further adds, “Over the short term, the hyper competition will deepen with attendant impact on pricing etc. but our commitment to the India digital growth story will continue unhindered. We will continue to see us executing plans to treble our capacity and creating the organizational wherewithal to execute the same. We are investing in our people, piloting recent technologies, and exploring potential new markets. Our vision for STT GDC India is to continue to enable the India digital revolution by world class data centre infrastructure solutions in a sustainable, socially responsible, ethical manner fully compliant with applicable laws and partner our stakeholders through this journey.”

STT GDC India also has a clear ESG framework, roadmap, and measurability on progress. Its ESG strategy centres around three high-level goals - Carbon-neutral data centre operations by 2030, a safe, secure, and inclusive workplace and an ethical and responsible operations.

DigitalOcean provides a resilient cloud computing infrastructure, a crucial pillar for delivering reliable on-demand services. It designs and implements its data centres like a global telecommunications service provider-style network to reduce network effects while improving the overall customer experience.

“DigitalOcean uses commercial data centre providers to house our infrastructure equipment, and we customize the cloud computing infrastructure needed to meet the growing demands of startups and SMBs,”



KIRTHI KUMAR
SENIOR PRODUCT MARKETING
MANAGER, DIGITALOCEAN

explains Kirthi Kumar - Senior Product Marketing Manager, DigitalOcean. “Our data centres feature our private Internet Edge and backbone network - an information super highway designed to carry customer traffic instead of routing on the public internet for a great cloud experience. For instance, our Sydney data centre is connected with our San Francisco and Singapore data centres using the lowest latency links and end-to-end physical path diversity to ensure exceptional reliability.”

With its recent acquisition of Paperspace, DigitalOcean is also in a great position to lower the technical barriers to enable the adoption of AI-based cloud solutions, specifically within the small businesses and startups community globally.

As the leader of the Greenfield data centre initiative, **CapitaLand Data Centre** is committed to establishing industry gold standards in every facet, including energy efficiency, security protocols, and customer service. Its planned Data centre projects in Navi Mumbai, Hyderabad, Chennai and Bangalore will be a testimony to these parameters.

“Evolution of the digital landscape necessitates real-time solutions and instant scalability. At CapitaLand Data Centre, we don’t just respond to these demands; we anticipate and meet them proactively,” says Surajit Chatterjee, Managing Director, Data Centre, India, CapitaLand Investment.

“Our infrastructure is modular and scalable, allowing for instantaneous expansion and contraction. This elasticity ensures that our clients, whether Large Enterprises or Hyperscalers, can access the required resources as per their requirements. In the future, we will also be looking to integrate edge computing.”

Additionally, CapitaLand is fostering partnerships with tech industry leaders, local businesses, and educational institutions. “The industry of data centres is at a turning point, particularly in India. CapitaLand is thrilled to be a part of this journey, not as mere observers but as pioneers leading the way,” observes Surajit.



VIMAL KAW

**COLOCATION PRODUCT
HEAD AND NEW SITE
SELECTION LEAD, NTT LTD**

The core of **ESDS** data centre's architecture is robust virtualization based on its patented cloud technology, which enables it to allocate and manage resources efficiently. The ambition of ESDS data centre business for the upcoming year is primarily centered on innovation, sustainability, and client-centricity.

"We are dedicated to forging a distinctive future as the landscape changes in response to the advent of Greenfield data centres by various industry players," says Piyush Somani- Chairman & MD - ESDS Software Solution Ltd. "Our goal is to reduce environmental impact while maintaining unwavering operational excellence by setting new standards for energy efficiency. We aim to take the lead in ethical data centre operations by incorporating renewable energy sources, developing cooling technology, and embracing eco-friendly architecture. We work closely with our clients to anticipate their needs and deliver specialized, long-term solutions that fuel their success."

NTT's data centres provide services through a combination of following factors like World-class infrastructure, Design Flexibility, Advanced automation and processes, Global network and has points of presence in over 200 countries and territories.

"With the recent launch of the Chennai 2 Data centre campus in July 2023, NTT's data centre footprint in the country has grown to 16 facilities, with more than 3.2 million sq. ft. (297289.728 m2) and 204.8 MW of IT power," says Vimal Kaw, Colocation Product Head and New Site Selection Lead, NTT Ltd. "With the upcoming expansions, this figure is projected to increase to 349.2 MW by March 2024."

New NTT data centres are coming up in Navi Mumbai 1 (Mahape campus), Navi Mumbai 2 (Airoli campus), Chennai 2 (Ambattur campus), Bengaluru 3X, Noida (DEL 2), Central Mumbai campus (Chandivali), Kolkata, and Bengaluru 4 campus.



SURAJIT CHATTERJEE

**MANAGING DIRECTOR,
DATA CENTRE, INDIA,
CAPITALAND INVESTMENT**

Power outages marring data centre growth?

Power is a critical input for data centres. While there has been a spur in demand for data centres, the required power for the same is increasingly a challenge. Talking about India, while the power situation has vastly improved compared to a decade back with the power generation capacity having doubled to 416 GW, transmission, and distribution infrastructure is a significant challenge to avail power in the rapidly growing data centre hubs.

"In most established markets, from Northern Virginia to European hubs like London, and Amsterdam, power is increasingly a bottleneck for expansion for operators," says Sumit Mukhija. "The power availability problem is real, especially so against the backdrop of the global energy crisis, and is influencing operator decisions in the movement to adjacent geographies closer to the traditional hubs and movement to new geographies such as India, rest of Southeast Asia, South America, etc."

"In India, it is a journey that has just begun," observes Girish of Sify Technologies. "Hence it is only natural that power-dense DC footprint will be concentrated around the economic centers of metro cities. However, as the connected workspace expands beyond the cities, smaller iteration of the Data centres in the form of edge DCs have begun to spring up both close to the site of operations and customers."

Rohan Sheth of Yotta Data Services also feels that with the recent power demand surge, of a 4.4 percent year-on-year increase to 139 billion units in June 2023 and just a 0.4 percent growth in power generation capacity in Q1 FY24, accentuates the urgency for data centre players to look at alternate sources and models to ensure continuity of operations. "Data centre players are now going for in-house power backups. At Yotta's NM1 and D1 data centres, we have a 48-hour operational back-up capacity for outages. Various state governments like Tamil Nadu and Uttar Pradesh have



PIYUSH SOMANI

**CHAIRMAN & MD - ESDS
SOFTWARE SOLUTION LTD.**

implemented dedicated data centre policies which provide access to power infrastructure with special provisions."

The data centre market in India has tremendous growth potential given the available power supply constraints in data centre markets in North America and Europe. While the government is developing a conducive environment to serve the needs of data centres, the industry also lays a significant emphasis on achieving greater efficiency in data centres to reduce power consumption.

"NTT is aware of the challenges posed by the availability of power supply for data centres. That's why we have been heavily investing in building our own renewable energy generation facilities," supports Vimal Kaw. "This would help our data centres become free from reliance on conventional fossil fuel-based energy that is supplied by the grids."

Trends in the data centre space

As data centres evolve in India, there is also a marked shift in the kind of services they offer. While the conventional services like colocation continue to be a key offering, data centres will increasingly serve as an enabler of the complete digital ecosystem.

Here are some of the trends that are going to dominate the data centre market in the years to come -

The rise of edge computing: We are seeing the rise of edge data centres, revolutionising the way data is processed and delivered. It will become increasingly important to move data processing and storage closer to the end user. Computing at the edge will help to improve latency and reduce bandwidth requirements, which is essential for applications such as self-driving cars, virtual reality, and augmented reality.

As demand increases from Tier 2 and Tier 3 cities increases rapidly, localized edge data centres will also be in huge demand. A BCG

report released in 2022, says that smaller cities are playing a huge role in e-commerce growth, with 30 of the top 50 mature e-commerce markets belonging to small towns.

Managed Services offerings: Managed service offerings will increasingly become a part of the bouquet of datacentre players. This, combined with cloud computing will drive the way services are being delivered to clients – a marked transition from data storage to managed services.

Data centre investments will explode: With data centres evolving into dynamic hubs that fuel the digital ecosystem, empowering cloud computing, high-performance computing, networking, and IoT, this market in India is expected to continue to grow in the coming years. This will also be driven by the government's focus on digital infrastructure development and data localization norms.

Deepening of the sustainability agenda: Amidst India's ambitious Net Zero targets by 2070, data centres are transitioning to renewable energy, enhancing sustainability, viability, and energy efficiency. Sustainability has become central to the digital business and especially more so in the case of data centres that are conventionally seen as power dense businesses with a significant carbon footprint. As Environmental, Social and Governance (ESG) activities receive increased attention,



SUMIT MUKHIJA
CHIEF EXECUTIVE OFFICER
- ST TELEMEDIA GLOBAL
DATA CENTRES (INDIA)

enterprises are focusing on selecting only those service providers who have sustainable practices and processes.

The growth of AI and ML: AI and ML models require a lot of data to train, and data centre provide the infrastructure to store and process this data. AI and ML could therefore well drive the demand for data centre infrastructure to an unprecedented scale. Data centres that integrate seamlessly with public, private, and hybrid clouds will have the upper hand.

“Amidst the digitisation boom, there is an increasing capacity and complexity of design, which calls for data centres to be operated using AI / ML based automation with an analytical approach. With the adoption of AI/ML tools, data centres can achieve the highest uptime / availability, better power utilization, effectiveness, etc,” says Girish of Sify Technologies.

Rise in Multi Cloud and Hybrid Cloud: Enterprises are moving to multi-cloud environments to enable the best of each vendor offering. Similarly, enterprises increasingly seek hybrid cloud environments that combine the accessibility, control, and security of a physical data centre with the native benefits of cloud/ multi cloud. We will see a continued increase in the use of hybrid and multi-cloud strategies with a sustained role for data centre providers to be pivotal in orchestrating the required solution for end clients.

Remote data centre capabilities will become more popular: Remote data centre management can allow data centre operators to manage multiple data centres from a single location, reducing the need for on-site staff and potentially lowering operating costs. It can also allow for more flexible and scalable data centre management. In 2023, more data centre operators are expected to push for remote data centre operations, to improve efficiencies.

Apple holds a 25.38% market share in India's tablet market

With a 25.38% market share, Apple has seized the top spot in the Indian tablet market, closely followed by Samsung. According to reports, the shipment of tablets in India decreased 22% YoY in Q2 2023 but increased by 29% QoQ. Shipments of WiFi tablets increased by 12% YoY and accounted for 54% of all shipments.



"The overall tablet market witnessed a 22% YoY decline in the second quarter, 2023," the report said.

The report highlights that 5G tablets show a 7% year-on-year growth.

"WiFi tablet shipments surged 12% YoY, claiming a 54% shipment share," the report noted.

The tablet shipments of both the companies – Apple and Samsung during the quarter grew by 6%.

However, the tablet market is led by Apple with 25.38% share followed by Samsung with 25.31%.

"Apple retained leadership with a 25.38% market share, driven by its premium offerings. Samsung secured the second spot with a 25.31% market share," the report said.

Though Lenovo's shipment declined by 30%, it grabbed the third position with a 23% market share.

Realme tablet shipment more than halved to register 8% market share. Xiaomi tablet shipments grew 155% to clock a market share of 6 percent.

"As the festive season approaches, we foresee a surge in tablet acquisitions. The remarkable speed and minimal latency of 5G herald fresh prospects for tablet gaming.

OpenAI may declare bankruptcy by 2024

According to a report by Analytics India Magazine, OpenAI may be in serious danger and may soon have to file for bankruptcy. Apparently, running only one of OpenAI's AI services, ChatGPT, costs the company \$700,000 every day. As a result, Sam Altman's OpenAI is currently depleting its financial resources. Additionally, despite their efforts to monetize GPT-3.5 and GPT-4, OpenAI is not yet making enough money, leading to a worrying situation.

As per the report, when OpenAI applied for a trademark on GPT, it was seen as the downfall for the company and was also predicted that many users would eventually stop utilising the technology.

The report also stated that ChatGPT website witnessed a user decline in the month of June and July compared to May. On 3 August, SimilarWeb stated that the AI bot traffic dipped for the second month in a row. A 9.6 percent drop was seen in the month of July while June recorded 9.7 percent decline. Speaking of users, July saw a 12 percent decline with 1.5 billion users as compared to June's 1.7 billion users.

A major reason for this decline could be API cannibalisation wherein most companies have been prohibiting their employees from using AI bot for work. However, they are free to use the API to integrate the large language model (LLM) into other workflows.

Another reason as stated Analytics India Magazine could be the Mark Zuckerberg's Meta which recently unveiled its Llama 2 chatbot. Microsoft has been appointed as Meta's preferred partner on Llama 2, which will be available through the Windows operating system. Meta's Llama 2 has made its product open source which means that the original code is freely available, allowing it to be researched and modified.

Another reason could be persistent Graphics processing unit (GPU) shortage. Altman had pointed out that the lack of GPUs on the market is impeding the company's capacity to improve and develop new models. Earlier on 3 August, media reports stated that the company had filed for trademark application for 'GPT-5' which further indicates that it wants to keep on training models.



HACKERS AND CYBERCRIMINALS DEVELOP NEW WAYS TO ACCESS SENSITIVE SYSTEMS AND INFORMATION

Today, cybersecurity and data security are crucial because they safeguard personal and professional information. As data is shared internally and externally, insider threats like data theft are also a serious concern. To protect data, we must adhere to security policies, procedures, and legal requirements.

With the increasing use of technology in our daily lives, cybersecurity has become more critical than ever before. In the digital transformation era, the growing reliance on technology and the increasing interconnectedness of devices and systems has brought about new cybersecurity risks and challenges.

As organizations across industries embrace digital technologies to drive innovation, efficiency, and growth, cybercriminals are also ramping up their efforts to exploit vulnerabilities in these systems. Ransomware, data leaks, phishing, and malware attacks are some of the cybersecurity challenges facing Indian businesses. Cloud-native platforms, AI, ML and Quantum Computing (QC) are some of the emerging technologies that are gaining traction in the market.

Cybersecurity is a complex and ever-evolving field. There is no silver bullet that will completely protect us from cyberattacks. However, by investing in cybersecurity and being aware of the risks, we can reduce our vulnerability to these attacks.

Cybersecurity has become a critical concern for businesses, governments, and individuals alike. The consequences of a cyber attack can be devastating, ranging from financial loss and reputational damage to intellectual property theft and even physical harm in some cases. The rise of cloud computing, AI & ML, mobile devices, and the Internet of Things (IoT) has further expanded the attack surface, making it more challenging to secure digital assets and data.

The digital era has dawned in India, with businesses adopting new technologies and shifting to new ways of working. This has undoubtedly attracted bad actors to strategize unique methods to attack them. According to a report by CERT-In, India reported 13.91 lakh cybersecurity incidents last year, indicating a growing number of cyberattacks.

According to the report, the demand-supply gap stood at 30%, projecting a major skill challenge in the industry. The research study also reveals that global weekly cyber-attacks have increased by 7% to surpass 1,200 attacks per week, while Indian organisations experienced over 2,000 weekly attacks in Q1 2023, marking an 18% increase compared to the previous year.

The cybersecurity market in India is expected to grow at a CAGR of 13.37% from 2022 to 2027, reaching USD 317.02 billion by 2027, as businesses mitigate and combat these risks by adopting emerging technologies such as AI/ML, distributed cloud, and 5G. These technologies can analyze vast amounts of data and identify patterns that are not easily detectable by humans, which businesses are using to develop security solutions to prevent, detect and respond to cyberattacks in real-time.

As a result, the importance of cybersecurity has grown exponentially in recent years. Organizations must now invest in robust cybersecurity measures to safeguard their networks, systems, and data from potential threats. This includes implementing access controls, firewalls, encryption, and other security technologies to prevent unauthorized access, detecting and responding to threats in real-time, and conducting regular security assessments to identify vulnerabilities and strengthen defences.



71% of cybersecurity professionals feel they're losing ground against cybercriminals. With the growing number of endpoints and ever-increasing attack surface, cybercriminals now have a diverse set of entry points for targeting enterprises.



Evolving cybersecurity industry in India

Over the last decade, Internet penetration in India has gained massive momentum. We have more than 700 million smartphone users and Indians are more digitally savvy than ever before. The Fintech industry is one of the fastest-growing sectors and overall tech startups are on the rise.

Although people consider Cybersecurity to be a niche sector in India or globally for that matter, It is exponentially developing into one of the most integral, vast, and necessary security solutions paving the way for a more secure and dependable future in all things online.

Biggest challenges for Indian businesses

Indian businesses are undergoing a huge transformation. However, they do face various challenges when it comes to cybersecurity. Indian businesses are facing constant threats of data theft. Most of them lack the skilled personnel and adequate resources to defend against cyberattacks as we have always moved on a traditional path and such innovative technologies are a new trend in the industry. To address such issues, Enterprises need to have a good budget, which has been a serious concern and a barrier to addressing cyber security issues. Because of these low investments, businesses are easy targets for cybercriminals and malware. Due to the advanced increment in the tech-centric modus operandi in businesses, they are working on huge databases that are susceptible to cyber threats as they are stored on large servers.

Secondly, Given the digitalisation explosion & dynamic nature of the cyber world, Indian businesses face a variety of cybersecurity-related challenges. Insufficient SOC resources to tackle cyber threats, a lack of awareness, increasing sophistication of cyberattacks, and potential threats like phishing, malwares are the primary concerns. Organizations that are dealing with the targeted and sophisticated threats today can enhance their security posture by adopting the XDR framework. A living security platform enables an XDR ecosystem to learn and adapt to the evolving threat landscape, keeping them always safe from potential breaches.

Potential risks associated with the increasing adoption of emerging technologies

Emerging tech is a space that provides exceptional new-age technologies and helps in the upskilling of Indian businesses and industries, be it in terms of volume, data storage, cloud transformation or easy accessibility through different servers and granting safety to the data. The technology and open source of the networks that one works on further increase the threat to data in different forms like ransomware, malware, data theft, etc. Around 77 percent of Indian business executives share that cybercriminal activity is the biggest organizational threat and 62 percent view insider threat as a major challenge.

Secondly, ChatGPT is a potent language model that has been a most talked topic of discussion recently. While it can help strengthen cybersecurity by creating code, procedures, guided investigations, and plans that can aid in countering such threats, it can also be misused to create malicious codes like evasive malwares, ransomware, or phishing emails campaigns. ChatGPT AI engines can potentially be leveraged by threat actors to create complex threats that can have massive reach and impact.

India improving its cybersecurity readiness

India's cybersecurity landscape has evolved rapidly keeping up with digitalisation and cloud adoption initiatives. Today, there is already a growing demand from private and public sector organizations alike for a comprehensive security strategy and for security platforms to advance at the same rate as cyber threats. At the same time, businesses must invest in cutting-edge security technologies powered by AI and ML to help identify threats in real time. There must be a body to monitor the cybersecurity movement. Indian businesses need to create cloud infrastructure like the hybrid multicloud for storing huge databases to protect the data from all the malware and spam.

According to Check Point Threat Intelligence Report, an organization in India is attacked an average of 1787 times per week in the last 6 months, compared to 983 attacks per organization globally, as the world experiences the 5th generation of cyberattacks large-scale, multi-vector, mega attacks targeting businesses, individuals, and countries.

A survey gauged the priorities, difficulties and progress of their implementations of new cyber defense technologies such as cloud cybersecurity modernization, endpoint detection and response and extended detection and response (EDR-XDR), multifactor authentication (MFA) and zero trust architecture (ZTA).

One of the biggest challenges that Indian businesses are facing is data overload. The migration to cloud and accelerated digital transformation, especially after the pandemic has led to data proliferation. As a result, cloud security monitoring has become difficult and basic security controls have become redundant as sophisticated attacks are increasing. In a cloud-based environment, where there are innumerable endpoints and users, there are concerns regarding data loss and data leakage, data privacy, lack of visibility of who can access the data, vulnerabilities in cloud based applications, compliance requirements, account hijacking, etc.

While cybersecurity is vital for all industries, there is a maximum scope of growth in sectors that have witnessed rapid transformation on the back of digital disruption. Fast-growing sectors such as BFSI, education and healthcare must have robust cybersecurity systems to secure their data and operations.

Cyber Crime Emergency Response Team (CERT) is India's 1st crime investigation agency who look after for cybercrime related cases, digital evidence collection, create new investigation method to solve organized crime, solve high profile crime cases.

Cyber CERT is providing support to government officials, agencies, investigation firms.

Cybersecurity Statistics

- Cybersecurity spending is estimated to exceed \$188 billion in 2023.
- There will be nearly 3.5 million open cybersecurity jobs waiting to be filled in 2023.
- 65% of board members felt that their organization was at risk of a cyberattack.
- Nearly 70% of organizations reported a labor shortage for their security team.
- 94% of security teams and 93% of development teams report being impacted by talent shortages.
- 69% of MSPs report their clients struggle with compliance.
- Google and Microsoft pledge to invest more than \$60 billion over a five-year period to improve cybersecurity systems.
- The global automotive cybersecurity market is estimated to grow to \$9.7 billion by 2023.
- 44% of surveyed respondents note that they do not provide cybersecurity training to their staff regarding threats of remote work.
- 80% of organizations surveyed have adopted Zero Trust or are in the process of adopting it.

Top Security Threats in 2023

The biggest challenge would be the rise in phishing attacks. What we are seeing in the last few years is cyber criminals are using new techniques, new ways of sending phishing mails, especially CXO and CFO level scams. Secondly, many organizations have either started or completed their journey to the Cloud. Now these hackers are targeting the sensitive data that is stored on the Cloud. So the security of the Cloud has become even more important. Thirdly, with most of the organizations now working in a hybrid mode, so endpoint security systems are getting hacked very easily by hackers as they can get access to company networks.



Cybersecurity is being recognised as an essential need for digital transformation of India Inc. Revenue in India's cybersecurity market is projected to reach US\$2.37bn in 2023.



Raising the protection level of the organization

Information security cannot be a blockade in business growth. The information security system department has to become a business enabler and there is a very thin line. We have to tell the management what are the security risks and look to mitigating these risks without compromising on the business growth.

The most important part is the Top-down approach. Right from the top management to the employees, everyone should be made aware that information security is everyone’s responsibility, and not just the responsibility of the CISO. This is one approach that would benefit the organization as a whole.”

Cybersecurity attacks are still alive and will in 2023. In fact, they are becoming more sophisticated and targeted than ever before. This is due to a number of factors, including the increasing use of technology in our everyday lives, the growing sophistication of cybercriminals, and the increasing value of data.

According to Verizon’s recently released 2023 Data Breach Investigations Report, there were 5,199 data breaches in the past year, with social engineering attacks almost doubling and ransomware holding statistically steady at 24%. The report also indicated that 83% of data breaches involved external actors, with Verizon claiming the motivation for their attacks remains largely financial.

Cybersecurity professionals and organizations invest significant resources to defend against these threats, employing proactive measures like firewalls, intrusion detection systems, encryption, secure coding practices, and employee training on cybersecurity best practices. However, cyber attackers adapt to these defenses, employing sophisticated techniques and constantly searching for vulnerabilities to exploit.

Going forward, Electric vehicle chargers are the next target for job creation in India. The Indian government has set a goal of installing 500,000 electric vehicle chargers by 2030, and this will require a significant investment in human capital.

Last year, global sales for electric vehicles increased by 60% worldwide and one in every seven passenger cars purchased globally was an EV. In contrast, just five years earlier, only one in every 70 cars bought was an electric vehicle. In India, EV sales hit 1.17 million units in FY2023 which reflects the adoption fervour. Consumer demand for EVs is at an all-time high, but the growth of this sector may mean unprecedented security challenges. Experts predict that the EV Chargers pose an unprecedented risk.

“EVSE [Electric Vehicle Supply Equipment] is supported by electronics, both for charging the vehicle and facilitating communications, so EVSE is susceptible to cyber security vulnerabilities and attacks. EVSE also ties together two critical sectors-transportation and energy (specifically, the grid)-that have never been connected electronically before. This creates the potential for attacks that could have significant impacts in terms of money, business disruptions and human safety.”

Cyber attacks in India continue to grow

India faced a 290% increase in the number of attacks when compared to the previous period. We expect the sophistication of such cyberattacks to grow significantly. With an overall deterioration of security in this cyberspace, the 290% growth in cyberattacks only seems trivial when compared to the growing and a looming threat India is yet to face.

India needs a safe internet that can be used by all sections of society, irrespective of age. The Digital India Bill seeks to modernise outdated laws, promote digital inclusivity, and ensure a secure online experience for India’s rapidly growing internet user base.

The technology intensity of our economy is proliferating, and the innovation ecosystem is growing. But the law that regulates this sector is 22 years old.

Artificial intelligence is rapidly becoming a key component of cybersecurity. AI is the most disruptive technologies of our time. AI can be used to automate tasks, identify threats, and respond to incidents more quickly and effectively than humans can.

Cyberattacks are on the rise across sectors and the attacks have become more sophisticated. Recently, healthcare organizations have increasingly being targeted.

AI is still a relatively new technology in cybersecurity, but it has the potential to revolutionize the field. By automating tasks and improving threat detection and response, AI can help organizations to protect themselves from increasingly sophisticated attacks.

AI can analyze vast amounts of data and identify patterns, anomalies, and indicators of potential cyber threats. Machine learning algorithms can continuously learn from new data and adapt their detection capabilities, enabling faster and more accurate identification of potential security breaches.

It’s time for the Govt organizations to wake up that they are the custodians of public information. Security is their prime responsibility. A Legal Obligation for Government, Public Sector Organizations, and Corporates

Additionally, India is a favourable environment for cybercriminals given the combination of minimal public awareness of cybersecurity issues as well as vulnerabilities in India’s cybersecurity infrastructure.

India’s consumers, businesses, and policymakers are not well-versed in cybersecurity, which makes them easy targets for cybercriminals, especially when there are few cybersecurity mechanisms in place to safeguard internet users.

Going forward, AI has the potential to significantly reduce the cost of cybersecurity by automating tasks, improving accuracy, and providing insights.

However, it is important to note that AI is a complex technology and can be difficult to implement and manage. Organizations should carefully consider the benefits and challenges of AI before making a decision about whether to implement it.

The Top 30 Cybersecurity Companies In India

ACRONIS	IBM	SENTINELONE
BROADCOM	INFOBLOX	SNOWFLAKE
CHECK POINT	JUNIPER	SONICWALL
CISCO	KASPERSKY	SOPHOS
CROWDSTRIKE	KEYSIGHT	TENABLE
ETEK	MANDIANT	THALES
FIREEYE	MICROSOFT	TRELLIX
FORCEPOINT	NORTON	TREND MICRO
FORESCOUT	PALO ALTO	VARONIS
FORTINET	RSA	ZSCALER

*as per the survey report of VARINDIA

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AI revolutionizing the way businesses operate

Ingram Micro in association with VARINDIA organized Partner Transformation Conclave with a theme of Harnessing the Power of AI to accelerate Business, at The Park, Kolkata. The event witnessed presence of major partners, VARs from the Eastern region of the country and also dignitaries from COMPASS, the IT association of the Eastern India. The event commenced with the auspicious lamp lighting in the presence of Debasree Basu, Branch Manager, Ingram Micro India; Namit Sinha, Country Head, Device Partner Sales, Microsoft India; Vineet Nambudiri, Director – Category & Product Marketing, Microsoft; Saranga Babu, National Distribution Lead, Microsoft; Neeraj Agrawal, President, COMPASS; Narendra Dhanuka, Director, Odyssey Computer & Past President, COMPASS; Hemant Chabria, Director, Chabria Infotech and K L Lalani, Chairman, Lalani Infotech.



DEBASREE BASU
BRANCH MANAGER, INGRAM MICRO INDIA

The year 2023 is quite promising and enriching for Ingram Micro

We are very pleased to welcome you for partnering with us for such a long time and you are now a part of the Ingram Micro family. I would like to express my sincere gratitude for accepting our invite and coming together to make this event a success. Last year- 2022 was a great year for us, we are a five-billion-dollar organization in India itself and 2023 looks more promising and enriching. It would not be possible without your support, trust and confidence in our brand.



DR. DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF, VARINDIA AND GROUP PUBLICATIONS

The latest software improves accuracy, speed, scalability and security for AI-driven work

Artificial intelligence (AI) is rapidly transforming the business landscape, with businesses of all sizes and industries finding new ways to harness its power to accelerate growth.

In my understanding, AI-driven work can only be done effectively with the latest software installed in the computing devices. This is because AI algorithms are constantly being updated and improved, and the latest software will have the latest versions of these algorithms. Additionally, the latest software will be optimized for the specific hardware that it is running on, which will ensure that the AI algorithms can run as efficiently as possible.

The benefits of using the latest software for AI-driven work will Improve accuracy, increase speed, enhance scalability and improve security. Artificial Intelligence (AI) has indeed been making a significant impact on the business landscape.



SARANGA BABU
NATIONAL DISTRIBUTION LEAD, MICROSOFT INDIA

Microsoft: A partner centric company

Microsoft's mission is to empower every person and organization on the planet to achieve more. Microsoft was founded with a vision that technology can create opportunities for every individual and organization to express and achieve more. With this particular view in mind, this vision has been designed like in the past the kind of technology and software we have developed and the ones which we are developing are all path-breaking. These express the kind of technology we have been developing and deliver a success story. This could not have happened without the participation of all the partners. As we all know that 95% of the business is driven by our partners. Microsoft is a partner centric organization and without you we could not achieve this height. I thank you for your contribution in the past years and last year was phenomenal, we over achieved our numbers with all your help.



NARENDRA DHANUKA
DIRECTOR, ODYSSEY COMPUTER AND PAST PRESIDENT, COMPASS

COMPASS has been instrumental in solving problems, issues and development of channel partners

I have been associated with the computer association – COMPASS since inception. I was a Founder Secretary. Today, COMPASS is 30 years old and one of the oldest IT associations. Few of the IT channel partners felt a need for an association to solve problems, issues and for development which led to the formation of the association. Over the years COMPASS has played a leading role in resolving issues between partners, vendor – channel partners and partners – national distributors. Recently, COMPASS along with FAIITA resolved the Avita Laptop issue involving partners and Ingram Micro. It has also helped members in resolving and educating relevant laws specially VAT and GST.



VINEET NAMBUDIRI
DIRECTOR, CATEGORY & PRODUCT MARKETING, MICROSOFT INDIA

“Generative AI is all about LLMs coupled with robust data which help you scale anything”

As we speak to our customers from across verticals such as enterprise, SMB, government etc., there are two themes which are coming out – one is security and the second is AI. As you think of the PCs today, the digital real estate has become more complex and distributed with the hybrid work. The data in any of your devices is access to your privacy. It becomes important for individuals and companies to secure the endpoints. We follow a Zero Trust Security principle. We verify anything which comes in and give access as much access as required with our operating system. We always assume a breach anytime and that is how we build our software.

Artificial Intelligence (AI) is not new, it existed for a long time. But what is the hype about AI today? Generative AI is the most powerful AI that has come thus far. These are very powerful Large Language Models (LLMs) which are built by a lot of companies. Generative AI is all about LLMs coupled with robust data which help you scale anything.



PANEL DISCUSSION ON
HARNESSING THE POWER OF AI TO ACCELERATE BUSINESS

Generative AI has potential to revolutionize businesses

Dr. Deepak Kumar Sahu (Moderator)
Editor-in-Chief, VARINDIA and Group Publication

We cannot deny the fact that new technology brings disruption to the business environment with innovation. AI is revolutionizing business innovations and harnessing the power of AI to unlock business growth and innovations. Generative AI is rapidly growing and filled in a wide range of potential applications. Despite challenges Generative AI is a promising technology with potential to revolutionize the way we create and consume content. As the technology continues to develop, we can expect to see more innovative and creative applications emerge. It brings advantages like improved efficiency, personalized experiences and data-driven decision making. Partners can play a pivotal role by offering expertise, integration services and customized solutions that help businesses maximize the benefits of AI.

AI is the next revolution after Internet

Namit Sinha
Country Head, Device Partner Sales, Microsoft

AI has been present for so many years but it has come into being now. The kind of revolution AI is bringing, is like another internet revolution – what the internet brought to the IT industry 20-30 years ago. That is the kind of revolution we are seeing in AI and it is going to change the entire way the industry is going to work. We are at the forefront of that technology innovation with so much investment in Open AI as a platform. We are working very closely in bringing that innovation into the market. So, AI is absolutely key for Microsoft and that is very key for devices businesses as well because while we keep innovating, partners will take the solutions to the customers. As long as customers are getting the innovations that we are bringing in technology, that is what will lead to growth of both the company and partners.



AI making businesses simpler

Hemant Chabria
Director, Chabria Infotech

When it comes to business, we look at four things – branding, reputation, social and funnels. If you look at the four spectrum, this is how you complete. When we are talking about branding, earlier we used to go to an agency to do the work, now you have many tools. You just need to tell the requirements and it does a better job and also gives you options. Earlier, a person with an e-commerce product had to go to a studio, photographer and need to shoot but now you just need to take a photo and you give it to an AI and it does everything.



Equinix wants to be the customers' Partner of Choice in their digital transformation journey

India offers immense opportunities in the data centre space and Equinix tries to leverage it using its experience in this field and with help from its partners. But it being a little complex proposition, Equinix helps partners by providing a lot of use cases and white papers to let them incorporate their expertise into the solutions of partners in the right manner.

During a chat with VARINDIA, Jules Johnston, Senior Vice President, Global Channels, Equinix shares about Equinix's business in India and contribution of the channel business in it -

Jules Johnston
Senior Vice President, Global Channels,
Equinix



Could you throw some light on Equinix business focus in India?

Equinix is a globally connected series of some 250 + data centres around the world offering digital services. We announced our initial investment in India in September 2021 with the acquisition of GPX India. These were our first two data centres in Mumbai.

In terms of investment, last year we announced an additional \$86 million investment for our third data centre in Mumbai and \$125 million investment to open a data centre in Chennai. On August 10th of this year, we announced another \$42 million investment for the creation of our fourth data centre in Mumbai. We are excited about expanding our global presence in India to support our customers' needs and are committed to creating 500 IT professional jobs in Bangalore as part of our continued growth and presence.

How do you see this market from a data centre opportunity perspective?

India represents a huge opportunity for partners and customers who are looking at how they can take advantage of technologies and digital transformation, how they move to hybrid multi cloud architectures, and how they achieve their sustainability objectives, etc. There's a huge opportunity in India right now; some 40% of enterprises have said they are committed to a hybrid multi cloud strategy and are already on that path. But 86% - 90% of enterprises still want to be on that trajectory. The opportunity for partners and VARS is to fill that needs gap and deliver the kind of services that can help customers transform to the cloud.

Which are some of the major partnerships you have signed in India?

Equinix is very fortunate to have inked some very strong global partnerships with hyperscalers. So we are already working with AWS, Microsoft and Google and they have their Onramps in Equinix locations. With these hyperscalers having direct Onramps with Equinix, customers who are already on our platform can use public cloud very easily.

We also have very strong global partnerships with some of the biggest technology companies like Dell, HPE and VMware and we recommend their architecture. For example, HPE GreenLake with Equinix enables customers to more completely define their hybrid cloud operations strategy. Recently, at the HPE Discover event, HPE announced that it is pre deploying their equipment in Equinix data centres, which will enable partners to be able to recommend it to a customer. Customers on the other hand will be able to take advantage of radically shortening time to provision services.

How do you partners contribute to building Equinix business in this market?

Partners in every market, and certainly in India, will need to first help their customers understand where they are on their digital transformation journey and then add value to every stage in that journey. As enterprises take their journey to optimise the core network, and after they decide what ecosystem partners they need to be connected to, and what their edge strategy will be, partners can come and provide the needed advisory, technology, and the necessary hardware and software procurement

around that. Additionally, partners can provide workload application assessments in order to make the best recommendations to their customers.

Which are the target verticals for Equinix?

The cloud is a horizontal play for any enterprise that wants to thrive in the digital economy. But particularly in India, we are expecting that financial services and payments & ecommerce applications will have a fast mover advantage with the data centre capacity and services that we bring to India. Another vertical is education that has swiftly moved to online platforms. India is home to more than 25 home grown OTT companies and about seven international over the top entertainment companies. That is a vertical that will absolutely gravitate towards these services. So financial, ecommerce, education and OTT are the key target verticals for us. We tailor different use cases for different verticals, while also make training and education available to our partners.

Message to the Partners

"We are excited to bring not just the Equinix data centre offerings, but the unique digital services offerings that customers are talking about. So, if we have bare metal offerings, network edge solutions, we will have those available to you in a way that we haven't had in India before. Besides, partners can also layer their managed services and digital services on top of these offerings. So it's a great opportunity for you to take your business to new heights."

Dell Technologies Unlocking Innovation while Shaping India's Tech Landscape

Dell Technologies India plays a pivotal role in the company's operations, serving as a hub for research and development, manufacturing, and customer support. The cutting-edge advancements made by Dell Technologies India are well-known in the industries of computers, servers, storage systems, and software services. Dell Technologies India has established itself as a key player in the nation's IT ecosystem thanks to its unwavering dedication to sustainability and technical improvement, providing businesses and individuals with cutting-edge tools while also supporting India's economic development and digital transformation. T Srinivaschary - Lead -Solution Architect, Dell Technologies India shares insights on the company's recent findings, future of AI, Data and Security etc.

Insights from the Dell Technologies 2023 Innovation Index

India has progressed significantly in the field of technology and is seeing rapid digitization. Innovation is a priority for businesses and there is a big push to become digital-first entities. Prioritizing the need for innovation, the Dell Technologies 2023 Innovation Index report highlights organisations' innovation maturity and serves as a guiding light for enterprises to assess their strengths and identify areas of improvement.

Srinivaschary comments, "Across the globe and especially in India, organizations are on the lookout for insights that will help them achieve their purpose, productivity, and profitability goals. Conducted in partnership with Vanson Bourne, polling 6,600 employees across 45+ countries, the report illustrates why innovation is mission critical and how organizations should harness their people, processes, and technologies to innovate effectively."

The future of AI in India

AI witnessed an exponential rise whilst becoming more versatile and adaptive with the ability to solve business problems and run projects from conception to production on its own. It is expected to add USD 450–500 billion to India's GDP by 2025 - 10% of the country's USD 5 trillion GDP target.

According to Dell Technologies 2023 Innovation Index report, 59% in India believe their technology is not cutting-edge. As per Srinivaschary, "These stresses on the importance of developing an innovative strategy which will help organizations formulate an AI strategy that delivers on their business goals. The adoption rate of AI in India has been growing consistently, especially in sectors like healthcare, retail, BFSI, manufacturing, and e-commerce.

To successfully adopt AI, organizations need a sturdy IT infrastructure, network architecture, and data framework that can support the development and deployment of AI models on a large scale. Data Analytics,

AI and Machine Learning (ML) will penetrate new market segments and enable better, data-driven decisions for businesses resulting in more precise, real-time, and predictive analytics."

Navigating the Complex Cybersecurity Landscape

In the past couple of years, there has been an unprecedented surge in data breaches and cyberattacks targeting organizations, governments, and individuals, through sophisticated means of infiltration. The complexity of risks has been increasing in correspondence to the wider adoption of new-age technologies like Machine Learning, Artificial Intelligence, and proliferation of extensive cloud networks.

The Dell Technologies 2023 report highlights that only 43% of the Indian businesses are confident that they can continue working with minimal disruption in the event of a cyberattack. Adding to the worry, the report finds that just 33% of Indian businesses have evaluated a larger, distributed attack surface for potential risks meanwhile a meagre 23% of Indian businesses are exploring/building a Zero Trust architecture.

Srinivaschary points out, "The rise in sophisticated cybersecurity incidents and a continuous compromise of the surface area by attacks with the hybrid work model, go on to show why data security remains a challenge in India. To protect data and lower breach risk significantly, a Zero Trust approach is a necessity. From an enterprise point-of-view, when businesses are increasingly moving to a cloud-based model, Zero Trust gives back control of the data to the organization when rolled out strategically."

Focusing on the growth of data centers

Indian businesses need to have an end-to-end innovation strategy so that they are well placed to navigate their enterprise goals through the industry headwinds, changes in supply chain, environmental impacts and dynamics of digital transformation journey while ensuring business continuity.

Data centers are an integral part of the larger scheme of enterprise IT, and with computing being the next big thing due to the growth of AI, ML and cloud infrastructure, effective data management will be the need of the hour. Delving deep about this, Srinivaschary says, "As a step forward in Dell Technologies' commitment to make data management sustainable, we enabled PhonePe, one of India's leading fintech companies to launch its first green data centre. Built with 35% recycled material and designed with advanced Smart Cooling Technology, the facility helps PhonePe ensure that the data needs of its users are managed optimally and be ready for future workloads.



T SRINIVASCHARY
LEAD -SOLUTION ARCHITECT,
DELL TECHNOLOGIES INDIA

As more and more data generate, there is a need for it to be captured and analysed right at the edge. As a result, there will be a significant rise in edge data centre. Dell Technologies' industry-leading server portfolio is designed to accelerate digital transformation with AI-driven innovation, automation, and ensure accelerated performance and reliability for powerful computing across IT environments. The expanded server portfolio will ensure accelerated performance and reliability for powerful computing across IT environments."

At Last

On the importance for Indian organizations to stay innovative, Srinivaschary says, "Innovation is pivotal for the next phase of growth for any organization. It is extremely crucial for organizations in any country, including India. In today's fast-paced and competitive business landscape, organizations that prioritize innovation are better positioned to adapt to changing market dynamics, seize new opportunities, and stay ahead of the competition."

In his concluding words he comments, "Being innovative helps organizations develop products, services, and solutions that address specific pain points and deliver exceptional customer experiences— a customer-centric approach enhances customer loyalty, satisfaction, and retention — currently, only 18% of Indian organizations are categorized as innovators. The need of the hour for enterprises is to ensure efficiency and quality in their solutions with innovation at the core."

VAR SECURITY

Akamai Technologies navigating India's Cybersecurity Landscape while aiding organizations to eliminate threats and strengthen their infrastructure

Leading content delivery network (CDN) and cloud service provider, Akamai Technologies was established in 1998 and is recognized for streamlining the transmission of digital content, resulting in quicker load times, enhanced security, and dependable performance for websites and online services. With more than 4,000 locations worldwide, Akamai's global network enables companies to provide people with flawless digital experiences while reducing online dangers. Akamai's cybersecurity solutions protect against DDoS attacks, data breaches, and other online threats, making the web safer for businesses and users. In a chat with VARINDIA, Dean Houari, Director of Security Technology and Strategy, APJ, Akamai Technologies discusses about the current state of cybersecurity in India, challenges faced by businesses, the importance of adopting advanced security measures like Zero Trust, and the potential risks associated with emerging technologies, emphasizing the need for robust solutions.

The cybersecurity industry in India

Delving deep about the current cybersecurity landscape, Dean points out, "As organizations across all verticals conduct their business online, attackers seek to disrupt and degrade customer experience and the reputation of these businesses for financial gain. Several factors, including the use of IoT, the adoption of cloud technology, have contributed to the country's growing cybersecurity threat landscape. At the same time, the cybersecurity industry has evolved substantially over the last decade. Businesses that traditionally invested in security technologies such as antivirus and firewalls have started realizing the importance of new technologies and solutions that predict data breaches."

He also says, "To tackle breaches at source, the use of zero-trust security frameworks, which require users to authenticate their identity and access privileges before accessing resources, will not only increase in adoption but will become an anchor point in security strategies along with other security frameworks. Additionally, it is critical that organizations adopt the right DDoS security solution to detect and mitigate attacks at scale, while having the right teams to monitor such attacks in order to minimize such attacks."

To defend against sophisticated cyber-attacks

To stop cybercriminals and defend against the cyber-attacks, organizations need to firstly implement security technologies that are non-disruptive to their IoT and OT environments and also build a specialized threat hunting

capability working round the clock to find and contain threats that may already be inside the networks. Dean comments, "Defending against sophisticated cyber-attacks in these types of environments requires addressing common internal limitations:

Legacy systems: OT and IoT systems are often built on legacy or proprietary technology that lacks the necessary security features to implement a security model like Zero Trust. Implementing security controls such as installing a security client agent on these systems can be costly and time-consuming, and in some cases, may not be possible at all.

Limited visibility: OT and IoT systems often operate in isolated environments with limited connectivity to the rest of the network, making it challenging to discover, monitor and control access to these systems.

Lack of skilled personnel: Implementing and maintaining a robust security posture across diverse IT and OT environments requires specialized skills and knowledge, which may not be available in-house. This limits the organization's ability to detect and respond to various types of security incidents."

The potential risks associated with the adoption of emerging technologies

Talking about the emerging technologies like Generative AI, Dean says, "Generative AI tools like ChatGPT have taken the world by storm. However, the potential privacy risk ChatGPT poses for users and businesses has come to the fore. As AI capabilities continue to evolve, technology companies are getting locked into a fierce arms race. The problem is, this race is fuelled by personal data. Additionally, the number of enterprises who see the value in making full use of the cloud to leverage new technologies such as ChatGPT is growing. While ChatGPT is probably still not at the stage where it is "revolutionizing" cyber-attacks, it certainly has the ability to make attacks more efficient, accurate and impactful. We are already seeing the use of ChatGPT to improve phishing and social engineering attacks, by enabling phishing operators to more efficiently combine the large volume usually associated with generic phishing attacks with the more precise but high yield of spear phishing. ChatGPT's ability to mimic language to a high degree of fluency, and incorporate the idioms of nationality, will surely be exploited by hackers for phishing attacks via email or text. Currently, the stilted language used in these attacks makes them easy to spot, but ChatGPT could make it easier for criminals to send out emails that come across as trustworthy and authoritative. The utility could also be used



DEAN HOUARI
DIRECTOR OF SECURITY
TECHNOLOGY AND STRATEGY,
APJ, AKAMAI TECHNOLOGIES

by hackers to create malicious code."

The biggest challenges faced by Indian businesses

Indian businesses are actively implementing measures to safeguard their operations. According to Dean, "However, we are currently facing a cyber pandemic, and it is inevitable that systems will eventually be infected. The attackers merely require one compromised endpoint to enter the network and maneuver through it. Therefore, it is crucial for businesses to establish protective measures to block these attacks from gaining entry to valuable data once their network has been breached. Lack of awareness and cuts in IT budget spending can be among the biggest challenges for Indian businesses. Even today, many Indian organizations do not have a separate and dedicated budget structure or plan in place for cybersecurity."

At Last

In his concluding words Dean says, "Akamai Hunt can bring suitable solutions for organizations with features like Real time alerts, unique dataset, and big data analysis. It enables businesses to eliminate threats in their network, find and virtually patch vulnerabilities, and harden infrastructure to further reduce risk in the environment. In the digital transformation era, cybersecurity is no longer a nice-to-have but a must-have for organizations of all sizes and sectors. The growing importance of cybersecurity is driven by the need to protect digital assets and data, maintain business continuity, comply with regulatory requirements, and preserve the trust of customers and stakeholders."

OnePlus rolls out Ace 2 Pro with 24GB RAM and up to 1TB storage

OnePlus has introduced Ace 2 Pro in China. The new device runs on Qualcomm's top-of-the-line Snapdragon 8 Gen 2 SoC, along with up to 24GB of RAM and up to 1TB of storage. The smartphone comes with a 6.74-inch AMOLED screen with 120Hz refresh rate. It boasts a 50-megapixel rear camera and a 16-megapixel selfie camera. The flagship-grade handset from OnePlus runs on Android 13-based ColorOS 13.1 out-of-the-



box and packs a 5,000mAh battery with support for 150W SuperVOOC charging.

The base model with 12GB of RAM and 256GB of storage is priced at CNY 2,999 (roughly Rs. 34,600). The other variants of the phone 16GB + 512GB and 24GB + 1TB RAM and storage configuration are also available at CNY 3,399 (roughly Rs. 39,200) and CNY 3,999 (roughly Rs. 46,100), respectively.

The OnePlus Ace 2 Pro is available in Aurora Green and Titanium Ash Grey (translated

from Chinese) and will go on sale in China via Oppo's online store starting August 23.

The handset comes with dual-SIM (Nano) feature and runs on ColorOS 13.1, which is based on Android 13. The OnePlus Ace 2 Pro sports a 6.74-inch full-HD+ (1,240x2,772 pixels) curved AMOLED display with a 120Hz refresh rate and a pixel density of 450ppi. The company claims that its Rain Water Touch technology — relying on a customised touch chip, an in-house touch algorithm and full-link touch optimisations — will allow the display to work even when it is used in the rain. It has a 4nm Snapdragon 8 Gen 2 SoC paired with up to 24GB of LPDDR5X RAM.

Motorola rolls out moto g14 smartphone for sub 10K market

Motorola announced the launch of its latest entry level smartphone in the g series franchise, the moto g14. A smartphone with an extremely premium design that is super sleek and lightweight.

The stunning 16.5cm (6.5”) Full HD+ display brings visual content with picture-perfect clarity allowing the user to immerse themselves in the beautiful details without compromising on image quality. moto g14 redefines high definition, featuring a 20:9 aspect ratio, punch hole design with extremely slim bezels, leaving more room to work and play. It also goes easy on the eyes, thanks to Night Light which tints the screen amber, making the display easier to view in dim light. Along with a stunning display, the device also gives users a new auditory dimension to dive into with its remarkable speakers. The stereo speakers with Dolby Atmos enhance the overall sound experience. With Spatial Sound by Moto, the audio output feels more immersive and filling.

Under the hood, users will find a powerful UNISOC T616 octa-core processor with 4GB RAM powering the moto g14. Engineered to deliver an ultra-smooth experience, the 4GB LPDDR4X RAM makes the phone respond instantly to every single touch, tap, and swipe. It also comes with a large and 128GB storage with segment leading UFS 2.2 technology to enable faster read write speeds. For those who need more space, the device comes with a dedicated micro SD slot that can be expanded up to 1TB, in addition to two SIM slots.

Furthermore, the moto g14 comes with a robust 5000mAh battery which also fuels up fast, owing to the 20W Type-c TurboPower charger that comes in the box.

Xiaomi debuts Redmi 12 5G in India

Xiaomi India has taken the most significant step towards ushering in a new era of 5G connectivity in India with the much-awaited launch of the latest number series smartphone - Redmi 12 5G.

The Redmi 12 Series, featuring two devices- the Redmi 12 5G and Redmi 12, deliver a premium smartphone experience, packaging flagship



grade crystal glass back design and exceptional performance at honest pricing that sets a new benchmark in the segment. Crafted with precision, Redmi 12 Series embodies three key pillars of design - craftsmanship, ergonomics, and durability. The massive 17.2cm (6.79) FHD+ Display, which is the largest display on a Redmi smartphone yet and comes with a 90Hz AdaptiveSync display, offers an immersive visual experience, while a Corning Gorilla Glass build and IP53 rating ensures that the devices are built to last.

The Redmi 12 5G is also India's first smartphone to house the Snapdragon 4 Gen 2 5G processor, featuring a flagship-level 4nm architecture that efficiently unlocks 5G capabilities for faster connectivity.

Muralikrishnan B, President, Xiaomi India, said, "Xiaomi's first 9 years in India catalysed a digital revolution as we provided easy affordability and accessibility to quality 4G handsets. With a fifth of the world's population joining the 4G bandwagon, India emerged as one of the largest digital economies globally. Taking this journey forward, the global debut of Redmi 12 5G in India, is a significant step up for the smartphone industry and India's growing tech-enabled ecosystem, opening exciting new possibilities and fast-tracking innovation. As millions of users enjoy fast internet connectivity at Gbps speeds, we are truly excited about participating in the next wave of India's digital journey."

OPPO unleashes A78 smartphone with best-in-class battery

OPPO has announced the launch of the OPPO A78 in India. The handset will be available in two colour finishes: Aqua Green and Mist Black.

The Aqua Green A78 uses a double-layer process to superimpose OPPO's first Diamond Matrix Design atop a water-green base layer; the Mist Black version comes with a touch of yellow-green to its pure black base to give the phone a unique metallic gloss.

The smartphone features an Ultra-Slim Retro Design with a 2.5D right-angled middle frame and smoothed edges to make the phone sleek and comfortable to hold. It is priced at INR 17,499 and will be available for sale from August 1 onwards through mainline retail outlets, OPPO E-Store and Flipkart.

The OPPO A78 is built for those who enjoy entertainment on the go. Its AMOLED screen is capable of deep blacks, great contrast, and true-to-life colours. The crisp 6.4-inch FHD+ display boasts features that are on par with high-end handsets, including a 90Hz refresh rate for smooth scrolling, up to 180Hz touch sampling rate for a quick touch response when playing games, and smart adaptive backlighting that intelligently adjusts to various light environments; this means users can binge-watch shows for long hours, and even play marathon sessions of games without any visual fatigue.





Rishi Mohan Bhatnagar becomes the new President of Lava International

Former Aeris Communications President, Rishi Mohan Bhatnagar has been roped in by Indian handset-maker Lava International as its new President. In his LinkedIn post, he wrote about getting associated with the company.

As per a media report, he will be heading the research and development (R&D) and innovations and designs during his stint with the handset maker.

Bhatnagar said that under his leadership the handset-maker will concentrate on the "Make in India" programme. He would also drive a complete ecosystem for electronics manufacturing and take advantage of the government's Production Linked Incentive (PLI) scheme. There are reports that indicated that Lava International is mulling on entering the wearables segment in the country. As of now it manufactures handsets and plans to start the production of headphones, true wireless earbuds (TWS).



Cloudera chairs Charles Sansbury as new CEO

Cloudera announced the appointment of Charles Sansbury as Chief Executive Officer.

"I am pleased to announce that Charles Sansbury has been appointed as Cloudera CEO," said Jeff Hawn, Chairman of the Board of Directors. "In his twenty-plus years in corporate leadership roles, Charles has architected and led successful business strategies and operational initiatives that have delivered accelerated business growth. His leadership

will drive Cloudera's exciting hybrid data strategy in the era of AI that enables companies to benefit from all their data."

Sansbury brings to Cloudera extensive leadership experience across the software industry. Most recently he was CEO of ASG Technologies from 2015 until its 2021 sale to Rocket Software. Prior to that, he was COO of The Attachmate Group from 2011 until its 2014 sale to MicroFocus. He was CFO of The Attachmate Group from 2006 until 2011, and CFO of Vignette from 2001 until 2006.



Former Microsoft president Anant Maheshwari joins Honeywell

Honeywell has announced that Anant Maheshwari, the former Microsoft India president, has been appointed as the company's president and CEO. With this, Honeywell said Maheshwari will lead business growth in China, India, Southeast Asia, Central and Eastern Europe, the Middle East, Central Asia, Africa and Latin America.

Kapur said, "Honeywell has a long-term track record of growth in this portfolio. Anant will help build on our demonstrated success, accelerating our ability to drive profitable development for the company. Anant's experience over the last two decades proves that he has an ability to deliver impactful results for a diverse set of industries. He is the right person to continue to deliver our local-to-local presence and expand Honeywell's business in controls and automation, software and digitalization, and sustainability."

In his new role, Maheshwari will lead business growth across Honeywell's geographies in China, India, Southeast Asia, Central and Eastern Europe, the Middle East, Central Asia, Africa and Latin America. He previously had leadership roles of increasing responsibility at Honeywell from 2004 to 2016, launching new businesses and leading mature business portfolios. He ultimately became President of Honeywell India as a key driver in the company's high growth region strategy.

Tech Mahindra names Atul Soneja as its new COO

Tech Mahindra has announced the appointment of Atul Soneja as the Chief Operating Officer (COO) effective 7th August, 2023.

With over 28 years of experience as a technology executive, Atul is a proven leader known for deep strategic expertise, building a culture of success, and driving business transformation through focused execution in challenging and competitive markets. Prior to this, Atul served as the Chief Operating Officer at CitiusTech where he was responsible for managing the overall Delivery, Service lines and Operations for CitiusTech. Before joining CitiusTech, Atul held several leadership roles in Infosys and its subsidiaries, from managing multi-billion service lines across multiple industry segments like Financial Services, Retail and Manufacturing, to heading the AI and Automation platform business of Edgeverve, a subsidiary of Infosys, conceptualizing and driving several strategic programs through his tenure.



Former OnePlus India CEO Navnit Nakra joins Pine Labs as Chief Revenue Officer

Leading merchant commerce omnichannel platform, Pine Labs today announced the appointment of Navnit Nakra as their Chief Revenue Officer. Navnit will be responsible for developing and executing growth strategies, new business generation, streamlining processes to attain efficiencies and maximising revenue streams for the Payments Business in India.

Prior to joining Pine Labs, Navnit was the CEO at OnePlus for India region where he spearheaded operations and the overall business strategy in India. Navnit has also worked for Apple where he was heading the Affordability business for India. He started his career with Citibank where he spent more than 14 years across consumer and institutional banking. In his last role at Citibank, he was leading the Commercial solutions groups for India and was the Regional lead for e-commerce segment for the bank across India, Greater China, and Korea.



Microsoft appoints former AWS executive Puneet Chandok to lead India operations

Microsoft announced Puneet Chandok's appointment as Corporate Vice President of Microsoft India and South Asia. Effective 1 September 2023, he will assume the operational responsibilities from Anant Maheshwari.

Supported by a strong leadership team, Puneet will oversee the integration of Microsoft's businesses across South Asia, including Bangladesh, Bhutan, Maldives, Nepal, and Sri Lanka, further boosting the company's presence in the region, while deepening its focus on key industries through a customer-centric approach with generative AI at its core.

"We are delighted to announce that Puneet will be joining Microsoft India," said Ahmed Mazhari, President Microsoft Asia. "Puneet has a strong track record of building and growing technology businesses and leveraging technology to deliver impact and change. As we embrace an AI-led future, Puneet's leadership will play a vital role in ensuring Microsoft's ongoing success in South Asia, and I extend my thanks to Anant Maheshwari for setting us on a growth path."





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