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Odisha Information Technology Fair'24

**THEME : DIGITAL WORKPLACE
INSIGHTS FOR 2024**

FRIDAY, 19TH JANUARY 2024 |

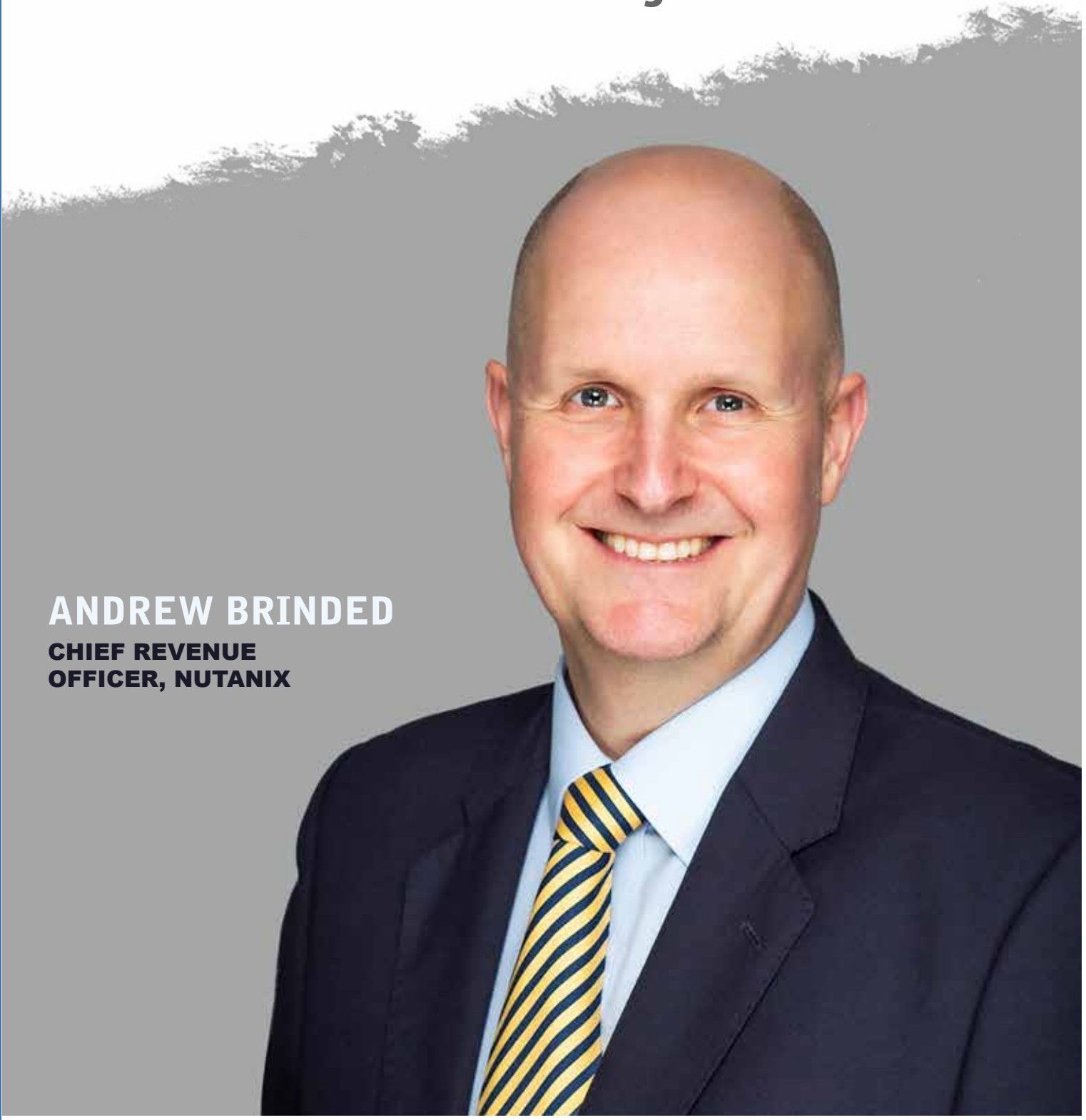
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VOLUME XXV ISSUE 04 DECEMBER 2023 PRICE RS. 50

NUTANIX

Nutanix will continue to rely on its partners to drive mutual strategic initiatives



ANDREW BRINDED

**CHIEF REVENUE
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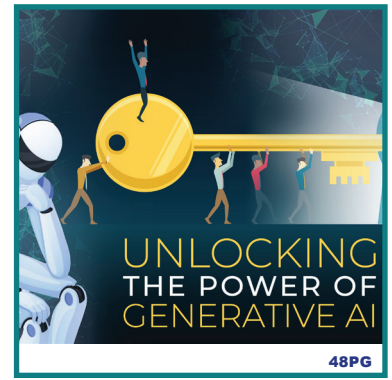
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MORE WOMEN REPRESENTATION IN LEADERSHIP ROLES IS IMPERATIVE FOR IT INDUSTRY

42PG

UP approves setting up of 57 new cyber crime police stations

To tackle the growing threat of cybercrime, the Uttar Pradesh Cabinet, under the leadership of Chief Minister Yogi Adityanath, has approved the establishment of 57 cyber crime police stations across the state. This expansion will bring dedicated cybercrime investigation units to all 75 districts of Uttar Pradesh. The new stations will be strategically located in districts like Ghaziabad, Raebareli, Sitapur, among others. This initiative aims to enhance the scope and speed of response to cybercrime incidents across the diverse geographical expanse of Uttar Pradesh.

The deployment of these stations comes at a cost exceeding Rs 127.24 crore, underscoring the state government's dedication to investing in resilient cybersecurity infrastructure.

Maharashtra planning to set up a dynamic cyber security platform

Deputy Chief Minister of Maharashtra Devendra Fadnavis said that the state government is in the process of making a dynamic cyber security platform to curb cybercrimes in Maharashtra. It will start functioning in the next 4-5 months. State government has invited tenders and called 17 best IT companies in the world to participate in the bidding process and help the Maharashtra government set up this cyber security platform.

"We are creating a huge cyber platform, and a tender has been recently floated. This will be a very dynamic platform. All financial institutions including banks, NBFCs, all social media sites will be brought together on this platform. All these will be put onboard and integrated with the latest software which will create a very fast response time," Fadnavis said.

TOPIC: GROWING CHALLENGES IN CYBERCRIME IN INDIA

CDS 2024, the Annual Cyber & Data Security summit is aimed to identify, manage and mitigate the digital risks that stems from using connected devices and systems to run your business.

The Summit provides a valuable platform for staying abreast of emerging trends and anticipating potential challenges. The day long summit is going to be attended by 200 delegates including Policy makers, Police officials, Technologists (CIO/CTO & CISO) and the VARs in the country.

CDS goes beyond traditional conferences by offering a plethora of activities and experiences that enrich the overall delegate experience. Networking opportunities allow participants to connect with industry peers, while hands-on exercises and demonstrations provide practical insights into the latest security solutions.

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GENERATIVE AI POISED TO BE A GAME-CHANGER FOR CHANNEL GROWTH

As we approach the end of 2023, the transformative power of technology has been evident in steering industries through various challenges. The year 2023 witnessed the resilience of technology during crisis, and the next year promises to be a continuation of this technological revolution. Following the remarkable year, the convergence of existing technologies and groundbreaking innovations will reshape the landscape of organizational operations.

Gen AI is a multi-billion-dollar opportunity for the channel ecosystem that is still early in its lifecycle. This report underscores the enormous opportunity for the channel ecosystem where the partners have to leverage Gen AI to unlock revenue for new services and enhance internal productivity.

The worldwide total addressable IT market is forecast to grow 3.5% to reach US\$4.7 trillion this year despite cautious spending due to ongoing economic issues, as per Canals. Partner-delivered IT technologies and services will exceed US\$3.4 trillion in 2023, accounting for more than 70% of the global total addressable IT market.

Generative AI is poised to be a game-changer for channel growth, which will amount to a US\$15.4 billion opportunity for the channel ecosystem this year alone and is expected to grow to US\$158.6 billion by 2028. The channel IT spend will reach nearly \$5 billion by the year end, defining 70% of IT spending in 2023. The projected growth of generative AI and its potential impact on the channel ecosystem are impressive.

This report underscores the enormous opportunity for the channel ecosystem where the partners have to leverage Gen AI to unlock revenue for new services and enhance internal productivity.

The rise of AI presents a significant opportunity for channel partners to expand their offerings and reach new customers. Channel partners can capitalize on this opportunity by offering AI services, developing AI software, offering advanced data services, and reselling, co-selling and upselling AI products with services around them.

Technology, particularly Generative AI (Gen AI), is rapidly transforming industries (specially Healthcare, Finance, Manufacturing, Retail etc.) and helping them navigate complex challenges.

The two largest new revenue opportunities for the channel ecosystem are in offering AI services and AI software development. Other new revenue opportunities include advanced data services that use or enable AI, and the reselling, co-selling and upselling of AI products with services around those products.

The rise of generative AI presents a treasure trove of new revenue opportunities for the channel ecosystem. Moving ahead, a significant new revenue opportunity for channel partners is around AI services, or more specifically, services that help companies adopt Gen AI successfully. This includes AI advisory and change management services, consulting, design and build, architecture design, implementation, and integration.

Channel partners should prepare today to capitalize on these opportunities while safeguarding against over-investment, depending on their business model. To do this, partners should determine their AI strategy and offerings, while also building expertise and strategic AI partnerships and continue to invest in ongoing development.

Channel partners should begin by defining a clear AI strategy that aligns with the organization's goals, strengths and target markets. Partners should conduct a thorough analysis of the AI opportunity and perform a total addressable market (TAM), serviceable addressable market (SAM) and serviceable obtainable market (SOM) analysis to identify the scope of their opportunity.

Partners should then focus on identifying their value proposition and competitive differentiation, carefully identifying their strengths, weaknesses, opportunities and threats, as well as opportunity costs given limited resources and capital. For Long term, the channel ecosystem should continue to monitor the market, adapt its strategies and capitalize on emerging opportunities.

Channel partners can develop a robust AI strategy that positions them for success in this rapidly growing market. To achieve the opportunity, channel partners should commit to acquiring ongoing certifications, deep AI competencies and working closely with their partners to bring innovative and tailored solutions to market.

The rapid advancement of generative AI presents both immense opportunities and challenges for the channel ecosystem. Those who adapt, innovate, and evolve are poised to become the frontrunners in this transformative era. Partners who foster a culture of innovation and encourage their teams to think outside the box will be the ones driving the future of AI adoption.

Gen AI is rapidly advancing and the partners who are able to adapt, innovate and evolve with the industry will win.

Let's all expect a fruitful year ahead.....wish you all a very Happy and Prosperous New Year 2024.

S. Mohini Ratna
Editor, VARINDIA
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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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“Nutanix will continue to rely on its business partners to drive mutual strategic initiatives”

Nutanix, a leader in Hybrid Cloud Computing, recently hosted the India leg of its flagship event, .NEXT On Tour, in Mumbai. This globally acclaimed conference served as a gathering ground for developers, IT leaders, channel partners, and visionaries, all converging to explore the latest advancements in cloud and data center technologies. In an exclusive interview, we had the privilege of sitting down with **Andrew Brinded, Chief Revenue Officer at Nutanix**, and **Anuj Gupta, CEO of Hitachi Systems India**, to delve into their partnership, channel partner programs, and their strategies for addressing the dynamic needs of the Indian technology space.

Andrew and Anuj shed light on Nutanix's Elevate program, emphasizing its role in fostering continuous innovation and collaboration with partners. Their insights provide a glimpse into the positive impact of Nutanix's approach, with success stories from partners like Hitachi Systems India offering valuable perspectives in the ever-evolving IT landscape. Looking ahead to 2024, Nutanix remains steadfast in its vision, dedicated to addressing the evolving needs of the IT industry, staying at the forefront of technological trends, and nurturing enduring partnerships within its valued ecosystem.

The interview unfolds a compelling narrative, showcasing Nutanix's strategic vision and commitment to excellence as it navigates the intricate landscape of the IT industry. An excerpt.



ANDREW BRINDED
CHIEF REVENUE OFFICER
NUTANIX

Can you share the overview of your Elevate Partner program?

Andrew Brinded: The Elevate Partner Program is a cornerstone of Nutanix's commitment to its partners. It's tailored to fortify the investments made by Nutanix partners by placing a strong emphasis on certification. In a technology landscape where Nutanix has evolved from hyper-converged infrastructure (HCI) to a comprehensive software platform, partners are encouraged to elevate their skill sets. This involves gaining expertise in a wide array of areas such as hybrid multi-cloud, various storage types, end-user computing, virtual machines (VMs), containers, databases, and more.

Certification is a linchpin of the Elevate program, ensuring that partners possess the necessary expertise to navigate the complexities of Nutanix's expanding product

portfolio. Different program levels are tied to certification tiers, encouraging partners to continuously enhance their knowledge and proficiency. At its core, Elevate is not just about transactions; it's about fostering long-term relationships, providing education, and continually improving product knowledge.

Anuj Gupta: We've been part of Nutanix's journey since its early days. Witnessing the company's evolution from a direct model to actively acquiring partners has been instrumental in our successful eight-year partnership. Moreover, Nutanix strategically entered into OEM partnerships with major players like HP, Cisco, and Dell, amplifying its market reach. The combination of these strategies, along with substantial channel investments and continuous training initiatives, has translated into a profitable and enduring partnership for us.

What improvements or developments have you observed in the last seven, eight years with Nutanix?

Anuj: The last seven to eight years have seen remarkable progress and transformation within Nutanix. One notable aspect is Nutanix's substantial investment in its partners

through joint projects, training programs, and technology education. The product stability has been a standout feature, enabling partners like us to surpass competitors, notably VMware. Success stories in major enterprises, including one of India's largest insurance players and another large financial institution, highlight Nutanix's efficacy in facilitating the migration from traditional three-tier architectures to hyper-converged infrastructure.

Can you elaborate on these success stories?

Anuj: The success stories involving major players in BFSI sector underscore Nutanix's evolution from a product initially positioned for mid-market or SMBs to a robust enterprise solution. These success stories showcase the platform's reliability and effectiveness in addressing the unique challenges faced by large enterprises. The successful deployment and sustained partnerships with these organizations continue to be testament to Nutanix's capabilities.

How is Hitachi equipped in the IT infrastructure space?

Anuj: Hitachi has experienced substantial growth in the Indian market, particularly in the last two years. This growth can be attributed to the surge in infrastructure investments, reflecting the increased demand for digitalization. The shift towards digitalization has driven a 100% growth in Hitachi's business, underscoring the critical role of IT infrastructure in supporting the ongoing trend of digital transformation.

Andrew, can you share your enhanced framework for partners?

Andrew: Absolutely. Our focus on partners revolves around enhancing education and training. It's imperative that our partners are well-equipped with the knowledge to navigate Nutanix's diverse product portfolio effectively. A critical aspect that sets Nutanix apart is its unwavering commitment to being a hundred percent partner-driven. Programs like Elevate are designed not just to reward transactions but to incentivize partners, especially for acquiring new customers in the midst of market turbulence. The introduction of GPT in a Box is another step towards addressing the growing interest in generative AI. This technology facilitates more meaningful and informed partner conversations with customers.

Anuj: Partnering with Nutanix is more than just a transaction; it's a collaborative journey where success is mutually celebrated. Nutanix has significantly evolved its channel program in the last two years. Increased investments in channel teams, rebate structures, market development funds (MDF), and enriching training experiences have further strengthened the program. The inclusion of channel events provides valuable opportunities for interaction, contributing to a transparent and supportive partner ecosystem.

What growth areas or challenges have Nutanix partners addressed in the last seven, eight years?

Anuj: Nutanix's partners have navigated various growth areas and challenges over the last seven to eight years. The emphasis on joint projects, training initiatives, and enhanced product stability has provided partners with a robust foundation. Success stories in deploying Nutanix solutions, particularly in large enterprises, highlight the platform's capabilities. The seamless integration with third-party solutions and the ability to work closely with



ANUJ GUPTA
CEO & DIRECTOR, HITACHI SYSTEMS INDIA

customers over several years have solidified the trust between Nutanix and its partners.

How do you jointly make calls with Nutanix for customer addresses and share success cases?

Anuj: With an eight-year partnership under our belt, Nutanix has consistently proven to be a reliable collaborator. Joint calls with Nutanix are characterized by transparency and a shared commitment to addressing customer needs. This transparent approach ensures that customer accounts remain secure, instilling confidence and credibility in our partnership.

How do you envision the future with Nutanix as the largest system integrator?

Anuj: Looking ahead, the future with Nutanix holds exciting possibilities. As we embrace the reality of hybrid cloud, integration with major cloud providers like AWS, Google Cloud Platform (GCP), and Azure will become increasingly crucial. The advent of generative AI, often referred to as Gen AI, presents unique opportunities, and Nutanix's continued evolution positions it well to leverage these trends. The ongoing narrative with VMware in the mid-market opens up exciting opportunities for further market capture.

Andrew, what is your vision for 2024 in terms of innovations and the go-to-market (GTM) strategy?

Andrew: Nutanix's vision for 2024 is built on three strategic waves. The first wave centers around modernizing infrastructure, addressing the prevalence of legacy architectures that still dominate many IT environments. The second wave anticipates the significant shift towards hybrid multicloud environments. This aligns with the growing need for flexibility and scalability, allowing organizations to seamlessly operate across on-premise and cloud environments.

In response to the increasing interest in generative AI, Nutanix has introduced GPT in a Box. This is designed to cater to on-premise AI needs, showcasing Nutanix's commitment to staying at the forefront of emerging technologies. The third wave in Nutanix's vision for 2024 envisions a future where applications can be built once and run anywhere. This future-proofing approach resonates with the dynamic nature of modern business environments.

Nutanix will continue to rely on its business partners to drive these strategic initiatives. The focus will remain on fostering long-term relationships, providing valuable education and training, and ensuring that partners are well-positioned to deliver Nutanix's innovative solutions to customers.

Bullish about the growing MDM market in India, SOTI serves a diverse range of customer verticals with its mobility solutions and SOTI ONE Platform.

In a conversation with VARINDIA, MUSTAFA EBADI, Chief Operating Officer – SOTI shares how the company is focussed on addressing the MDM market in the country while also highlighting the success factor



THE DOMINANCE OF SOTI CONTINUES ON THE BACK OF A POWERFUL PRODUCT ECOSYSTEM

Can you tell us more about your products?

SOTI MobiControl is our flagship product and our Enterprise Mobility Management (EMM) solution and has been in the market since 2001, catering to almost 17,000 customers globally. When we realized that EMM and Mobile Device Management (MDM) were becoming table stakes, SOTI developed the SOTI ONE Platform with various products to cater to the need of the mobility administrator or IT manager. We also ensure that the SOTI ONE Platform stays above the competition and we continue to add advanced capabilities and additional features to meet the evolving needs of our customers.

SOTI XSight, part of the SOTI ONE Platform, combines diagnostic intelligence with our mobile-first support solution to improve the ROI of your business-critical mobility. SOTI XSight enables organizations to leverage advanced diagnostics and operational intelligence to improve performance and reduce operating costs. Organizations can also access customizable device and business data to improve performance and reduce

operating costs. SOTI XSight integrates with SOTI MobiControl to give complete visibility on device performance and supercharges it with analysis, support and management tools needed to streamline your business-critical mobile operations.

SOTI Connect provides complete lifecycle management for industrial and mobile printers relied upon for business-critical processes such as shipping labels, barcode identifications, transaction receipts and more. Organizations can get unparalleled capabilities and efficiency by centrally managing their mixed printer vendor environment through a customizable single pane of glass.

SOTI Snap allows customers to get more value from their investment in mobile devices. SOTI Snap is a cross-platform solution that enables organizations to rapidly build mobile

apps to replace paper-based processes by using the data-capturing capabilities (camera, video recording, barcode scanning, etc.) of mobile devices. With SOTI Snap, you can easily digitize data collection and approval processes to make them fast and efficient, allowing your business to save money and optimize your mobile device investment.

What are your investment plans for India?

“Make in India” is an initiative by the Government of India to create and encourage companies to develop, manufacture and assemble products made in India and incentivize dedicated investments into manufacturing. The policy approach was to create a conducive environment for investments, develop a modern and efficient infrastructure, and open up new sectors for foreign capital.

At the core, SOTI is a relationship-built organization. We develop great products, provide enhanced service and take immense pride in the relationship we have with our customers, partners and employees. We have experienced a massive growth in India and we will continue to invest in the region. Endless possibilities for SOTI is providing businesses with the technology they need to effectively manage their mobile operations while also gathering operational intelligence to manage business critical mobile operations.

has origins in India. His grandfather served in the Indian army. This not only contributes to our deep ties to the region, but also demonstrates why our commitment to support a thriving business environment in the country is so important to us.

Our presence in India began back in 2013. We started off in Gurugram and over the years, we have continued to aggressively explore and invest in other regions across the country. We have key locations in India -

- Gurugram – 2013
- Kochi – 2019
- Lucknow – In 2023 we expanded our presence to the Lucknow region

Our long-term company strategy is built on continuing to support the Indian market, reciprocating the same commitment that the nation has done for SOTI's growth. Within India, our teams include technical support, sales, professional services, marketing and development in India for all major SOTI ONE Platform products.

We have hosted 5 SOTI Next Gen Campus Recruitment Drives as part of SOTI's long-term vision to expand its footprint in India, the first of which was held in Kochi in 2019. This year as part of the company's expansion in the country, SOTI conducted the Roadshows at selected colleges in Lucknow from August 21st to 23rd, 2023. Through these roadshows, we provide students with an overview of our company, our products and the opportunity to learn about the impact our technology has across the globe. The students got an inside look at SOTI's culture, opportunities for career growth and upskilling and the recruitment process. In an effort to find the best and brightest talent the region has to offer the recruitment process includes a challenging coding test and P&C interview process.

SOTI's commitment to a sustainable future in India aligns with the vision of economic development within the country. Over the years, India's rich talent has heavily contributed to SOTI's growth, supporting SOTI in tackling and solving the toughest mobility challenges for organizations globally.

Building a key foundation in India demonstrates the innovative technology hub India has to offer. As a participant in the 'Make in India' initiative, SOTI not only aligns itself with the vision of a self-reliant India but also contributes to job creation, skill development, and the overall economic development of the country.

The 'Make in India' project, for SOTI, is not just a strategic move but a demonstration of its belief in the capabilities of the Indian workforce and a commitment to fostering innovation within the country through -

- Research and Development initiatives and community programs
- State-of-the-art support infrastructure tailored specifically for the Indian market
- Transforming businesses with our technology – the SOTI ONE Platform

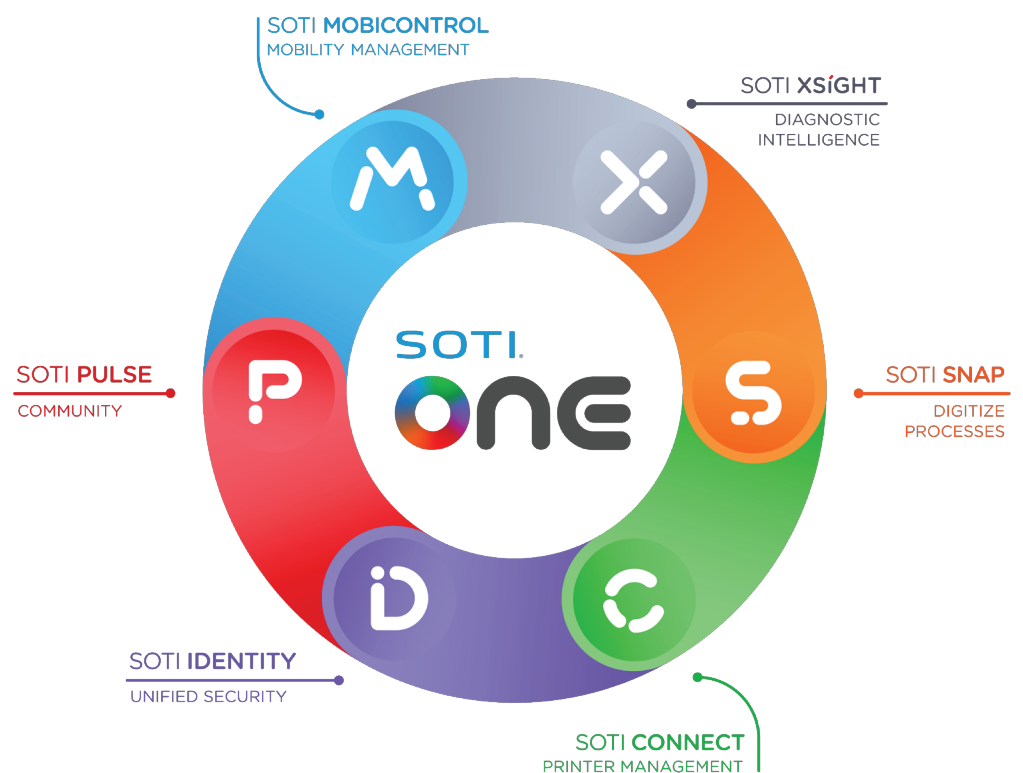
How committed is SOTI towards its customers?

We put a strong focus on our customer base in India to ensure their business needs are met from a local perspective, with innovative and state-of-the-art technology. Our journey began in India on the foundation of simplifying the support we provide for customers in the

region. This localized approach will ensure that SOTI goes above and beyond for its Indian clients and that they have everything they need to take mobility to endless possibilities.

Can you throw some light on SOTI's journey in India?

SOTI's President and CEO, Carl Rodrigues



ARE LANGUAGES RELEVANT IN TODAY'S GLOBALIZED WORLD?

I sometimes derive a lot of excitement from pondering over trivial, unlikely events or things that I cannot comprehend. One such thing has occurred to me. That is about the theory of languages. It may sound odd to my esteemed readers since I normally deal with subjects related to information technology.

I can assure you that I am not veering too far from my frequently treaded path. Language and the digital economy are not poles apart. There is an organic connect. I am not referring to different languages that are used for doing the programs in computers including Java, Cobol, LISP, SIMSCRIPT, Python, and things of that ilk. Those who are in the sixty or seventy years old, would recall how much time they would have spent learning computer languages to master computer programming. I feel that it is also a trajectory of the growth of the languages. If conventional languages are used for people-to-people contacts, computer languages are meant for communication between man and machine. That way, it is also a medium of communication and belongs to the genre of languages.

Let me deal first with the conventional languages. The more I ponder about it, the more I get intrigued. How such things are originated, developed and perfected. How words have been woven up, distinguished, and perfected? Is there any root language from where the languages are evolved? Language experts claim the origin of languages can be considered pathbreaking since the tryst of mankind continues to create new paradigms in the expanding horizon of languages.

I read somewhere that sound equipment installed in well-appointed laboratories in the US and China sometimes captures strange and unexplainable sounds from the outer world. Some interpret these as languages spoken by aliens, while those who are core rationalists term these sounds as noises produced by orbiting planets and stars when they traverse certain terrains. No one has conclusively proved their reasoning. Assuming that it is the vocabulary of aliens, should we come out with a device to decipher that language, which can give us valuable insights into things we have not explored yet? I perceive that the next breakthrough in language will be a *lingo franco* to decipher nuances of alien sounds and evolve a digital platform akin to the AI Pin to translate that language into a medium that can be understood by mankind. My esteemed readers may decide whether my prediction is a hallucination or a near possibility. Only time can vouch for that. It only shows that languages can undergo tectonic change and incrementally evolve themselves to capture conversations that are not familiar to us, like what has happened in the case of machine language.

I do not know how or where exactly the language originated. Cutting across differences in interpretations, it can be surmised that different cultures have evolved their unique forms of communication over time and what had led them to do so. Let us take India. Two main language script variants evolved in India-Devanagari and Dravidian Script. That is a simplistic explanation. But both scripts are the end-product of evolution over millennia to achieve the present form and format.

The origin of languages is caught up in debate and differing views.

The evolutionary theory suggests that language evolved gradually over time in response to environmental changes or evolutionary pressures such as population growth. According to this theory, language evolved slowly and incrementally rather than suddenly appearing out of nowhere in its current form. This means that it would have taken thousands of years for the evolution of human language to emerge from earlier stages of communication such as hand gestures or simple words and phrases.

Be that it may, the future linguists, I feel, would mark the evolution of a shift in the theory of languages since the advent of the internet. A superficial analysis would reveal how many new words have been coined since the introduction of the internet. The word 'Internet' is a case in point. Across languages, that word is pronounced the same. I do not know whether any variant of that exists. So also is the words like software, electronics, screenshots, WhatsApp, and Facebook. Instagram, Youtube, and the list is expanding. The advent of the computer has set in motion a sort of integration of languages into a common platform. That trend is going to be the vogue aided by the numerous software that can instantly translate languages.

In today's world the frontier area of technology is Artificial Intelligence. I have written in some of my previous columns about how that will transform technology, lifestyles how people think, how people interface, etc. Simultaneous translations, which were done manually for big conferences where people from different nationalities attend are now done by machine, with the use of chat boxes and other devices. Even I am told the conversations between heads of state over the telephone or across the board are using technology for translating instead of professional translators.

Does it mean that individual languages are losing their importance as content can be transmitted and translated with the use of technology? I wrote a couple of months ago in this column about how ChatGPT and its clones are being widely used for several things, such as preparing communications, writing speeches, and even for writing books. I even predicted that sometime down the line essayists, novelists, biographers, etc would have to re-skill themselves to catch up with the competition from such variants. Even while writing this column, I am intimidated by occasional appearances of corrections from embedded software in my system. Frankly, I do not give much importance to their corrections unless it is a major grammatical or spelling error. But how long I will be able to go in that mode overlooking the suggestions that prop up in the system without asking? I sometimes feel technology is silently invading into our private moments and creativity also.

Amidst these developments, I was pleasantly surprised when South African President Cyril Ramaphosa was caught up in a controversy, over using ChatGPT for preparing his speech which he delivered in Parliament. The controversy died down only when the President's office stated it had never used ChatGPT for the preparation of the speech. It may be a stock response from the President's office but conveys to



DR. ASOKE K. LAHA
President & MD, Interra IT

the public at large the value of original speech prepared with human inputs and ingenuity over a machine-made one, although it is a moot point how one would subscribe to that view.

If the findings of the Club of Rome still ring in your mind, it is incidental since their predictions, are to be proved to be apocalyptic. Let me rephrase their seminal works in my way: Limits to Technology. Unabated growth of technology and over-dependence on technology to solve our terrestrial problems may be wishful thinking, especially when we assume technology is money and power and those who master them can wield ever-lasting powers. We need not pay heed to the religious leaders or moralists to understand the nuances. History is replete with examples of how unrealistic growth models lost their shine and sheen. Let us calibrate technology for the common good and not the good of a select few.

Let me end this piece on language with a trace of hope. I feel language is a cultural legacy and identity of people who speak and converse. That identity is etched in their DNA and technology cannot take away that ethos but can accentuate that bonding. There can be platforms where languages can converge. But each language has its own identity, whether one believes in the theory of the House of Babel or any other conundrums that are more scientific.



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Hitachi Vantara to modernize and simplify hybrid cloud management with GKE Enterprise

Hitachi Vantara has announced the launch of Hitachi Unified Compute Platform (UCP) for GKE Enterprise, a new, integrated hybrid solution, with long-time partner Google Cloud. Through Google Distributed Cloud Virtual (GDCV), Hitachi UCP for GKE Enterprise offers businesses a unified platform to manage hybrid cloud operations, leading to increased efficiency, scalability, and flexibility in their infrastructure and applications.

GDCV on Hitachi UCP empowers enterprises to modernize applications, optimize infrastructure and enhance security across hybrid cloud environments by combining the flexible cloud infrastructure of Hitachi UCP with the versatility and scalability of GDCV. As a result, the solution can deploy and manage workloads within on-premises data centers, cloud environments or edge locations. As part of its launch, GDCV on Hitachi UCP has also been included in Google's Anthos Ready platform partners program, which validates hardware that works seamlessly with GDCV.

"Our collaboration brings together Hitachi Vantara's highly available, high-performance integrated cloud infrastructure and GDCV's robust container orchestration and management capabilities," said Dan McConnell, senior vice president, product management for storage and data infrastructure, Hitachi Vantara. "As generative AI reshapes the digital landscape, GDCV on Hitachi UCP enables organizations to confidently leverage the potential of hybrid cloud environments. This turnkey solution equips them to thrive and make the most of the ever-expanding data-driven opportunities in the digital era."

HCLTech and UPES Dehradun to collaborate on advanced sustainability solutions

HCLTech has signed a memorandum of understanding (MoU) with UPES Dehradun, Uttarakhand to collaborate on developing advanced solutions for the oil and gas industry with a focus on sustainability solutions.

Students and research scholars from UPES Dehradun will have the opportunity to intern with HCLTech and on successful completion, select candidates will be offered employment in the company's oil and gas consulting team.

The collaboration will add rigor to HCLTech's expertise in developing digital solutions and leveraging AI in the exploration and production of hydrocarbons, offering significant value to oil and gas companies.

"This strategic initiative will introduce solutions that promote sustainability, innovation, value optimization and prioritization of low-carbon solutions in the oil and gas industry. The partnership will focus on the development of advanced solutions for the oil and gas industry using advanced technologies such as AI/ML, GenAI, IoT, Industry 4.0, data engineering and cloud computing," said Ajay Bahl, Corporate Vice President, HCLTech.

Air India migrates to Cloud, shuts down two data centres

Indian airline company, Air India has shifted its computational workload to the Cloud and shut down its two data centres in New Delhi and Mumbai. The Tata Group-owned airline expects that this move will help the company to save \$1 million annually.

The whole process of shifting to Microsoft Azure was managed by Air India's people in Silicon Valley in the US, Gurugram and Kochi in India.

"At Air India, we have adopted 'Cloud-only' as our computational infrastructure philosophy. For us, Cloud is not just about cost savings and operational efficiencies but is a fundamental way to reimagine computing," said Satya Ramaswamy, Chief Digital and Technology officer at Air India.

The computational workloads were migrated to the Cloud from several mainframes, hundreds of servers, a large amount of data, and hundreds of pieces of equipment. The now-closed data centres were once used to drive innovations and automation across multiple spheres of the airline's commercial and financial functions.

Accenture opens its Generative AI Studio in India

Accenture has launched a generative AI Studio in Bengaluru, India. The studio will bring together the company's extensive talent and technology investments to offer a full stack of generative AI capabilities to optimize business processes and enable enterprise reinvention. Accenture's data and AI team and clients will co-create solutions with a modern data and AI foundation, LLM architecture, ecosystems partnerships, talent, and responsible AI frameworks.

Senthil Ramani, Global Lead – Data & AI, Accenture said, "Clients today understand the massive opportunity that generative AI can bring to optimize and reinvent their business, opening up new avenues for growth. However, to harness the full potential of their AI investments, they need to be value-led in every business capability they choose to reinvent with generative AI. Our Bengaluru studio will help our clients around the globe prioritize capabilities across the entire value chain and make the shift to scale their AI investments, rapidly and responsibly."

Salesforce Unveils Inaugural Brand Campaign in India

Salesforce, the #1 AI CRM, today launched its first-ever brand campaign in India. The campaign 'We Help Growing Businesses Grow' will spotlight Salesforce's commitment to delivering unparalleled success to its customers in India, leveraging Customer 360 to build stronger

customer relationships, drive faster time to value, and innovate with every technology wave. The campaign will run across Delhi, Mumbai, Bangalore and Hyderabad. Print, Digital and OOH will be the primary mediums for this campaign.

'We Help Growing Businesses Grow' will scale to empower companies to deliver customer love, customer loyalty and customer trust. Salesforce industry solutions are created with industry experts to help modernize businesses, save time, lower costs, and bring businesses together around customers. This campaign will focus on transformations across Manufacturing, Automobile, BFSI, Retail & Consumer Goods and Healthcare industries. Salesforce is honored to be powering India's inspiring businesses and vibrant customers, such as Atomberg Technologies, Mercedes-Benz Silver Arrows, DMI Finance, Jaipur Rugs, and Natural Remedies celebrating their growth and ambition across these industries.



Vertiv acquires CoolTera to boost liquid cooling portfolio

Vertiv announced that subsidiaries of the company have entered into a definitive agreement to acquire all of the shares of CoolTera, a provider of coolant distribution infrastructure for data center liquid cooling technology and certain assets, including certain contracts, patents, trademarks, and intellectual property from an affiliate of CoolTera.

"This bolt-on technology acquisition is consistent with our long-term strategic vision for value creation, and further strengthens our expertise in high-density cooling solutions," said Giordano Albertazzi, Chief Executive Officer, Vertiv. "And while the purchase price is not material to Vertiv, the acquisition is essential to further reinforce our liquid cooling portfolio, enhancing our ability to serve the needs of our global data center customers and strengthening our position and capabilities to support the needs of AI at scale."

Founded in 2016 and based in the UK, CoolTera provides liquid cooling infrastructure solutions, and designs and manufactures coolant distribution units (CDU), secondary fluid networks (SFN), and manifolds for data center liquid cooling solutions. CoolTera and Vertiv have been technology partners for three years with multiple global deployments to data centers and super compute systems.

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Zoom delivers enhancements across its AI-powered customer experience suite

Zoom Video Communications has announced enhancements across its AI-powered customer experience (CX) suite and new pricing plans that are expected to be available in the coming weeks.

“Zoom Contact Center has seen incredible momentum since its launch last year, reaching more than 700 customers and expanding to businesses of all sizes, from mid-market companies to global enterprises,” said Vi Chau, head of product, Zoom Phone and Contact Center at Zoom. “We have strategically invested in areas like advanced AI, workforce management, and omnichannel expansion to help build meaningful customer experiences. These new plans provide exceptional value at all levels, including enterprise-grade features at the base tier that other companies charge extra for.”

To support its growing customer base and its various business needs, Zoom Contact Center will be available in new tiered plans that each include voice, video, chat, and Short Message Service (SMS) channels, real-time transcription, remote control, Agent Computer-Telephony Integration (CTI), surveys, and AI Companion capabilities including summarization.

TeamViewer announces integration of Lansweeper Technology into its RMM offering

TeamViewer announced the integration of Lansweeper’s technology for asset discovery and inventory into its remote monitoring and management (RMM) offering. This provides IT departments with a comprehensive, unified IT management solution to support daily operations.

Enhanced Visibility – With Lansweeper’s robust IT asset discovery and inventory capabilities, IT administrators gain complete visibility of their IT infrastructure by accurately mapping every device connected to the network. This includes detailed insight into hardware and software, enabling administrators to make informed decisions and optimise IT resources. **Improved Risk Management** – The integration improves risk management and compliance processes by detecting unauthorized devices and non-compliant software within the network. This proactive approach helps IT administrators prevent potential policy violations and ensures compliance with IT policies and regulations. **Efficient Management** – The solution allows IT administrators to monitor their hardware and software inventory, track warranty status, and patch deployments. A unified dashboard provides a clear overview of the IT landscape, allowing for strategic planning and cost-efficient decisions.

HPE boosts business transformation with new AI-native architecture and hybrid cloud solutions

Hewlett Packard Enterprise (HPE) announced at HPE Discover Barcelona 2023 the next series of AI-native and hybrid cloud offerings for machine learning development, data analytics, AI-optimized file storage, AI tuning and inferencing and professional services. These solutions bring together HPE’s leadership in hybrid cloud, supercomputing and AI/ML software to enable organizations to become AI-powered businesses. This is all delivered based on an open, full-stack AI-native architecture that incorporates a curated mix of software and infrastructure designed specifically to accelerate the AI lifecycle. The new offerings reduce the barriers of IT and deliver full-stack AI-native solutions that enable organizations to effectively train, tune and inference their AI models, from edge to cloud. “With the emergence of GenAI, enterprises are quickly realizing that the data and computational demands to effectively run AI models require a fundamentally different approach to technology,” said Antonio Neri, president and CEO, at HPE. “HPE will bring its market-leading hybrid cloud, supercomputing and AI capabilities more broadly to the enterprise to enable an AI-powered transformation, where customers can develop AI models securely with their proprietary data. Through HPE’s AI-native and hybrid cloud solutions, organizations will be able to fully capitalize on the insights from their data to revolutionize product innovation, customer engagement, and overall realize the full power of GenAI to transform their businesses and industries.”

Veeam announces availability of new Veeam Data Platform 23H2 update

Veeam Software released general availability of the new Veeam Data Platform 23H2 update, including the New Veeam Backup & Replication v12.1 release as well as Veeam ONE v12.1 and Veeam Recovery Orchestrator v7. This latest release from Veeam includes hundreds of new features and enhancements designed to not only protect enterprises’ most critical data, but to enable them with radical resilience to bounce forward from ransomware and cyber-attacks.

“The latest Veeam Data Protection Trends Report found that 85% of organizations experienced at least one ransomware attack in the last year, while only 16% were able to recover without paying the ransom,” said Danny Allan, CTO at Veeam. “Ensuring your organization is protected and resilient in the event of an attack is the only way to make your business immune to its impacts. The new Veeam Data Platform 23H2 update, including Veeam Backup & Replication v12.1, builds on what Veeam does best: reducing downtime and data loss for our 450,000 customers. This latest release provides the shortest gap between cyber incidents and recovery, arming our customers with radical resilience to keep their business running and moving forward.”

New updates of this latest Veeam release are designed to unite IT, cloud and security teams with technology to confront, contain and conquer ransomware together.

OpenText India Driving Innovations for Customers Globally

OpenText has made the generative AI vision for enterprises a reality with its latest Aviator suite of solutions. The company has established itself as a hub for the brightest minds and innovators with a workforce of more than 6,000 across offices in Hyderabad, Bengaluru, and Chennai. OpenText’s India-based team is integral to the global operations, product development, and customer service. The development centres in India drive significant innovations for the company.

The recent launch of opentext.ai marks a strategic step forward, leveraging Artificial Intelligence (AI) and Large Language Models (LLM) to enhance problem-solving through OpenText Information Management software. The India development team plays a pivotal role in realizing these innovations, reinforcing their crucial contribution to shaping OpenText’s role in addressing complex information challenges worldwide.

Key Highlights:

OpenText Aviator™: OpenText leverages the power of AI for latest innovations with OpenText Aviator™. This innovative platform integrates Practical Generative AI on Private Secured Data Sources, showcasing OpenText’s commitment to cutting-edge technology.

Yotta Data Services partners with NVIDIA to power India’s AI transformation

Yotta Data Services has announced a collaboration with NVIDIA to deliver cutting-edge GPU computing infrastructure and platforms for its Shakti Cloud platform. The collaboration will advance the development of AI solutions in India by bringing state-of-the-art AI capabilities within reach of numerous organizations, businesses, AI researchers, and a multitude of startups across the country. With this offering, Yotta customers will be able to train large language models (LLMs) and other AI workloads serving the growing needs of Indian, Asian, and broader global markets.

Yotta has already placed a large order for NVIDIA H100 Tensor Core GPUs, a powerful GPU for AI and HPC workloads, and plans to go operational with 4096 GPUs by January 2024 and 16,384 GPUs by June 2024. With complete support from NVIDIA and a shared vision to develop India’s sovereign AI landscape, Yotta also plans to massively scale up its GPU stable to 32,768 by the end of 2025. This will directly address the huge demand for high-performance GPUs by research labs, enterprises, and startups for HPC and AI workloads.

9,
856,
348*

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Intel launches Core Ultra processors for 'AI PCs'

Intel has officially launched its next-generation mobile processors - Intel Core Ultra, capable of delivering on-device generative AI experience. This is the company's first set of consumer-segment processors to include a dedicated neural processing unit. There will be over 230 "world's first AI PCs," powered by the Intel Core Ultra from major OEMs like Acer, ASUS, Dell, Gigabyte, Google Chromebook, HP, Lenovo, LG, Microsoft Surface, MSI and Samsung.

"The launch of Intel Core Ultra represents the unmatched scale and speed at which Intel is enabling AI on the PC. By 2028, AI PCs will comprise 80% of the PC market and together with our vast ecosystem of hardware and software partners, Intel is best positioned to deliver this next generation of computing," said Michelle Johnston Holthaus, Intel Executive Vice President and General Manager of Client Computing Group.

Intel Core Ultra is the first processor built on the Intel 4 process technology and represents the company's largest architectural shift in 40 years. It uses Foveros 3D advanced packaging technology, allowing advanced intellectual properties (IPs) to match leading-edge processes to optimize performance and capability. New Performance-core (P-core) architecture brings improved instructions per cycle (IPC). And new Efficient-cores (E-cores) and low-power Efficient-cores (LP E-cores) provide scalable, multi-threaded performance of up to 11% over the competition to deliver leadership CPU compute for ultrathin PCs4.

Microsoft launches latest version of its AI model Phi-2

Microsoft has released the latest version of its AI model called Phi-2. The company said that this particular model was trained only on high quality data and is small enough to run locally on a laptop or mobile device. Microsoft also claimed that Phi-2 can outperform big AI models and will be available through Microsoft Azure cloud at a fraction of the cost.

Phi-2 is categorized as a "small language model," and Microsoft asserts that it demands less computing power compared to models like OpenAI's GPT-4 or Meta's Llama-2. This AI model is proficient in executing tasks such as text generation and image description.

"With only 2.7 billion parameters, Phi-2 surpasses the performance of Mistral and Llama-2 models at 7B and 13B parameters on various aggregated benchmarks. Notably, it achieves better performance compared to 25x larger Llama-2-70B model on multistep reasoning tasks, i.e., coding and math," Microsoft said.

It went on to claim that Phi-2 matches or outperforms the recently-announced Google Gemini Nano, despite being smaller in size.

AMD launches its complete ecosystem of AI solutions

At the Advancing AI event in San Jose, AMD announced the availability of the AMD Instinct MI300 family of accelerators and the AMD ROCm 6 open software ecosystem, delivering new advancements in generative AI. AMD Chair and CEO, Dr. Lisa Su, showcased industry partners, including Dell, HPE, Lenovo, Microsoft, Oracle Cloud, and others, who are using AMD AI hardware to enable high-performance computing and generative AI applications across verticals.

"AI is the future of computing and AMD is uniquely positioned to power the end-to-end infrastructure that will define this AI era, from massive cloud installations to enterprise clusters and AI-enabled intelligent embedded devices and PCs," AMD CEO Lisa Su said while launching these products.

For the new Instinct MI300 GPUs, the company is witnessing a strong pull. She claimed that MI300 GPUs are the highest performance accelerators in the world for generative AI.

"We are also building significant momentum for our data centre AI solutions with the largest cloud companies, the industry's top server providers, and the most innovative AI startups who we are working closely with to rapidly bring Instinct MI300 solutions to market that will dramatically accelerate the pace of innovation across the entire AI ecosystem," she said.

Lenovo unveils latest gaming desktop PCs - Legion Tower 5i and LOQ Tower

Lenovo has unveiled its new gaming innovations with the Lenovo Legion Tower 5i and LOQ Tower in India. Designed for those who demand the highest levels of power, speed, and reliability, the new desktop PCs meet the evolving needs of gamers and digital creators.

Building on the phenomenal success of the LOQ laptops, Lenovo is now announcing the expansion of the LOQ ecosystem. This exciting move includes the introduction of budget-friendly pre-built desktops, designed specifically to empower aspiring gamers who want to build their first PCs.

With unmatched performance, cutting-edge components and a sleek, eye-catching design, Lenovo Legion Tower 5i and LOQ Tower gaming desktops are powerful and versatile desktop solutions that set new benchmarks in gaming performance, graphics, and user experience.

Lenovo's new gaming desktops deliver unparalleled performance and efficiency. The Legion Tower 5i is equipped with Intel Core i9-13900F, NVIDIA GeForce RTX 4070 Ti and Up to 64GB DDR5 RAM; while the Lenovo LOQ Tower is powered with Intel Core i5-13400F, NVIDIA GeForce RTX 3050 and Up to 32GB DDR4 RAM offers ultimate gaming and creative experience, allowing you to stream, create, multitask and compete at the highest levels.

Fortinet launches GenAI assistant - Fortinet Advisor

Fortinet has added Fortinet Advisor, a generative AI (GenAI) assistant, to its portfolio of more than 40 AI-powered offerings. AI has served as the backbone of the Fortinet Security Fabric and FortiGuard Labs threat intelligence and security services for more than a decade and the implementation of GenAI is Fortinet's latest innovation designed to protect customers and keep business operations online. Fortinet Advisor will help support and guide security operations teams.

"Fortinet has pioneered artificial intelligence innovation within cybersecurity, and to date, we've delivered more than 40 AI-powered offerings that put the transformative power of this technology into customers' hands," said Michael Xie, Founder, President, and Chief Technology Officer at Fortinet. "We're excited to build on our legacy as a leader in AI cybersecurity innovation with Fortinet Advisor, which combines Fortinet's vast intelligence network with the benefits of GenAI to increase security team productivity and accelerate threat detection and mitigation."

Dell Technologies' new storage advancements accelerate AI and GenAI performance

Dell Technologies is helping customers achieve faster AI and generative AI (GenAI) performance with new enterprise data storage advancements and validation with the NVIDIA DGX SuperPOD AI infrastructure.

"Storage performance is a critical factor for successful AI and generative AI outcomes," said Arthur Lewis, president, Infrastructure Solutions Group, Dell Technologies. "Customers are relying on us to continually push the boundaries of storage innovation, including removing data access bottlenecks that limit the throughput and scalability of compute-intensive applications. We are addressing these needs by delivering fast, efficient and secure access to data and turning it into a proverbial goldmine of AI and GenAI possibilities."

New advancements from Dell PowerScale, the world's most flexible, secure and efficient scale-out file storage system, address increasing customer demands for higher AI and GenAI performance.

Now, with PowerScale OneFS software enhancements, companies can prepare, train, fine-tune and inference AI models more quickly. With new PowerScale all-flash storage systems, based on latest generation Dell PowerEdge servers, customers will see up to a 2X performance increase for streaming reads and writes.

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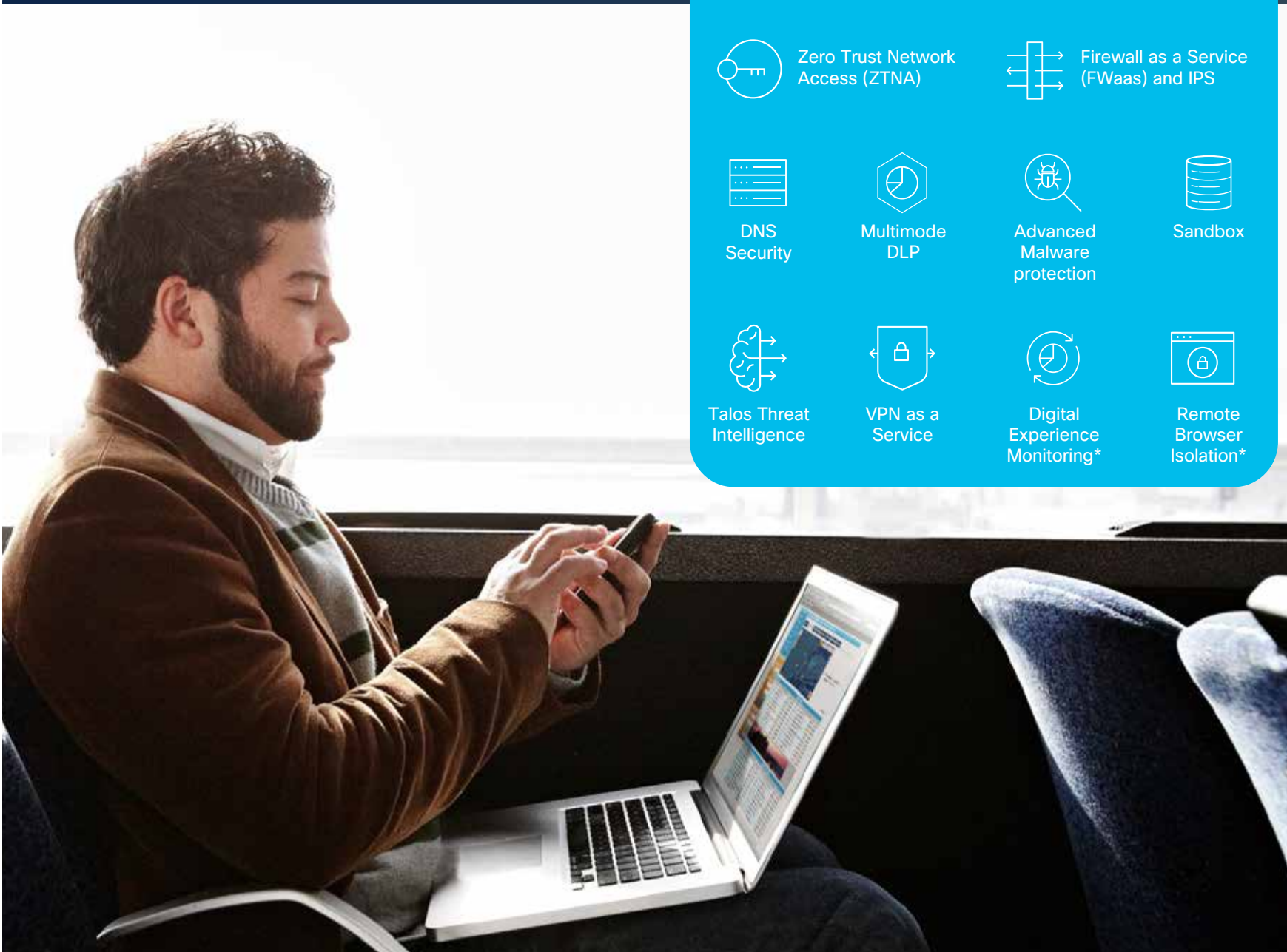
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Tech Mahindra announces global crowdsourcing platform – Populii

Tech Mahindra has announced the launch of Populii, a crowdsourcing platform that enables gig workers to collaborate with leading organisations through micro jobs requiring human-in-the-loop services. The platform will create flexible work opportunities for the gig workforce while equipping businesses with reliable data from trained and qualified candidates to build competitive AI algorithms. Populii will create extensive opportunities for gig job seekers around data management, microtasks, and user studies with industry-leading enterprises. Gig jobs on Populii will include content rating, data collection, data transcription, and data annotation of multiple data types. It will also support enterprises in creating production-grade machine-learning models with the help of a qualified workforce and flexible crowd delivery models, enabling businesses to access a pool of skilled talent for a quick ramp-up.

Populii will operate with three customer-centric principles – Advise, Annotate, and Acquire, which will help enterprises scan seamlessly and accelerate product development –

- Advise from Tech Mahindra experts with extensive domain knowledge and specialised skills across industry verticals
- Annotation will be quicker because of the ability to leverage Tech Mahindra’s proven training models that offer high-quality machine-learning datasets
- Acquisition of multiple data types such as image, text, video, and speech in over 80+ languages

Acer unveils Nitro V 16 Gaming Laptop powered by AMD Ryzen 8040 Series Processors

Acer announced the new Nitro V 16 (ANV16-41) gaming laptop, built for casual players looking for a well-balanced device with modern features and more. The latest Nitro V laptop is powered by the new AMD Ryzen 8040 Series processors with Ryzen AI technology built in and up to NVIDIA GeForce RTX 40 Series Laptop GPUs with DLSS 3.5 to deliver versatile performance, long-lasting battery life, and AI-powered technologies. Even in the heat of battle, the Nitro V 16 stays cool through innovative thermals highlighted by a dual fan system and keeps users at the center of the action with stunningly immersive visuals.

“Acer and AMD continue to collaborate in bringing AI-backed gaming experiences with the latest Nitro laptop powered by the new AMD Ryzen 8040 Series processors,” said James Lin, General Manager, Notebooks, Acer Inc. “Combined with fast refresh rate display options, enhanced features, and loads of improvements across the board, the Nitro V 16 brings an exciting new AI-ready gaming laptop to the table for all types of gamers.”

Seagate launches new SkyHawk AI 24TB HDD

Seagate Technology Holdings has launched the new Seagate SkyHawk AI 24TB hard disk drive (HDD) for the video and imaging applications (VIA) market. Following the recent launch of the company’s capacity-leading Seagate Exos X24 24TB conventional magnetic recording (CMR)-based hard drive, the new SkyHawk AI 24TB addresses the surging mass data needs of the edge security industry.



As a surge of AI-powered applications are implemented by organizations, performance, and total cost of ownership (TCO) are increasingly contingent on the organization’s ability to efficiently store and access massive sets of data. Seagate’s SkyHawk AI 24TB is an advanced video-optimized drive specifically designed for network video recorders (NVRs) enabled with AI for edge security applications and meets the challenge of today’s advanced systems to analyze and record video footage while simultaneously supporting GPU analytics.

HP launches a new range of 36-inch Large Format Printers

HP India introduced a new range of 36-inch HP DesignJet portfolio that simplifies the printing needs of Architecture, Engineering, and Construction (AEC) professionals who increasingly work in a hybrid environment, need a high-quality printing experience, regardless of location. The introduction of these devices will also enable copy shops to better meet the requirements of AEC customers.

HP DesignJet Smart Tank T908 is the first large format ink tank multifunction printer, designed for cost-efficient and high-quality printing for copy shop customers. Equipped with a spill-free bottle system for easy refilling, this printer stands out with a swift print speed of 120 A1 pages per hour. It’s an ideal choice for reliably executing multiple jobs most cost-effectively.

HP’s new DesignJet lineup has been designed to provide users with intuitive print technology that aligns with their technical requirements, spanning A3-A1 CAD drawings and architectural boards. Notably, the HP DesignJet T850/T950 with the new HP FlexTech pigment inks streamlines the transition from A3 to A1 prints with an integrated device. These advancements prioritize security without compromise. The latest HP DesignJet lineup, featuring security-centric advancements, coupled with software like HP Click and the HP app, empowers users to seamlessly print, monitor jobs, check device status, and collaborate on documents from anywhere.

Tally Solutions rolls out TallyPrime 4.0 addressing the needs of MSMEs

To address the ever-evolving needs of the MSME Ecosystem, Tally Solutions announces the global launch of TallyPrime 4.0. This launch is in-line with Tally’s vision to provide an unparalleled and elevated experience to business owners and end users. The company aims to achieve a 50% growth in its customer base and a CAGR of 40% in the next 2-3 years. TallyPrime 4.0 brings Intuitive and Powerful Dashboards, Effortless data import from MS excel and WhatsApp for Business as new features to take the BMS experience to the next level.

Commenting on the launch, Tejas Goenka, Managing Director, Tally Solutions said, “With the launch of TallyPrime a few years ago, we have been consistently working towards bringing powerful business management experiences focused on simplifying and professionalising the way SMEs operate their businesses. With TallyPrime 4.0, our focus remains on elevating the user experience and helping business owners do their business more professionally and efficiently. The release offers a suite of new, robust functionalities designed to streamline business management and facilitate seamless interaction with data. The introduction of intuitive and powerful dashboards, which further elevate Tally’s robust reporting engine, professional WhatsApp communication, and easy assimilation of data from Excel sheets, will enable users to run and grow their businesses.”



Zscaler brings in AI-Powered Analytics across Cyber Risk, Digital Experience, SaaS Usage, and Workplace Trends

Zscaler has announced the availability of Business Insights, a new addition to its Business Analytics portfolio, which enables organizations to curtail SaaS sprawl and optimize office usage to improve workplace experience while saving money. Additionally, Zscaler unveiled several enhancements to its wider Business Analytics portfolio that include new AI-powered innovations within its Zscaler Risk360 and Zscaler Digital Experience Monitoring (ZDX) product offerings. These solutions leverage the world’s largest security cloud, the Zscaler Zero Trust Exchange, which sees more than 370 billion transactions and 500 trillion signals daily, and is now being used to train the world’s most powerful AI/ML security engines.



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ACT Fibernet introduces its services in Ghaziabad, Uttar Pradesh

ACT Fibernet is expanding its footprint and has announced the expansion of its services to Ghaziabad, Uttar Pradesh. The users will be able to fulfill their broadband and entertainment needs with high-speed internet broadband connectivity enabled by the best fiber optic technology and futuristic speeds.

As part of the expansion, ACT Fibernet has spearheaded the launch of six new broadband plans curated as per the demand and requirements of the customers in the area. ACT Welcome offers unlimited data at 50 Mbps speed for Rs 549 while ACT Diamond goes on to offer unlimited data at 300 Mbps speed for Rs 1349. ACT Fibernet has combined fixed-term broadband plans with exciting offers like a free router on every plan along with subscriptions to OTT platforms like Netflix, Disney+Hotstar, SonyLiv, Zee5, etc. Customers will also enjoy a plethora of interesting features like personalized recommendations.

WhatsApp testing automatic album creation for Channels

Meta-owned WhatsApp is an automatic album creation feature for channels. This feature is present in the latest WhatsApp beta for Android version and it works when channel admins share multiple images and videos in their specific channels. WhatsApp now automatically organizes them into a single album. Later, channel members can easily tap it to access all the media files.

Although this might appear as a standard feature that has been present in chats and groups for years, it was notably absent in channels. This update significantly improves the organization of media in files. The functionality operates similarly to personal chats or groups.

As for its rollout, it is reported that this feature is currently accessible only to some beta testers who have installed the latest WhatsApp beta (v2.23.26.16) from the Google Play Store on Android. The timeline for its inclusion in a public release, available to everyone, remains unclear.

Nevertheless, this is a welcome addition that will allow media-heavy channels to appear clearer, reducing unnecessary confusion.

Vi partners with Anritsu to offer enhanced calling experience with superior VoLTE

Vi partners with Anritsu to provide end-to-end enhanced calling experience for customers on VoLTE (Voice over LTE) in India. Maintaining a high-quality voice service is vital to ensure excellent customer experience. Keeping this in mind, Vi has implemented a VoLTE monitoring solution of Anritsu to enable:

- Superior VoLTE experience for Vi users – faster call connectivity and crystal clear sound quality
- Improved efficiency with faster detection and demarcation of VoLTE service issues
- Enhanced view of VoLTE service-specific insights.
- Prioritization of the resolution of issues based on subscriber impact and severity.

VoLTE is a complex architecture with multiple nodes and interfaces, which makes detecting and isolating customer - impacting issues challenging with traditional OSS systems. Detection of specific customer issues, like muted calls and dropped words, is unavailable in other OSS systems. Anritsu brings enhanced visibility with insights across all VoLTE dimensions like subscriber, device, network nodes, codecs, and cell-id. This speeds up the time to identify customer-affecting VoLTE issues and their resolution.

Using Anritsu's patented anomaly detection on VoLTE, Vi reduced the mean time to resolution of issues by 30%. These issues are detected in real-time, which is pivotal for the subscriber experience of VoLTE. The root causes of the issues are isolated and pushed to the relevant team with actionable intelligence. Anritsu's full suite of cloud-first applications, including eoMind anomaly detection, are deployed in Vi's Open Universal Hybrid Cloud, contributing to significant savings in capex, opex, resources, and automation investments.

HFCL brings indigenous 5G Fixed Wireless Access (FWA) Products

HFCL introduces its indigenously designed and developed 5G Fixed Wireless Access (FWA) Customer Premise Equipment (CPE) solution.

HFCL has introduced indigenously developed 5G Fixed Wireless Access (FWA) Products. Breaking new ground as the first company in India to achieve this milestone, HFCL's 5G FWA Products will be able to give optical-fiber-like connectivity on 5G wireless networks to the customers bridging the gap between broadband served and unserved areas by ensuring flawless wireless broadband connectivity. This indigenous development underscores HFCL's unwavering commitment to shaping the future of communication and connectivity in the dynamic landscapes of India and beyond.

HFCL's 5G FWA Products deliver not only high-speed and reliable broadband access but will also elevate device experiences, expanding accessibility, and providing faster speeds. This innovative FWA solution, catering to multi-bands (Sub 6 GHz, mmWave), multi-technology (5G Standalone and 5G non-standalone with LTE), Indoor as well as Outdoor eliminates the constraints of physical cable connection simultaneously serving as crucial bridge between the 5G network and end-user devices offering enhanced connectivity. The products are already under trial with domestic and international customers.

Jio to deliver AI-enhanced in-home services on both JioFiber and JioAirFiber

Reliance Jio Infocomm Limited has announced a partnership with consumer experience pioneer Plume to provide market-leading smart home and small business services to its subscribers across India. This partnership will deliver state-of-the-art solutions, through Plume's highly scalable cloud platform, to approximately 200 million premises in India.

Jio specializes in meeting the digital needs of customers based in India, providing fixed-line and wireless services delivered through the cloud, with all the infrastructure hosted in the country. For this purpose, Jio has built world-class JioFiber and JioAirFiber networks, designed to deliver reliable and high-speed internet and entertainment services to every home in the country.

With this new partnership, Jio will deploy HomePass and WorkPass consumer services enabled by Plume's AI-powered and cloud-based platform, including whole-home adaptive WiFi, connected device and application performance optimization, cyberthreat protection for connected devices, advanced parental controls, WiFi motion sensing, and more. Access to Plume's Haystack Support and Operations Suite will enable Jio's customer support and operations teams to identify, analyze, and act faster on performance-related issues, find and isolate the location of network faults, and monitor the overall customer experience.

Google Messages app gets the text editing feature

A new text editing function like WhatsApp is coming to the Google Messages app. Flags suggesting the inclusion of this functionality were found in the app's beta version, though confirmation of its existence is still pending. It should be possible for users to edit messages and correct mistakes even after they have been sent.

The edit feature in the beta version of Google Messages app was released in the last week of November.

Further, an APK teardown of the Google Messages app by a news source indicated that Google is making a new table in the messages database to keep details of edited messages. The table contains message ID, the latest message ID, and original RCS message ID. It also said to include two other columns for edited and received timestamps. Google Messages is believed to store details of the messages you edit and process in these tables.

The new feature is not available to the public and also not confirmed by Google. The new feature may assist in fixing typos or making changes to the messages after they have been sent. It may also have several updates before releasing to the public.

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Iris Global conducts Sales Training Program at Hanoi Vietnam

Iris Global Services had recently organized its Sales Training Program for their pan India team at Hanoi, Vietnam in the month of October 2023.

Iris's principal OEMs - HP, LG, RoomBR, Acer and APC along with 2 channel financing companies - Incred and U Gro addressed the program that was attended by Iris's sales and product team cross the country.

More than 50 delegates participated in this four-day Sales Training Program, with a focus to grow the business of each brand. Iris's key brands like – HP, Dell and Acer showed the way by letting Iris sales team know and learn new technology they are bringing in.

“We find these training programs very motivating and educational. Our sales teams get re-energized with new ideas and knowledge. We appreciate the participation of our vendors that brings immense value in these training sessions,” said Sanjiv Krishen, CMD Iris Global Services.

The meet also helped reviewing business highs and lows and advised actions appropriately.

The four-day training program was highlighted by Iris's hi-flying performers who shared their success stories across various brands. They also shared business figures. The program inculcated team on business rightfulness and on how business hygiene be met and maintained.



GPAI 2023 hosted in New Delhi

The Global Partnership on AI (GPAI) is a multi-stakeholder initiative which aims to bridge the gap between theory and practice on AI by supporting cutting-edge research and applied activities on AI-related priorities.

Launched in June 2020 with 15 members, GPAI is the fruition of an idea developed within the G7. Today, GPAI's 29 members are Argentina, Australia, Belgium, Brazil, Canada, Czech Republic, Denmark, France, Germany, India, Ireland, Israel, Italy, Japan, Mexico, the Netherlands, New Zealand, Poland, the Republic of Korea, Senegal, Serbia, Singapore, Slovenia, Spain, Sweden, Turkey, the United Kingdom, the United States, and the European Union.

GPAI has a Council and a Steering Committee, supported by a Secretariat hosted by the OECD, and two Centres of Expertise: one in Montreal (CEIMIA, the International Centre of Expertise in Montreal for the Advancement of Artificial Intelligence) and one in Paris (at INRIA, the French National Institute for Research in Digital Science and Technology). Currently, GPAI has four working groups on the themes of Responsible AI, Data Governance, the Future of Work, and Innovation and Commercialization.

India is a founding member of GPAI, having joined the multi-stakeholder initiative on June 15, 2020.

Prama Showcases Latest Smart City Solutions at Municipalika 2023 in Bengaluru

Prama India participated in the 17th edition of Municipalika 2023 event at the Palace Grounds in Bengaluru from 28-30 November to showcase the latest Smart City solutions. Municipalika 2023 is India's oldest and largest trade show and conference on safe, smart and sustainable cities. The Prama India got an overwhelming response from the housing and urban infrastructure development, and built environment sectors in India. The event was inaugurated by Shri Siddharamaiyah, Honourable Chief Minister of Karnataka along with Shri D. K. Shivakumar, Hon'ble Deputy Chief Minister, Government of Karnataka, Shri B.S. Suresha, Hon'ble Minister for Urban Development and Town Planning (including KUWSDB and KUIDFC), Bangalore City Development, Shri Rahim Khan, Hon'ble Minister for Municipal Administration, Haj. The inaugural event was attended by the dignitaries from the housing and urban infrastructure development, and built environment sectors from Karnataka, and from all over India.

Commenting on being part of the Municipalika Expo, Prama India Pvt. Ltd Management representative said, “India's future cities are planned and implemented by the Smart City Mission, this is a big opportunity to redefine India's Smart Cities with innovative security solutions. Municipalika has provided a convergence platform to premiere the cutting-edge technologies and innovations. Prama India has showcased the latest technologies, products and solutions to enable today's Smart Cities. We reaffirm our commitment to provide best-in-class solutions for the Smart Cities.”

A lavishly designed Prama India booth at Municipalika 2023, showcased the wide range of latest products and solutions including Smart City Solutions, AI Sense Technology, Prama VMS, Road Safety Solutions (Smart Pole), Intelligent Building Solutions, In Vehicle Surveillance, Mobile Enforcement Solutions and Ranginview, etc.

Konica Minolta's PrintXpress starts Nationwide Tour

Konica Minolta has successfully commenced a fresh leg of the PrintXpress - Innovation in Print on 11th December 2023. This endeavour will take Konica Minolta to 93+ new cities, across Tier-2, 3, and 4 locations, to understand what the technology and strategy gaps are, in the daily operations of these print businesses that require revision and



network support. The unique road show aims to garner an attendance of potential small to medium print businesses, across an area of over 25 thousand kilometres.

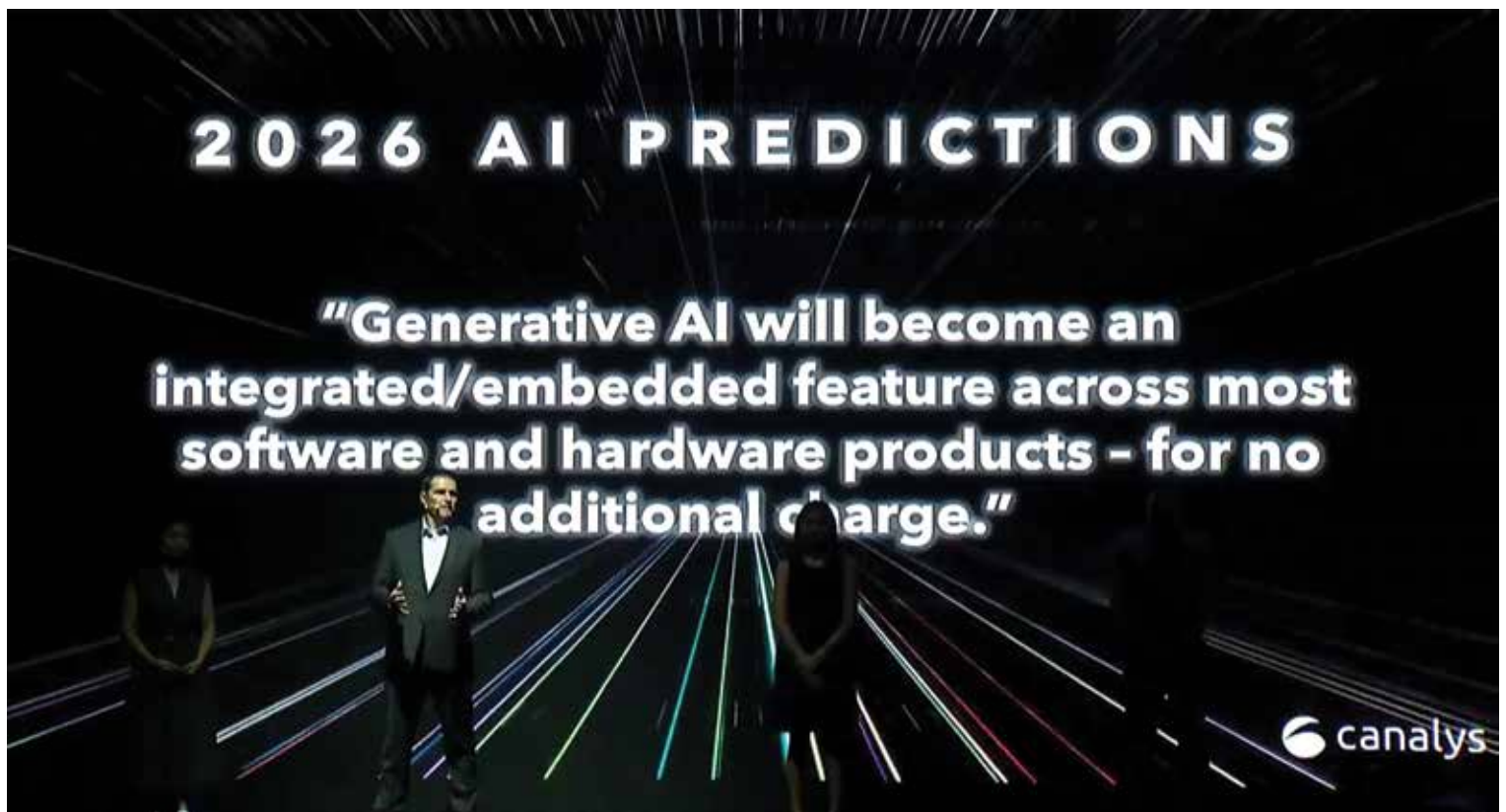
Focused to create business touchpoints across geographies, there are 2 campaign buses, will travel all 4 regions of India, catering to both direct channel and indirect channels, in collaboration with partners KMI and Technova. Outfitted with Production Print Engines, the campaign will showcase live demonstrations to the visitors to experience the benefits and explore new business opportunities with Colour - AccurioPrint C4065 and the Monochrome – AccurioPrint 2100.

The PrintXpress Roadshow is designed to merge the network of small print businesses with Konica Minolta's dependable print solutions. Integrated with samples on display, the campaign buses have embarked on separate routes across the country to display the products' functionality in the avenues of Digital printing and Print-on-demand, to both prospective and current clients, across towns such as Rohtak, Gorakhpur, Siliguri, Nasik, and Barpeta.

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Canalys fortifying its foothold expanding its network with global Channel community

The twelfth Canalys Forums APAC and the 38th worldwide event kicked off from 5th Dec to 7th Dec in Bangkok. The focus was on growth opportunities in managed services, cybersecurity, XaaS, and cloud solutions. Over 1,000 in-person attendees, including leading industry distributors and tech vendors, emphasized the value of this annual gathering on the APAC tech channels landscape. The event provided a unique chance for attendees to learn from experts, discuss potential joint ventures, and share effective approaches to growing their businesses.

Canalys presented unique insights into the state of the channel, particularly emphasizing how AI is poised to revolutionize working lives. The Canalys Forums have gained a reputation for delivering independent, thought-provoking, and pertinent content, influencing business decisions and reshaping priorities.

One major prediction from Canalys Forums APAC is that by 2026, a significant paradigm shift in AI trends is expected, with 70% of AI power being harnessed on devices. Despite this, the integration of unique AI features lags for many software companies. Devices like smartphones, tablets, and PCs are poised to possess AI capabilities comparable to today's supercomputers, yet users may face disappointment due to the uneven implementation of these features on expensive

devices. Notably, Microsoft, Google, and Apple are leading in on-device AI capabilities, thanks to exclusive access to proprietary AI models, substantial user data, and a robust team of AI experts. To remain competitive, vendors must make strategic investments now to avoid losing users to more agile competitors in the next five years.

In the same timeframe, generative AI is expected to evolve from a standalone product into an integral component of every software, hardware, and service. In contrast to current models that charge extra for AI features, generative AI is anticipated to seamlessly integrate into products without additional costs. Companies such as Microsoft and Salesforce, which currently charge for copilot and Einstein GPT, are expected to adapt to a new industry landscape that prioritizes integrated features and services, presenting a \$158 billion opportunity.

The geopolitical and regulatory landscape is poised to reshape the AI industry, potentially leading to the closure of some AI companies. Regulatory complexities will intensify exponentially, presenting challenges for companies navigating this evolving landscape. Moreover, technological factors and market partnerships will contribute to the continuously evolving world of AI.

A significant shift in coding dynamics is anticipated by 2026, with a quarter of all code expected to be produced by individuals without formal programming training. Generative AI, anchored in language understanding, translation, and production, is becoming pivotal in code generation. Approximately 40% of copilot users currently witness their code being generated by AI, a trend expected to grow. This propels generative AI as the catalyst for the next generation of no-code builders.

The tech industry, characterized by its rapid evolution, presents unique opportunities. The transition from crypto-centric activities to generative AI showcases the industry's adaptability and resilience. In contrast to crypto, Bitcoin, IoT, and the metaverse, generative AI is identified as a transformative force in both life and business. While job displacement is inevitable, particularly in routine automated tasks, new opportunities will emerge. Concerns within sectors, such as actors fearing the reuse of their images in an AI-driven world, highlight societal impacts. Nevertheless, the emergence of novel roles, from data scientists to social media managers, reflects the adaptive nature of the job market. As the landscape continues to evolve, individuals must embrace adaptability and continuous learning to thrive in the dynamic tech industry.

KEYNOTE:

STEVE BRAZIER
CEO, CANALYS

“Recruit staff if you can, but more importantly, keep your own skills up to date. If you are falling behind with your own skillset, you cannot be a leader of the future. The two domains—AI and cybersecurity—constitute the primary arenas of exponential growth. Notably, the enduring demand for Wi-Fi remains robust, with market leaders like Aruba and Cisco capitalizing on this ubiquitous necessity. The market's resilience is evident in the sustained growth of Wi-Fi technologies, reflecting an indispensable need across diverse sectors. Listen to your customers, provide them with what they want, and that is what the channel does. As long as you keep providing the customers what they want, you will have a brighter future and the channel will continue to grow across the world.”



TECH LEADERS' TAKEAWAYS:



TIAN BENG
SENIOR VICE PRESIDENT & GENERAL MANAGER -
CHANNELS, APJ DELL TECHNOLOGIES

"Attending the Canalys event annually provides a valuable opportunity to fine-tune our strategy. We engage with numerous members of the partner community, including those who have been longstanding collaborators and contribute significantly to our business. Moreover, this event allows us to connect with new partners who may not have previously experienced working with us. As we share our strategy during the event, it's gratifying to observe many of these new partners expressing interest and, by the event's conclusion, initiating transactions with us. This dynamic interaction is undeniably thrilling for our team."

RAJAT VOHRA
CHIEF SALES OFFICER, REDINGTON LTD.

“There were a couple of expectations, one to understand the tech trends that are happening across the world. You have a mature economy and growing economy, India has a very fast-growing economy and it is very heartening to see that for the last two years the entire Canalys was all about India. Second, to understand the technology trends that are happening across the world and what it is that we believe could happen in the country in the next year or so which helps us to build the capability as an organization to enable our partners to win. From a key take away perspective, it was all about India, being at the right place at the right time, growing, understanding various trends that are happening and our job as a distributor is to enable availability of all the technology.”



DEBASISH MUKHERJEE
VP – ASIA PACIFIC AND JAPAN, SONICWALL

"We are trying to understand what is going on in the market and based on that we are re-strategizing our strategy so that we remain relevant for the next five to ten years. We are seeing the same thing in the Canalys event which means that we are in the right direction. So, our expectation is that we are on the same line with what they are talking about. It is like a revalidation and fortunately we are going on the right direction."

JAIDEEP MALHOTRA
PRESIDENT – ASIA PACIFIC & JAPAN
TECH DATA

"Canalys is a great platform that brings the ecosystem together. It creates opportunities for networking and gives us a platform to think about what's happening in the ecosystem, the trends, and where we should be looking for the future. An analysis of technology trends and their market reception, as outlined in the recent report, reveals numerous positive indicators. A substantial 73% of IT expenditure funnelling through the channel is a significant highlight. This underscores the vastness of the market and its pivotal role in technology distribution."





Stay real and choose digital

Unlicensed software may come with viruses and would lack the security measures needed to detect them. Your customers may be opening your business to serious threats from hackers and malware without knowing it.

It is important to use genuine Microsoft software

Genuine Microsoft software helps protect your customer assets by shielding their data from cyber threats, scams, and spyware, so they can use their computer worry-free. Using genuine Microsoft software can help them save money, time and energy, so they don't have to spend hundreds (or thousands) on replacement computers or expensive data retrieval programs.

Recognizing and comprehending the risks is paramount to safeguarding digital assets and establishing a secure computing environment.

87%

Surveyed ITDMs and BDMs have experienced at least one firmware attack in the past two years¹

\$10.5 T

The annual USD cost of cybercrime by 2025—15% growth year over year²

52%

Enterprise ITDMs and BDMs who experienced a cyberattack in the last year, with an average 6.7% revenue loss³

150%+

Increase in ransomware attacks in 2021 from 2020⁴

¹Security Signals Boost SDM Research Learnings. Microsoft, September 2021.

²David Braue. Global Cybersecurity Spending To Exceed \$1.75 Trillion From 2021-2025. Cybercrime Magazine, September 10, 2021.

³Windows 11 Survey Report. Techaisle, December 2022.

⁴<https://www.bloomberg.com/news/videos/2021-12-09/microsoft-fires-back-at-crowdstrike-on-cybersecurity-video>



Unlicensed software threats that every organization needs to look out for

Identity theft

Personal and financial data may be compromised and could be used to carry out crimes, like fraud and money laundering.

Business disruption image

A data breach, no matter how small, can bring the entire business operation to a halt.



Data loss

Data compromise can lead to the loss of important personal files and business data resulting in expensive fees to replace hacked computers.

Reputation and material damage

Regardless of the company's history, a data breach weakens client trust and creates opportunities for competing companies to take over the accounts of even the most loyal customers.

Stolen credit cards or bank details

Hackers can clone credit card information and access bank accounts, resulting in financial loss for an individual or a business.

Malware

Malware can contain ransomware that hackers use to block access to critical data or user accounts.

How to identify genuine products



Whether it is Windows or Office, software must be properly licensed.



A physical product's package must be sealed to ensure first-time use.



The physical packaging must include an authentic Microsoft logo and brand identity.



Prices that seem too affordable often are the result of an unlicensed product.



For digital downloads, the product key comes from a trusted source and not an instant messaging platform or unverifiable email.

Get lightning-fast delivery of genuine Microsoft software with ESD (Electronic Software Delivery)

The delivery of software must match the pace of the growing technology landscape. That's where Electronic Software Delivery (ESD) comes in. It delivers the genuine Microsoft software that helps organizations protect critical assets by shielding the data from threats, scams, and spyware. With Electronic Software Distribution (ESD), users can also save money, time, and effort. Digital software license offers unparalleled speed and efficiency while upgrading to Windows 11.



Benefits of Electronic Software Distribution (ESD)



Secure delivery of a product key directly to customers via resellers and secure digital delivery of licensed, ready-to-use products.



Allows one to move away from FPP (Full Packaged Product) and box shipments, and towards product activation codes that are simple to use and offer faster downloads.



Enables the secure, easy, faster delivery of Office and Windows downloadable product keys.



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To learn more and buy Microsoft ESD products, contact Microsoft Authorized Distributors.

INGRAM MICRO



Redington



ALL-FLASH STORAGE PAVING THE WAY FOR A FUTURE-PROOF DATA CENTER

As data continues its trend towards increased unstructured formats, the requirements of today's enterprise storage landscape are evolving. Enterprises now demand heightened performance and faster speeds to effectively manage this unstructured data, a challenge that legacy HDDs' spinning disks often struggle to meet. The logical and prevalent solution to this challenge is the adoption of flash storage.

In an exclusive interview with VARINDIA, Ramanujam Komanduri, Country Manager at Pure Storage, elucidates on why the relevance of HDDs is diminishing, while flash storage, despite its higher price point, is poised to dominate the data center landscape in the coming years.

HDDs vs. Flash Storage

The adoption of all-flash data centers has been on an upward trajectory due to the manifold advantages they offer over traditional storage solutions. While Hard-drive disks (HDDs) have historically been a more economical choice and continue to be utilized in the majority of global data centers, there is a growing consensus that all-flash storage is shaping the future of data centers.

Although flash storage initially entered the market at a higher price point, its competitiveness has significantly increased in recent years. These drives consume considerably less power than HDDs of similar capacity, with today's all-flash solutions requiring up to 80% less power and space. Furthermore, all-flash storage, devoid of moving parts, is less prone to wearing out over extended periods or failing due to overheating. In nearly every scenario, all-flash solutions make economic sense, offering immediate cost savings in power, cooling, and space, along with long-term benefits through reduced e-waste.

Additionally, in the context of backup and recovery post a ransomware incident, disk-based systems can be notably time-consuming in restoring data. Flash-based systems, on the other hand, deliver faster restore performance, enabling businesses to resume operations more swiftly compared to legacy disk-based architectures.

Pure Storage asserts that by 2028, practically no new, all-HDD storage systems will be sold for data centers. This prediction is substantiated by a significant decline in HDD shipments over the past decade — from over 651 million units in 2010 to 166 million in 2022.

"Pure Storage's flash storage devices, known as DirectFlash Modules (DFMs), currently ship in 75TB capacity. By the end of 2024, we anticipate shipping 150TB DFMs, and our projection extends to 300TB DFMs by 2026. In contrast, the industry is currently shipping 2-20TB HDDs in volume and may reach 25-30TB HDDs in volume by 2026," states Ramanujam Komanduri, Country Manager at Pure Storage.

India's Surging Storage Requirements

India is poised for a significant surge in digital transformation, driven by the escalating demand for data and storage. With a compound annual growth rate (CAGR) of 12%, India boasts the fastest-growing data center market in the Asia-Pacific region, valued at \$7 billion. The internet economy's contribution to India's technology sector is expected to rise from 48% in 2022 to 62% by 2030.



RAMANUJAM KOMANDURI
COUNTRY MANAGER - PURE STORAGE

"Pure Storage stands as the sole company in data storage capable of addressing the entire storage price-performance range with all-flash technology. We provide a single, consistent operating and management environment, delivering a cloud operating model that effectively virtualizes multi-cloud data storage. Our strategic partnerships with leading hardware, software, and multicloud vendors focus on Accelerating Applications (traditional and modern), Enabling Multi-Cloud, Modern Data Protection, and facilitating real-time analytics," affirms Ramanujam.

He adds, "Our ongoing collaborations with industry leaders such as NVIDIA, Cisco, VMware, etc., enable us to provide the most modern data experience to our customers, supporting innovation and enhancing IT productivity."

Every sector of the Indian industry is witnessing exponential growth in the demand for Enterprise Flash Storage. BFSI remains a significant vertical, followed by substantial AI-driven projects in the government and education sectors. The rise of AI and Generative AI presents growth opportunities across various verticals. There is also an increasing demand for sovereign cloud, especially in the financial services industry, in response to tightening regulations regarding data use and localization.

Pure Storage remains dedicated not only to increasing market share and expanding its footprint in India but is also committed to India's growth agenda. Its R&D center plays a pivotal role in Pure Storage's global innovation engine, contributing significantly to technological breakthroughs in the data storage and data management space.

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SIITF delves into how Emerging Tech is encompassing the IT sector



(Pics from L to R) : Mr. Priyabrata Mohanty, Founder & CEO-Intelliroot Security Simplified; Mr. Batheiah B, Head-IT & CISO-Embassy Group; Mr. Rohit Raman, Managing Partner- Etek International Corporation; Dr. Deepak Kumar Sahu, Editor-in-chief-VAINDIA ; Mr. Tom Sebastain, CEO-EXATRON; Mr. Arun Kumar T M, AVP Sales- BPE India; Dr. Satya Gupta, President VLSI Society of India; Dr Sashank Dara, CTO & Co-Founder-Seconize ; Dr. Lopa Mudra Basu, M.D.- InfoSec Gurukul and Mr. Naveen Kakkar, Asst. V.P(Sales) - C P Plus.

In a celebration of technological innovation, VARINDIA proudly hosted the 12th edition of the Southern India Information Technology Fair on 15th of December at the hotel Lalit Ashok, Bengaluru.

The event marked a significant milestone as VARINDIA, the driving force behind the Tech Summit, celebrated an impressive 24 years of unwavering commitment to the Indian VARs, partners, and OEMs. The 12th edition centered around the theme "Cloud First To Cloud Smart," reflecting the industry's evolution towards smarter and more agile cloud-based solutions. The comprehensive program included insightful presentations, engaging discussions, and invaluable networking opportunities.

The evening emphasized the transformative power of technology, exploring how data analytics and machine learning propel innovation, enhance efficiency, and provide a competitive advantage. Leading experts from

various fields, including cybersecurity, VLSI designing, and data privacy, shared their insights, offering a glimpse into the future of the rapidly evolving tech landscape.

VARINDIA has been a trusted voice and partner in the Indian IT and Telecom industry. Special sessions recognized and welcomed key figures such as Dr. Pronab Mohanty, IPS, ADGP- Karnataka Police, and Dr. Satya Gupta, President VLSI Society of India. The Fireside Chat session featured Tom Sebastain, CEO-EXATRON, and Dr. Deepak Kumar Sahu, Editor-in-chief-VARINDIA. Additionally, corporate presentations by leading companies highlighted their role in driving technological advancements. The Tech Summit has witnessed the presentation from Pradeepta Mishra, Chief Architect, DataSafeGuard.ai ; Bishan Singh, Head of Channel Ecosystem, ZOHOO Corp and Naveen Kakkar, Assistant VP Sales, CP Plus.

A thought-provoking panel discussion delved

into the crucial intersection of cybersecurity and data privacy. Dr. Deepak Kumar Sahu moderated the discussion, featuring eminent panelists such as Dr. Sashank Dara, CTO & Co-Founder-Seconize; Dr. Lopa Mudra Basu, M.D.- InfoSec Gurukul; Pradeepta Mishra, Chief Architect- Datasafeguard; Rohit Raman, Managing Partner, Etek International India; Sai Venkat, Global Head- Partner Enablement, Zoho Corporation and Dr. Pronab Mohanty, IPS, ADGP- Karnataka Police.

The Event witnessed many knowledgeable take-a-ways. In his closing remarks Dr. Deepak Kumar Sahu expressed gratitude to all attendees, speakers, sponsors, and exhibitors for their valuable contributions. He highlighted the importance of continuous learning in the dynamic field of information technology.

VARINDIA anticipates building on the success of the 12th edition, setting the stage for an even more impactful 13th Southern India Information Technology Fair next year.



Since everyone is shifting to the cloud, Data Privacy is the newest issue

DR. PRONAB MOHANTY
IPS, ADGP- KARNATAKA POLICE

“Migration to cloud platforms has been the order of the day, anyone in the IT Tech industry is on the cloud now. So also is Karnataka police. Though cloud is coming into action fast we have to be cautious about it. Cloud is a virtualized service which has a physical presence as a server on the ground. This is where security aspects come in. Due to scalability, cheap software upgrades organizations are shifting to cloud. We are now entering a new era apart from security, which is data privacy. Data privacy and data security are related concepts but they are not identical. Data that is secure may not necessarily be private and data that is private may not necessarily be secure. Data can be secure without being private. Cyber crimes are growing exponentially by an order of magnitude.”

Semiconductor is the backbone of any advancements taking place in technology

DR. SATYA GUPTA
PRESIDENT - VLSI SOCIETY OF INDIA

“It was Sir Jagadish Chandra Bose who first gave the idea of semiconductors to the world in the early 1900s. He put forward that idea in the form of a radio wave detector and not a semiconductor device. Today we talk about technologies like cloud computing, AI, data – none of these in their current form would have been possible without the progress we have seen in the semiconductor space in the last 40 years. Thanks to the advancements in semiconductors, the world has seen the evolution from super computers to the latest mobile device in a matter of just 30 years. So semiconductor is behind everything we do today in technology or our day to day life. Talking about India as a technologically developing country, we have come a long way from the time when we have to wait for long hours outside a PCO for making a Subscriber trunk dialling (STD) call. Today we have come to the point where we have successfully, with the help of indigenous technology, put a rocket in the south pole of the moon. India is on the move to become a developed country very fast.”



BPE’s vision is to be a globally preferred provider of end-to-end power solutions

ARUN KUMAR TM
AVP-SALES, BPE

“We are a Power solutions company which has a global presence, with service capabilities pan India. BPE (Best Power Equipments) was established two decades ago with a manufacturing facility in Noida. Today we provide end-to-end strategic power solutions and cater to the complete IT, ITeS, Manufacturing, and datacenter verticals globally. At BPE we say that it is a company For the Partner, Of the Partner and By the Partner. Our vision is to be a globally leading and preferred provider of end-to-end power solutions and offer best in class customer satisfaction through state-of-the-art power solutions and services.

Why would someone want to partner with BPE – because they would choose the company with the right Power so that they are always in Power, which is BPE. 2500+ partners are our core strength. We have given our partners the access to the most technologically advanced products in order to enable them and pave their way to success. The longer you partner with BPE, the more benefits you receive. While we all know there are 4Ps of Marketing – Product, Price, Place and Promotion, BPE would add two more to that – Prospect and Power. We have reached significant milestones and have won many prestigious awards.”



Cloud computing has emerged as a game-changer for organizations

DEEPAK KUMAR SAHU
EDITOR-IN-CHIEF, VARINDIA

“In today’s digital era, cloud computing has emerged as a game-changer for organizations, providing immense opportunities for efficiency, scalability, and innovation. However, organizations face a critical decision when adopting cloud technologies: whether to adopt a Cloud Smart or Cloud First approach. The cloud computing landscape is evolving rapidly, and organizations are moving beyond the "Cloud First" approach towards a more nuanced and strategic approach known as "Cloud Smart." Cloud First approach advocates for migrating all workloads to the cloud as quickly as possible. While offering agility and scalability, it can lead to suboptimal solutions if not carefully planned and executed. Whereas, Cloud Smart approach emphasizes on a strategic and deliberate approach to cloud adoption.”



CP PLUS with its PAN India presence meeting the ever-changing requirements of different industries

NAVEEN KAKKAR
ASSISTANT VP SALES, CP PLUS

“CP PLUS with a PAN India presence offers a comprehensive range of advanced security and surveillance solutions to meet the ever-changing requirements of different industries. At present, we are serving many different verticals comprising defence, government, hotels, hospitals, educational institutes, homes, infrastructure, and transportation among others. Being a major surveillance system brand globally, we bring efficient, reliable, scalable, and integrated solutions to our customers. CP PLUS offers a wide portfolio of products, which has been designed to meet customers’ unique requirements. It covers CCTV Cameras, HD IP Security Cameras, DVRs, Time & Attendance Systems, Video Door Phones, and much more. CP PLUS brings intelligent security and surveillance solutions that protect people, properties and assets. It ensures safety, security and productivity in various industrial processes and help make the world safer. Our integrated security systems have been used in various situations and they deliver comprehensive coverage.”



Businesses should invest in innovative AI and ML solutions adapting to data landscapes

PRADEEPTA MISHRA
CO-FOUNDER & CHIEF ARCHITECT- DATA SAFEGUARD INC

“Data privacy refers to the protection of sensitive and personal information, ensuring that it is handled, processed and stored in a secure and confidential manner. It is a fundamental aspect of information security, aiming to safeguard the confidentiality, integrity, and availability of personal information. Data privacy encompasses the rights and expectations individuals have regarding the collection, use and sharing of their personal data. As data becomes increasingly diverse, businesses must invest in innovative AI and machine learning solutions that can adapt to changing data landscapes. The expertise of the Data Safeguard team comes from years of specific industry experience at some of the world’s top companies in the financial services, healthcare, retail and technology segments in Data Privacy as well as Synthetic Fraud, risk management, artificial intelligence and machine learning. Our Data Privacy products ensure automated redaction and masking using Artificial Intelligence and Machine Learning technology where necessary within the data ecosystem as well as help meet GDPR, NIST, HIPPA, CCPA, and other regulatory and compliance requirements. We have different products – ID MASK, ID-REDACT, anti-money laundering (ID-AML) and Synthetic Fraud Prevention (ID-FRAUD).”



Zoho being a privacy first organization focusing on India’s SaaS story

BISHAN SINGH
HEAD OF CHANNEL ECOSYSTEM, ZOHU CORP

“Zoho Corporation comprises four distinct business divisions, with ManageEngine and Zoho.com serving as the key of our operations. Among these, Qantl and Trainer Central are newer additions to our portfolio. ManageEngine specializes in IT operations products, offering a comprehensive suite of over 50 tools designed to meet the end-to-end needs of diverse IT departments within organizations. On the other hand, Zoho.com is dedicated to two primary business applications that cater to the end-to-end requirements of businesses of any size. Customer experience takes center stage, with CRM functionality seamlessly integrated into the email and collaboration suite, encompassing features such as email services and video conferencing software. Zoho also excels in workflow orchestration through Zoho Control, managing tasks related to business process management (BPM) and providing a holistic view of an organization's training platform needs. This showcases the impressive scale of Zoho, boasting a portfolio of over 55 applications and a staggering user base exceeding 100 million globally. Few SaaS companies worldwide can match this scale; notable mentions include Microsoft, Google, and AWS. However, Zoho, headquartered in India, stands out as one of the largest SaaS companies globally. With a remarkable presence of over 700,000 customers across the globe, our 27-year history since our founding in 1996 underscores our commitment and longevity in the industry. These figures underscore the immense opportunities for partners associated with Zoho, demonstrating the unparalleled scope it presents. As we continue to evolve and grow, the numbers speak volumes about the vast potential and enduring success of Zoho Corporation in the dynamic world of software as a service (SaaS).”



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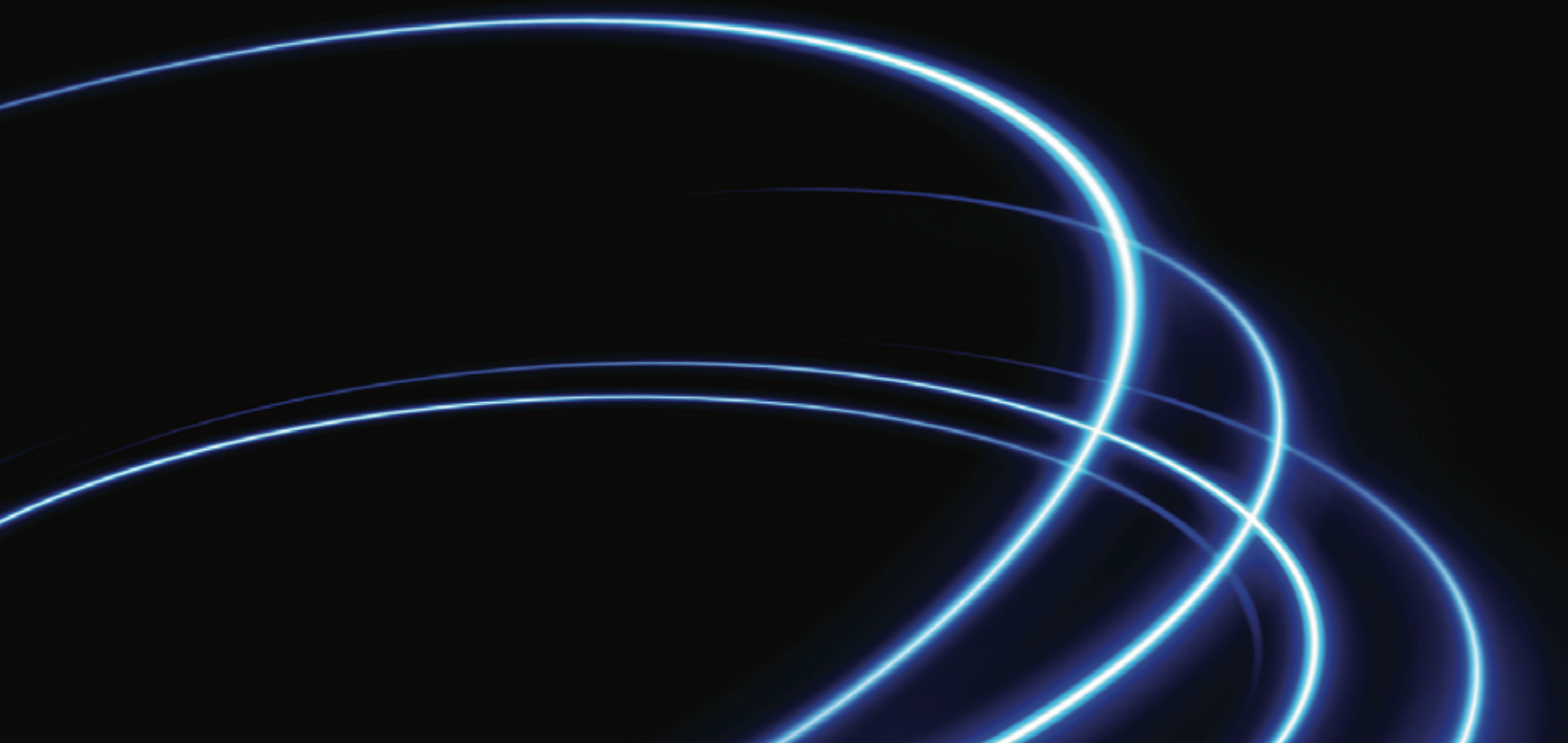
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Panel Discussion Session: Sai Venkat, Global Head- Partner Enablement, Zoho Corporation; Rohit Raman, Managing Partner, Etek International India; Dr. Pronab Mohanty, IPS, ADGP- Karnataka Police; Pradeepta Mishra, Chief Architect- Datasafeguard; Dr. Sashank Dara, CTO & Co-Founder-Seconize; Dr. Lopa Mudra Basu, M.D.- InfoSec Gurukul and Dr. Deepak Kumar Sahu- VARINDIA

A thought-provoking panel discussion delved into the crucial intersection of cybersecurity and data privacy. Dr. Deepak Kumar Sahu moderated the discussion, featuring eminent panelists such as Dr. Pronab Mohanty, IPS, ADGP- Karnataka Police; Dr. Sashank Dara, CTO & Co-Founder-Seconize; Dr. Lopa Mudra Basu, M.D.- InfoSec Gurukul; Pradeepta Mishra, Chief Architect- Datasafeguard; Rohit Raman, Managing Partner, Etek International India and Sai Venkat, Global Head- Partner Enablement, Zoho Corporation. The topic of the panel discussion session was “Cybersecurity and Data Privacy is the two sides of the same coin”.

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

There are a lot of companies who are into data security, cybersecurity, network security, so we see that data privacy is the first line of defense.

DR. PRONAB MOHANTY **IPS, ADGP, KARNATAKA POLICE**

General principles of data security that we have are observed, we have firewalls, anti-stride models, Stride of spoofing, tampering of data, repudiation, elevation of privilege etc. are the main threats. So, you have to look at the main threat actors and why would a person want to have the data and most of all you need to guard the data from insiders, who are on the inside, who's likely to take your data out on pen drive or laptop and then sell the data. There are various kinds of databases like crime, judiciary, revenue and all of them are very critical. So, the data protection depends on the kind of threat that you are looking at and it has to be multifaceted.

SAI VENKAT R **GLOBAL HEAD - PARTNER ENABLEMENT,** **ZOHO CORPORATION**

Cybersecurity and data privacy are interconnected. We have to carefully handle these two things. Data privacy is to deal with the PII data and the cybersecurity is to deal with how these PII data are stolen using the internet.

ROHIT RAMAN **MANAGING PARTNER, ETEK** **INTERNATIONAL INDIA**

These are two very significant aspects where data privacy deals with an individual's autonomy, trust and the peace of mind as the data of an individual is spreading everywhere and most of the decisions today are based on data in the highly digitized world. I look at cybersecurity from the organizational perspective and I look at it as a universe wherein the responsibility is to enforce

certain regulations, come up with some of the policies and ensure that this sort of data and information is not misused, does not get unauthorized access and it is not breached.

DR SASHANK DARA **CTO & CO-FOUNDER, SECONIZE**

As a business owner, the question arises: should my focus be on security or privacy? Framing it differently, what risks does my business face, or am I adhering to the relevant regional laws and regulations that necessitate a commitment to both security and privacy? From the standpoint of a business owner, these emerge as the primary catalysts for prioritizing security and privacy practices. In essence, this perspective stems from a consideration of both risk mitigation and compliance requirements.

DR. LOPA MUDRA BASU **M.D., INFOSEC GURUKUL**

There is lots of confusion between cybersecurity, information security, data privacy and data protection. Now why is it important? If it is an enterprise or a small organization in the government or public sector, I think both cybersecurity and data privacy are at paramount. When it comes to privacy, it helps us to protect our personal information and establish trust in this digitally connected world. There are certain areas where there is an overlap and when it comes to protection, cybersecurity protects us from cyber threats or adversaries. Most importantly it helps us to protect the business, national security, financial loss, establish the mutual trust between the business, client and the partner and also to maintain the regulatory compliance.

PRADEEPTA MISHRA **CHIEF ARCHITECT, DATASAFEGUARD.AI**

Cybersecurity is about protecting your data from unauthorized access, nobody should be getting into your servers to get the data or steal it. Privacy is about personal information, in this people with authorized access are not supposed to look at it. In security, you can tell people that they do not have access to these servers or systems. But when people have access and they are stealing your information and looking at it then it is a breach of privacy.

FIRESIDE CHAT SESSION



EXATRON's journey towards End-to-End Manufacturing

TOM SEBASTAIN
CEO, EXATRON

When considering the delivery of quality products to customers in the market, we find ourselves operating within an ecosystem guided by stakeholders. This ecosystem encompasses various roles, including cloud platform providers, solution providers developing solutions on the cloud (such as SaaS programs like ZOHO), and Solution Architects at the forefront, customizing solutions for digital customers. Despite the diverse roles, the primary responsibility for delivering compelling solutions to meet customer expectations rests significantly on hardware manufacturers.

To fulfill this responsibility, hardware manufacturers, including us, must focus on several key points. First and foremost is innovation in providing hardware—developing new products and technologies on the platform to support the escalating demands in the market. Second is ensuring the availability of hardware, achievable through meticulous planning, domestic enhancement, and the exploration of novel manufacturing approaches. The third is the cost-effective way to prioritize the platform.

Collaboration with stakeholders is crucial for hardware manufacturers to gain insights into challenges, opportunities, and the evolving needs of the market. This cooperative approach, especially in the context of initiatives like "Make in India," aligns with the government's emphasis on job creation and manufacturing revenue. As we delve deeper into the discussion, the prominence of cloud technology emerges as a vital component in various aspects of life, including entertainment, defense, national security, and health management. The dependency on the cloud is substantial, making it imperative for cloud providers to recognize this and contribute to the nation's self-reliance efforts.

Looking ahead, the cloud business presents significant opportunities, but with heightened responsibilities. This environment also opens doors for data center providers to meet the increasing demand by offering innovative and robust solutions.

In the realm of domestic manufacturing, especially in IT hardware, it's crucial to progress through different stages of maturity. Starting from basic product testing and branding, moving to assembling products with security features, and ultimately reaching the level of designing proprietary solutions, this journey represents the growth stages a manufacturer should undergo. EXATRON has made rapid strides, and while we have achieved capabilities in design, our future plans include further enhancing our design capabilities and evolving into an end-to-end manufacturing organization.

EXATRON's ultimate goal is to transition from an OEM (Original Equipment Manufacturer) to an ODM (Original Design Manufacturer) direct model, encompassing all aspects of manufacturing, from design to final assembly. Despite the challenges, such as the curse of entering the business, our commitment to growth is evident in our widespread presence, serving various organizations and institutions with our high-performance computing servers.

DELEGATES IN THE EVENT



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Elastic rooting for a strong partner ecosystem for its next phase of growth

Andrew Habgood, Vice President, Partner Ecosystem, APJ – Elastic, in a chat with VARINDIA shares what it takes to become a partner for Elastic, while giving a clear idea of its partner structure and the policies that guide the company's association with the channel community -

Can you shed some light on your go to market strategy for the India market in particular, and the APAC market in general?

Our market strategy is pretty clear, we are going to grow with and through partners. Elastic has grown and made a very successful company - its history, largely driven by a culture of community, based on our open source and working with customers who just demand the software. We are pretty sure that for the next phase of our growth, we are building the right ecosystem, putting the ecosystem in place and supporting that ecosystem to really support and scale and multiply our growth. We plan to continue to do this, and we are going to work with partners to support them in doing business and reach out to the customers directly with our technology and solutions.

How important is the partner for Elastic?

A partner is very essential for our business. While we can go by ourselves and cover a few accounts and experience some linear growth by doubling and tripling the number of account managers, but to reach the thousands and thousands of customers, we need to have an ecosystem. It is particularly important for markets like India, where we depend on strong partnerships, as we cannot do justice to these markets with just our own sales teams. Herein comes the partner program to outline the kind of incentives, initiatives and support we have put in place to make our partners more profitable.

We have a standard three tier partner structure - Select, Premier and Elite. We have a lot of features that have not always been available within other vendors programs. We are evolving our deal registration which tends to be a unique opportunity.

Elastic follows the two-tier approach, which includes the distributors and partners. With the distributors, we are trying to make sure that the distributors we choose are aligning to the cloud marketplaces, which in turn can support the partners going forward. Very soon we will be implementing some distribution partnerships across every country in Asia Pacific. We are trying to pick the right distributors that can help us enable the right partners for building the ecosystem, in terms of scale, management etc.

Lastly, we have a long-standing managed service provider program, particularly for managed security. Additionally, a couple of months ago, we launched the Elastic Verified Status, where we put in place a designated badge for partners that help them to go to market and are able to deliver services.

How do you measure the success of your programs or the channel strategies that you designed for the partners?

It is important for us to get feedback. During our ElasticON event, we hear from the executives from the partner companies, both in one on one meetings and the forums, where partners together can exchange ideas on what is working with the commonalities and what is not. We are in the process of doing a global partner survey rolled out and are looking at instituting a more formal partner NPS.

When we talk about measuring success, the continued growth of the partner company is important as by enabling and activating them, we want to see more partners joining the space. At the same time, we look at the new opportunities that partners are creating, and how they are able to unlock different doors in different business units. We are also looking at the capabilities in the market, measuring those accreditations and certifications and solutions that are being offered including the general fundamentals. We want to accelerate our growth, track those levers of how we are growing in new areas, and how the partners are contributing to that.



**ANDREW HABGOOD
VICE PRESIDENT, PARTNER
ECOSYSTEM, APJ – ELASTIC**

Talking about the Indian market, any key customer verticals that you are looking at?

In India, we have managed to succeed and have case studies in practically every industry, because our technology and our foundation as a search analytics company means that we are applicable in many use cases. The personas of our deployment as one platform, deployed as a security, deployed as an observability offering, deployed as a search offering means that we fit everywhere. Financial services is an extremely strong market for us, while telecommunications and public sector are becoming very important. We also certainly see a lot of enterprise customers and retail gaining traction.

Any message you would like to give to our partners?

Come and join Elastic. We are a search analytics company, and have a proposition that is quite unique; we are not siloed. We have clear use cases and partners who want to innovate can come and work with us. We are going to do great things together. Any innovative partners that want to come and join Elastic, we are looking forward to collaborating with you.

CADYCE unleashes CA-HDVGA HDMI to VGA Converter

CADYCE has recently come up with the Advanced version of their versatile CA-HDVGA HDMI to VGA Converter with audio, a game-changer in bridging the gap between HDMI and VGA technologies. Designed to provide users with unmatched flexibility and compatibility, this converter has become an essential tool for anyone looking to connect HDMI-enabled devices to VGA displays effortlessly.

Seamless HDMI to VGA Conversion

The Cadyce CA-HDVGA converter ensures a hassle-free experience with its plug-and-play functionality. By connecting the HDMI source device to the converter using the HDMI connector and linking it to a VGA display or projector using a VGA cable, the device automatically detects and converts the HDMI signal to VGA—no additional software or drivers required. This user-friendly design makes it perfect for classrooms, conference rooms, and home entertainment setups.

Experience Full HD Brilliance on a VGA Display

Supporting Full HD resolution up to 1920x1080 pixels (1080p), the CA-HDVGA converter lets users enjoy high-definition content on VGA displays or projectors. This feature ensures that the HDMI devices, such as Blu-ray players, game consoles, or streaming devices, can seamlessly connect to VGA-equipped displays without compromising visual quality.

Unleash the Possibilities: Mac OS or Windows

The CA-HDVGA converter is compatible with both Mac OS and Windows operating systems, providing users with the flexibility to use HDMI devices with VGA displays, regardless of their preferred platform.

Style Meets Functionality: Compact & Elegant, Aluminum Design

With its compact and elegant design featuring an aluminum housing and braided cable, the CA-HDVGA converter not only adds a touch of sophistication but also provides robust protection for internal components. The aluminum construction acts as a heat sink, ensuring optimal performance over extended periods.

Explore the Display Possibilities in Mirror or Extended Mode

The CA-HDVGA offers both Mirror Mode and Extended Mode, providing users with the flexibility to duplicate content or expand their desktop workspace. Whether presenting, collaborating, or multitasking, the CA-HDVGA adapts to the specific needs and preferences, unlocking a new level of productivity and versatility.



Technical Specifications:

- Host Interface: Standard HDMI
- Input: Standard HDMI® (A-Type HDMI)
- Output: VGA Connector, 3.5mm Audio Jack
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- Power Consumption: 0.75W
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- Housing: Material - Elegant Metal (Aluminium) housing with Braided Cable
- Resolution Support: HDMI Resolution up to 1080p@60Hz, VGA Resolution up to 1080p@60Hz
- Compatibility: Windows & Mac OS
- Certifications: CE, FCC, RoHS, UK



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MORE WOMEN REPRESENTATION IN LEADERSHIP ROLES IS IMPERATIVE FOR IT INDUSTRY

We talk about women rights and their independence, equality among man and women in every aspect of life but is it followed in actual sense? One can find various instances of inequality between a man and women in life and it is significantly visible in the professional front across industries. Women faces various challenges while climbing the growth ladder in their career.

A woman faces various challenges like gender bias leading to pay disparities, stereotypes, balancing work and family, unequal opportunities, imposter syndrome etc. It is also true that organizations are working towards gender equality and understanding the importance of diversity and implementing inclusive policies.

It is to be noted that though IT industry has made great progress but the women representation in the industry is insignificant. According to the Global Gender Gap Report 2023 by the World Economic Forum, as of 2023, women account for 27% of India's STEM (Science, Technology, Engineering and Mathematics) workforce, as compared to 32% of the non-STEM workforce. The number further staggers when it come to the women representation in the leadership roles. This leads to lack of role models for the women pursuing their career in STEM.

But it is also true that women played an instrumental role in the development of the technology landscape in India for many years. Notable figures like Debjani Ghosh, NASSCOM's first woman president in three decades, and Ritu Karidhar, recognized as the 'Rocket woman of India' for her contribution as Director of the Chandrayaan-2 mission, Mangala Mani, ISRO's first woman scientist to spend over a year in Antarctica, exemplify the significant impact of Indian women in the IT sector. Also, Sudha Murthy, whose early career struggles underscore the paradigm shift toward a more inclusive culture in the IT sector.

This highlights the fact that more women representation in leadership roles are required so that more women get inspired to pursue their career in STEM.

Mentorship and sponsorship programs are important for career development of women

ANITA KUKREJA

HEAD – MARKETING AND CHANNEL SALES, ICEWARP INDIA

Despite strides in increasing women's presence in technology, challenges persist, including gender bias leading to pay disparities. Women in the industry often find themselves fighting stereotypes, and their contributions are sometimes taken for granted. Balancing work and family, unequal opportunities, and imposter syndrome further add to these hurdles. These issues demand ongoing efforts to foster inclusivity and provide equal opportunities, ensuring women not only break stereotypes but also receive due recognition and fair compensation in the tech industry.

In spite of ongoing challenges, the technology sector is making positive strides towards gender equality. Organizations are increasingly recognizing the importance of diversity and implementing inclusive policies. Mentorship programs and female role models are emerging, providing support for women in tech. Efforts to boost women in leadership roles are gaining traction, fostering a more representative industry. Companies are addressing workplace culture issues through awareness and diversity training. Flexible work arrangements are also helping individuals balance work and family responsibilities. While challenges persist, these positive initiatives are shaping a more inclusive and equitable future for women in technology.

To foster increased women participation in the technology workforce, organizations can implement several key initiatives. First and foremost, establishing mentorship and sponsorship programs can provide crucial support for women in their career development. Offering flexible work arrangements and promoting a healthy work-life balance is essential to accommodate diverse needs. Companies should actively work towards eliminating gender biases in hiring and promotions through standardized processes. Providing training on diversity and inclusion, as well as creating affinity groups, helps build a supportive community within the organization. Publicly committing to gender diversity goals and regularly measuring progress can hold organizations accountable and drive continuous improvement. By fostering an inclusive and equitable workplace, organizations can encourage more women to pursue and thrive in technology roles.



Perseverance is the key to success in STEM

SUDHA KV

VICE PRESIDENT, DELL TECHNOLOGIES INDIA

STEM, or technology at large is an extremely fun and creative industry. As technology continues to take center stage across sectors, it is becoming one of the most attractive areas for youngsters today. A large number of women enter the technology workforce, and perform exceptionally well. However, they quit at the mid-level, before making it to the top. Therefore, while there is a significant representation of women in technology, the ladder to leadership levels dwindle. This leads to the leaky bucket phenomenon where very capable women professionals - after reaching a certain point in their career, drop out due to many obstacles – family responsibilities, workplace biases etc.

A passion to have a career and to trust my support systems and delegate responsibilities has been the key for me to overcome such challenges. Success in STEM demands perseverance, belief in one's capabilities, and breaking barriers by proving competence. Also, the ability to take risks and getting out of comfort zone to pursue new opportunities has been very important.

Organizations need to be very mindful in three pillars of Talent: Hiring, Development and Retention. Employing inclusive hiring methods, such as blind resume screening and gender-neutral job descriptions, is essential to achieving workforce diversity. Providing career restart opportunities for women on career break, targeted development programs and retention initiatives are needed. Of course, Mentoring and advocacy programs should be in place.



Mentorship makes a difference to aspiring women

MANKIRAN CHOWHAN

VICE PRESIDENT, SALESFORCE INDIA

While the endeavour to achieve gender parity in the technology sector is undoubtedly commendable, the challenges continue to exist. Despite efforts to promote diversity, preconceptions and bias do affect career progressions for women at work. Balancing family responsibilities can pose another challenge, as societal expectations and organizational structures may not always align with the diverse needs of women professionals. While it's absolutely essential for men to share the load, it's just as important for companies to create a supportive working environment that makes it easier for women to balance their professional and personal lives.

Due to disparities in recognition and opportunities, women frequently struggle with the desire to prove themselves more than their male counterparts. Real change in any organization starts at the top. When the board and leadership team recognize and embrace the invaluable benefits of gender diversity, the rest of the organization will follow suit.

It is imperative that organizations cultivate an inclusive culture that actively challenges prejudices, supports work-life balance policies, and encourages mentorship programmes in order to overcome these challenges. Building a future where women can prosper and fully contribute to the constantly changing tech landscape requires deliberate initiatives and constant communication.

There's plenty of evidence suggesting that organizations where women are well-represented are more profitable, productive, and innovative. In India alone, some of our most successful tech organizations are headed by women, including Salesforce in India.

As an organization, it is necessary for supportive policies, for instance we have a three month parental leave policy among many other benefits. Sensitisation of employees and managers is crucial to dispel myths and support career progression for women. I personally believe mentorship makes a huge difference to aspiring women. We need more leaders – both men and women – who can be available on a one-to-one basis to listen to women's concerns, share their experiences and insights, and help women advance their careers.



Continuous upgrading – the key to survive in the technology area

PRIYANKA SWAIN

DIRECTOR OF ENGINEERING, TALLY SOLUTIONS

If we look around and see, we still see a prevailing societal mindset unacceptable of working women and looking more at women as caregivers and such biases influence perceptions of women's abilities in technical fields.

Another aspect is the Superwoman Syndrome. Many of us fail to combat the Superwoman syndrome which often puts immense pressure on ourselves to meet high standards in every aspect of our lives. This often leads to stress, burnout, and feelings of inadequacy when individuals struggle to balance and excel in all their responsibilities.

Women in tech or even otherwise at many times undergo a lack of confidence in themselves. As long as we are hooked on to our fears, uncertainties and dilemmas, we do not move forward. Inadequate mentorship, insufficient role models (women in tech) and lack of networking opportunities often makes it difficult to fight such situations.

No explanation would be enough to say that continuous upgrading is a key to survive in the ever-evolving technology area. I practice the rigor in me to be continuously updated in my area and put efforts to improve myself in whatever I do.

Organizations need to adopt a multifaceted strategy to address these issues involving some adjustments to industry practices, workplace policies, educational programs and cultural attitudes.

Organizations must strive to provide a more equal landscape for women in the tech industry and this requires promoting diversity, dispelling gender stereotypes and cultivating inclusive cultures.

Initiatives like diversity training, networking clubs for women, mentorship programs go a long way to retain women in tech. Create mentorship programs that pair seasoned professionals with female IT workers to offer advice and assistance.

Organizations are already implementing policies that support work-life balance, such as flexible working hours, remote work options, and family-friendly policies. In general, these changes not only help women but also the general workforce.



Lack of representation – most critical hurdle women face today

KAVITHA MARIAPPAN EXECUTIVE VICE PRESIDENT OF CUSTOMER EXPERIENCE AND TRANSFORMATION, ZSCALER

Over the past decade, organizations have made significant efforts to improve women's standing in the workplace. While I do see change in this respect, it's not happening quickly enough for companies to capitalize on diversity benefits or to close the skills gap in cybersecurity. In 2023, for instance, women account for only 27% of India's STEM workforce, as compared to 32% of the workforce as a whole.

One of the most significant hurdles women face today is representation. If girls exploring possible career paths cannot find role models who look like them, they may decide the reason is related to aptitude and decide not to pursue positions in the field. It goes without saying aptitude is not the reason there are fewer women in IT and cyber fields, but it's up to us to demonstrate that to up-and-coming professionals.

To make matters worse, as women rise through the ranks, they tend to see fewer and fewer female peers. This is sometimes called the "leaky bucket problem" and it's why, as you reach the VP level, only about 12.4% of India's STEM workforce is made up of women. I personally remember the feeling of being the only woman executive in boardrooms and it is isolating. This is despite research by firms like McKinsey & Company, which found that, of 180 publicly traded companies, those with the most diverse leadership teams consistently performed better in terms of shareholder value than those with less diverse leadership teams.

Mentorship matters. This holds true from my own career – I would not be where I am without professionals who have been so generous with their time and expertise – and I try to imprint that realization on Zscaler's company culture.

In terms of amplifying women's voices, I am proud to act as the executive sponsor of WIZE, our employee resource group dedicated to the support and advancement of women at Zscaler, which has more than 650 participants across four regional chapters today.



"Empowering women through educational initiatives is pivotal"

VINNY SHARMA MARKETING DIRECTOR- APJ, SECURONIX

While strides are being made to increase female representation in tech, the journey still holds hurdles for many women. Some of these include:

1. Unconscious Bias: It's often hard to spot, but unconscious biases can influence hiring, promotions, and pay, leaving women feeling undervalued and unseen.
2. Stereotype: The "tech guy" image and subtle put-downs can make women feel like outsiders, impacting their confidence and sense of belonging.
3. Work-Life Balance: The demanding tech world can clash with expectations placed on women as caregivers. This can lead to difficult choices and burnout.
4. Insufficient Sponsorship: A lack of influential sponsors poses a hurdle for women in tech, impeding career progression post-career breaks like maternity leave. Recognizing and affirming professional capabilities is crucial to dispel presumptions about women's commitment. Organizations must advocate robust sponsorship initiatives, fostering inclusive environments with zero-tolerance policies. This propels qualified women into key career opportunities, contributing to a genuinely inclusive tech landscape.

Addressing these hurdles requires a multi-pronged approach. Organizations must actively promote diversity and inclusion, create a zero-tolerance policy for bias and harassment, and provide support systems that empower women to succeed. Only then can we truly create a tech industry where all genders can reach their full potential.

As the Marketing Director of a prominent cybersecurity firm, my commitment to overcoming gender challenges in the tech industry extends to fostering educational opportunities for women. Recognizing the underrepresentation in degrees, particularly in engineering, computer science, and physics, I advocate for encouraging women to pursue and complete degrees in these domains. Empowering women through educational initiatives is pivotal, stressing this message in various forums, including industry events and engagements with educational institutions is the key.



Organizations must recognize differences in experience and skill sets to reduce inequality

JHILMIL KOCHAR MANAGING DIRECTOR, CROWDSTRIKE INDIA

Despite significant strides toward gender inclusivity in the tech industry, women continue to encounter several challenges such as underrepresentation of women in STEM, overcoming gender bias, addressing the pay gap, limited career growth opportunities, finding mentorship or supportive networks persist. When I embarked on this journey, there were very few women engineers, and persuading my parents to let me pursue a career in STEM was no small feat. However, witnessing the evolving landscape, with burgeoning opportunities in artificial intelligence, machine learning, data science, cybersecurity, cloud computing, and more, fills me with optimism.

According to me, for some women who take on the leadership role, the challenges would be more on the personal front, which is balancing the needs of the family and the demands of work. Recognizing and accepting differences in experience and skill sets is critical to reducing inequality. Organizations must acknowledge these differences and take actions to support individual interests and aptitudes, fostering an environment where all can thrive. I did have my share of a few testing times; however, with the excellent support of my family and colleagues at CrowdStrike, I was able to surmount them.

Our Learning and Development team at CrowdStrike, in partnership with BetterUp, provides 1:1 career coaching for women leaders, aiding their professional development. We are also committed to bridging existing disparities by creating a safer, sustainable, and more equitable future for everyone. We focus on supporting our people's career growth, with specific groups dedicated to various demographics, including women. Through meaningful connections and conversations, we aim to expand perspectives and foster inclusivity.



To foster inclusivity within organization, equal opportunities and a secure environment for women is important

PROTIMA ACHAYA

INDIA HR HEAD & APAC TALENT ACQUISITION, NETAPP

Despite efforts to boost gender diversity, women still face challenges – across industries. Stereotypes linger, putting limits on what people think women can do and holding back their professional growth. The lack of female role models makes it even harder for women to get the recognition and opportunities they deserve. Balancing work and personal life can be a struggle, dealing with both societal expectations and the demands of the job can be trying too. Women still grapple with challenges like pay parity. It is crucial to tackle these challenges head-on to create a workplace where women can not only overcome these issues but also thrive, bring their unique skills to the table – and contribute towards making the industry more inclusive and diverse.

Ensuring equal opportunities and a secure environment for women is of utmost importance in fostering inclusivity within organisational processes and decision-making. When creating a workplace that promotes inclusivity for everyone, organisations should be mindful of the distinct challenges that many women encounter.

NetApp fosters an inclusive environment through initiatives like unconscious bias training, mentorship programs, flexible work arrangements, and fair compensation. Through our Employee Business Resource Group - Women in Technology, we cultivate community spirit at NetApp through mentoring, networking, communication, and professional growth. We introduce women to career prospects across various fields and shape our corporate culture in a manner that fosters greater diversity in the workplace. By prioritising diversity and inclusion, we create a space where women can thrive and contribute meaningfully to shaping the future of technology.



Cybersecurity: A new avenue for women

DR. JESSIE JAMIESON

SENIOR SECURITY ENGINEER, TENABLE

In the realm of cybersecurity, the challenge of diversity mirrors that of various other fields. Despite recent strides, the field must confront a legacy of discrimination and both conscious and unconscious biases. Cybersecurity, however, presents a unique opportunity. As a relatively new domain compared to disciplines like mathematics or physics, it has the potential to address some of the hurdles faced by women before they become systemic issues.

As a first-generation college student, I had a lot of things to figure out for myself. As a woman in the fields of mathematics and cybersecurity, I often found myself as the sole woman in the room — whether it was in meetings, briefings, classes, or lectures. This can be intimidating at times and I was constantly reminding myself that I deserved to be in the room just as much as anyone else. Even today, the ratio of men to women in cybersecurity is disproportionate. I have found that getting involved, whether it's with a community of interest, or just a networking event have great benefits. It's common for women to worry about fitting in and my advice to women is to just be themselves because everyone has their own strengths and their contributions matter too. A great way to become more involved is through networking with other women in cybersecurity. This could involve mentorship programs, clubs, organizations, or attending conferences and meetups. In my experience, women in cybersecurity have been welcoming and helpful, and understand the struggles we face. Women interested in cybersecurity have the opportunity to undergo specialised training given that a number of certificates now open doors in cybersecurity. These steps can encourage more women to enter the cybersecurity industry.



Involvement of women is required when planning for programs

YENNY WONG

DIRECTOR TALENT ACQUISITION, APJ AND EMEA, NEW RELIC

As an industry, we've really focused on improving gender representation across the board, but while companies have been more committed to developing programs specifically for women, there are still gaps to be addressed. A foundational problem that still exists is conscious, unconscious and confirmation bias. In addition, there is a lack of sponsorship and support available within many organizations to actually help women on their career journey and help them secure leadership positions.

Women also face external pressures in the form of societal expectations, as well as internal pressures like imposter syndrome, typically at a much higher rate than their male counterparts.

Organisations must tackle these challenges with a multi-layered, holistic approach. The first layer is the establishment of grassroots initiatives such as employee resource groups (ERGs) combined with foundational programs to provide support and development opportunities. The second layer is providing educational initiatives across the whole business that help address biases, plus leadership sponsorship programs that empower women to take the next step in their careers. Lastly, there's leader-led action plans that build a level of transparency and accountability to these initiatives from the top of the organisation down. By taking a multi-layered approach, programs can successfully flow through all levels, resulting in more holistic outcomes.

I also think it's important to include women in all levels of the business when planning these programs. By listening to what women want to get out of the program and what they want to achieve in their careers, the business can create more tailored and bespoke initiatives that are highly sought after and provide real value.

Earlier this year, New Relic launched a pilot mentorship program across the APJ and EMEA regions called the STAR (Set to Augment Results) program. One of the most successful aspects of the program was that we distributed a survey from its outset, asking participants what they were looking for, what they were struggling with, and ultimately what they wanted to achieve as part of the program. This bespoke approach made a big difference to developing highly relevant and engaging material, and helped us to tailor the mentorship sessions and modules.



Women lack strong role models for their success

KARA SPRAGUE

EXECUTIVE VICE PRESIDENT, AND CHIEF PRODUCT OFFICER, F5

Despite admirable efforts to increase the number of women in the technology sector, we still have a long way to go. Women in technology face persistent obstacles, including entrenched gender bias and a lack of representation in leadership roles. Without female mentors, women lack the strong role models critical to their success. And without family-friendly policies, they can't achieve work-life balance. Moreover, unconscious bias in recruiting and unequal opportunities once on the job can prevent women from advancing their careers. To foster an environment where women can thrive, organizations need to proactively address these issues.

On an individual level, it begins with awareness and intention. As I've navigated my own career path, I've tried to be aware of potential roadblocks that women face and navigate them with thoughtfulness and intention. I've also found that adopting a mindset of studying the problem, breaking it, and fixing it can bring about meaningful change. As women leaders, we should aspire to do all we can to sponsor, mentor, and support other talented women coming up through the ranks.

Organizations can do a lot to encourage more women to work in the technology sector. First and foremost, mentorship programs are essential; they match seasoned women with recent arrivals to offer support and assistance. Companies can also do more to proactively address gender bias and foster an inclusive workplace culture. They can adopt family-friendly policies and flexible work schedules that promote work-life balance. They can train employees on diversity and unconscious bias to make them more aware of these issues. And they can foster the next generation of female tech leaders by funding STEM education for girls and scholarships for women pursuing tech-related degrees. A comprehensive strategy that incorporates all of this would go a long way toward boosting the representation of women in tech.



"Inclusive workplace" culture is needed for attracting and retaining women employees in tech

ROMITA DAS

MANAGER CHANNELS AND DISTRIBUTION- GLOBAL, INSTASAFE

In spite of an inclusive culture for women, there are still several areas in which the professional world needs to improvise for working women. Even though there are a lot of women who are employed in various roles in the IT industry, women are often not trusted with higher positions. I think as an industry, we must empathize with both genders, and our main priority should be to see what ethical values women can bring to the table.

Acceptance based on merit rather than gender is what every woman is looking forward to in the corporate world; however, sadly, we as a gender are still talking about "inclusion". Maybe that is one of the reasons women are underrated for leadership roles in the industry even today.

I have also faced similar challenges in my career. While I was handling a crucial position in one of the big MNCs, I had four years old to look after at home, and my role included a lot of travel. However, I am sure I could have still balanced my home and done justice to my home and work, but, unfortunately, I had to quit my job, because then these facilities, like work from home, were not that prevalent then. There are MNCs that are proactively promoting women to leadership positions, establishing mentorship programs, and encouraging women to join work post sabbatical. Some companies also have daycare facilities for kids, while their moms are at work. I am glad startups like InstaSafe have given me an opportunity after five years of sabbatical, and I am globally heading the Channels at InstaSafe. These kinds of companies are a blessing to career oriented women who want to grow in life, and given a chance "sky is our limit".

Establishing an "inclusive workplace" culture is the need of the hour for attracting and retaining women employees in tech. Encouraging diversity and equity by promoting an environment where all employees feel valued and supported includes implementing policies that address bias, harassment, and discrimination while promoting respect and open communication.



Gender diversity in a workplace is now a recognized concept

NATASHA ROCK

SOLUTIONS LEAD - IT MANAGEMENT AND SUPPORT, APAC, GOTO

The journey of women in science begins at the university level, where they enroll in courses and programs, channeling their acquired knowledge into the field. Recognizing and addressing social barriers hindering girls from pursuing higher education in the Indian Institutes of Technology (IIT), the Indian government introduced supernumerary seats for women in 2018. This initiative has yielded positive results, with a 20% increase in female enrollment in IITs for the year 2021-22, up from 8% in 2016. Similarly, the enrollment rate of girls in the National Institutes of Technology (NIT) rose to nearly 22.1% in 2021-22.

Despite these advancements, challenges persist. Currently, only about 36% of the 5 million professionals in the Indian IT sector are women. Women in IT encounter difficulties breaking through the 'glass ceiling,' as highlighted by a McKinsey report referring to it as the 'broken rung' phenomenon, meaning while some women reach senior management positions, many remain stuck in entry-level jobs. The data reveals a disparity, with 72 women promoted to management for every 100 men, and men occupying 62% of manager-level positions. As we strive for gender equality in the tech industry, addressing these challenges and fostering an inclusive environment remains critical. There are many examples that come to mind when I reflect on firsthand experiences through my 15-year career as a woman in the IT industry. A woman speaking about technology was not a common concept a few years ago (this is ever so slightly better now). Meeting with IT leaders meant being looked upon with surprise when you walk into the meeting room. You become accustomed to not being taken seriously and being spoken to with condescension. There is no denying that the path to leadership for women equates to climbing a ladder with a broken rung, up to a toughened glass ceiling. Nevertheless, women are at a much better place today. Gender diversity in a workplace is a much more recognized concept and companies are open to effecting change when it stares at them right in the face.



AMD CEO rolls out Nvidia chip rival, MI300 lineup

The chip-maker AMD has come up with accelerator chips which will be able to run Artificial Intelligence (AI) software and it is expected that this product will break the dominance of Nvidia in the AI processor market.

As per AMD Chief Executive Lisa Su, the new launch MI300X chip is “the most advanced AI accelerator in the industry” and it will outperform Nvidia’s current offering.

She forecasted that the size of the AI chip industry would climb to over \$400bn by 2027.

This is an important launch in five-decade of AMD’s history, setting up a showdown with Nvidia in the red-hot market for AI accelerators. Such chips help develop AI models by bombarding them with data, a task they handle more adeptly than traditional computer processors.

AMD believes that the MI300 lineup can win over some major technology companies. As per AMD, the customers include Microsoft Corp., Oracle Corp. and Meta Platforms Inc.

In New York, the shares of Nvidia dropped 2.3% to \$455.03, a sign investors see the new chip as a threat. Still, AMD shares didn’t see a commensurate increase. On a day when tech stocks were generally down, the shares fell 1.3% to \$116.82.

Data Safeguard announces seed funding to propel global expansion

AI-powered SaaS Data Privacy compliance and Synthetic Fraud prevention company for B2B and B2C market segments, Data Safeguard has announced the successful completion of seed funding rounds for both USA and India. This strategic funding round marks a significant milestone, driving the rapid advancement and expansion of Data Safeguard's innovative products and services across USA, India and future growth into European as well as Southeast Asia markets, USA.

Data Safeguard's robust product suite, featuring ID-REDACT, ID-MASK, ID-FRAUD, and ID-AML, empowers enterprises to address global challenges related to data privacy and synthetic fraud by eliminating regulatory fines, preventing fraud losses, and protecting PII data at its source, and instilling consumer confidence. Trusted by a diverse clientele, including banks, credit unions, healthcare providers, retailers, data centers, and government agencies, Data Safeguard stands at the forefront of cutting-edge Data Privacy compliance and Synthetic Fraud prevention solutions.

Sudhir Sahu, Founder and CEO of Data Safeguard Inc., a Silicon Valley seasoned entrepreneur has been boot strapping the venture since June 2021 with an initial investment of \$10M. Data Safeguard welcomes the private investor community, this round will help fuel growth and further establish the company as the Data Privacy compliance leader in the enterprise market segment.

“This seed round will help us enhance our product to immediately support our India based clients and ensure our market leading position,” says Sudhir Sahu.

China announces stricter regulations for online gaming

In a bid to curb online gaming and address concerns over youth video game addiction, China has announced a new set of regulations, triggering panic among investors and significant losses in the tech sector. The drafted restrictions target in-game purchases, obsessive gaming behaviour, and the promotion of specific features meant to extend gameplay time.

Reiterating a prior prohibition, the regulations uphold restrictions on "forbidden online game content" that poses a threat to national unity, security, reputation, and interests.

The draft introduces limitations on recharging in-game wallets to control excessive spending, while features aimed at prolonging gameplay time, such as rewards for daily log-ins, will be eliminated. Users will now also receive pop-up warnings highlighting "irrational" playing behavior.

Facebook, Instagram messages will be fully encrypted by Meta

According to reports, Meta Platforms intends to automatically encrypt conversations on Facebook and Instagram. Over the next several weeks, Facebook users will automatically switch to encryption as part of the rollout; in the New Year, Instagram direct messages will do the same. With a focus on user security, Meta already uses encryption on its WhatsApp platform.

The change means that Facebook and Instagram users would not have to turn on the encryption feature, which allows a message to be read only by the sender and its recipients. Meta, whose WhatsApp platform already encrypts messages, has said encryption can help keep users safe from hackers, fraudsters and criminals.

End-to-end encryption has been a bone of contention between companies and governments. The British government had urged Meta back in September not to roll out encryption on Instagram and Facebook Messenger without safety measures to protect children from sexual abuse.

Google releases Gemini, an AI model for Bard and Pixel phones

Google has launched Gemini, its cutting-edge AI model, globally. Gemini 1.0, which is built into Bard and the most recent Pixel 8 Pro devices, offers cutting-edge performance on a number of benchmarks. Sundar Pichai, the CEO of Google, emphasized how Gemini has been optimized for various sizes, such as Ultra, Pro, and Nano. Google Pixel phones will run on it.

“These are the first models of the Gemini era and the first realisation of the vision we had when we formed Google DeepMind earlier this year. This new era of models represents one of the biggest science and engineering efforts we’ve undertaken as a company,” Pichai said in his note.

The result of large-scale collaborative efforts by teams across Google, including at Google Research, Gemini was built to be multimodal and hence can “generalise and seamlessly understand, operate across and combine different types of information including text, code, audio, image and video”. In one of the demos, Google showcased how Gemini can see like a human eye, understand and evaluate in real-time and suggest the next course of action.

While Gemini Ultra will be the largest and most capable model for highly complex tasks, Gemini Pro will be best at scaling across a wide range of tasks, and Gemini Nano will manage on-device tasks. From today, Gemini Nano will be available in Pixel 8 Pro, powering new features like Summarise in the Recorder app and Smart Reply via Gboard, starting with WhatsApp. Gemini will roll out to more Google products and services like Search, Ads, Chrome and Duet AI.

Samsung signs deal with ASML to gain advantage in the chip race

Samsung has recently signed a deal with Netherlands-based semiconductor chip equipment maker ASML, the only company that makes advanced EUV (Extreme Ultraviolet) chip-making equipment of 7nm or better. Each of these EUV machines costs millions of dollars. Each of these EUV machines costs millions of dollars and ASML can only manufacture 40-50 such machines.

Both companies will reportedly invest in building a semiconductor chip research plant in South Korea and engineers from ASML and Samsung Electronics will work together to improve the EUV chip fabrication technology.

Samsung Electronics president Lee Jae-yong said to the press that he is satisfied with the business deals signed with the Dutch firm ASML. Lee said that most of the achievements made there were focused on semiconductor chips.

Rather than solely focusing on acquiring 2nm chip-making equipment for South Korea, Samsung’s agreement with ASML underscores the establishment of a partnership with the Dutch firm. This strategic move aims to optimize the utilization of the next-generation equipment by the Korean tech giant.



RISKS AND ADAPTABILITY IN THE DATA STORAGE AND BACKUP SOLUTION INDUSTRY

Businesses are facing an unparalleled data explosion in the hyperconnected era, necessitating the urgent need for sophisticated storage and backup solutions. Leaders in the field offer insights into how businesses are adjusting to the difficulties brought on by the exponential increase in data as the digital world changes. In this context industry leaders will examine the dynamic realm of data storage and backup solutions, including everything from cutting-edge technologies meeting urgent storage demands to resilient tactics handling changing security problems. Come along on a journey via the viewpoints of influential industry players as they illuminate the breakthroughs, resilience, and risks influencing the direction of data management in the hyperconnected world of today.

Adapting to Data Explosion

Ganesan Arumugam, Director, Channel Sales, NetApp India, emphasizes the need for adaptable infrastructure to navigate the data surge. Businesses are not only reacting to the data growth but are proactively aligning data strategies with operational goals. Strategic partnerships and investments in cybersecurity mechanisms play a pivotal role in fostering resilient ecosystems capable of managing vast volumes of information.

Ganesan says, "Businesses are navigating a data surge in today's hyperconnected landscape by reimagining storage and backup solutions. The exponential growth of data is demanding scalable, secure, and agile systems. Companies are prioritising adaptable infrastructure, leveraging cloud-based and hybrid models to meet evolving needs while optimising costs. Innovation is thriving as businesses embrace AI-driven analytics to derive actionable insights from vast datasets. Cybersecurity is becoming paramount, prompting investments in robust protection mechanisms against threats. Moreover, strategic partnerships are forming to foster resilient ecosystems capable of managing the sheer volume of information. Amid this surge, businesses are embracing a proactive stance, aligning data strategies with operational goals, and are capitalising on advanced technologies to not only meet but anticipate the increasing demand for storage and backup solutions."

Anil Nama, CIO, CtrlS Datacenters, points out, "Cloud storage and backup solutions have emerged as transformative tools that outshine traditional storage methods by offering an array of benefits. They enable businesses to protect critical information while enjoying the convenience of seamless accessibility from any location. Traditional storage systems often restrict data access to specific physical

locations. Cloud storage solutions break these limitations, providing seamless data access from any internet-connected device. This fosters collaboration, file sharing, and remote work, promoting productivity and agility.

Businesses are increasingly embracing advanced data management and analytics tools to derive actionable insights from the vast datasets at their disposal. Artificial intelligence and machine learning are harnessed to go through massive data sets, identifying patterns and trends that help in strategic decision-making. This not only optimizes operations but also opens new avenues for innovation and customer-centric solutions. The integration of edge computing is another facet of adaptation. By decentralizing data processing and storage, businesses can reduce latency and enhance the efficiency of real-time applications, crucial in IoT and autonomous systems."

Sameer Bhatia, Director of Asia Pacific Consumer Business Group, Seagate Technology, highlights the challenge of data growth outpacing storage capacity. He notes, "With 30ZB of data created yearly, there's only 2ZB storage capacity built each year, an astonishing gap. There is simply not enough storage capacity to harness the power of data for AI

and analytics. To store enormous data sets, businesses are looking to scale storage capacity while optimizing total cost of ownership (TCO), power, and space consumption. Often, costs and physical data centre space are obstacles to addressing the data growth. Capacity often needs to be added without increasing the power footprint – municipality restrictions on available electric power leave big data centre operators with having to get more out of the existing data centres.

Businesses are also adopting a hybrid approach of storing data on-premises and in the cloud, with 90% of the world's cloud exabytes stored on hard drives. That way, mass data management can be resilient and extensible to operationalize use cases for AI and ML. The solution to that is a tightly integrated portfolio of mass capacity drives, storage systems, and edge-to-cloud storage platform.

Seagate's high-density storage systems, also enabled by areal density advancements, are enabling digital transformations in companies by seamlessly boosting their on-prem, hybrid, and multicloud strategies. A high-performance, self-healing block storage system like CORVAULT can deliver multi-petabyte capacity, five-nine availability, and hyperscale efficiencies for data centre and macro edge environments."

Kamal Kashyap, Director, India – Storage Business Unit, HPE India, emphasizes the shift to a data-centric mindset for successful digital transformation. He says, "To accelerate data-first modernization goals, businesses need to harness and manage the data efficiently and securely to drive business productivity and decision-making. At the same time, they need to address new data threats and find ways to advance data management capabilities across the hybrid cloud. This is what makes simplifying data management so critical to today's modern data-first businesses.

Successful digital transformation requires modernizing technology and processes. It demands a shift to a data-centric mindset—where data is the key driver of value creation and organizing principles for business success. To advance as a data-first business, organizations must eliminate what slows them down—management complexity, storage silos, scale-out limitations, and constant firefighting. An intuitive cloud experience for all workloads—across hybrid cloud—can be a game changer for the transformation goals of businesses. This requires streamlining access to the data innovators, protecting data against any threat, and mobilizing data to accelerate apps and insights – and doing it wherever the data lives, from edge to cloud."

Akhtar Ali, VP, IBM India Systems Development Lab & Technical Computing Development, discusses the pivotal role of data in AI-led enterprises. He notes, "Business Data is the crown jewel of any organization which is witnessing an exponential growth. Analysts such as IDC predict that the combined global

data volume will reach 175 zettabytes by 2025. This growth, in our hyper-connected world, encompasses both structured and unstructured data, with the latter dominating the scale.

Data plays a pivotal role in the domain of Artificial Intelligence (AI). As AI takes a central role in enterprise strategy, effectively managing the continually expanding data landscape has become increasingly vital. To address this surge in data, enterprises are embracing hybrid cloud data solutions that utilize both on-premise and cloud storage, providing a flexible and efficient approach which includes the ability to orchestrate data between the two. This drives the rise in the adoption of scalable hybrid cloud storage solutions tailored to meet specific business Service Level Agreements (SLAs), driven by the imperative for cyber-resilient data backup."

Ripu Bajwa, Director Sales & General Manager - Data Protection Solutions, Dell Technologies, points out the growing challenges around data recovery in a distributed environment. He states, "Data is becoming increasingly distributed in India which adds to the challenges around data recovery. There is a need for backup and recovery solutions that can solve the growing number of data management challenges and give customers more control over their data. According to the Dell Technologies 2023 Innovation Index report, currently only 48% of Indian businesses are using a cyber recovery vault and a similar fraction of Indian IT decision-makers conduct an audit of users, devices, assets, cloud services, etc., to understand the full scope of what needs to be protected. This scenario needs to change if Indian businesses want to progress in the digital era. The aim must be to protect business-critical data while reducing cost and the complexities associated with data management through easy-to-use tools, centralized management, analysis and reporting. Organizations must ensure that their data protection infrastructure supports these technologies and are capable of managing the large volume of data generated."

On this context Khalid Wani, Senior Director – Sales, India, Western Digital comments, "Businesses are adapting to the surge in data and increased demand for storage and backup solutions by leveraging robust and scalable data center solutions. Recognizing the need for reliable infrastructure, organizations are turning to colocation data centers, reflecting a preference for cost-effective alternatives. The Indian colocation market is poised to reach \$1.4 billion by 2025, growing at a CAGR of 16%.

Additionally, businesses are strategically deploying new edge data centers to bring storage closer to end-users. This approach addresses the demand for more distributed data centers, with a focus on Tier 2 and Tier 3 cities. Global industry leaders are actively exploring locations such as Pune, Ahmedabad, Jaipur, and Coimbatore, acknowledging the potential of smaller data centers, typically below 5 MW, to efficiently meet regional business requirements."



SAMEER BHATIA
DIRECTOR OF ASIA PACIFIC
CONSUMER BUSINESS GROUP,
SEAGATE TECHNOLOGY



ANIL NAMA
CIO
CTRLS DATACENTERS



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KAMAL KASHYAP
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BUSINESS UNIT, HPE INDIA

Innovations in Data Storage and Backup Solutions

Innovation is at the forefront of addressing the pressing need for robust data storage and backup systems. Anil Nama of CtrlS Datacenters notes the emergence of quantum storage and new storage technologies like Object Storage, CEPH Storage, and Out-of-Band Archiving, capable of handling multiple exabytes of data. He also says, "Increasing use of Artificial Intelligence (AI) is optimizing data management and capacity. AI algorithms analyse patterns, predict storage needs, and optimize data placement, enhancing storage resource utilization. This not only improves storage efficiency but also enables proactive identification of potential issues and optimization of backup processes.

Additionally, edge computing is transforming the landscape by decentralizing data processing and storage closer to the source of data generation. This minimizes latency and enhances the efficiency of data backup systems, especially in scenarios where real-time data processing is critical."

Sameer Bhatia of Seagate Technology highlights areal density innovation through HAMR technology, providing higher storage capacity within the same disk space. Seagate is focused on delivering high-capacity storage solutions to support data-intensive needs, especially for hyperscalers and data center providers.

"At Seagate, we are meeting these evolving storage demands through our leadership in areal density innovations. We are focused on delivering high-capacity storage solutions, shipping HAMR drives in volume with a current range of 3+TB-per-platter, 30+TB drives, and will soon introduce 5+TB-per-platter with 50+TB drives. These advancements are crucial for supporting the data-intensive needs of businesses, particularly hyperscalers and data center providers, to support AI applications, ensuring efficient, cost-effective, and sustainable storage solutions", says Sameer.

Kamal Kashyap of HPE India discusses the importance of modular, disaggregated multiprotocol storage architecture and data fabrics technology to provide scalability and adaptability. HPE's storage solutions aim to unify cloud services and provide a cloud operational experience.

As per Kamal, "HPE offers a comprehensive solution that encompasses storing, managing, and safeguarding data across the hybrid cloud. These solutions, available both as a service and as part of their edge-to-cloud platform, aim to expedite data-first modernization, transforming data protection, powering private cloud and edge systems, and unlocking the inherent value within data assets."

Akhtar Ali of IBM India emphasizes the need for scalable hybrid cloud storage solutions tailored to meet specific SLAs. He notes the importance of cyber-resilient storage systems with built-in capabilities such as AI-driven threat detection, immutable snapshots, and end-to-end encryption. Consequently, data storage

and backup systems must now be fortified against cyber threats. Notably, there is visible innovation in this realm, with storage and backup systems evolving to become cyber-safe. This transformation is facilitated through built-in capabilities such as AI-driven threat detection in storage systems, the use of immutable snapshots and backups, rapid secure recovery of backup data defining minimal viable company, end-to-end encryption, and security change management of data and systems facilitated by AIOps-enabled observability.

Ganesan Arumugam from NetApp points out, "Edge computing is enabling real-time processing and storage closer to data sources, reducing latency. Hybrid and multi-cloud architectures are providing versatility, enabling seamless data movement while balancing performance and cost. These innovations collectively redefine storage paradigms, empowering businesses to navigate the data surge with resilience and efficiency."

Ripu Bajwa of Dell Technologies discusses emerging technologies such as Security Orchestration Automation and Response (SOAR), Single Sign-On (SSO), and Multi-Factor Authentication (MFA) to enhance data security. Dell Technologies makes it easy to implement powerful tools for backup, recovery, data archiving and data replication that can help to protect business-critical data, improve uptime and ensure data availability. Dell Technologies' suites of SaaS-based Apex Backup Services also offer end-to-end scalable, secure data protection with centralized monitoring and management for SaaS applications, endpoints and hybrid workloads.

Western Digital continues to play a critical role in delivering massive capacity, performance and reliability. Khalid Wani from Western Digital attributes, "Our enterprise-class hard disk drives (HDDs) remain critical for helping data center customers design more cost-efficient, scalable and sustainable infrastructure. We leverage numerous technology innovations like ePMR, OptiNAND, and UltraSMR to deliver predictable capacity growth in scalable, highly reliable products. Recently, we have also started shipping our new 10-disk 24TB1 CMR HDD family for hyperscale, cloud and enterprise data center customers. This new generation of drives is built on a proven platform with technology innovations specifically designed for data center customers who are consistently looking for the highest capacity storage to help them achieve the lowest possible total cost of ownership (TCO).

We also have a portfolio of high-performance SSD devices that can access, read, and write datasets with ultra-low latency so you can respond rather than react to changing needs. Powered by NVMe, enterprise solid state drives (eSSDs) can help accelerate data center workloads, achieve maximum throughput, and transform your data into actionable insights for your whole team. Innovative technologies in NAND scaling, QLC (quad-level cell) flash memory, and NVMe have enhanced performance across our portfolio. Out Ultrastar DC SN655 NVMe SSD (Solid State Drives)



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DIRECTOR SALES &
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DELL TECHNOLOGIES

offers high-capacity, read-intensive performance for data-intensive applications. With dual-port redundancy and failover capability, end-to-end data protection and additional enterprise features, this enterprise-class SSD helps ensure that data is secure and available when needed.”

Addressing Evolving Security Challenges

Ensuring the security of data storage and backup systems is paramount in the face of evolving cyber threats. Ganesan Arumugam of NetApp India highlights the multifaceted approach adopted by companies, including encryption, access controls, robust authentication protocols, continuous monitoring, AI-driven threat detection, and disaster recovery plans.

“Companies are facing evolving security challenges in data storage and backup through multifaceted strategies. Encryption remains a fundamental shield, safeguarding data at rest and in transit. Access controls and robust authentication protocols are ensuring limited and authorized entry points, reducing vulnerability. Continuous monitoring and AI-driven threat detection proactively identify anomalies or potential breaches. Data governance frameworks enforce compliance, mitigating human error risks. Disaster recovery and redundancy plans provide fail-safes against potential breaches.

NetApp's Ransomware Recovery Guarantee, for instance, advances measures against ransomware attacks. Leveraging ONTAP's unique security features, it automatically blocks malicious file types, verifies administrators, and secures tamper-proof snapshots. During a ransomware attack, ONTAP's protection detects threats, takes snapshots, and facilitates rapid recovery. This comprehensive approach, integrating technology and stringent protocols, fortifies companies against dynamic data security challenges”, points out Ganesan.

Anil Nama of CtrlS Datacenters emphasizes the importance of data segmentation, classification policies, and routine security audits to identify vulnerabilities and ensure compliance. CtrlS Datacenters leverages a comprehensive approach, integrating technology and stringent protocols, to fortify against dynamic data security challenges.

“By categorizing data based on its level of sensitivity, organizations can tailor security protocols to match specific requirements. This segmentation includes designations such as public, private, and sensitive, each demanding a tailored security approach aligned with regulatory, contractual, or internal policy obligations. Routine security audits also help companies in identifying vulnerabilities and ensuring compliance with industry standards and regulations. This proactive measure allows organizations to stay ahead of emerging threats, continually adjusting security protocols to address new challenges and vulnerabilities that may arise in the dynamic cybersecurity landscape.

At CtrlS, we maintain the utmost security and compliance standards for safeguarding clients' sensitive data through the utilization of its Rated 4 datacenters. To ensure the resilience

of our datacenters, a thorough evaluation of various parameters is conducted. This evaluation covers an examination of the datacenter's design, engineering specifications, historical data on natural calamities, cabling infrastructure, and greenhouse gas emissions. Furthermore, our Remote Infrastructure Management Services play a crucial role in monitoring, managing, and maintaining an organization's IT infrastructure from a remote location”, emphasizes Anil.

Sameer Bhatia of Seagate Technology discusses Seagate's Ransomware Recovery Guarantee, which automatically blocks malicious file types, verifies administrators, and secures tamper-proof snapshots. This comprehensive approach integrates technology and stringent protocols to fortify against dynamic data security challenges.

He feels, “To safeguard confidential data, choose storage systems that encrypt both data at rest and in motion. Data masking and redaction methods can also help conceal and obscure sensitive data when users without permission access it. Data backups must equally be encrypted to protect against data breaches if backups are stolen or lost. Strong access controls and authentication processes are, furthermore, the crux of ensuring only authorized personnel can access and modify stored data. Secure data disposal practices, such as data erasure or destruction methods, must in place for decommissioned storage hardware to avoid leakage. A strong data security plan alone is not enough. Companies' approach to security that aligns with compliance, following best practices, and adhering to legal requirements, sets up the foundation for a resilient and responsible data strategy.”

Kamal Kashyap of HPE India underscores the need for a cyber-resilient security posture, seamless integration with the broader IT security ecosystem, and solutions that address security challenges in highly distributed edge-to-cloud environments. On this context, Kamal says, “Hybrid cloud setups add complexity; thus, reimagining security approaches becomes necessary. Managing data across on-premises centers, hybrid cloud services, and edge workforces demands a new security paradigm.

From a data storage and backup perspective, HPE provides solutions that cater to protecting and recovering data across the hybrid cloud, avoiding downtime, and providing resiliency and recovering from ransomware in minutes. HPE GreenLake for Disaster Recovery (DR) provides continuous Data Protection using Zerto-based solutions delivering a SaaS-based DR with global management and flexible billing options and provides Backup-as-a-Service to protect your on-prem and cloud-native workloads with automated and effortless protection across hybrid cloud, unmatched storage efficiency, industry-leading security against threats ransomware.”

Akhtar Ali of IBM India emphasizes the integration of backup and storage management solutions for comprehensive data resilience. He notes the importance of next-generation solutions facilitating SLA-compliant business



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recovery and complete company restoration following infrastructure failures, natural disasters, or cyberattacks. “The ideal solution should exhibit outstanding scalability, extensive application support, cost-effective data reduction technologies, adaptable data retention on tape, and immutable object storage. It should incorporate multiple layers of cyber resilience with built-in automation to expedite the secure recovery of critical workloads. The adoption of such hybrid cloud cyber-resilient data storage and backup solution will fortify deployments, manage risk and safeguard the organization's most critical asset—its data”, comments Akhtar.

Ripu Bajwa of Dell Technologies discusses the significance of a prevention-first mindset, extra layers of authentication, data lifecycle management processes, regular security and password audits, and eliminating distributed storage systems to enhance data security. He says, “Managing data backup and recovery in the current complex IT landscape is extremely difficult for organizations of any size, without any support. The first step to ensure resilience from cyberthreats starts with the understanding of protecting critical data. Loss of critical data after a cyber attack can cripple a business in no time. With a data back-up strategy that is rooted in a prevention-first mindset, Indian businesses will be better protected.”

Conclusion

In the fast-evolving world of data storage and backup solutions, businesses face both challenges and opportunities. The exponential growth in data necessitates innovative technologies, scalable solutions, and robust security measures. From cloud-based storage to quantum storage, AI-driven threat detection to cyber-resilient storage systems, industry leaders are at the forefront of addressing these challenges, ensuring businesses can not only adapt to the data surge but thrive in the hyperconnected landscape. As technology continues to advance, the resilience of data storage and backup solutions will remain critical for businesses to safeguard their most valuable asset—data.



As AI continues to develop, we can expect to see even more transformative changes in the years to come. GenAI is the newest trend that has come to revolutionize both business and the world, igniting a wealth of remarkably creative ideas with respect to its potential. Most conversations in 2024 are likely to be based on realizing real-world, practical use cases of gen AI.

In an era dominated by vast data sets, the collaboration between humans and machines has gained paramount significance. AI plays a pivotal role in extracting value from data, emerging as a crucial tool for businesses across various scales. The transition from early AI to GenAI signifies a move beyond using AI merely as a tactical decision-making aid at specific points to a stage where it actively generates content. This transformative shift is profound and is poised to impact nearly every facet of businesses.

Amid the ever-evolving business landscape, Gen AI stands out as a formidable force, bringing about a transformative impact and offering a strategic edge. Leveraging its sophisticated analytics and predictive prowess, businesses can attain a substantial advantage. Gen AI

empowers organizations to base decisions on data, promoting agility and fuelling innovation. Whether automating routine tasks or offering profound insights, Gen AI enhances efficiency, enabling swift adaptation to market changes. Its capacity to seamlessly integrate across sectors facilitates personalized experiences for both customers and employees, establishing a new standard for competitiveness.

“The business possibilities for Generative AI (GenAI) are broad, spanning many industries and many different business functions, including marketing and sales, research and development, and customer operations and support,” says Sudha KV, Vice President, Dell Technologies, India. “With all the attention GenAI has generated, customers are trying to determine



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how best to generate value for their businesses from this emerging technology. Businesses have already adopted AI to automate complex processes, increase productivity, and accelerate results and outcomes in specific use cases. Organizations are leveraging GenAI to get more value from their own data for more data-supported decision-making results, to increase productivity, and to drive more value to end-customers.”



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As per McKinsey research, Gen AI could enable automation of up to 70 percent of business activities, across majority occupations, between now and 2030, adding trillions of dollars in value to the global economy. “In fact here in India, a recent survey by PwC “India Workforce Hopes and Fears 2023,” some 51% of Indians believe that AI will help them improve productivity at work, with a higher than global average where only 31% believe AI will benefit them at work,” says Manish Alshi, Head of Channels and Growth Technologies - India & SAARC, Check Point Software Technologies

“Generative AI-based capabilities have been around for a while though ChatGPT recently took center stage. It has powerful language capabilities and presents a game-changing opportunity for businesses irrespective of their size,” he adds.

“Generative AI (GenAI) has influenced businesses to reinvent themselves this past year,” opines Ramprakash Ramamoorthy, Director of AI research, ManageEngine. “Businesses

have benefited greatly from successful GenAI research and development, providing them a distinct advantage over others who have not. Business process optimisation is a huge advantage brought by GenAI. This increases the team's overall productivity and frees them up to work on issues that require their attention. Furthermore, GenAI helps deliver a uniform communication style with both clients and staff.”

Deepak Pargaonkar, Vice President, Solution Engineering – Salesforce commends that the operationalization of large language models (LLMs) is a pivotal step forward. Beyond content generation and analysis, LLMs are becoming instrumental in decision-making and workflow automation. “This shift marks a significant transformation in how businesses leverage AI for efficiency and innovation. Businesses can harness AI across text, images, videos, and audio for search, creating a more intuitive and responsive digital economy,” he says.

Harnessing the AI potential

Effective applications of generative AI rely on leveraging extensive and high-quality data, coupled with the appropriate combination of skills, budgets, and resources. Collaboration between business and IT teams is crucial in setting priorities and ensuring successful implementation. Regular monitoring and enhancement of data are equally necessary to maintain reliability, consistency, and integrity. Moreover, adherence to data and privacy regulations, including considerations for data sovereignty restrictions, is imperative for the success of generative AI projects.

As a disruptive organization in the supply chain industry, 3SC has always taken pride in being the agent of positive change. “Keeping the streak going, we have launched a generative AI chatbot – GAURI (Generative AI Unlocks Resilience Intelligence),” says Mohneesh Saxena, Chief Product Officer, 3SC Solutions. “GAURI is a Generative AI and Foundation Models Purpose built to achieve value chain resiliency. GAURI's key standout feature is its ability to implement actionable recommendations for improving supply chain operations in just a



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single click. In addition, it offers analytics-based insights and addresses supply chain queries, translating your supply chain into a proactive mechanism that acers the market no matter the influential parameters.”

At Dell Technologies, with GenAI, its AI systems started to speak human; they could interact with everybody, and anybody could be an innovator; anybody could access them. “We changed the world of AI from an ecosystem of a hundred thousand experts that could use it to all of humanity,” says Sudha KV of Dell Technologies.

“As the market demand for AI enabled solutions continues to climb, Dell is committed to integrating AI-created efficiencies into our products to keep up with the industry and build competitive advantages. Currently, every major product line at Dell has actively worked to utilise machine intelligence as a core component of a modern product or solution. In fact, Dell has close to a thousand AI/ML-related projects going on at any time. The two domains our product teams focus on when integrating AI are embedded intelligence and powered management,” she further adds.

Check Point Software harnesses the potential of AI in its products and solutions to meet the needs of the target market, particularly in the area of security. The company leverages ThreatCloud AI, which is the brain behind all of Check Point’s products, to provide accurate prevention against advanced attacks. “Check Point uses more than 70 different tools to analyse threats and protect against attacks, more than 40 of which are AI-based, which help with behavioral analysis, analyzing large amounts of threat data from a variety of sources, including the darknet, making it easier to detect zero-day vulnerabilities or automate patching of security vulnerabilities,” tells Manish Alshi of Check Point Software Technologies.

ESDS actively invests in R&D, with 20% of its annual revenue dedicated to developing AI-powered solutions across industries. “From intelligent chatbots that boost customer

satisfaction by 65%, as shown in a recent survey by Forrester, to AI-powered analytics that optimize production lines by 12%, according to a PWC report, we are delivering tangible results. We focus on understanding our customers’ unique challenges and tailoring AI solutions that seamlessly integrate into their workflows. This human-centric approach allows us to unlock the true potential of AI, exceeding expectations and driving sustainable growth for our partners and ourselves,” says Piyush Somani - Chairman and Managing Director ESDS Software Solution.

The integration of AI within the Salesforce platform has been a longstanding and integral strategy. “Specifically, our Einstein AI technologies play a crucial role in enhancing various aspects of customer interactions within Customer 360. Notably, the introduction of Einstein GPT, the world’s first generative AI CRM technology, signifies a major leap forward. Furthermore, the introduction of Einstein Copilot and Einstein Copilot Studio exemplifies our commitment to driving significant productivity gains,” explains Deepak Pargaonkar of Salesforce.

Avaali Solutions has focused on a robust Sourcing and Supplier Collaboration platform with AI solutions to reduce supplier risks and spending. “Our platform also leverages the power of AI for intelligent document processing, which helps companies deliver superior efficiencies in automating their processes. Our solutions for Gen AI for sourcing and contracts to supplier Q&A and information discovery are designed to help companies manage their supplier relationships better and empower them to make informed decisions based on data-driven insights,” says Srividya Kannan, Founder and CEO, Avaali Solutions.

Weaponization of AI tools

However, Generative AI tools are a double-edged sword. While it can help developers write and fix code quicker, enable better chat services for companies, or even replace search engines, it also poses a risk if used by hackers who can leverage it to potentially create malware and

phishing emails, leading to more cyberattacks.

“We are seeing cybercriminals increasingly use AI to support a multitude of malicious activities, ranging from thwarting the algorithms that detect social engineering to mimicking human behaviour through activities such as AI audio spoofing and creating other deepfakes,” says Vivek Srivastava, Country Manager, India & SAARC – Fortinet. “We anticipate that cybercriminals will take advantage of AI in additional ways that we haven’t seen yet in the coming years.”

Comments Ramprakash Ramamoorthy of ManageEngine, “When applied incorrectly, GenAI can help attackers generate malware and convincing phishing emails. Moreover, problems like deepfakes and voice cloning are also becoming increasingly prevalent. Within a business, numerous security issues can arise from an overall lack of transparency on terms behind AI decision-making as well as the data used for training.”

Attackers will use AI to conduct generative profiling, scraping social profiles and other public websites for personally identifiable information which could easily be turned into an as-a-service offering. Vivek points out that there will be more AI-chained attacks, with cybercriminals using actionable models to make their attack chains more modular.

AI poisoning attacks, instances where cybercriminals intentionally tamper with AI model training data and systems themselves will become common, with malicious actors likely using automated toolkits to execute these hacks. Security teams will need to start protecting against these attacks, relying on an intrusion prevention service and application control to protect an organization’s AI assets.

Zubair Chowgale, Senior Technical Consultant – APMEA, Securonix too agrees that the widespread adoption of unsecured Gen AI-powered tools has significantly expanded the attack surface for threat actors, thereby

introducing new vulnerabilities. “Model theft is an attack technique threat actors can exploit where an attacker could steal a model to gain access to the underlying algorithms and in some cases engage in the theft of intellectual property. Threat actors can potentially save a lot of time and money by not having to build the threat models that are used for cybercrimes.”

Zubair further points out that the high implementation costs and the need for skilled AI professionals pose obstacles for many businesses, while another aspect can still be how the regulations on using GenAI shape up in the near future which could impact its usage.

Srividya Kannan, of Avaali Solutions too points out that the cost of developing and implementing Gen AI applications is another constraint that needs to be considered. “Companies may not have the resources or the time to invest in designing customized AI solutions that meet their needs. Furthermore, AI is a complex technology that requires specialized skills and knowledge to develop and deploy.

“Before introducing enterprise generative AI tools, organisations must ensure their data is locked down to a least-privilege or zero-trust model,” says Maheswaran S, Country Manager -S. Asia, Varonis. “When employees can access only the information they need to do their jobs – and nothing more – the potential damage a malicious insider or external attacker can do decreases significantly.”

To sum up

There is no denying the fact that Gen AI will continue to redefine the technology landscape in 2024. While gen AI continues to be a key growth factor for enterprises in 2024, new policies and regulations will simultaneously shape the guardrails of technology in India.

Generative AI is poised to be a game-changer for channel growth too, with experts predicting a US \$159 billion opportunity for the channel ecosystem by 2028. The channel IT spend will reach nearly \$5 billion by year’s end, defining 70% of IT spending in 2023.

“As we approach 2024, we find ourselves immersed in a captivating symbiosis between AI and cloud computing, fundamentally reshaping the technological landscape. 2024 is going to be pivotal for laying the foundation for efficient, integrated, and secure cloud ecosystems. The canvas of technological transformation extends further as the convergence of IoT, data, and AI paints a vibrant picture, setting the stage for businesses to navigate a dynamic future,” sums up Hemant Tiwari, MD – India, Hitachi Vantara.

However as pointed out despite its promises, Gen AI adoption faces significant constraints. Privacy concerns and ethical considerations surrounding data availability, usage and AI decision-making processes are critical challenges.

According to the Salesforce research - The



Promises and Pitfalls of Generative AI at Work, one other significant constraint is the lack of oversight and approval for Gen AI usage in the workplace. As more employees are expecting to use Gen AI in the workplace soon, the technology's penetration is set to continue, potentially leading to unauthorized and unmonitored usage.

As organizations navigate the AI adoption journey, addressing these constraints becomes imperative to ensure responsible and effective integration of Gen AI, promoting a balance between innovation and ethical considerations.

PRODUCT OF THE MONTH

HP Victus 16 (AMD): Balancing Act for Budget Gamers



The HP Victus 16 (AMD) Model Number s0095Ax has carved a niche in the gaming laptop market by delivering commendable performance at an enticing price. Driven by the AMD Ryzen 7 7840HS CPU, 16GB DDR5 RAM, and the NVIDIA GeForce RTX 3050 with 6GB GDDR6 VRAM, this laptop offers a compelling gaming experience without draining your wallet.

In terms of design, the Victus 16 maintains a delicate equilibrium between size and weight, tipping the scales at a manageable 2.30 kg. The plastic matte finish, while lacking the luxurious feel of metal, ensures durability. A standout feature is the sizable air vent at the rear, facilitating efficient heat dissipation. However, the utilitarian squared mesh on the bottom panel gives it an industrial aesthetic that might not resonate with everyone.

The 16.1-inch IPS display takes center stage with a remarkable 144Hz refresh rate and 7ms response time. Despite being limited to Full HD, the anti-glare coating enhances the visual experience. Backlit keys, featuring 1-zone RGB customization, inject a touch of flair into the otherwise modest design.

Connectivity options are robust, encompassing a USB-C port with DisplayPort 1.4, multiple USB Type-A ports, HDMI 2.1, RJ45 for Ethernet, and a 3.5mm headphone/microphone combo jack. The absence of a full-sized SD card slot, a departure from its predecessors, might be a drawback for users reliant on external storage.

Wireless capabilities include WiFi 6E and Bluetooth 5.3, meeting contemporary connectivity standards. However, the battery life, offering 4-5 hours of screen-on time during standard usage, may not suffice for users seeking prolonged productivity away from outlets.

Constructed partially from recycled plastic, the Victus 16 exhibits a degree of flex in the main body but remains robust. The chrome-finished V badge on the lid adds a touch of sophistication, offsetting the laptop's simplicity.

Privacy-conscious users will appreciate the 1080p FHD webcam housed in the thin top bezel, equipped with a physical shutter.

The real allure of the HP Victus 16 (AMD) lies in its price, retailing for under Rs 90,000. This aggressive pricing strategy positions it as a tantalizing option for those seeking a potent gaming laptop without a premium price tag.

In summary, the HP Victus 16 (AMD) adeptly strikes a balance between gaming performance, portability, and affordability. For budget-conscious gamers in search of a reliable gaming companion, this laptop emerges as a compelling choice in a saturated market.

VAR SECURITY

Western Digital sailing the Digital Sea with its trailblazing CCTV Storage and Channel Collaboration Solutions

In the realm of surveillance technology, the role of storage solutions is often underestimated. The evolution of storage solutions in the market aligns with the dynamic needs of the booming Indian CCTV industry, projected to grow at a 20.60% CAGR by 2028, driven by government initiatives for smart cities and efficient governance. To delve into the intricacies of this crucial aspect, VARINDIA interacts with Khalid Wani, Senior Director – Sales, India, at Western Digital, a global leader in data storage solutions. The conversation unfolds, shedding light on the unique challenges posed by CCTV storage, the evolution of storage solutions, and the distinctive features that set Western Digital apart.

Storage Challenges in the World of Surveillance

CCTVs have distinct storage requirements. They require more write cycles and higher endurance due to the demanding nature of surveillance systems. In applications like e-policing and 24/7 road network management, where continuous monitoring is essential, storage platforms need to handle uninterrupted multi-stream capture.

As per Khalid, “The constant writing and rewriting of data, particularly in high-resolution formats, necessitate storage solutions with increased write cycles to maintain reliability over time. Additionally, the ability to endure a wide range of weather fluctuations is crucial for CCTV systems to operate optimally in various environmental conditions, reducing downtime and maintenance costs. Choosing storage options with higher endurance ensures that the storage media can withstand the rigorous demands of continuous surveillance, making it a pivotal consideration for the effective deployment of CCTV systems in public safety and security applications. The necessity of 24/7 support for microSD cards becomes evident in maintaining the reliability of security systems during component failures or outages, supporting the growth and reliability of CCTV applications in areas such as traffic management and public safety.”



Evolution of Storage Solutions in Surveillance

Notably, advancements have been made to address the need for higher endurance in storage options, crucial for withstanding extreme weather conditions and reducing maintenance and downtime. “Our WD Purple microSD card, equipped with proactive maintenance alerts, exemplifies this evolution by providing a robust solution for continuous surveillance. Additionally, the integration of smart video surveillance Hard Disk Drives (HDDs) further contributes to system efficiency. These specialized HDDs, such as Western Digital's WD Purple Pro HDDs, specifically designed for 24/7 multi-stream, multi-camera use, offer distinct advantages over standard HDDs,” comments Khalid.

Setting the Standard in Video Surveillance Storage

Western Digital offers an unparalleled range of storage devices tailored to various needs in the surveillance industry. According to Khalid, “One key aspect that sets the product apart from the competition is the comprehensive and synergistic approach to video surveillance storage offered by Western Digital. The integration of specialized storage solutions, such as the WD Purple microSD card with proactive maintenance alerts and the WD Purple Pro HDDs designed for 24/7 multi-stream, multi-camera use, distinguishes the brand's offerings. The inclusion of large-capacity surveillance HDDs, exemplified by the 22TB WD Purple Pro HDD model, specifically tailored for central storage in traffic management applications, further sets Western Digital apart by offering a comprehensive storage ecosystem.”

Empowering Channel Partners

At Western Digital, its channel strategy revolves around collaboration, trust, and shared growth. Delving deep about channel policies Khalid says, “We prioritize partner support through comprehensive training, technical resources, and marketing assistance, fostering avenues for growth. Our transparent pricing policy ensures that partners can maintain competitiveness, preserving healthy profit margins. With a dedicated channel team and a robust partner portal, we are committed to addressing challenges, providing technical aid, and exploring new possibilities. Our integrated channel marketing strategy is built on three pillars - education, reward, and engagement. In recent years, we have supported our partners



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with digital toolkits like TechTalkApp, aiding them in adapting to shifts, trends, and new technologies in today's digital landscape. We provide product collaterals, sales generation resources, and connect partners with prospects across social platforms. By empowering partners with the right products, resources, and support, we collectively deliver exceptional storage solutions, driving innovation and creating value for businesses globally.”

To Conclude

When retailers engage in the sale of counterfeit products, consumers may encounter substandard items without warranties, and, particularly with storage products, they might not receive the capacities and speeds they believed they were purchasing. From the retailer's standpoint, dealing in counterfeit products can erode their reputation. To address this issue, Western Digital initiated a 'Buy Genuine' campaign to combat the trade of counterfeit products in India.

Khalid points out, “This campaign focuses on educational outreach, aiming to raise awareness among channel partners about the importance of purchasing genuine products and the adverse effects of counterfeit ones. Additionally, we are providing information to our channel partners and retailers about our authorized national distributors. Western Digital has an exclusive roster of four authorized, genuine national distributors in India through whom all products bearing the trademark and brand "SanDisk" are imported and sold. These four authorized national distributors are Rashi Peripherals Pvt. Ltd, Ingram Micro India Pvt. Ltd, Compuage Infocom Pvt. Ltd, and Redington India Ltd.”

OnePlus reveals design of OnePlus 12R

OnePlus has released the first image of the OnePlus 12R, the second member of the OnePlus 12 Series and the first OnePlus R Series device to launch in global markets. The device, shown in both Cool Blue and Iron Gray colourways, combines with the OnePlus 12 to prove that a smartphone doesn't need to be "Plus" "Pro" or "Ultra" to provide the best hardware specs and software experience.

OnePlus 12R will launch in two unique colourways, Cool Blue and Iron Gray. Cool Blue is a glossy finish with a light, fresh appearance, while Iron Gray has a matte feel to give a sophisticated and strong feeling. Both colours feature a matte metal frame to feel reassuringly strong in your hand, with the legendary OnePlus Alert Slider now located in its new home on the left of the phone. This change allowed OnePlus to introduce a new integrated antenna system which unleashes enhanced performance during online gaming sessions, making OnePlus 12R the perfect place to play.

The OnePlus R Series started with OnePlus 9R in 2021 and continued with the OnePlus 10R in 2022 and OnePlus 11R in 2023 and have previously only been available in India and China. OnePlus R Series devices are performance-focused flagships designed to give users the best mobile gaming experience possible and have won plaudits for their single-minded focus on performance and use of industry-leading technology, as well as their highly affordable price. Now, with more graphically intense mobile games launching worldwide, OnePlus has listened to the demands of its users and will be bringing the OnePlus R Series to North America and Europe for the first time.

Samsung unveils Galaxy A15 5G and Galaxy A25 5G

Samsung launches Galaxy A15 5G and Galaxy A25 5G on December 26 in India. The latest addition to Samsung's immensely popular Galaxy A series comes with Super AMOLED display with Vision Booster technology that provides enhanced visibility against strong illumination in outdoor circumstances.



Galaxy A15 5G showcases Samsung Galaxy's #AwesomeIsForEveryone philosophy by providing a premium feel with its signature design language. Galaxy A15 5G comes with 50MP triple camera setup with VDIS to reduce blur or distortion in videos from unsteady or shaky movements. Galaxy A15 5G also comes with higher storage and RAM variants to meet the evolving needs of MZ consumers.

Galaxy A25 5G comes with 120Hz Super AMOLED display with Vision Booster technology, ensuring immersive content viewing experience. Galaxy A25 5G features 50MP (OIS) triple camera setup to shoot high-resolution and shake-free photos and videos, eliminating blurred images caused by hand tremors or accidental shakes. Galaxy A25 5G houses several AI-enabled photo-editing features to reimagine photographs with easy-to-use editing tools. It is powered by a 5nm powerful processor for smooth performance and to unleash mainstream 5G connectivity's true potential.

Both Galaxy A15 5G and Galaxy A25 5G come with Knox Security platform, built at the chip level, ensuring users are in full control of their data with features like Auto Blocker, Secure Folder, Privacy Dashboard, Samsung Passkey and others. Galaxy A15 5G and Galaxy A25 5G also feature Knox Vault chipset, which provides tamper-resistant environment for data that matters most on a user's device. Knox Vault physically isolates PINs, passwords, biometrics and security-critical keys away from the rest and stores them in the secure memory.

Xiaomi releases the Redmi 13C 5G smartphone at Rs 9,999 in India

The Redmi 13C 5G smartphone, which runs on the MediaTek Dimensity 6100+ processor, was released by Xiaomi in India.

Redmi 13C Series' super sleek and refined form factor, ensures a comfortable and easy in-hand grip, making the smartphones a perfect daily driver.

Muralikrishnan B, President, Xiaomi India, said, "To lead the next wave of digitalization, it is critical to ensure 5G adoption at scale. In 2023, we made significant strides in 5G accessibility with the record-breaking success of the Redmi 12 5G – the #1 shipped 5G smartphone in Q3 2023. As we head into 2024, the global debut of the Redmi 13C 5G in India is yet another significant leap towards our goal of empowering India with 5G technology."

Redmi 13C 5G sets a new standard for high-speed connectivity delivering super-fast 5G access with the convenience of dual 5G standby and connectivity. At the heart of the Redmi 13C



5G lies the powerful MediaTek Dimensity 6100+ processor, a cutting-edge 5G chipset that ensures lightning-fast performance and seamless multitasking with peak speeds of up to 2.2 GHz. This processor ensures that users can effortlessly navigate through tasks, applications, and multimedia.

The Redmi 13C Series come with two breathtaking design aesthetics with the revolutionary Dynamic Star Trail Design on the 5G variant; and the Star Shine Design for the base variant. Built on a 6-layer architecture, the bottom layer showcases 550,000 triangular lattices emitting diamond-like flashes, and the upper layer consists of almost 2,000 lines flashing from four angles, creating a dynamic, ever-changing design. This design precision sets the Redmi 13C Series apart, offering users a unique and captivating visual experience.

POCO M6 5G launches at a price of INR 9,499

POCO is set to create waves once again with the introduction of its newest addition to the popular M series - the POCO M6 5G. Following the immense success of POCO M6 Pro 5G, this new smartphone is set to disrupt the 5G smartphone sector once again.

Powered by the MediaTek Dimensity 6100+ for seamless and efficient performance, the POCO M6 5G offers an immersive 6.74" 90Hz display, ensuring an enhanced viewing and gaming experience, protected by Corning Gorilla Glass. This feature-packed entry-level 5G smartphone aims to solidify POCO's position as a leader in the 5G smartphone segment, offering consumers a device that combines innovation, reliability, and affordability. With the POCO M6 5G, users can expect nothing less than a game-changing smartphone that pushes the boundaries of what is possible in the 5G era.

Commenting on the launch, Himanshu Tandon, Country Head, POCO India said, "The M series has consistently raised the bar by delivering many firsts in the smartphone industry. This year, we made a significant impact in the 5G segment by adding the POCO M6 Pro 5G to our M series portfolio, which became the most affordable 5G smartphone in India. Now, with the introduction of the POCO M6 5G, we are committed to carrying forward this legacy and continuing our mission of making 5G technology accessible to all. We believe that everyone should have the opportunity to experience the remarkable possibilities that 5G brings, and the POCO M6 5G is our way of turning that vision into a reality."

Exquisitely crafted, the POCO M6 5G showcases the captivating and sophisticated Sky Dance design. The meticulous attention to detail is evident in every aspect of the phone's construction, making it a visually striking device that is sure to turn heads. With dimensions measuring 168mm x 77.91mm x 8.19mm and 195g light, the POCO M6 5G is ergonomically designed to provide a comfortable grip, ensuring that users can hold and operate the device with ease for extended periods.



SolarWinds India Appoints Abhijit Banerjee as New Managing Director

SolarWinds has announced the recent appointment of Abhijit Banerjee as the new managing director of its India operations, including the region of South Asian Association for Regional Cooperation (SAARC) which is comprised of countries such as Bangladesh, Bhutan, Maldives, Nepal, and Sri Lanka.

“Given Abhijit’s exposure and expertise in the industry, I have great confidence in him to map and realize the growth of SolarWinds India as planned,”

said Bharat Bedi, Managing Director of SolarWinds APJ.

Banerjee will chart the enterprise and channel business growth for SolarWinds in India, where the company has an established office in Bangalore that has continued to hire new talents since the pandemic recovery. Banerjee has over 23 years of experience in sales management and leadership across various technology landscapes including hardware, software, software as a service (SaaS), services and consulting.



Zscaler strengthens its leadership team to accelerate growth in APAC & Japan

Zscaler is investing in accelerating its growth and innovation capabilities across the Asia Pacific & Japan (APJ) region through the appointment of Andreas Hartl, Senior Vice President, Asia Pacific & Japan. Zscaler is poised to further accelerate its growth momentum with the addition of Andreas to its well-established bench of strong leadership.

The advent of emerging technologies, such as Generative Artificial Intelligence (AI), has led to growing concerns amongst APJ enterprises with 62 percent stating that their organization sees Generative AI tools as more of a threat than an opportunity. Yet, most organizations (97 percent) are allowing the use of the tools. As IT teams look at balancing the cyber risks against the opportunities when adopting these technologies, it has become even more critical to adopt a zero-trust strategy to ensure the highest degree of security for IT infrastructures. Andreas has been brought on to further strengthen the APJ leadership team to ensure Zscaler’s customers are able to navigate their zero trust journeys seamlessly.

Former National Cyber Security Coordinator of PMO, Dr. Rajesh Pant joins TAC Security's Board



TAC Security has announced the addition of Lt General (Dr) Rajesh Pant, a distinguished cybersecurity expert and former National Cyber Security Coordinator at the Prime Minister's Office, Government of India, to its Board of Member. General Pant's appointment comes at an opportune moment as TAC Security prepares for its forthcoming Initial Public Offering (IPO).

With a remarkable career spanning over four decades, General Pant has demonstrated unparalleled expertise in the field of cybersecurity. As the National Cyber Security Coordinator, he played a pivotal role in orchestrating and coordinating cybersecurity strategies across various sectors, elevating India from the 47th to a top-10 position in the UN Global Cybersecurity Index. He was also instrumental in implementing the Trusted Products Directive for the telecom sector, further enhancing India's cyber resilience.

Securonix ropes in Venkat Kotla as Chief Technology Officer



Securonix, Inc. announced it has appointed Venkat Kotla as Chief Technology Officer. In this role, Kotla is responsible for leading and scaling the company’s engineering function and fostering partnerships with leading technology organizations to support the growing demand for the company’s Unified Defense SIEM platform.

“I am thrilled to have Venkat join our executive leadership team,” said Nayaki Nayyar, Chief Executive Officer, Securonix. “As we continue to evolve and move into our next phase of growth, it is critical for our platform to scale with enterprise-grade reliability and meet the growing needs of modern enterprises charged with defending an expanding threat landscape. Venkat’s deep experience with advanced technologies, including AI, successfully expanding technology partnerships and streamlining processes across multiple stakeholders will be invaluable in driving product development that protects our customers from internal and external threats.”

Elastic appoints Mark Dodds as Chief Revenue Officer



Elastic has announced the appointment of Mark Dodds as chief revenue officer, effective immediately. Reporting to Elastic CEO Ash Kulkarni, Dodds will be responsible for driving all aspects of the company's revenue growth, building on its ongoing success as the leading search analytics platform.

Dodds brings extensive global sales leadership experience to the role, gained over 23 years at Cisco, most recently as senior vice president of Global Services & Software Sales, where he helped lead the acceleration of Cisco’s transformation to recurring revenue. He will be responsible for Elastic’s global go-to-market functions, including global sales, customer success, solutions architecture, ecosystem and partnerships, and sales operations.

Ash Kulkarni, CEO, Elastic said, “Elastic has a tremendous market opportunity ahead, and I am excited to have Mark join our executive team as we continue to drive momentum in generative AI and across all segments of our business. The Elastic search analytics platform is incredibly popular with developers, and customer excitement and engagement with Elastic is at an all-time high.”

Capgemini assigns Nive Bhagat as Chief Financial Officer



Capgemini announces the appointment of Nive Bhagat as Group Chief Financial Officer (CFO) and member of the Group Executive Board, effective January 1, 2024. She succeeds Carole Ferrand who has served as CFO since 2018 and plans to pursue other career opportunities. Carole will support the transition and a smooth handover with Nive until the end of the year.

“I welcome the appointment of Nive whose career, both prior to joining Capgemini and during the past 13 years within the Group, has given her a broad and valuable experience of our industry. She is a trusted and outstanding leader, whose appointment has the full support of Capgemini’s board of directors. Nive has an exemplary track record in delivering business results, currently as CEO of Capgemini’s Cloud Infrastructure Services. Her proven business acumen, deep knowledge of the Group’s operations and strong grounding in finance mean Nive is well-equipped to take on the role of Group CFO to help drive the next phase of our development,” Aiman Ezzat added.

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For more information, reach out to authorized Microsoft Distributors.



*Windows 11 results are in comparison with Windows 10 devices. "Windows 11 Survey Report," Techaisle, February 2022.

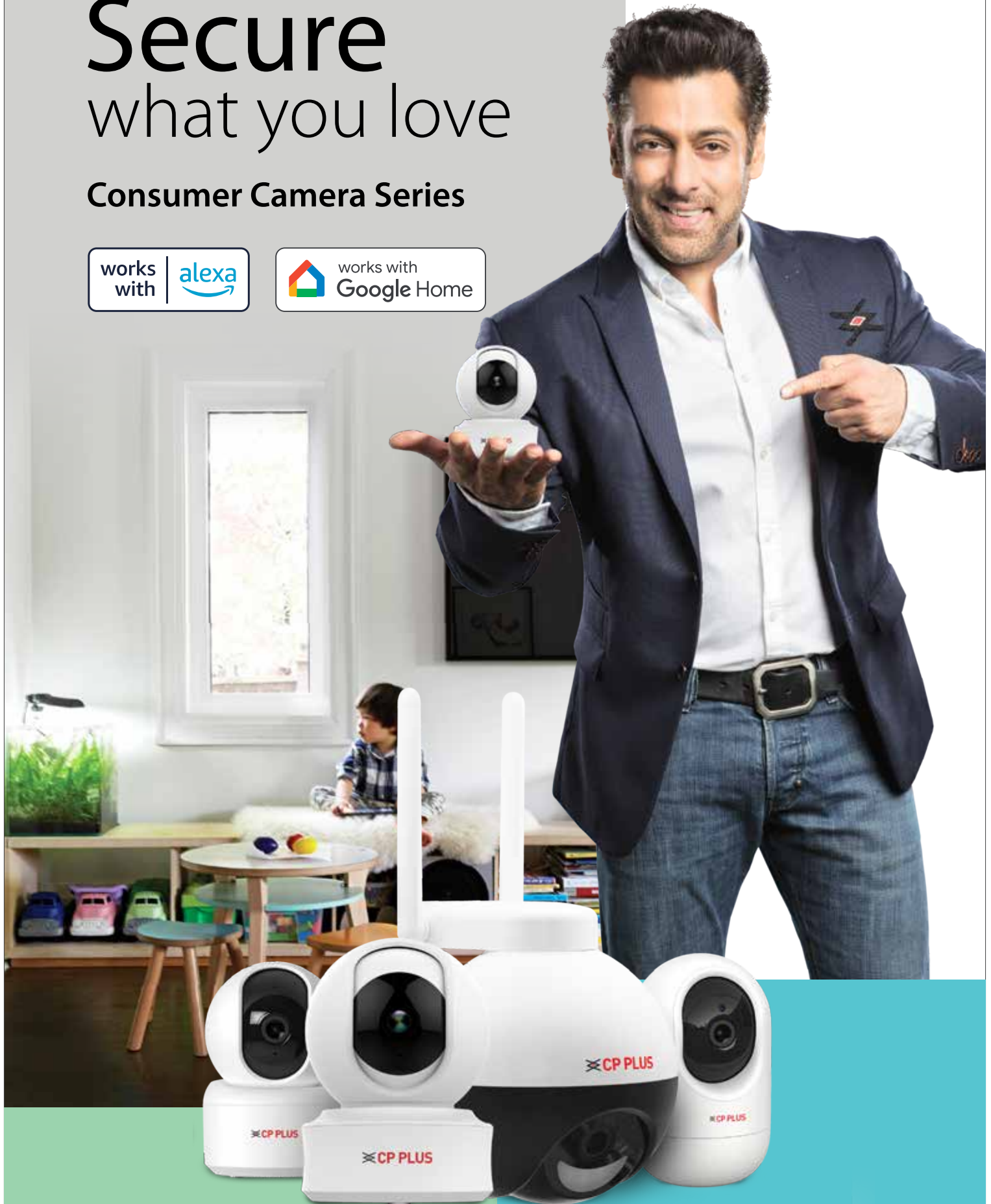
¹SMB Windows 11 Survey Report. Techaisle, February 2022. Windows 11 results are in comparison with Windows 10 devices.

²Commissioned study delivered by Forrester Consulting "The Total Economic Impact™ of Windows 11 Pro Devices", December 2022. LINK Note, quantified benefits reflect results over three years combined into a single composite organization that generates \$1 billion in annual revenue, has 2,000 employees, refreshes hardware on a four-year cycle, and migrates the entirety of its workforce to Windows 11 devices.

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