

Digital transformation provides a multitude of benefits for businesses, allowing them to remain competitive and thrive in today's fast-paced, technology-driven landscape.

Technology is central to modern business operations, driving efficiency, improving decision-making, and elevating the customer experience. Partners play a critical role in ensuring that this technology reaches the "last mile"—the end users or consumers.

Absolutely! technology can streamline processes, automate tasks, and improve efficiency, allowing organizations to achieve more with fewer resources.

The Annual Channel Leadership Survey (CLS 2024) is an integrated report that marks a special milestone for the technology industry, as it is being released in the 25th Anniversary Special Issue in September. It is the 17th Year bringing a comprehensive survey, which has consistently focused on identifying key trends, emerging technologies, and product evolution (hardware, software, and services) by leading technology vendors.

The Annual Channel Leadership Survey (CLS) 2024 continues to be a testament to how the technology landscape is evolving, shaping the strategies of vendors, and reflecting the preferences of VARs and partners in the ever-competitive and dynamic marketplace.

The 25th Anniversary issue is set to be a landmark edition that offers a deep dive into the evolving dynamics of the technology channel ecosystem. It sheds light on 200 leading Channel Partners who have emerged as role models for vendors across the country. These partners, recognized for their forward-thinking strategies and excellence in execution, are playing a pivotal role in shaping the future of the technology landscape.

In addition to profiling these influential partners, the issue leverages in-depth reports from globally respected firms such as Gartner, IDC, Markets and Markets, Future Market Insights and others. These reports offer critical analysis on the market landscape in 2023-24, covering key trends, technological advancements, and market shifts that are influencing vendor-partner collaborations.

This issue aims to identify the true leaders in the industry, focusing on aspects such as overall sales performance, service support, product availability, channel initiatives, and partner incentives. The feedback gathered during this survey has already revealed critical issues within the channel ecosystem, leading to significant insights that vendors must address to foster stronger partnerships and ensure sustainable growth.

The survey uncovers, there are hesitation of channel partners to share customer data often stems from a lack of trust in the vendor's sales team or organization, driven by the fear of losing business to other channels or the vendor itself.

To overcome this barrier, it is essential for vendors to implement a transparent channel policy and establish a leakproof system that ensures the security and confidentiality of shared information.

The Channel Leadership Survey (CLS 2024) will provide an even clearer picture of which OEMs are excelling in this area, while offering valuable lessons for the industry at large on how to optimize channel partnerships.



## ESDS digitally enabling its partners to enhance their overall performance

“Amid the ongoing digital transformation, we are fully committed to enabling and supporting our channel partners through advanced digital initiatives. We believe in creating a seamless digital ecosystem across all our sales channels. Our channel partners are equipped with digital resources to optimize their operations and customer interactions. We collaborate with various types of Channel Partners/SI/Alliances to provide end to end solutions, thus making a channel partner ecosystem. We also provide top-tier training programs, and tailored marketing support, ensuring that they can deliver maximum value to their clients. We have developed dedicated digital portals that allow partners to easily access and choose from a range of services, streamlining the process for them. This digital enablement empowers our partners to offer solutions efficiently, enhancing their overall performance. Furthermore, we are leveraging different B2B portals, such as those initiated by the government like the GeM (Government e-Marketplace) portal, to ensure streamlined and transparent interactions. Our go-to-market strategy for 2024-25 emphasizes a collaborative approach, leveraging strong partnerships and customer-focused innovations.”



**PIYUSH SOMANI**  
FOUNDER, CMD & CEO, ESDS SOFTWARE SOLUTION

## Sophos' Partner Care program enables partners to focus on growing their business

“At Sophos, we believe our partners are the executors of our success. As our reliance on digital transformation in the business landscape increases, we ensure that our channel partners thrive by providing the tools and support they need to succeed. We designed our Partner Care program to manage administrative and operational tasks, allowing partners to concentrate on expanding their business and strengthening customer relationships. With 24/7 support, partners can navigate licensing, quoting, and other non-sales-related inquiries with ease, allowing them to prioritize selling and secure clients. Through our partner initiatives, we ensure streamlined operations so our partners can meet the challenges posed by digital transformation head-on, with an unwavering focus on cybersecurity. We continue to prioritize a partner-first approach, empowering our channel partners with enhanced tools like our Partner Care program, and strategic integrations that simplify the deployment of cybersecurity solutions. We are also focused on growing our footprint in key verticals where the demand for sophisticated, AI-powered threat detection is high.”



**SUNIL SHARMA**  
VICE PRESIDENT – SALES, INDIA AND SAARC, SOPHOS

## Dell Technologies believes in contributing to both business growth and sustainability

“As digital transformation accelerates, channel partner ecosystems play a pivotal role in scaling and delivering value across industries. We launched our Partner Program with a renewed focus - Together, We Stop at Nothing. We offer one of the industry's broadest portfolios, from client devices to the data centre, underpinned by an unwavering commitment to driving positive impact for business, people and the planet. Based on our partner program, they are able to plan their resources better, decide on the opportunity strategy more accurately and have more controlled and beneficial outcomes. Dell Technologies' go-to-market policy focuses on enhancing customer-centric solutions while leveraging its strong partner ecosystem. Key priorities include AI and GenAI integration across products, cloud computing, and edge solutions to support digital transformation. Dell aims to provide a seamless experience through scalable infrastructure and tailored services, helping businesses embrace AI and automation at all levels. Our strategy also emphasizes sustainability, ensuring that its solutions contribute to both business growth and environmental responsibility.”



**VIVEK MALHOTRA**  
SR. DIRECTOR & GENERAL MANAGER, INDIA CHANNELS, DELL TECHNOLOGIES

## HPE emphasizing on empowering partners and VARs with advanced digital solutions

“At HPE, we are dedicated to supporting our partners in reimagining and transforming their day-to-day operations to unlock greater value and accelerate digital transformation. Acknowledging the challenges businesses encounter in adapting to evolving digital landscapes, we place a strong emphasis on empowering our partners and Value-Added Resellers (VARs) with digital solutions. We view our channel partners as integral extensions of our sales force, working collaboratively to drive mutual success. Our channel partners collaborate with HPE for three key reasons: to expand their customer base, increase market share, and accelerate revenue growth. With that, they contribute their expertise, resources, and capabilities, enabling us to deliver comprehensive solutions to our customers. We provide our partners with the essential tools, processes, and resources to develop and market products that drive business success. Moreover, with AI becoming a central force in both business and all aspects of life, our objective now is to assist partners in moving from simply identifying AI opportunities to successfully capitalizing on them.”



**AMER WARSI**  
DIRECTOR, CHANNELS AND PARTNER ECOSYSTEM, HEWLETT PACKARD ENTERPRISE (HPE), INDIA

## Acer promotes strong relationships with partners through joint GTM efforts

“At Acer, we are committed to empowering our channel partners to thrive in the evolving digital landscape. We provide extensive training and upskilling programs to ensure our partners are equipped to navigate new technologies like AI and cloud computing. Additionally, we collaborate closely with them to promote sustainable practices, offering eco-friendly products that align with global environmental goals. Through co-marketing initiatives and joint go-to-market strategies, we foster strong relationships and ensure our partners are integral to our growth. Together, we are driving innovation and delivering exceptional value to customers. We have enabled our Partners Digitally on different platforms and we promote their digital eco system to generate inquiries for them. Our go-to-market policy for 2024-25 focuses on expanding our market presence while driving localized innovation. We are committed to offering products that cater to the unique needs of Indian consumers, emphasizing sustainability and AI-driven technologies. A key part of our strategy involves expanding our reach into Tier 2 and 3 cities to make technology more accessible.”



**SANJEEV MEHTANI**  
CHIEF SALES OFFICER, ACER INDIA

## Kaspersky expanding its partnerships for building its presence in MSP and MSSP space

“Kaspersky recognises that a robust channel partner ecosystem is essential for navigating the complexities of digital transformation in this country. We focus on strengthening our relationships with partners through our Kaspersky United Partner Program, which provides comprehensive support, including technology briefings, webinars, and training campaigns. This programme enhances our partners' ability to deliver top-tier security solutions and improve their response to end-users by boosting their cyber awareness and proficiency in Kaspersky's offerings. We are also expanding our partnerships, such as our recent collaboration with Savex Technologies, to provide broader access to our solutions and increase our presence in the B2B Managed Services Provider (MSP) and Managed Security Services Partner (MSSP) markets. Our goal is to ensure that our partners are well-equipped with the knowledge, tools, and incentives needed to excel in a rapidly evolving cybersecurity landscape. Kaspersky's strategy centres on expanding our footprint in the Indian market by leveraging our strong channel partner network and introducing innovative cybersecurity solutions that address the evolving threat landscape.”



**JAYDEEP SINGH**

**GENERAL MANAGER FOR INDIA REGION, KASPERSKY**

## Tenable's Partner Program strengthens its partners to deliver innovative solutions

“As a 100% channel-first company, Tenable is deeply committed to working alongside our channel partners—including top security technology resellers, managed service providers, distributors, and global ecosystem partners. Together, we empower organisations of all sizes to better understand and reduce their cyber risk.

Tenable is driving innovation across cloud security, OT security, vulnerability management, identity security, and external attack surface management. With Tenable One, we bring all exposure data into a unified platform, offering the context needed to help your customers prevent likely attacks. Taking a platform-first approach with Tenable One, essentially opens up a whole new revenue opportunity for our partners. This means that our partners can spend more time mapping our value proposition against customers' needs instead of taking a point solution approach which is already a crowded space. The Tenable Assure partner program is designed to make it easier for Tenable technology and channel partners to build and deliver innovative solutions to customer problems.”



**RAJNISH GUPTA**

**MANAGING DIRECTOR AND COUNTRY MANAGER, TENABLE INDIA**

## Vertiv drives business growth with the help of a reliable partner network

“As digitization has reshaped industries in recent years, Vertiv has focused on building a reliable partner network to strengthen customer relationships and drive growth. To ensure our solutions meet evolving customer demands, we maintain strong two-way communication with our channel partners, keeping them informed of new developments. Vertiv's Partner Programme (VPP) offers 360-degree support, providing access to essential sales and marketing tools, product documentation, and partner-related resources. The Partner Portal further enhances this with up-to-date online and in-person training, enabling partners to effectively promote and sell our solutions in a customer-driven digital landscape. To support our partners' success, we introduced the Vertiv XR app, an interactive 3D platform that allows partners to explore our digital infrastructure solutions virtually. Additionally, we launched the Vertiv Marketing Center, which integrates marketing automation into the Partner Portal, helping partners generate leads and boost revenue by targeting the right prospects. These tools empower our channel partners to remain competitive and grow in today's rapidly evolving market.”



**SANJAY ZADOO**

**GENERAL MANAGER - CHANNEL SALES, VERTIV**

## Dimensity SoCs – A key factor for MediaTek's success in India

“MediaTek powers over 2 billion devices and is the chipset of choice for smartphone OEMs. Earlier, OEMs used MediaTek chipsets for mid-level and entry-level smartphones. However, within just five years of MediaTek launching the Dimensity family, MediaTek Dimensity has been established as the gold standard in smartphone technology. Today, MediaTek chipsets are the preferred choice of smartphone OEMs across different price segments. This has allowed MediaTek to dominate the Indian smartphone market with a 54 percent share, as reported by CounterPoint. One of the key factors contributing to MediaTek's success in India is our exhaustive lineup of Dimensity SoCs, which bring premium features to mid-tier and mainstream smartphones. This allows us to cater to all segments of the market, which has been very beneficial for our partners as they can freely consider what is best for them from a market point of view. Moreover, with 5G driving innovations, MediaTek's R&D teams are working towards advancements in 5G chipsets, modems and related technologies to drive the dynamic requirements of the OEMs and ODMs.”



**ANKU JAIN**

**MANAGING DIRECTOR, MEDIATEK INDIA**

## ASUS has a strong value system in place while doing business with the channel

When it comes to interacting with the channel in commercial PC business, we work on three important principles - trust, transparency and ethics. This is the key foundation of ASUS's key to success while doing business with the channel ecosystem. And this is true for all our lines of business. We are applying the same value system to our channel approach when we talk about our commercial PC business as well. The Channel needs to develop a very strong trust on the brand; reason being at the end of the day your channel shares a very vital and confidential information about opportunities that exist with the channel partner. Since we are a relatively new brand in the market, our channel partners put in a lot of effort in terms of developing an account for ASUS, and we therefore ensure full protection for our partners when they go out pitching for ASUS and convincing their end customers to adopt the ASUS brand.”



**DINESH SHARMA**

**VICE PRESIDENT, COMMERCIAL PC, SYSTEM BUSINESS GROUP, ASUS INDIA**

## Juniper focuses on collaboration and equipping partners with resources and right training

“At Juniper Networks, we are navigating the evolving technology landscape by reinforcing our channel partner ecosystem through collaboration and support, which is vital for driving innovation. We recognize the unique challenges of the Indian market, and we are committed to adapting our products and services to meet these specific needs, ensuring high performance and scalability. Our Go-To-Market strategy for 2024-25 reflects this commitment. We are focusing on collaboration, providing our partners with the resources and training they need to thrive. Together, we are creating AI-Native networking solutions that seamlessly connect from client to cloud across the Campus, Data Center, WAN and Security domains, while supporting businesses embrace digital transformation and drive growth. It’s an exciting time, and we are all in this together.”



**RAJESHKUMAR S**

**TECHNOLOGY HEAD, ENTERPRISE & GOVERNMENT, INDIA & SAARC, JUNIPER NETWORKS**

## CommScope’s formula for success lies in a resilient and strong partner network

“CommScope believes that a strong collaboration with our partners is the best way to bring essential solutions to the forefront of an evolving Indian market and for a new breed of digitally savvy customers. Our PartnerPRO Network forms the foundation of this association by featuring an exclusive global network of experts designed to help customers and partners discover new revenue opportunities. The network consists of CommScope-authorized local distributors, solution providers, consultants and alliance partners that are trained to provide local insights, which puts our high-performance solutions to work. This structure provides our customers access to the right provider based on their needs. For our partners, this structure allows them to select the right relationship with CommScope based on their business model and expertise. CommScope has built programs around our four partner types to support our market solutions. Extensive guidance and access to resources for partners are also included as part of the PartnerPRO program, to elevate their marketing and technical expertise, and build trusted and mutually profitable relationships.”



**KALYAN DEEP RAY**

**NATIONAL CHANNEL MANAGER, ENTERPRISE SALES, INDIA & SAARC, COMMSCOPE**

## SonicWall tries to align its cybersecurity goals with those of its channel strategy

“To combat the use of AI in cyber-attacks, SonicWall employs machine learning and behavioural analysis to detect deviations from normal network patterns, enhancing their ability to spot previously unknown threats. Our products also feature automated threat response mechanisms, which help to quickly neutralize threats and minimize damage. SonicWall maintains effective communication with its channel partners through a variety of structured and strategic methods that align with our cybersecurity goals and strategies. We provide partners with comprehensive resources and training programs to ensure they are well-versed in the latest SonicWall technologies and threat landscapes. We provide regular and transparent communication that is facilitated through dedicated partner portals, newsletters, emails and webinars, which keep partners informed about new product releases, security advisories, and best practices. Additionally, SonicWall's support teams work closely with channel partners to offer technical assistance and guidance, ensuring that they can effectively deploy and manage SonicWall solutions.”



**DEBASISH MUKHERJEE**

**VICE PRESIDENT, REGIONAL SALES, ASIA PACIFIC JAPAN, SONICWALL**

## Pure Storage enables partners with appropriate tools, automation, and incentives

“Strengthening our ecosystem of channel partners is a top focus for Pure Storage, particularly in light of the quickly changing digital landscape. Our goal is to enable our partners to expand their businesses proactively by providing them with the appropriate tools, automation, and incentives. Our improved partner program, which offers customized rewards and updates in line with the service-led and subscription-based economy we're moving toward, is one of the main components of this. By providing all of our storage subscriptions via the channel, we make sure that our partners are able to provide cutting-edge solutions, streamline cloud migrations, and achieve positive business results for their customers. We have also made significant investments in managed services, reallocated resources to target various market segments, and implemented product-specific rebate incentives to promote portfolio adoption. As a 100% channel-driven company, Pure Storage remains 100% committed to our partners. They are an extension of our business, guiding our shared customers to digital transformation and powerful business outcomes.”



**JITHESH CHEMBIL**

**HEAD OF CHANNELS, INDIA, PURE STORAGE**

## GoTo designs its partner initiatives to address ecosystem challenges and promote growth

“At GoTo, continuously bolstering our channel partner ecosystem remains a strategic priority. We are committed to maintaining open dialogue with the extensive network of over 14,000 partners globally to ensure we address their evolving needs effectively. To achieve this, we regularly organise summits and regional events where we showcase new features and forthcoming innovations in our solutions. These events are critical for understanding and addressing the challenges the partners encounter, allowing us to refine the products to better meet their requirements. Such interactions not only facilitate invaluable connections but also foster efficient collaboration, driving mutual growth.”



The GoTo Partner Incentives program and the recently introduced 30-day lead-generation initiative are designed to address ecosystem challenges and stimulate business growth. During the India Partner Summit 2024, we celebrated the channel network growth with over 2,000 new partners in India out of a global total of 14,000+ partners. Our go-to-market strategy is centered around a channel-first approach, leveraging established partnerships to drive business growth and market penetration.”

**YVETTE MCNEARNEY**

**SENIOR DIRECTOR - CHANNEL, APAC, GOTO**

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## Check Point emphasizing on partner enablement and new customer acquisition

“Check Point Software has adopted a comprehensive approach to reinforcing its channel partner ecosystem, particularly as digital transformation accelerates. Our 100% channel-only route to market ensures that all business transactions occur within our robust channel ecosystem. In 2023, we revamped our partner program with the introduction of the New Generation Partner Program (NGPP), which enhances partner performance, streamlines deal registrations, and simplifies the tiering structure, for better alignment with partner investments.

We have invested heavily in partner training and enablement, offering certifications through both online and in-person platforms, ensuring that salespeople and engineers are well-equipped to sell and support our solutions. We also leverage tools like Check Point Partner MAP and the Check Point Engage App, which help partners access essential resources and competitive intelligence to streamline operations and increase profitability.”



**MANISH ALSHI**

**SENIOR DIRECTOR, CHANNELS & ALLIANCES, CHECK POINT SOFTWARE TECHNOLOGIES INDIA & SAARC**

## Veeam focusing on expanding its reach to Tier 3 cities

“To reinforce our channel partner ecosystem amidst digital transformation, Veeam prioritizes a holistic approach for partners that goes beyond mere transactions. We have embraced a digitization-first strategy, becoming entirely paperless in our operations. We process purchase orders and manage the complete lifecycle without using any paper. This not only enhances our agility and efficiency but also reduces errors. We are dedicated to protecting our partners and ensuring fair revenue sharing and rewards. Understanding that each partner's needs vary, particularly across different regions, we develop bespoke programs tailored to these unique requirements. By actively listening to our partners and incorporating their feedback, we create programs that align with their specific needs. For FY 24-25, we will concentrate on expanding our presence in Tier 1 to Tier 3 cities. We are also focusing on partnerships with technology providers, including ISVs. Additionally, our cloud service providers will enhance our reach, enabling us to cater to diverse customers with unique value propositions, such as “pay as you grow.”



**AMARISH KARNIK**

**CHANNEL SALES, ALLIANCE - INDIA & SAARC, VEEAM SOFTWARE**

## Western Digital strengthening partners with training, technical resources and marketing support

“Building strong relationships with our channel partners is crucial to our success, especially in today’s digital landscape. To empower them, we offer a variety of initiatives, including TechTalk—an app-based training module—and utilize WhatsApp Business for sharing product updates and educational content. At Western Digital, we prioritize maintaining strong brand-distributor connections through proactive communication, targeted training, and incentive-driven campaigns. Our approach focuses on education, recognition, and engagement, ensuring our partners are fully equipped to adapt to evolving client needs and market shifts. We also provide incentive programs like the SanDisk League of Heroes, along with digital toolkits containing product collateral and social media resources, to help our partners thrive in the digital space. Our channel policy revolves around partnership, trust, and shared growth. We view our channel partners as an essential part of our extended family, working closely with them to ensure their success while delivering top-tier value to our customers.”



**KHALID WANI**

**SENIOR DIRECTOR – SALES, INDIA, WESTERN DIGITAL**

## TP-Link prioritizing digital engagement to empower its partner ecosystem

“We are reinforcing our channel partner ecosystem amidst digital transformation by focusing on three key areas -

- **Digital Enablement:** We have enhanced our partner portal with real-time support, on-demand training, and access to the latest product information. This helps partners stay updated and efficient in addressing customer needs.
- **Customized Digital Marketing Support:** We are providing partners with digital marketing tools and tailored campaigns to help them expand their reach and connect with a broader audience online.
- **Incentives and Loyalty Programs:** We are strengthening our loyalty programs and offering incentives to partners who excel in adopting digital strategies. This motivates them to integrate digital tools into their businesses and stay competitive in a rapidly evolving market. Besides, our Go-To-Market (GTM) strategy for 2024-25 is centered around driving growth through innovation, partnerships, and localized solutions.”



**SANJAY SEHGAL**

**DIRECTOR & COO TP-LINK INDIA**

## Sify Technologies adopts a 'Grow Wide, Grow Deep' channel strategy

“With cloud at the core of our solutions portfolio, we are uniquely positioned to help large, mid and small sized businesses in their digital transformation journey. We are working closely with our partners to ensure that they are adequately trained to drive the digital transformation conversations with customers. We look at our partners as an extended arm of Sify. They have access to the same training programs and training material that our own sales teams go through. This helps partners have a clear understanding of the latest technologies and innovative solutions from Sify that can help them gain a competitive edge. We see the channel as a key growth driver for us in 2024 - 25 and beyond. We want to lead in the market with a Partner first strategy. Our channel strategy is simple - Grow wide, Grow deep. We intend to strengthen our engagement with existing partners and enable them to take advantage of our products and services to win in the fast changing consumer landscape.”



**RAJAT GOSSAIN**

**HEAD OF CHANNEL BUSINESS, SIFY TECHNOLOGIES**

## CyberArk investing heavily in Channel Partner program

“CyberArk has one of the industry’s largest global networks of identity security-focused partners. The CyberArk Partner Network brings together more than 1,300 global systems integrators (GSIs), managed service providers (MSPs), strategic outsourcers, advisories, distributors as well as global and regional marketplaces to deliver innovative identity security solutions. CyberArk is making substantial Channel Partner Program investments in strategic areas such as expanding key routes to market, investing in new ways to enhance collaboration and program efficiency, while continuing to improve the overall partner experience. CyberArk also continues to enhance training and offer new certifications to deepen partner knowledge, which significantly expands CyberArk’s market reach and customer time to value. Building on its strong customer-first orientation, CyberArk is applying the same user experience principles and methodologies to its partner program. This means improving on the digital partner experience with new tools and technologies, shared workspaces and other ways to interact, market and learn from the partner community.”



**AJIT RAMNATH**  
**SENIOR PARTNER MANAGER - INDIA AND SAARC, CYBERARK**

## Empowering and uniting partners through UiPath Academy

“Our channel partner ecosystem is the driving force behind our continued success. Over 90% of our business involves selling to, through, or with partners. We collaborate with partners on joint go-to-market strategies and product integrations to create solutions that address specific customer needs. At UiPath, we are strengthening our channel partner through our UiPath Academy. UiPath offers our partners the same training that we provide to our own internal teams to sell and deliver our industry leading platform. Our training is designed to educate all the key roles within an Automation Centre of Excellence, from Automation developers, solution architects, and infrastructure support to project managers and business analysts. Our 24/7 support through our partner portals provides necessary tools and resources to further enhance their intelligent automation capabilities. Through these initiatives, we aim to significantly elevate our partners’ technological expertise, unlock unprecedented opportunities for business growth, and sharpen their competitive edge in the market.”



**NITIN KOTIAN**  
**HEAD, PARTNER/GSI ECOSYSTEMS - INDIA & SOUTH-ASIA, UIPATH**

## Varonis Partner Program designed to drive mutual success

“Varonis uses a combination of advanced technologies and strategies for threat detection and response in our products. Our Data Security Posture Management (DSPM) tool continuously discovers, maps, monitors and protects data, automatically addressing risks and enforcing policies. With our Data Detection and Response (DDR) system, we track data access, permission changes and other activities, building behavior baselines to identify and respond to threats. For our SaaS customers, we also offer Proactive Incident Response, where a dedicated analyst monitors alerts and investigates suspicious activities. Our Varonis Threat Labs team, with extensive experience in threat intelligence, actively seeks vulnerabilities and integrates their findings into our platform. The Managed Detection Discovery and Response (MDDR) service, with expert threat hunters and advanced technologies protect against the threats. To maintain effective communication with our channel partners, and ensure alignment on cybersecurity goals and strategies, we rely on our Varonis partner Program (VPP). Our program is designed to drive mutual success by offering support and resources to our partners.”



**MAHESWARAN S**  
**COUNTRY MANAGER – INDIA, VARONIS**

## F5 Unity+ helps partners to differentiate and grow

“India is currently undergoing a wave of digital transformation that is rapidly changing the country's social, economic, and technological landscape. With the rapid adoption of emerging technologies and new initiatives by the government, India has become one of the world's largest digital markets, with significant investments being made in digital infrastructure, skills development, and innovation. In this environment, partners are critical to delivering a superior customer experience. To support and encourage our partners we launched F5 Unity+, an innovative channel program designed to be flexible, simple, and profitable, providing partners with the differentiation and benefits they need to grow their business with our expanded portfolio of application solutions and services. The program is aimed to increase partner profitability by moving beyond traditional booked revenue incentives and rewarding partners for investing in new strategic focus areas that helps customers during their transformation journey. Our go-to-market strategy for FY 2024-25 is driven by our partners by innovation, customer-centricity, and a commitment to help secure every app.”



**MUNISH BHASIN**  
**DIRECTOR- CHANNELS & ALLIANCES, F5**

## IceWarp focusing on building strong regional partnerships

“We are committed to empowering our channel partners by providing them with the tools, resources, and support they need to navigate the rapidly evolving digital landscape. Our partner ecosystem is at the core of our growth strategy, and we are constantly enhancing it through regular training, certifications, and collaboration programs. We have introduced partner-centric initiatives that allow for increased flexibility and customized solutions tailored to specific industries. By fostering a co-creation model, we help our partners innovate and deliver seamless digital transformation solutions to their clients, ensuring mutual success. Our GTM strategy for 2024-25 is centered on expanding our reach while deepening customer engagement. We aim to strengthen our presence in Tier 2 and Tier 3 cities, recognizing the immense potential for digital adoption in these areas. We are focusing on building strong regional partnerships, increasing localized marketing efforts, and offering tailored solutions that address specific regional challenges. By leveraging a mix of direct and channel-driven approaches, we are poised to drive growth and reinforce our position as a leading player in the Enterprise Email and Collaboration space.”



**ANITA KUKREJA**  
**HEAD-STRATEGIC ALLIANCES & BRAND, ICEWARP**

## ViewSonic invests in digital platforms to easily cooperate and communicate with partners

“At ViewSonic, we recognize that the rapid pace of digital transformation presents both challenges and opportunities for our channel partners; hence, we are committed to empowering them with strategic initiatives. We are making investments in digital platforms and solutions that facilitate easy involvement, communication, and cooperation with our partners. In order to give partners the most recent insights, we have also improved our partner-centric portal and made it possible for them to access real-time product information, training materials, and marketing collateral. In an effort to encourage our partners, we also offer training courses and digital materials that provide them with the skills and information they need to market and support our solution offerings successfully. In addition, we have introduced promotions and incentive programs specifically designed to reward partners for their success and commitment. These initiatives enable our partners to adapt and grow in a dynamic market environment by embracing digital transformation.”



**MUNEER AHMAD**  
VICE PRESIDENT, SALES AND MARKETING, VIEWSONIC INDIA

## Seagate Technology aims at enhancing and expanding its partner network

“Channel partners are crucial to Seagate, driving mutual business growth and success through shared incentives and goals. Seagate is dedicated to building a strong and versatile partner ecosystem that can succeed in the changing digital environment. Our aim is to continuously enhance and broaden our partner network by providing extensive training on product knowledge and technological advancements, offering supporting co-marketing efforts, and equipping them with essential business tools. These resources help keep partners’ current with industry developments and effectively serve the customer needs. A great example of this is our Seagate SkyHawk Partner App, a critical tool that fosters real-time communication and provides partners with instant access to essential information such as storage requirements, investment calculators, and online warranty service bookings. Seagate’s go-to-market policy for 2024-2025 is centred around providing cutting-edge, sustainable and scalable storage solutions that meet the dynamic needs of the AI-driven data landscape, thereby enabling businesses to thrive, innovate and achieve success.”



**SAMEER BHATIA**  
DIRECTOR OF ASIA PACIFIC CONSUMER BUSINESS GROUP AND COUNTRY  
MANAGER FOR INDIA & SAARC, SEAGATE TECHNOLOGY

## Crayon Software offers a customized GTM strategy to strengthen its channel ecosystem

“At Crayon, we recognize the critical role digital transformation plays in shaping businesses today, and our channel partner ecosystem is central to that shift. To strengthen this ecosystem, we provide our partners—whether they are system integrators, service providers, or independent software vendors—with a customized Go-To-Market (GTM) strategy that addresses their specific needs. Our partners benefit from instant access to our global team of software and cloud experts, a dedicated account manager, best-in-class technical support, and an industry-leading cloud and software procurement platform. We also continuously invest in knowledge-sharing initiatives, including webinars and advisory services, to ensure that partners stay informed about emerging technologies such as Artificial Intelligence, Machine Learning, and cloud innovations. Vendor incentive programs and cloud cost management strategies further empower our partners to maximize revenue opportunities, thereby reinforcing their position in the market. Our go-to-market policy for 2024-25 is centered around a partner-first approach, driven by collaboration, innovation, and scalability.”



**VENKATARAMAN D**  
EXECUTIVE DIRECTOR OF SALES & STRATEGY, CRAYON SOFTWARE EXPERTS INDIA

## Streamlining partner business with the new Securonix Elevate channel program

“Securonix recently launched a new channel program called Securonix Elevate designed to streamline the way our partners do business with us while empowering them to better serve their customers. Through Securonix Elevate, we are equipping partners with our AI-Reinforced SIEM Platform together with Securonix EON, our cutting-edge AI capabilities, enabling them to deliver superior threat detection, investigation, and response (TDIR) to their customers. With this program, our partners can develop tailored solutions that address a wider range of security challenges. For the first time, we are offering UEBA as a standalone solution that partners can offer to customers as a tool that can run on the customer’s existing SIEM platform to more quickly identify and thwart insider threats. In addition, we are forming strategic partnerships with leading companies such as Tech Mahindra, Hitachi, ValuePoint, and RAH Infotech to further expand our channel ecosystem. In the Asia-Pacific region, we’re also proud to be a partner with NEC.”



**SHALABH BHATNAGAR**  
CHANNEL HEAD (INDIA AND SAARC), SECURONIX

## Versa Networks intends to consolidate its business with the top channel in 2024-25

“With lot of customers embarking on the digital transformation journey, we are engaging with partners who work on these projects and help customers in this journey. We also work with lot of OEMs who complement our solution and give the overall solution which will help the customers. For the year 2024-25, we intend to consolidate our business with top 10 partners who have invested with us in the last 2-3 years to get their teams trained both on sales and technical side. We have built extended channel team to give coverage to next set of 10 partners and drive the last set of long tail partners through our distribution partners. We are also committed to Make in India initiative as we are getting most of our HW manufactured in Pune, India.”



**VENKATA SR DATLA**  
CHANNEL SALES HEAD - INDIA & SAARC, VERSA NETWORKS



DRIVING SUCCESS THROUGH DYNAMIC PARTNERSHIP

**HOTEL ROSEATE HOUSE, AEROCITY, NEW DELHI | 22ND NOVEMBER 2024**

VARINDIA is thrilled to announce the commencement of its prestigious Annual Star Nite Awards (SNA 2024) on Friday, 22nd November 2024.

The Star Nite Awards (SNA), fondly remembered as the “DNA of the Channel,” is a major annual event that holds a special place for IT channel partners across India. It provides a unique platform for knowledge exchange, networking, and celebration.

The theme of the event “Driving Success Through Dynamic Partnership”. The event is attracting over 300 Value-Added Resellers (VARs) and partners from across the IT channel ecosystem.

The event brings together major technology vendors, distributors, MSPs, solution partners and resellers to discuss the industry trends, technology and pain points for the growth for creating business opportunities.

SNA will recognise top 100 Value-Added Resellers (VARs) across various categories, bestowing upon them the prestigious title of “Eminent VARs of India 2024”.

The event to Celebrate OEM Excellence in 40 different categories and unveil the 5th Edition of “Channel Policy Handbook”.

The tech leaders from OEM to share their stories of leadership, innovation, and their experiences with the latest technologies, including generative AI, automation, quantum and more during the Thought Leadership Round Table.

## Summit Highlights

<b>10+</b> Topical Sessions	<b>48+</b> Speakers	<b>500+</b> Delegates	<b>11+</b> Hours of Networking
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## Representative Profiles

MD & CEO	Channel Heads   Alliance Head
VP   AVP   Director - IT	Partners   VARs

### For Partnership

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The AI Market

Market Growth

The India AI market was valued at **\$5.2 Bn** in 2022 and is expected to grow to **\$23.4 Bn** in 2032.

This growth is driven by advancements in technology, automation, and efficiency demands.

Data-Driven AI

The surge in big data and data sources (e.g., IoT devices, sensors) has led to a sharp increase in data-driven AI. Companies are leveraging this to gain insights, optimize processes, and improve decision-making.

Sectoral Impact AI is transforming key sectors in India:



HEALTHCARE

Boosting operational efficiency and patient outcomes.



BANKING

Enhancing customer experience and security.



RETAIL

Optimizing inventory and personalizing customer interactions.

Autonomous AI on the Rise

The development of autonomous AI systems is accelerating, thanks to improvements in algorithms, machine learning, and natural language processing.

Talent Demand

As AI investments continue to grow, the demand for AI talent in India is projected to rise at **15% CAGR** by 2027.

Key Players



Market Growth

The Global cloud security market size was valued at **\$37.87 Bn** in 2023 and is expected to reach **\$156.25 Bn** in 2032, with a CAGR of 17.3%.

This growth is driven by advancements in technology, automation, and efficiency demands.

Key Drivers

- Adoption of Cloud Computing: Enabling secure data monitoring and control.
- Analytics-as-a-Service (AaaS): Assisting users in identifying and managing uncertain threats.
- Demand for Massive Storage: Pushing for advanced security models.

Innovations

Automation, machine learning, and behavioral analysis for real-time threat detection.

Challenges

Traditional security models inadequate for dynamic cloud environments.

India's Cloud Security Growth

Driven by rising cybercrime and digital transformation in education, telecom, media, and entertainment sectors.

Key Vendors



Cloud Security

Market Growth

The Indian Cyber Security Market size is estimated at **\$4.70 Bn** 2024 and is projected to reach **\$10.90 Bn** 2029 with a CAGR of 18.33%.

Key Drivers

- Adoption in Key Sectors: Manufacturing, BFSI, healthcare driving growth.
- Advanced Technologies: Integration of IoT, machine learning, and cloud-based systems.
- Digitalization Demand: The shift toward scalable IT infrastructure and cloud-first strategies.

Challenges:

- Limited resources among SMEs to deploy advanced cybersecurity measures.
- India's Evolving Cybersecurity Landscape:  
Strengthened by the Digital Personal Data Protection Act, 2023.
- The government prioritizes cybersecurity in national policies to protect personal data.

Key Vendors:



Market Growth

The India data center market size is valued at **2.01 MW** 2024 and is expected to reach **4.77 MW** 2029 with a CAGR of 18.79%.

Colocation revenue is estimated at **\$1926.1mill** 2024 and is expected to reach **\$4597.3 mill** 2029 with a CAGR of 19.00%.

Key Drivers

- Pandemic-Driven Digital Transformation: Increased data processing and storage demand.
- Smart Technology Adoption: Urban growth driving the need for large data facilities.
- Incentives by State Governments: Encouraging operators to set up extensive data centers.

Focus on Tier 3 and 4 Data Centers:

- Lower downtime, disaster recovery, and onsite assistance attracting large businesses.
- Growth in telecom operators (like Jio) delivering affordable internet services boosts demand.

Key Vendors:



## Data Backup and Recovery

## Market Growth

Global data backup and recovery market to reach **\$19.96 Bn** by 2028.

Data breaches can cost companies up to \$29 billion in value at risk.

## Data Loss Risks

70% of businesses face data loss from accidental deletion, system failure, or malware.

Major breaches result in financial, reputational, and legal losses.

## Key Drivers

**Increased Investment:** Companies are ramping up efforts to protect critical data due to potential revenue loss and business insolvency.

**Regulatory Pressure:** Stricter data protection regulations are making data security a priority.

## Indian Market

**Government Initiatives:** Programs like 'Digital India' create new opportunities for data backup solutions.

## Challenges

Security concerns and strict data regulations may hinder market growth.

## Key Vendors



## Data Privacy

## Privacy Risks

Increased collection of personal and sensitive information by companies and governments heightens the risk of data breaches and misuse.

## Regulatory Measures

Major regulations, such as the California Consumer Privacy Act (CCPA), General Data Protection Regulation (GDPR), and India's Digital Personal Data Protection (DPDP) Act, aim to safeguard privacy rights and ensure responsible data handling.

## Key Drivers in India

India's rapidly expanding digital environment raises significant data privacy issues.

High-profile companies have faced scrutiny and fines due to data breaches, emphasizing the challenges of managing data responsibly.

## Balancing Innovation &amp; Regulation

Policymakers are tasked with balancing robust data protection laws while fostering technological innovation, especially with the rise of AI.

## Key Vendors



## Growing Demand

Increased digitalization and scalable IT infrastructure drive the demand for data security solutions.

The Data Security market in India is projected to grow at 16.17% (2024-2029), reaching a volume of

\$141.20 mill  
2029

## Challenges

Rapidly growing data security requirements often exceed budget allocations, particularly for small businesses lacking funds and IT security expertise.

Adoption of cloud computing, IoT devices, and mobile technologies increases the attack surface, heightening vulnerability to cyber threats.

## Government Initiatives

The Indian government prioritizes data security through task forces, collaboration, and information sharing to bolster cyber defenses.

Initiatives like the Chakshu Portal under the Sanchar Saathi initiative enable citizens to report suspected fraud communications.

Other key frameworks include the National Cyber Security Policy (NCSP) and Cyber Swachhta Kendra.

## Key Vendors



## Privacy Risks

India's endpoint security market reached

\$631 mill  
2023

USD 631 million in 2023 and is projected to grow to

\$1549 mill  
2032

, with a CAGR of 10.5% (IMARC Group).

## Evolving Landscape

The shift towards remote work has heightened the need for robust endpoint security to prevent data breaches and unauthorized access.

Endpoint security is vital for protecting data entry points within an organization's cybersecurity strategy.

Solutions include antivirus software, firewalls, intrusion detection systems, and encryption technologies.

The endpoint security landscape is rapidly adapting to the growing sophistication of cyber threats, requiring organizations to invest in advanced technologies.

Integration of emerging technologies like cloud, Artificial Intelligence (AI), and the Internet of Things (IoT) is crucial for effective endpoint security.

## Challenges

Many organizations face a shortage of skilled professionals to manage and operate advanced security systems.

## Market Segmentation

While the market includes both cloud and on-premises solutions, the on-premises segment continues to dominate.

## Key Vendors



## Market Growth

The India Electronic Security Market is projected to grow from  $\frac{\$2.56 \text{ Bn}}{2024}$  to  $\frac{\$7.26 \text{ Bn}}{2029}$  with a CAGR of 23.57% (Mordor Intelligence).

## Drivers of Growth

Increased camera usage by law enforcement and advanced analytics, including AI for facial recognition and thermal scanning, are propelling market expansion.

Growth is also fueled by rising urbanization, escalating crime rates, and the demand for sophisticated e-security solutions.

The development of smart cities and infrastructure projects further drives the demand for advanced electronic security measures, particularly video surveillance systems.

## Key Challenges

High installation costs and limited awareness of advanced security benefits remain challenges in the market.

## Government Initiatives

State governments are enhancing public safety in urban areas by integrating advanced video surveillance systems.

## Emerging Trends

The adoption of AI-driven video analytics systems that reduce manual intervention is a significant trend shaping the market.

## Key Vendors



## Privacy Risks

The global enterprise mobility market is expected to grow from  $\frac{\$630.99 \text{ Bn}}{2023}$  to  $\frac{\$2913.49 \text{ Bn}}{2033}$  with a CAGR of 16.5%.

## Key Drivers

Organizations are equipping their workforce with mobile devices to enhance productivity and flexibility.

Demand for enterprise mobility solutions is rising among both large enterprises and SMEs, particularly in sectors such as energy, healthcare, media, retail, IT, and transportation.

The Asia Pacific region is emerging as a key market, spurred by rapid IT sector growth.

## Operational Advantages

Remote operation capabilities, including data updates and deletions from devices, make enterprise mobility a vital solution for boosting productivity and operational efficiencies.

## Trends

The Bring Your Own Device (BYOD) trend is significantly driving market growth, as organizations seek to mobilize their workforce and enhance customer engagement.

## Top Vendors



Market Growth

The global ERP software market is expected to grow from **\$58.2 Bn** in 2023 to **\$139.4 Bn** in 2033, at a CAGR of 9.1%.

The Indian ERP market is expanding as enterprises seek operational efficiency, with cloud ERP experiencing notable growth. The global cloud ERP market is projected to reach US\$ 40.5 billion by 2025.

Expanded Role

ERP systems now support a broad range of business functions, from traditional accounting and HR to front-office functions like sales automation, marketing, and ecommerce.

Integration with IoT devices and social media is enabling greater automation and enhanced customer experiences.

Companies are leveraging ERP to support remote work and digital transformation initiatives, ensuring scalability as they grow.

Trends

Two-tier ERP systems are emerging as a key trend in 2024.

ERP systems are essential for managing remote teams and operations and tailored solutions for specific industries are gaining traction, addressing unique operational challenges.

Key Vendors



Market Growth

The Ethernet switch market is expected to grow significantly, projected at around USD 1.3 billion by 2025.

The Ethernet switch market is expanding due to the rising demand for high-speed connectivity and the growth of internet users worldwide. The market is driven by emerging technologies like cloud computing, IoT, and mobility.

Key Industries

Services, finance, telecom, and manufacturing are major contributors to the switch market.

Key Statistics

The market showed different trends in its datacenter and non-datacenter segments. In 2023, revenues from the datacenter (DC) segment increased by 13.6% compared to the previous year and grew by 4.4% in Q4 2023.

Datacenter Ethernet switching accounted for 41.5% of the total market revenue, with the rest coming from the non-datacenter segment. The non-datacenter (non-DC) segment of the Ethernet switch market, on the other hand, grew 25.2% year over year in 2023 but declined 1.9% in 4Q23.

Increasing cloud adoption among enterprises enhances the need for reliable networking solutions.

Top Vendors



## Market Growth

The global Advanced Persistent Threat (APT) protection market is projected to grow at a CAGR of 19.5%, reaching

**\$12.6 Bn**  
2025

This growth is driven by the increasing sophistication of cyber threats, pushing industries to adopt advanced protection solutions. Technologies like AI, machine learning, and behavior analytics are being incorporated to enhance threat detection and response.

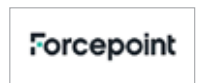
## Firewall Market

The firewall market is expected to see robust growth across sectors like BFSI, E-commerce, Telecommunication, and Healthcare, driven by the rising need for cybersecurity.

Despite the growing threats, India's firewall market remains relatively small due to the lack of specific data breach legislation compared to other APAC countries.

The market is seeing a shift towards next-generation firewalls that integrate artificial intelligence (AI) and machine learning (ML) for improved threat detection and response. The move towards cloud solutions is driving the need for robust firewall solutions

## Key Vendors



## Market Growth

The global graphics card market is projected to grow from **\$59.35 Bn** in 2023 to **\$595.20 Bn** in 2031 at a CAGR of 33.4%. There are increasing use of

graphics-intensive applications in sectors such as gaming, video editing, and 3D rendering is pushing the demand for advanced graphics cards.

The expansion of technologies like Artificial Intelligence (AI) and the trend towards real-time analysis are broadening the scope of GPU technology, driven by the demand for high graphics and computing applications. The rapid growth of the gaming industry, particularly with the rise of eSports and immersive gaming experiences, is significantly contributing to the demand for high-performance graphics cards.

## Technologies

The rise of AI and real-time analysis is broadening GPU applications in computing.

Organizations are leveraging GPUs for faster data processing and enhanced computational capabilities, which is leading to higher demand from various sectors

## Gaming Impact

The rise of online gaming and eSports in India is a significant driver for GPU adoption. With the increasing popularity of titles requiring high graphical fidelity, the gaming segment is projected to contribute substantially to the overall GPU market growth.

## Top Vendors



# HARD DISK DRIVE

## Market Outlook

The global HDD market is expected to decline from **\$19.93 Bn** in 2024 to **\$15.53 Bn** in 2029 despite high demand from smart devices and data centers, according to Mordor Intelligence.

The recent changes in technological trends within the consumer electronics industry are anticipated to further bolster the market growth for HDDs. The growth of the HDD market is expected to be further enhanced by the increasing investments in the development of the semiconductor industry.

## Key Drivers

Huge investments made by HDD manufacturers will continue to define the market's future growth. Besides smartphones and PCs, HDD applications are fast expanding across other consumer electronic devices, such as surveillance camera systems, gaming consoles, and standalone portable storage devices. The increasing investment in data centres will also be among the key factors that will drive the demand for HDDs.

## Challenges

Rising competition from SSDs and cloud storage presents a challenge, though HDDs remain critical for large-scale, high-capacity storage.

## Key Vendors



# HYPER-CONVERGED INFRASTRUCTURE (HCI)

## Market Growth

The Hyper-Converged Infrastructure (HCI) market is poised for significant growth, with a projected increase from **\$40.97 Bn** in 2029 to **\$13.37 Bn** in 2024 reflecting a robust CAGR of 25.09%. The growing need for data security and data recovery through advanced HCI services is expected to further drive market growth.

## Key Sector

India's demand for HCI is driven by sectors like BFSI, IT & Telecom, and Healthcare.

## Key Drivers

The synergy between HCI and cloud computing is fueling this growth. The market is anticipated to experience emerging trends, such as a shift towards subscription-based contracts. Additionally, acquisitions and product launches are expected to present attractive opportunities for market participants in the coming years.

## Top Vendors





## Market Growth

The global inkjet printers market is expected to grow from  $\frac{\$47.26 \text{ Bn}}{2022}$  to  $\frac{\$81.82 \text{ Bn}}{2030}$ .

## Growth Drivers

Despite declining demand, inkjet printer shipments grew recently, primarily driven by Ink-tank printers, which recorded the highest growth in the last five quarters due to high demand from the commercial segment, government bodies and the resumption in demand from SOHO, and small-medium businesses. This growth is fueled by the increasing demand for inkjet printers in various applications, including packaging, labeling, and document printing.

The market demand is likely to pick up in 3Q24 with schools and colleges reopening after summer vacations. Home consumers preferably go for high-capacity ink-tank and inkjet printers due to their high yields and low cost. The growth in shipments will be driven primarily by the online channel segment in preparation for the sales events in the run-up to the Festival period.

## Trends

Advancements in inkjet technology and growing demand for high-capacity ink-tank printers are key factors.

## Top Vendors



## Market Growth

The global IoT market is projected to reach  $\frac{\$7994.97 \text{ Mill}}{2025}$  growing at a CAGR of 31.87%, while the OT Security market is expected to hit  $\frac{\$84.2 \text{ Bn}}{2032}$ , with a CAGR of 19%.

## Drivers

Increasing demand for securing critical infrastructure, personal data, and business operations from cyberattacks is driving the growth of IoT and OT security.

## Indian Market

As India undergoes digital transformation, sectors like healthcare, smart cities, and agriculture are adopting IoT technologies, prompting enhanced security needs.

## Challenges

The lack of trained OT security personnel and high installation costs are limiting growth.

## Top Vendors



Market Growth

The global laser printer market, valued at approximately **\$2.33 Bn** in 2023, is expected to experience robust growth, reaching nearly **\$6.77 Bn** by 2030.

This represents a compound annual growth rate (CAGR) of 16.4% from 2024 to 2030. This growth can be attributed to the demand generated from the government and the banking segment, which continued its momentum.

Sector Demand

Key sectors driving demand include Government, Banking, Healthcare, Manufacturing, Education, Retail, and Insurance.

Key Drivers

Growing demand for multi-function printers (MFPs). Fast printing, durability, machine stability, high efficiency, and user-friendly handling. Fast printing, long life, speed, machine stability, high efficiency, lower paper quality requirements, user-friendly handling, and noiseless machines are some of the factors that are resulting in the growth of the laser printers.

Challenges

Environmental concerns due to high heat generation in the printing process.  
High initial investment costs limiting market expansion.



Managed Print Services (MPS)

Market Growth

The Managed Print Services (MPS) market is anticipated to cross a value of **\$319.5 Bn** by 2033 while gradually evolving over time, according to Future Market Insights.

With organizations adopting green initiatives at an increasing rate, the demand for MPS is increasing for decreasing paper wastage in the workplace, reduced cost of operation, and improved information security, and also enhancing the efficiency of the organization.

Key Drivers

Adoption of green initiatives to reduce paper waste and operating costs.  
Enhanced information security features in MPS solutions.  
Cloud services dominate the market, with on-premise options also available.  
High demand from telecom, IT, healthcare, and BFSI sectors due to increased focus on protecting sensitive data.

Challenges

Lack of awareness, poor network infrastructure, and high recurring costs.

Top Vendors



## Market Growth

The global open source services market size was valued at **\$25.03 Bn** in 2022 and is expected to grow at a compound annual growth rate (CAGR) of 16.9% from 2023 to 2030.

The open-source services market is expected to continue its strong growth trajectory, driven by increasing enterprise demand for cost-effective, flexible, and scalable IT solutions. Indian government initiatives pushing for open-source software adoption, aiming for a USD 350-400 billion business by 2025.

## Key Drivers

Increasing demand for cost-effective, scalable IT solutions.

Indian government initiatives pushing for open-source software adoption, aiming for a USD 350-400 billion business by 2025.

Increasing demand for cost-effective, scalable IT solutions. Many start-ups are also expected to create demand for tailored open source services.

## Trends

Rising venture capital interest in Indian startups leveraging open-source technologies.

Open-source platforms providing flexible solutions for AI and ML development.

## Top Vendors



## Market Growth

The Indian PC market is anticipated to rebound by the end of 2024, with a forecast of 3.07 million units shipped in Q1 2024, marking a 2.6% YoY increase.

The desktop segment grew by 10.1%, while notebooks declined 1.7% YoY. However, premium notebooks are an exception, growing by 21%.

The consumer segment grew 4.4% YoY, driven by various factors in both education and government sectors.

## Key Drivers

Enterprise refresh buying is a significant driver, with many companies updating their aging systems.

There has been a fast-tracking of local assembly for commercial notebooks, enhancing supply chain efficiency.

Ongoing demand persists from the education sector, particularly with government initiatives supporting digital learning.

## Challenges

The IT/ITES sector is seeing reduced procurement, leading to concerns in Q1 2024 about sustaining growth.

Global accounts are also tightening their budgets, affecting overall commercial segment performance.

There is increased competition from alternative devices like tablets, which could draw potential PC buyers away.

## Top Vendors



Market Growth

The India POS Terminals Market is projected to grow from **US\$ 33.26 Bn 2024** to **US\$ 63.17 Bn 2029** representing a CAGR of 11.49%.

The expansion is fueled by increasing consumer demand for seamless and efficient transaction processes in various sectors.

Key Drivers

Government initiatives aimed at promoting digital payment systems and creating a cashless economy have spurred growth. There is an escalating demand from banks for the procurement of new POS terminals to enhance transaction efficiency. The rapid growth of e-commerce and urbanization trends are also pivotal in driving POS adoption.

Challenges

High costs associated with installation and maintenance of POS systems can deter small and medium enterprises from adopting new technologies. There are security concerns regarding theft and data breaches, which can undermine consumer confidence in POS systems.

Top Vendors



Market Growth

The global portable projector market is expected to reach **US\$ 21.72 Bn 2028** growing at a CAGR of 4.8%.

This growth trajectory is bolstered by the increasing adoption of projectors in various industries, especially in corporate settings.

Key Drivers

The corporate sector is increasingly adopting projectors for presentations and collaborative work, enhancing communication and engagement. The growing digitization in education is driving demand, as educational institutions invest in technology to facilitate better learning experiences. Additionally, there's an emerging trend of using projectors for home entertainment and gaming, appealing to a broader consumer base.

Challenges

High initial installation costs can be a barrier, particularly for smaller organizations or individual consumers. A general lack of awareness among potential users about the latest projector technologies and their capabilities can hinder market growth.

Top Vendors



## Market Growth

The global enterprise and service provider router market recorded revenues of **\$16.4 Bn** in 2023 with the India router market projected to grow to

**\$648 Mn**  
2030

## Key Drivers

There is a marked increase in demand for high-speed and reliable internet connectivity, particularly in urban areas.

Service providers are investing heavily in routers as part of their 5G network upgrades, which is further fueling market growth.

The increasing adoption of smart home devices, including IoT gadgets like smart speakers, security cameras, and appliances, necessitates robust routers that can handle the bandwidth requirements of multiple connected devices.

## Challenges

The router market is highly competitive, with many vendors vying for market share, leading to pricing pressures.

Rapid technological changes require constant innovation and adaptation from manufacturers.

Government policies and investments in digital infrastructure are further promoting the adoption of routers, enhancing connectivity in rural and urban areas.

## Top Vendors



## Market Growth

The global SD-WAN market is projected to grow from **\$ 5,362.2 Mn** in 2024 to **\$ 80,910.1 Mn** in 2034, indicating significant interest and investment in this area.

The growing need for efficient network management solutions is driving this trend.

## Key Drivers

There is increasing demand for efficient and flexible networking solutions across various industries.

The rise of cloud services and the shift towards remote work environments are pivotal in expanding the SD-WAN market.

## Challenges

Concerns about security vulnerabilities associated with SDN controllers can deter some businesses from adopting SD-WAN technologies.

The integration of SD-WAN into existing network infrastructures can be complex and resource-intensive.

## Top Vendors



# Server (X86/Non X86)

## Market Growth

The global server market is expected to reach  $\frac{\$117.30 \text{ Bn}}{2024}$  with an anticipated CAGR of  $\frac{12.09\%}{2024-2029}$

## Key Drivers

A surge in digital transformation initiatives across industries is significantly driving demand for advanced server technologies. The rise of cloud and edge computing is also contributing to the growth of the server market as businesses seek scalable and flexible solutions. 5G network infrastructure expansion requires enhanced computing power, pushing server sales and Online businesses require robust servers to manage traffic and transactions.

## Challenges

High competition within the server technology space can lead to market saturation and price wars. Ongoing advancements in technology require constant innovation from manufacturers to remain competitive.

## Top Vendors



## Market Growth

The Indian smartphone market, valued at  $\frac{\text{US\$ } 44.15 \text{ Bn}}{2023}$  is projected to reach  $\frac{\text{US\$ } 88.99 \text{ Bn}}{2032}$  with a CAGR of 8.1%.

## Key Drivers

The number of smartphone users in India is expected to surpass 1.1 billion by 2025, driving demand for new devices. There is a notable surge in demand for mid-range and premium smartphones, particularly among younger consumers seeking advanced features. Growing middle-class incomes have enabled more consumers to purchase mid-to-high-end smartphones and the demand for mobile banking, online education, and entertainment apps is increasing smartphone usage.

## Challenges

Seasonal fluctuations in demand, influenced by factors like weather conditions and market trends, can affect sales cycles. Price sensitivity among consumers may limit growth in certain market segments.

## Top Vendors



# Smartphone

## Software Defined Networking (SDN)

## Market Growth

The SDN market is valued at  $\frac{\text{US\$ 28.2 Bn}}{2023}$  with projections to reach  $\frac{\text{US\$ 95 Bn}}{2032}$  indicating a robust growth trajectory.

## Key Drivers

SDN helps reduce costs by simplifying network management and reducing hardware reliance. As organizations are increasingly focusing on scalable and automated network solutions.

The need for enhanced security and agility in network management drives adoption of SDN solutions.

The proliferation of IoT devices necessitates more sophisticated networking solutions, further propelling SDN growth.

## Challenges

Concerns regarding security vulnerabilities associated with the SDN controller can limit adoption.

Technical complexity and resource requirements for deploying SDN solutions can be significant barriers for some organizations.

## Top Vendors



## Software Defined Security

## Market Growth

The global Software Defined Security market is expected to reach nearly  $\frac{\text{US\$ 68.02 Bn}}{2029}$  growing at a rate of 33.5%.

This growth is largely driven by increasing cybersecurity threats and the need for advanced security solutions.

## Key Drivers

With more organizations moving to cloud-based infrastructure, SDS is vital for managing security in dynamic environments. Secondly, as networks grow more complex, SDS simplifies and centralizes security controls.

There is a rising demand for advanced security measures to protect against evolving cyber threats.

The rapid growth of cloud services has necessitated the adoption of more sophisticated security solutions.

## Challenges

The shortage of technical expertise in the market can hinder effective implementation and management of software-defined security solutions.

Ongoing regulatory uncertainties can pose challenges for businesses looking to adopt new security technologies.

## Top Vendors



# SOLID STATE DRIVE (SSD)

## Market Growth

The SSD market in India is projected to grow by **35% YoY 2024** with both internal and external SSDs showing significant expansion.

The increased demand for high-performance computing solutions is reshaping the storage landscape, with SSDs becoming the primary choice over traditional hard drives

## Key Drivers

**AI, Big Data, and Cloud Computing:** The growing reliance on data-intensive applications has fueled demand for SSDs due to their superior performance.

**Adoption in Data Centers:** More data centers are switching to SSDs for their speed, reliability, and energy efficiency.

**Affordable SATA SSDs:** While SSDs with SATA interfaces remain the market leader due to their cost-effectiveness, higher-end solutions are also gaining traction.

## Challenges

**Affordability vs. Performance:** While SATA SSDs are affordable, higher-end solutions are more expensive, creating a divide in adoption.

**Increased Competition:** As more brands enter the market, competition intensifies, affecting pricing and margins.

## Top Vendors



# STORAGE

## Market Growth

The global storage market is forecasted to grow from **\$247.32 Bn 2023** to **\$777.98 Bn 2030** at a CAGR of 17.8%.

India's storage market is projected to grow at a rate of 8.27% annually, with revenue reaching \$1.2 billion by 2028.

## Key Drivers

**Digitalization:** As businesses embrace digital platforms, the need for efficient and reliable storage solutions is rising.

**AI and ML:** Advanced technologies like AI and ML are fueling growth in data storage, especially with innovations like All-Flash Arrays (AFA).

**Cloud & IoT:** Cloud computing and IoT are major drivers, leading to demand for fast, scalable storage.

## Challenges

**Cost of Advanced Storage Solutions:** While the technology advances, the cost associated with cutting-edge storage solutions like AFA can be prohibitive.

**Managing Large Data Volumes:** As data volume grows, managing and securing it becomes a challenge, especially for SMEs.

## Top Vendors





## STRUCTURED CABLING

## Market Growth

The Indian structured cabling market reached **US\$ 704.1 Mn** in **2023** and is expected to grow to **US\$ 1,626.1 Mn** in **2032** at a CAGR of 9.75%.

## Key Drivers

**Connected Devices:** The rise in IoT, smart buildings, and Wi-Fi-enabled services, especially with 5G deployment, is increasing demand for structured cabling.

**Data Centers:** The expansion of the data center industry and 5G infrastructure is driving demand for structured cabling solutions, especially copper-based ones for higher bandwidth. This demand is further bolstered by the introduction of Wi-Fi services on trains.

## Challenges

**Technological Shifts:** The market faces challenges in adapting to constant technology shifts, such as 5G, which require updated cabling solutions.

**High Installation Costs:** Implementing structured cabling, especially for large infrastructures, can be capital intensive.

## Top Vendors



## SURVEILLANCE &amp; CCTV

## Market Growth

The Indian CCTV market size is expected to grow from **US\$3.98 Bn** in **2024** to **US\$10.17 Bn** in **2029** at a CAGR of 20.60%.

## Key Drivers

**Shift to IP-based Systems:** IP cameras offer superior high-definition video and advanced analytics, making them increasingly popular.

**Government Initiatives:** The Smart Cities Mission and public surveillance projects are driving rapid adoption across the country.

**Urban Penetration:** Tier 1 and Tier 2 cities account for more than 80% of the CCTV market share. Govt. initiatives: With increasing initiatives being taken by the government to install CCTV solutions in public places

## Challenges

**Analog to IP Transition:** While IP-based systems are more advanced, a significant portion of the market still relies on traditional analog systems, leading to slow adoption.

**Cost of Implementation:** The high cost of IP-based systems can be a barrier for widespread adoption, especially in smaller cities.

## Top Vendors



Market Growth

The Indian UPS market is projected to grow at a CAGR of **8.20%** driven by the increasing need for reliable backup power solutions.

Key Drivers

**Frequent Power Outages:** Regions with unstable power grids are driving demand for both online and offline UPS solutions.  
**Edge Computing:** The rise of edge computing and real-time applications is increasing the need for uninterrupted power supplies in data centers and IT infrastructure.  
**Cloud Adoption:** The demand for continuous power is essential for data centers and cloud providers & other critical IT infrastructure, the need for uninterrupted power supply solutions has increased significantly.

Challenges

**High Capital Cost:** The initial capital cost for high-performance UPS systems is often a deterrent for widespread adoption.  
**Fragmented Market:** The market remains fragmented with low-cost imports competing with premium solutions.

Top Vendors



Market Growth

The UTM market is expected to reach **US\$10.998 Bn** while the NGFW market is projected to grow to **US\$5.52 Bn**.

Key Drivers

**Rising Cyber Threats:** With the increase in cyberattacks, the demand for comprehensive security solutions like UTM and NGFW is growing rapidly.  
**IoT Adoption:** IoT devices add new security vulnerabilities, leading to increased demand for NGFW and UTM solutions that can handle complex networks.

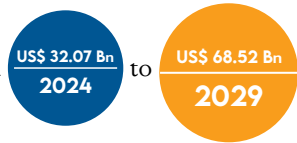
Challenges

**Integration of AI/ML:** Adapting to new AI/ML technologies to detect advanced threats is a challenge, as many businesses are still using legacy systems.  
**Cost of Next-Gen Solutions:** Next-generation firewalls and UTM systems are often expensive to deploy and maintain.

Top Vendors



## Market Growth

The global virtualization market is forecasted to grow from  with a CAGR of 16.4%.

## Key Drivers

**Cloud Adoption:** The demand for cloud-based and on-premises virtualization solutions continues to rise.

**IT Infrastructure Optimization:** Virtualization is increasingly used to optimize IT infrastructure, making it more flexible and scalable while reducing costs.

**Cost Savings:** Reducing hardware investments by consolidating multiple workloads on fewer machines. Easier backups, failovers, and restoration processes..

## Challenges

**Security Risks:** Virtualized environments can introduce new security vulnerabilities that businesses need to address.

**Cost & Complexity:** While virtualization reduces long-term costs, initial setup and management complexity can be high.

## Top Vendors



## Market Growth

The Wi-Fi market is projected to grow from  at a CAGR of 20.2%.

## Key Drivers

**Government Initiatives:** Programs like BharatNet and Digital India are driving the expansion of Wi-Fi connectivity in rural and underserved areas.

**IoT Growth:** The growing number of Wi-Fi-enabled IoT devices is propelling market expansion.

**Mobility:** Allows employees to work anywhere within the office, enhancing flexibility and Instant access to networks for employees and guests improves collaboration and efficiency

## Challenges

**Security Concerns:** As public Wi-Fi networks expand, securing them becomes increasingly important.

**Infrastructure Costs:** Setting up Wi-Fi infrastructure in remote areas can be expensive.

## Top Vendors



# WORKSTATION

## Market Growth

The global workstation market is forecasted to grow from **US\$ 59.57 Bn** in **2024** to **US\$ 125.55 Bn** in **2034** with a CAGR of 7.7%.

## Key Drivers

- Manufacturing Growth:** The rising adoption of CAD for 3D animation in manufacturing is boosting the workstation market.
- Advanced Technologies:** The integration of technologies like VR and AR in workstations is creating new business opportunities.
- Market Booms:** Industries like AI, data science, animation, and engineering need powerful workstations for processing-intensive tasks

## Challenges

- High Costs:** The high price and maintenance costs of workstations compared to personal computers are significant barriers to adoption.
- Limited Awareness:** Some industries, particularly SMEs, are still unaware of the benefits of high-end workstations.

## Top Vendors



## Market Growth

The Zero Trust security market is expected to grow from **US\$ 36.5 Bn** in **2024** to **US \$78.7 Bn** in **2029** at a CAGR of 16.6%.

## Key Drivers

- Cybersecurity Needs:** As organizations migrate to cloud environments, Zero Trust models are being adopted to secure data and ensure only authorized users have access.
- AI/ML Integration:** The integration of AI and ML in Zero Trust solutions is improving threat detection and response.
- Regulatory Compliance:** Stringent data protection laws (GDPR, HIPAA) demand secure access controls and data security measures.

## Challenges

- Legacy Systems:** Many businesses are still using outdated systems that are difficult to integrate into a Zero Trust framework.
- Cost of Implementation:** Implementing Zero Trust can be costly, particularly for smaller enterprises.

## Top Vendors



# ZERO TRUST SECURITY