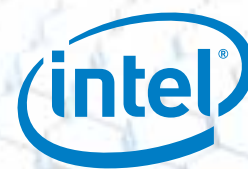




BRAND BOOK ON ICT INDUSTRY 2020

POWERED BY

VARINDIA



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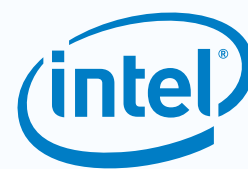
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Rukna Mana Hai

We believe in expanding our partner's edge in uncertain times. Together we perform best to meet our customers' needs, together we transform to adapt to the new environment, and together we have the potential to redefine the new normal – because **Rukna Mana Hai**.



The bridge to possible

BRAND BOOK

ON

INDIAN TECHNOLOGY INDUSTRY



**MOST TRUSTED & ADMIRER BRANDS
CHOSEN BY THE CUSTOMERS**



KALINGA
DIGITAL MEDIA

INDIA'S FRONTLINE IT MAGAZINE
VARINDIA
THE ULTIMATE *voice* OF INDIAN VALUE ADDED RESELLERS

SPO INDIA

Committed for a Better India

India's Only and

Asia's Largest Rated-4 Hyperscale Datacenter

Service Provider



Our Data Center
Locations

Mumbai
Delhi
Bangalore
Hyderabad

Our Upcoming Hyperscale Rated 4 Datacenter Facilities in India

Powering Most Mission Critical Applications

(BFSI, Cloud, E-Commerce, Social Media, Healthcare, Retail etc)

Zero Downtime History Since Inception

Colocation Services

Racks
Cages/Private Suites
Wholesale Space
Customized Hyperscale Facilities

Disaster Recovery

Disaster Recovery Services
1000+ Work Area Recovery Seats
Flexible, Customizable Plans

Services

Lift and Shift
Data Migration Services
Managed Services
Infrastructure as a Service
Datacenter Design and Build

CtrlS Differentiators

World's 1st LEED Platinum Certified Datacenter
Industry best uptime SLA of 99.995%
Industry lowest PUE Of 1.38*
Quake Proof and 100% Pollution Free Data Centers
Carrier Neutral Facilities

Sustainability

Solar Powered Facilities
Low Energy Consumption
Focus on Carbon reduction

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WELCOME

DR. DEEPAK KUMAR SAHU
Publisher & Editor-in-Chief

We're excited to unveil the ninth edition of the Brand Book. The Brand Book speaks about how the Best Brands are reaching new heights and at the same time how certain start-ups are also disrupting the industry.

Rapid digitization is transforming the global business landscape at an unprecedented speed and that brings immense opportunity for industry and society and the Digital Leaders have deliberated how to develop a vibrant pan-India ecosystem for innovation and entrepreneurship.

The year 2020 will be remembered for ever, since the coronavirus pandemic has had nearly the entire world in its grips for at least six months now, but during this difficult time our team is able to bring this research-driven book, which speaks how the technology sector is helping the industry to move ahead and the technology leaders speak on their experience cell and chalk out annual strategies to reach out to the rest of the world.

India is attracting a significant amount of foreign direct investment (FDIs), offering lower operational costs, cheaper yet qualified labour, and liberal laws. This is why a soaring number of companies are leading head towards the Asian superpower in efforts to increase the incomes and boost their companies.

The word Digital India and Make in India has emerged as the strongest brand power than ever but still trails other markets in terms of available finance and collaboration and the Indian economy's continued success requires a better connection between both worlds: the traditional businesses and new market players. Both benefit from collaboration to create markets they would struggle to create alone, and to ensure they remain at their competitive edge.

Digital transformation is a new jobs creator at the bottom of the pyramid. Digital technologies have also enabled 200 million Indians to open bank accounts in the last year alone. The year 2020 was much expected to be the year of transformation to continue on the transformation path and expand even more into adopting cutting edge immersive technologies but now we are seeing it differently.



The 9th edition of the Brand Book provides an extremely compact presentation of several technology brands speaking about their best practices followed by them on the essential principles of branding including brand strategy and brand building in various spaces and verticals, it also showcases how the effects of these technologies – mobile, artificial intelligence, sensors and analytics among others – are accelerating progress exponentially.

In the Brand Book we have taken utmost care to present the corporates who have made their presence strong to expand their business and services across the country. We recognised them in two different categories, after screening at the toughest levels, such as the "Most Trusted Company" and the "Most Admired Brands". The survey and related data modelling quantify consumer perceptions of product and services, preference and trust in after sales services, and the future of their connected lifestyles.

A survey was conducted by interviewing 500 CIOs on 10 different verticals in India, and the revealing facts are very interesting. IT/ITES organizations are already experimenting with technology, including chatbots and other AI tools, in search of enhancing the automation quotient. They are running pilot projects and seem well on course for adoption. The survey results, Robotic Process Automation (RPA) at 43%, Artificial Intelligence (AI) at 32% and Internet of Things (IoT) at 32% are among the most likely technology areas to see the most significant investments. They also view IT governance and risk as one of the top challenges for their organizations as far as

complexity and priority are concerned. We have published this in a separate section - "Eminent CIOs of India". The objective of this survey was to assist the CIOs along with other IT leaders to prepare themselves for radical changes in the sector so that they are not left behind. Most businesses that have solid business plans from the Chief Information / Investment/ Involvement officer and good management are growing. Most CIOs today desire to have more control on their company's technology.

The year 2020 will be remembered in the history for a virus that knew no boundaries. There is no country, business or living being that has not been affected by the COVID pandemic. While governments have been working diligently to protect and save human lives, businesses have been hit and small businesses and start-ups have been the most affected.

In the near future, we look forward to connecting the insights of the Digital India initiatives with various initiatives related to everything going digital, and to take practical steps to increase collaboration on a global level and let me take this opportunity to say "Thank You".

As the valued readers, we have accomplished so much just because of you. Thank you again for choosing us as the most valuable book for the brand positioning and your feedback on the survey to choose many in the respective categories.

Thank you for being the best readers ever!



a Hewlett Packard
Enterprise company

DISCOVER THE FUTURE OF NETWORKING WITH THE LEADER IN EXPERIENCE EDGE

Secure, Simple, Smart Networks

Wireless | Wired | Security | Network Management |
Analytics & Assurance | SD-Branch | Location Service



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FOREWARD

S. MOHINI RATNA
Editor

The Brand Book is positioned as the ultimate vehicle for the corporates to position their brand and product identity. The 9th edition of the Brand Book is the testimony of it and it complements to the innovations which are on the look-out for futuristic technologies to challenge the status-quo, cut costs, boost revenues, generate process efficiencies and facilitate the development of new products and services by continuing the turn towards digitization and differentiation.

Technology is a new battleground for CIOs. For years, FinTech (or Financial Technology) has been a hot start-up sector and one of the best industries for business in India. The digital payment space in India is set to witness interesting times as WhatsApp, the global messaging app, is coming in a phased manner with its payment services. There is no doubt that competition in the fintech industry will intensify in the year 2020, however, it will still remain one of the fastest growing industries in India. At the same time, we have seen the gaming industry has grown to become one of the biggest in the entertainment sector in the world and is considered as one of the fastest growing industries, with smartphone penetration at its peak, the Indian gaming market ranks 5th among the world's top mobile gaming markets.

A hard fact that we have to accept and no one generally speaks about is the opposite side of the coin, that is the more time people spend online, the more they are exposed to data breaches & violations of digital privacy. Data privacy breach makes Cyber Security one of the fastest growing industries and creates endless opportunities for entrepreneurs and business owners willing to bet on cybersecurity and data protection as a business. According to a report by PwC, the cyber security market in India is expected to grow from USD 1.97 billion in 2019 to USD 3.05 billion by 2022, at a CAGR of 15.6%. With ever increasing threat, the role of the chief information Security Officer (CISO) has constantly confronted by ever-increasing and sophisticated cyber-attacks.

Finally, the most important thing is as we enter a new decade, the issue of sustainability has never been more important. From minerals to metals, and water to clean air, our world is consuming resources faster than the planet can replace them. With the population predicted to reach 8.5 billion people by 2030 there is a pressing need to develop sustainable systems to reuse and recycle precious materials.

We are confident that the findings will contribute to improving the industry to a further step, as there are few more enterprises that were able to join the digital transformation league with their newer idea and innovations in this year's Brand book, which would bring fortune both for business and society.

We once again thank you for all your valuable contribution at this difficult time, that has made a huge success as it is everyone's energy, involvement, commitment and wonder that makes this year's Brand book more meaningful.



Technology has taken us far beyond the imaginations and digital technology is rapidly shifting, from being a driver of marginal efficiency to an enabler of fundamental innovation and disruption.

Industry analysts are excited about the rise of smart connectivity backed by the newer technologies including IoT, AI, ML and 5G networks. Digitalization is the cause of large-scale and sweeping transformations across multiple aspects of business, providing unparalleled opportunities for value creation and capture, while also representing a major source of risk.

Today technology has become ubiquitous and accessible to the wider population, it is having a profound impact on how customers behave and the expectations they have. We have also seen, the newer generations are raised as "digital natives", they are not only harder to surprise, but can also imagine for themselves how technology can be used to improve their lives. Digital transformation provides industry with unparalleled opportunities for value creation from expanding profit pools, creating new revenue models and enabling unprecedented access to global markets. It used to take Fortune 500 companies an average of 20 years to reach a billion-dollar valuation; today's digital start-ups are getting there in just three to four years.



1

amazon

2



Google

3

4

TATA
CONSULTANCY
SERVICES

Infosys®

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 Microsoft

SAMSUNG

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DELL
Technologies

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1m Tech
Mahindra
IT Services and Telecom Solutions

accenture

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 Hewlett Packard
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INCRAM®

SAP®

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Canon
Delighting You Always

23

24

Lenovo

 LG
Life's Good

25

TOP 5 BRANDS

IN INDIAN ICT INDUSTRY 2020

DIGITAL TRANSFORMATION IS DRIVING CUSTOMER EXPERIENCE

Branding gives the audience a clear sense of purpose and well-defined roadmap – a credible voice that people want to listen to. It is essential for every organisation of any size. The brand is the sum total of your customers' perceptions, notions and experience. It is the face, personality and the values espoused by your business – and everything in between. It is absolutely critical to a business because of the overall impact it makes on your company. In the world of technology, digitalisation has created tremendous opportunities. Modern technology allows marketers to gain a tremendous amount of knowledge about their customers. Digital transformation (DX) is forcing companies across all industries to re-think how they operate. IDC estimates that by 2021, at least 50% of global GDP will come from digitized business models, with growth in every industry driven by digitally-enhanced offerings, operations, and relationships.

We are living in an incredible period of innovation, where tech is transforming society, business and customers. Digital technology changes at an incredibly fast pace; often overnight and it plays an important role in society today. Digital technologies are part of any successful marketing strategy. However it has its positive and negative effects on the world and it impacts our daily lives. It is an exciting time to deep tech in India. Now-a-days, many tech and start-up companies are using deep tech to solve real world problems, and new technologies are driving an emerging breed of start-ups. The technology makes the competition more rampant for the brand positioning and identifying. There is a strong focus needed for brand positioning and appropriate messaging would give a better chance of not being forgotten in the crowded space.



1. AMAZON

JEFF BEZOS
FOUNDER & CEO



KEY DIFFERENTIATOR: Amazon is the undisputed Goliath of eCommerce and its flexible technology stack allows it to offer consumers a broader product assortment, greater convenience, highly competitive pricing and secondly, Amazon has created an amazing business providing consumers with an outstanding shopping experience and low prices. The program, Amazon Prime, through which members get merchandise shipped free of charge in two days or less.

PRODUCTS & SOLUTIONS: Amazon product lines include several media, apparel, baby products, consumer electronics, beauty products, gourmet food, groceries, health and personal-care items, industrial & scientific supplies, kitchen items, jewellery and watches, lawn and garden items, musical instruments, sporting goods, tools, automotive items and toys & games.

BRAND VISIBILITY: The Amazon Demand-side Platform (DSP) allows marketers to target display inventory both on and off Amazon. Across a sample of dozens of Amazon DSP advertisers, we found that the share of spend allocated to campaigns focused on building awareness and consideration grew from 26% in Q1 2019 to 60% in Q4.

2. APPLE INC.

TIM COOK
CEO



KEY DIFFERENTIATOR: Apple products are intuitive and easy to use, which means they are also easy for your business to support and the brand stands for the Quality, Signature and Loyalty to its niche premium clientele. Apple's strategy for localized branding approach for the countries and markets it operates in makes it a successful brand worldwide. Not only does Apple attract consumers with its global branding consistency and sleek products, but it also caters to buyers' emotions.

PRODUCTS & SOLUTIONS: iPhone -smartphone, iPad -tablet, Mac PC, iPod portable media player, Apple smartwatch, Apple TV, Apple AirPods wireless earbuds, macOS & iOS, Safari web browser, iTunes store, Mac App Store, Apple Music, Apple TV+, iMessage, iCloud and Apple Pay and a range of accessory, service and support offerings.

BRAND VISIBILITY: Apple's brand awareness tops all other global tech companies. Their ability to keep their branding simple, aesthetically pleasing, and also marketing in an exciting and informative way hugely contributes to their branding success. Apple is one of the world's most successful and profitable technology company. As per IDC, in the premium (\$500 or Rs 36,000 and above) segment, Apple reached a record 75.6 per cent market share.

3. GOOGLE LLC

SUNDAR PICHAI
CEO



KEY DIFFERENTIATOR: Google is an American multinational technology company and is considered as one of the Big Four technology companies in the globe. Google's backbone network uses advanced software-defined networking and edge caching services to deliver fast, consistent, and scalable performance and Google Cloud's footprint spans 61 zones and over 130 points of presence across more than 35 countries worldwide. Google's next big thing will likely come from one of its new priority areas, like cloud, transportation, and healthcare.

PRODUCTS & SOLUTIONS: Search Tools (Google Search, Google Images, YouTube, Google News, Google Assistant, Google Analytics), Advertising Tools & Services (Google Ads, Google AdSense), Communication & Publication Tools (Google Docs, Google Drive, Google Calendar, G Suite business solutions, Gmail, Blogger), Development Tools, Map-related products (Google Maps), Operating Systems (Android, Chrome OS), Nexus Tablets, Chromecast, Google Glass, Google Pixel smartphone and Google Cloud.

BRAND VISIBILITY: Google.com is the most visited website in the world, while several other Google services also figure in the top 100 most visited websites, including YouTube and Blogger. G Suite now intelligently brings together the people; content for the live stream the meeting using Meet, a live-stream allows broadcasting meetings to large groups in real time

4. TATA CONSULTANCY SERVICES LIMITED

N CHANDRASEKHARAN
CHAIRMAN



KEY DIFFERENTIATOR: TCS is a global leader in IT services, consulting and business solutions organization offering transformational as well as outsourcing services to global enterprises. It is a subsidiary of Tata Group and operates in 147 nationalities across 46 countries. It has a total of 58 subsidiary companies.

PRODUCTS & SERVICES: Outsourcing, Consulting, Managed Services, TCS BaNCS and TCS MasterCraft and TCS uses its domain expertise and COIN framework to support innovation-based product engineering.

BRAND VISIBILITY: TCS has successfully navigated through multiple technology cycles over the last five decades, pivoting and adapting each time to build relevant new capabilities and helping clients realize the benefits of that new technology. Its brand value increased by 23 percent over the prior year, and its brand rating was upgraded from AA+ to AAA-, marking another strong year of performance for TCS across multiple global markets. It has positioned itself as a leader in providing a superior all round customer experience, leveraging the likes of artificial intelligence and robotic automation across its transformation programs

5. INFOSYS LIMITED

N. R. NARAYANA MURTHY
CHAIRMAN



KEY DIFFERENTIATOR: Infosys Limited is a global leader in next-generation digital services that provides business consulting, information technology and outsourcing services. A dedicated team of researchers are focused on identifying trends and developing technologies that are relevant to enterprises, not only today but also in the long run, it enables clients in 46 countries to navigate their digital transformation. It has a growing global presence with 2,42,371 employees and has operations spread across 191 locations, with the presence of 82 global sales & marketing offices and 123 development centers.

PRODUCTS & SOLUTIONS: It is a global leader in next-generation digital services and consulting, Managed Services, Infosys Finacle, NIA – Next Generation Integrated AI Platform. The current areas of innovation includes AI & ML, Blockchain, Computer Vision, Conversational interfaces, AR-VR, Deep Learning, Advanced analytics using video, speech, text etc.

BRAND VISIBILITY: Infosys offers innovation as a service to its clients. This service consists of an end-to-end innovation partnership for creating, capturing, evaluating, incubating and scaling ideas. This service helps clients create their own innovation cultures, leveraging the new technologies that are changing our world.

6. MICROSOFT CORPORATION

SATYA NADELLA
CEO



KEY DIFFERENTIATOR: Headquartered in Redmond, Washington, Microsoft, an American multinational technology, was founded by Paul Allen and Bill Gates. Microsoft has invested heavily into AI; championed bots as a new computing paradigm; and developed ambitious apps for platforms such as iOS and Android rather than trying to weaken the competition by tying its core assets directly to Windows, rated as the most valued company at the global level.

PRODUCTS & SOLUTIONS: Windows Office Servers, Skype, Visual Studio, Xbox, Surface, Azure, Bing, LinkedIn, Office 365, OneDrive, Microsoft 365 is powered by Office 365, Windows 10 and Enterprise Mobility, Security to fuel customers collaboration, creativity and revenue growth.

BRAND VISIBILITY: Microsoft is best known for its software products - Microsoft Windows, Microsoft Office and Internet Explorer. Its mission is to empower every person and every organization to achieve more. Talking about the India market, Microsoft is evaluating to increase its datacenter capacity given the traction it is receiving. The increasingly flexible software seamlessly integrates chat, calls, file sharing, video meetings, and third-party apps to allow employees to engage in a nonlinear workflow.



14. TECH MAHINDRA LIMITED

C. P. GURNANI
CEO



KEY DIFFERENTIATOR: Tech Mahindra Limited is an Indian multinational provider of information technology (IT), Networking Technology solutions and Business Process Outsourcing (BPO) to various industry verticals and horizontals and is headquartered at Pune. Tech Mahindra represents the connected world, offering innovative and customer-centric information technology experiences, enabling Enterprises, Associates and the Society to Rise. It is a USD 5.2 billion company with 125,200+ professionals across 90 countries, helping 973 global customers including Fortune 500 companies.

PRODUCTS & SOLUTIONS: Outsourcing, Consulting, IT/ Managed Services, convergent, digital, design experiences, innovation platforms and reusable assets connect across a number of technologies to deliver tangible business value and experiences to its stakeholders.

BRAND VISIBILITY: Tech Mahindra is the highest ranked Non-U.S. company in the Forbes Global Digital 100 list (2018) and in the Forbes Fab 50 companies in Asia (2018). It is part of the USD 21 billion Mahindra Group that employs more than 200,000 people in over 100 countries. The Group operates in the key industries that drive economic growth, enjoying a leadership position in tractors, utility vehicles, after-market, information technology and vacation ownership.

15. ACCENTURE

PIERRE NANTERME
CHAIRMAN



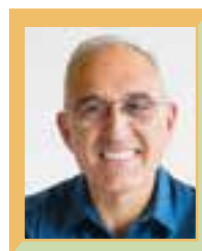
KEY DIFFERENTIATOR: Accenture is an Irish domiciled multinational professional services company and a Fortune Global 500 company. In 2019 the company reported revenues of \$43.2 billion, with more than 492,000 employees serving clients in more than 200 cities in 120 countries. It has a total of 6,800 patents and patent pending applications in 44 countries.

PRODUCTS & SOLUTIONS: Strategy, Consulting, Digital, Technology, Operations, Services and Solutions. The volume of work and collaboration in innovation and technology bolster businesses and industries, leading India into an exhilarating post-digital.

BRAND VISIBILITY: Accenture believes that business transformation is the goal of the entire organization, not just a discrete group within Accenture. Technology can only deliver those goals if it is closely integrated with company strategy, business processes, talent and skills. Accenture's unique approach to combining AI with data, analytics and automation under a bold strategic vision to transform your business.

16. HEWLETT PACKARD ENTERPRISE (HPE)

ANTONIO FABIO NERI
PRESIDENT & CEO



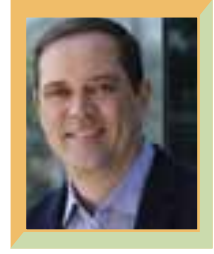
KEY DIFFERENTIATOR: Hewlett Packard Enterprise (HPE) is a business-focused organization with two divisions: Enterprise Group, which works in servers, storage, networking, consulting and support, and Financial Services. HPE is the global edge-to-cloud platform-as-a-service company that helps organizations accelerate outcomes by unlocking value from all of their data, everywhere. HPE delivers unique, open and intelligent technology solutions, with a consistent experience across all clouds and edges, to help customers develop new business models, engage in new ways, and increase operational performance.

PRODUCTS & SOLUTIONS: Intelligent edge, Hybrid IT, HPE Servers, HPE Storage, Networking (Aruba Networks), Hybrid Cloud (GreenLake), Consulting & Support and Financial Services.

BRAND VISIBILITY: Hewlett Packard Enterprise also worked through the acquisition of a number of companies, including Nimble (a predictive flash storage technology business), SimpliVity (a converged technology management solution firm) and BlueData (an AI and big data software company). The new state-of-the-art headquarters offers enhanced benefits for its employees, while also celebrating its rich history as a company.

17. CISCO SYSTEMS, INC.

CHUCK ROBBINS
CEO & CHAIRMAN



KEY DIFFERENTIATOR: Cisco Systems, Inc. is an American multinational technology conglomerate, headquartered in San Jose, California. Cisco develops, manufactures and sells networking hardware, software, telecommunications equipment and other high-technology services and products. Starting from the branch networking to cloud computing and collaboration, Cisco is building a bridge to various possibilities within your enterprise.

PRODUCTS & SOLUTIONS: Networking Hardware, Enterprise Network Security, Telecommunications Equipment, Collaboration tools, SD-WAN, Catalyst 9200, 4000 Series Integrated service Routers and Single platform Integrated all collaboration needs to deliver easy-to-use connected experiences. Other top brands of CISCO include Cisco Webex, Jabber Inc, Open DNS, CISCO Meraki, AppDynamics etc.

BRAND VISIBILITY: Cisco Systems is an IT and networking brand that specializes in switches, routers, cybersecurity, and IoT. Its logo seems to be seen on every office telephone or conference hardware. Cisco's fastest-growing business is its Cybersecurity unit, which grew its revenue by 14% annually to \$528 million last quarter and accounted for 6% of its product revenues. Cisco has been aggressively expanding that business through big investments and acquisitions. The increased dividend shows confidence in the strength of its ongoing cash flows and demonstrates its commitment to shareholder return.

18. SALESFORCE.COM, INC.

MARC RUSSELL BENIOFF
CHAIRMAN & CO-CEO



KEY DIFFERENTIATOR: Salesforce is an American cloud-based software company headquartered in San Francisco, California. The bulk of its revenue comes from its customer-relationship management (CRM) service and thus it has carved its niche as the largest CRM software player globally. Salesforce lets you efficiently unify different principal functions of your business so you can achieve customer success.

PRODUCTS & SOLUTIONS: Customer-Relationship Management, CRM (Service Sales Cloud, Service Cloud Platform, Marketing Cloud, Commerce Cloud, Community Cloud). With Salesforce, you get more than just the world's #1 CRM platform. You also join 150,000+ like-minded companies and find a massive community of experts and evangelists committed to your company's growth.

BRAND VISIBILITY: Salesforce is one of the largest and most popular cloud platform providers in the world and it lets you efficiently unify different principal functions of your business so you can achieve customer success. You can sell, provide service, market, collaborate, know your customers, and build apps on a single platform and it enables the preparation of a business-ready enhancement plan and provides innovations to improve/expand functionality.

19. HP INC.

ENRIQUE LORES
CEO



KEY DIFFERENTIATOR: Hewlett Packard Inc. is an American technology company, which develops personal computers (PCs), printers and 3D printing solutions. It has managed to retain its position as the no. 1 across all product categories. The reason of success behind it is to keep reinventing products with a vision to create technology that makes life better for everyone and everywhere, around the globe.

PRODUCTS & SOLUTIONS: Personal Computers (Desktops & Laptops), Printers, Digital Press, 3D Printers, Scanners, Copiers and Displays.

BRAND VISIBILITY: HP is a computing company first and foremost, that's evident through their PC and Printing business. HP has a unique approach to immersive computing through a continued use of their 3D camera technology that they originally developed with the Sprout. HP's 3D printing technology works a lot like a regular printer would, utilizing a lot of the same technologies and uses a heat/light activated bonding agent to create layers of printed material based on the company's unique powder that acts like '3d paper'.



7. SAMSUNG ELECTRONICS CO. LTD.

KI NAM KIM
VICE CHAIRMAN & CEO



KEY DIFFERENTIATOR: Samsung Electronics Co., Ltd. is a South Korean multinational electronics company headquartered in the Yeongtong District of Suwon. The product offering includes home appliances such as TVs, monitors, refrigerators, and washing machines as well as key mobile telecommunications products like smartphones and tablets. Samsung also continues to be a trusted provider of key electronic components like DRAM and non-memory semiconductors.

PRODUCTS & SOLUTIONS: Semiconductors, Solid State Drives, DRAM, Telecommunications Equipment (phones, headphones, televisions and Blu-ray players), Home Appliances (refrigerators, ovens, washers and vacuums), Computing (laptops, tablets, printers) and display solutions.

BRAND VISIBILITY: Samsung Samsung has proven itself in electronics as a global leader in technology and innovation. For over 70 years, Samsung has been dedicated to making a better world through diverse businesses that today span advanced technology. India is an important market for Samsung, and the brand is fulfilling its commitment towards 'Make for India'. Recently, Samsung announced to set up Rs 54 billion smartphone display plant in India and also investing \$500 million in its India operations to set up a manufacturing plant on the outskirts of New Delhi to produce displays

8. DELL TECHNOLOGIES INC.

MICHAEL DELL
FOUNDER & CEO



KEY DIFFERENTIATOR: Dell Technologies Inc. is an American multinational corporation operating in the information technology industry. Dell operates under 3 divisions - Dell Client Solutions Group that produces desktop PCs, notebooks, tablets, and peripherals, such as monitors and projectors under the brand name of Dell; Dell Technologies, sells storage solutions; and VMware, a publicly traded company focused on virtualization and cloud infrastructure. In addition, Dell also owns 3 separate businesses - RSA Security, SecureWorks and Virtustream Inc.

PRODUCTS & SOLUTIONS: Personal computers, Data Protection, Dell Technologies Cloud, Servers, SAN storage, NAS storage, Networking, Computer software and Virtualisation.

BRAND VISIBILITY: Dell gives today's workforce what they need to securely connect, produce, and collaborate; anywhere at any time. VMware is well recognised as the Dell's crown jewel due to its massive power of virtualization market share, large presence in the corporate world. Dell EMC hybrid cloud solutions simplifies its cloud environments, eliminates silos and delivers a consistent infrastructure experience wherever the workloads may reside

9. JIO

MUKESH D AMBANI
CHAIRMAN



KEY DIFFERENTIATOR: Reliance Jio promises to shape the future of India by providing end-to-end digital solutions for businesses, institutions and households and seamlessly bridging the rural-urban divide and aims to enable this transformation by creating not just a cutting-edge voice and broadband network, but also a powerful ecosystem on which a range of rich digital services will be enabled – a unique green-field opportunity.

PRODUCTS & SOLUTIONS: The three-pronged focus on broadband networks, affordable smartphones and the availability of rich content and applications has enabled Jio to create an integrated business strategy from the very beginning, and today, Jio is capable of offering a unique combination of telecom, high speed data, digital commerce, media and payment services.

BRAND VISIBILITY: The Company has positioned itself as a tech major, but has to deliver on promises through effective monetization. Reliance Jio has so far raised Rs 1,18,318 crore, excluding Google's share of Rs 33,700 crore. Jio has already secured funding from many global investors such as Mubadala, KKR, etc. It is the company in the globe that has received maximum investment during the pandemic



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maintaining a relationship with existing customers happens naturally—but m

Like every year VARINDIA unveils the report on how the top 25 brands are Companies (These are the industry benchmarks and honours given purely on key to survival during covid-19 has been a rapid revamp of IT infrastructure China's emergence as the hub of hardware manufacturing in the world and ar be among the largest in the world. The hard fact is companies will own their

We are able to gather vital information from the survey with over 3000 C on their product acceptance and support from the vendors. These 25 Most Tru prospects have with your company or organization.

THE METHODOLOGY

Our methodology seeks to provide a rich and insightful analysis of your b growth in the industry and we have re-evaluated on the products, services ecosystem, and training employees, among others—build trust.

Often it is the most difficult and important task for our Journalists to select is pioneered in brand valuation since 1999, as strong brands influence custom

A distinguished panel of the industry's topmost CIOs, CTO, CEOs, and ana year. The list intends to help to choose the Most Trusted Companies, you can agile, higher availability and with vastly improved in the Product quality. The measures the ability of the brands to create loyalty.

Today, technology strategy has increasingly become a core part of business strategy in organizations demand for improved outcomes have grown. Social media has played a vital role in the brand positioning and it is absolutely true that, brand consistency across all marketing touchpoints is a challenge for every organisations.

Our team has also analysed how digital experience continues to be a critical driver of enterprise transformation and a customer experience strategy, which is expected to provide a holistic view of interactions a customer will have with brands that are relevant, personalized, meaningful and insightful analysis of your brand.

We would like to acknowledge the efforts of the corporates to share their valuable inputs on their best practices they have experienced in the first-hand. All feedbacks are valuable and can provide important insights for you to consider as the industry is always looks to adopt newer marketing strategy.

Let's look into these 25 Most Trusted Brands on how they have made difference with their newer marketing strategies to retain their leadership position in the Indian Technology Industry.



KEY HIGHLIGHTS:

Success starts with planning
 Marketers need to "feel the pain" of the sales team
 Establish an ongoing dialog with your audience
 Our internal customers are as important as external ones
 Creating a data-driven organization is important to measure everything
 The complexities of new product launches increases role of marketing in sales enablement
 The influence of customer experience while making digital transformation
 Plans for success and prepares for tough decisions
 Marketers need to work very smartly, since, AI makes decisions, ML makes predictions
 lastly the inherent scarcity of quality marketing results in disequilibrium

For more than two decades, we have been tracking the emergence and eventual of digital experience, analytics, cloud, digital reality, cognitive, blockchain, the of IT, risk, and core modernization. We have seen organizations exploring how they intersect to create more value as well as new ways to manage technology and technology function. Brand Book recognizes how the technology brands are using newer products and solutions to meet the growing demand and helps in the curve.

In a competitive market there is a need to have strong relationship with potential customers before they make a purchase decision. And that is difficult. Building and making connections with potential customers requires more effort.

Companies performing their leadership and have been identified as the '25 Most Trusted Brands' (on the basis of voter participation), for small- and medium-sized businesses, the brands in search of new business models and ways of working. Today we have seen a new economic superpower, several Chinese companies have climbed the ranks to become top audiences by infusing content in every marketing tactic.

COOs on their experience cell and interacted with B2B Partners in the country. Most Trusted Brands are the sum total of the experience your customers and customer

Brand, providing a clear picture of how your brand is contributing to business success, and the decisions they make—around managing data, building a partner

and implement an all-encompassing and necessary methodology. VARINDIA is the first choice and create loyalty.

Analysts including VARINDIA's editorial board scrutinized the list throughout the year. We trust them, who are continuously delivering an uncompromising performance, and the Panels brings the list of Most Trusted Companies where the Brands strength



11. INTERNATIONAL BUSINESS MACHINES CORPORATION (IBM)

ARVIND KRISHNA
CEO



KEY DIFFERENTIATOR: IBM provides integrated solutions that leverage information technology and knowledge of business processes. It operates through the following segments: Cloud & Cognitive Software, Global Business Services, Global Technology Services, Systems, and Global Financing. The Cloud & Cognitive Software segment provides integrated and secure cloud, data and solutions to the clients through its strong work force of 383,800.

PRODUCTS & SOLUTIONS: Computer Hardware (IBM's POWER microprocessors, Middleware, Software, Hosting, Consulting Services, Cloud Computing (IaaS, SaaS and PaaS), Cognitive Computing, Data & Analytics, Internet of Things, IBM Watson, Security (IBM Secure Blue encryption hardware), All-flash Arrays, IT Outsourcing.

BRAND VISIBILITY: The Global Technology Services segment provides comprehensive IT infrastructure and platform services that create business value for clients. The Systems segment provides clients with innovative infrastructure platforms to help meet the requirements of hybrid cloud and enterprise AI workload. The Global Financing segment encompasses two primary businesses: financing, primarily conducted through IBM Credit LLC, and remanufacturing and remarketing. IBM has made a huge bet on Red Hat, hoping to dominate a potentially trillion-dollar market by scooping up the open-source giant for \$34 billion last year.

12. HCL TECHNOLOGIES

ROSHNI NADAR MALHOTRA
CHAIRMAN



KEY DIFFERENTIATOR: HCL Technologies is the third-largest IT services company in India. Recently, co-founder Shiv Nadar has stepped down as Chairman of the Board of Directors and handed over the baton to his daughter Roshni Nadar Malhotra. Nadar, 75, will continue as the Company's Managing Director, with the designation of Chief Strategy Officer. The company made bold bets in infrastructure services, engineering services, and products & platforms. HCL's revenue has grown from \$6.4 billion to \$9.7 billion in last 12 months.

PRODUCTS & SOLUTIONS: It deliver innovative technology solutions built around Digital, IoT, Cloud and invest technology footprint to deliver transformation at scale; Next-gen IPs, products and solutions.

BRAND VISIBILITY: The brand visibility could reflect from the business consistency and overall performances. The revenue grew 4.9% in the quarter ended December, helped by growth in its digital and mainstay infrastructure services business. It has reported revenue of \$2.20 billion in the December quarter versus \$2.05 billion in the quarter earlier.

10. AIRETL: BHARTI AIRTEL LIMITED

SUNIL BHARTI MITTAL
FOUNDER & CHAIRMAN



KEY DIFFERENTIATOR: Bharti Airtel Limited, also known as Airtel, is an Indian global telecommunications services company based in New Delhi, India. It operates in 18 countries across South Asia and Africa, and also in the Channel Islands. Airtel provides GSM, 3G, 4G LTE, 4G+ mobile services, fixed line broadband and voice services depending upon the country of operation.

PRODUCTS & SOLUTIONS: The Company offers products and services both for the end consumer as well as for businesses. The consumer business offers 2G, 3G and 4G wireless services, mobile commerce, fixed line services, high speed DSL broadband, IPTV and Digital TV, Airtel Business, Airtel Payments Bank, Airtel Money (the e-wallet of Airtel Payments Bank) and IPTV.

BRAND VISIBILITY: Bharti Airtel had over 423 million customers across its operations at the end of March 2020. Airtel has had a quite big share by introducing various 1st in the Indian Market and that is something that defines Airtel.

13. WIPRO LIMITED

RISHAD PREMJI
CHAIRMAN



KEY DIFFERENTIATOR: Wipro Limited is a leading global information technology, consulting and business process services company. Wipro harnesses the power of cognitive computing, hyper-automation, robotics, cloud, analytics and emerging technologies to help its clients adapt to the digital world and make them successful. It's strong workforce of over 175,000 serving clients across six continents.

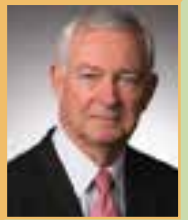
PRODUCTS & SOLUTIONS: IT Services, Consulting, Outsourcing, Managed Services.

BRAND VISIBILITY: Wipro ranked third fastest growing global IT services brand in 2019 and we discover ideas and connect the dots to build a better and a bold new future. Wipro sees the potential for its clients at every intersection, every disruption and every touch-point. We discover ideas and connect the dots to build a better and a bold new future and work to advance it every day by forging the connections and collaborations that reveal possibilities. In Wipro Technologies SWOT Analysis, the strengths and weaknesses are the internal factors whereas opportunities and threats are the external factors.



20. INGRAM MICRO INC.

ALAIN MONIÉ
CEO



KEY DIFFERENTIATOR: Ingram Micro is a Chinese-owned HNA and distributes Information Technology products. The company supports global operations by way of an extensive sales and distribution network throughout North America, Europe, Middle East and Africa, Latin America and Asia Pacific, with Local sales offices and/or representatives in 160 countries and 190 logistics centres worldwide and has generated revenues of approximately 47.2 billion U.S. dollars, down from 50.44 billion U.S. dollars one year earlier.

PRODUCTS & SOLUTIONS: With its vast global infrastructure and focus on cloud, mobility, technology lifecycle, supply chain and technology solutions, Ingram Micro enables business partners to operate more efficiently and successfully in the markets they serve.

BRAND VISIBILITY: Ingram Micro Inc. has matched its expertise in identifying the markets and technologies that shape the IT industry with its global distribution and logistics capabilities, demonstrating unparalleled leadership within the information and communications technology (ICT) marketplace. Ingram Micro's role as a leader and innovator in technology and supply chain solutions has fuelled its rise to becoming the 62nd-ranked corporation in the FORTUNE 500.

21. SAP

CHRISTIAN KLEIN
CEO



KEY DIFFERENTIATOR: SAP is a German multinational software corporation that makes enterprise software to manage business operations and customer relations. SAP stands for Systems Applications and Products in Data Processing. SAP, by definition, is also the name of the ERP (Enterprise Resource Planning) software. The First and best advantage in SAP is everything is recorded and It is recognised for Simplify your IT landscape and reduce data management burdens with a unique and enterprise-proven database platform.

PRODUCTS & SOLUTIONS: SAP continues to lead the tier 1 ERP market and SAP S/4HANA is a critical part of the digital core, which drives digital transformation and delivers instant business value. SAP offers customers a choice of deployment options including cloud, on-premise and hybrid so they can choose any scenario or combination that is right for them.

BRAND VISIBILITY: The advantage of SAP is its flexibility. SAP allows companies to create their own rules within the SAP structure. These rules set the parameters for acceptable and unacceptable transactions and secondly, SAP Business One is an enterprise resource planning solution that can be used to make project management more streamlined. With your current skillset, decision making, and time management transforms into an easy task with SAP

22. INTEL CORPORATION

BOB SWAN
CEO



KEY DIFFERENTIATOR: Intel is an American multinational corporation and technology company headquartered in Santa Clara, California. It is the world's second largest and highest valued semiconductor chip manufacturer and became the dominant player in the microprocessor industry. As of Feb. 5 2020, Intel's market capitalization is \$288 billion. Intel expects to be on 2 year cadence with its manufacturing process node technology, starting with 10nm in 2019 and moving to 7nm EUV in 2021, then a fundamental new node in each of 2023, 2025, 2027, 2029

PRODUCTS & SERVICES: Intel announced the first 10th Gen Intel Core processors, bringing high-performance AI to the PC at scale with Intel Deep Learning Boost (Intel DL Boost). The processors are built on the company's 10nm process technology, new "Sunny Cove" core architecture and new Gen11 graphics engine.

BRAND VISIBILITY: Intel's innovation strategy encompasses investments in advanced manufacturing processes and packaging, architecture, interconnects, and embedded security features. These are all a part of the company's efforts to be the leading end-to-end platform provider.

23. CANON INC.

FUJIO MITARAI
CHAIRMAN AND CEO



KEY DIFFERENTIATOR: Canon is a Japanese multinational corporation and has a primary listing on the Tokyo Stock Exchange and secondary listing on the New York Stock Exchange. Canon is continued to refine its diverse imaging technologies based on its core optical technology, to expand and create an even stronger EOS and recognised as the global leader in photographic and digital imaging solutions. It is ranked second in the Top Ten U.S. Patent Holders by Company in 2018, while has been ranked No. 1 in Japan for 14 years running.

PRODUCTS & SOLUTIONS: As a first mover advantage in digital photography it has the strong leadership in imaging and optical products (SLR Cameras, Still Cameras, Photocopiers, Digital Cameras, Camcorders), Printers, Scanners, Lenses, LCDs, Projectors, Virtual Reality Headset, Calculators, Medical equipment, CCTV solutions and custom optical components.

BRAND VISIBILITY: Canon is a global provider of digital imaging technologies and a leading provider of consumer, business-to-business, and industrial digital imaging solutions and Canon's bubble jet (BJ) printing technology is a development of the ink jet-printing concept. Canon has recorded over 10,000 patents for bubble jet technology.

24. LENOVO GROUP LTD.

YANG YUANQING
CHAIRMAN & CEO



KEY DIFFERENTIATOR: Lenovo is a Chinese multinational technology company with headquarters in Beijing (China) and Morrisville (North Carolina) United States. The three decade old company has operations in more than 60 countries and sells its products in around 160 countries. Lenovo has positioned as the world's #1 PC company as well as a leading provider of mobile phones, tablets and a full range of IoT devices and is also the world's largest supercomputer provider.

PRODUCTS & SOLUTIONS: Smartphones, Desktops (ThinkCentre, IdeaCentre), Servers, Notebooks (ThinkPad, IdeaPad, Yoga), Tablet Computers, Netbooks, Supercomputers, Peripherals, Printers, Televisions, Scanners, Storage Devices, Smart Televisions, Wearables, Datacenter.

BRAND VISIBILITY: As a global technology company serving more than a billion customers worldwide and transformed itself to many times, Lenovo has unique insight into this journey and its move towards 5G and IoT devices creates an explosion of data and analytics at the Edge. From smartphones (Motorola), tablets, PCs (ThinkPad, Yoga, Lenovo Legion) and workstations as well as AR/VR devices, smart home/office solutions and commercial applications offering a comprehensive end-to-end solutions.

25. LG ELECTRONICS INC.

KWON BONG-SEOK
CEO



KEY DIFFERENTIATOR: The Company has 128 operations worldwide, employing 83,000 people. LG Electronics is part of the fourth-largest 'chaebol' in South Korea. LG comprises four business units - Home Entertainment, Mobile Communications, Home Appliances & Air Solutions, and Vehicle Components. Its philosophy revolves around people, sincerity, and sticking to the fundamentals. LG Electronics manufactures smartphones and tablet devices and LG digital signage and commercial TVs deliver crystal clear images for advertising.

PRODUCTS & SOLUTIONS: Mobile Phones, Tablets, Smart Watches, Home Appliances, computing and it brings revolutionary OLED technology to commercial displays.

BRAND VISIBILITY: LG has developed its brand image gradually and consistently, always to communicate, "Life's Good". LG Electronics took home the most awards ever from industry experts at CES - more than 150 honours this year, led by the Best TV of CES Award for the sixth consecutive year. LG Business IT products bring you a variety of computer monitors & cloud computing offerings to enhance productivity, improve daily operations and increase security.

MOST ADMIRABLE BRANDS IN INDIAN TECH INDUSTRY



For the ninth year in the row, the annual edition of VARINDIA Brand Book has been talking on how the technology brands are evolving with their creative innovations with signifying quality and inspiring confidence. India has seen a dramatic shift on the usage of technology and it has impacted every sector at large, specially the Fintech and the hospitality sector.

Today, we are witnessing newer brands and the start-ups are disrupting and challenging the world class companies that are running since ages. Having said that, a great brand is important for any business to be successful and it must also be important for its first impression that lasts in people's minds and helps them trust the business. Since, a brand is the most potent asset that a business possesses.

The disruption caused by COVID 19 and the extended lockdowns, have been massive with its long term effects being felt on the Indian economy. There has been a shift in higher demand for digital payments and online lending. With this, the UPI payments and digital transaction platforms have attracted 50 percent of new users. Many lending platforms are enjoying the double average transaction value, as per the statistics portal Statista, payments including online commerce and mobile point-of-sale transactions will grow from \$64.7 billion in transaction value in 2019 with 513.84 million users to \$134.5 billion with 657.77 million users in 2023.

This year a survey was conducted by VARINDIA and it shows how the listed Top 50 technology brands in India have performed in the Indian market out of hundreds of technology brands were evaluated first by the industry leaders and then our editorial team has compiled to present, the Most Admired Brands. The ratings are considered on the basics of product performance, R & D support, On-time availability and the most important is on the post-sales support and these 50 Most Admired Brands underline the contribution and confidence of the consumers after they have tried and tested the leadership in their respective areas.

Acer Inc. is a Taiwanese multinational hardware and electronics corporation specializing in advanced electronics technology, headquartered in Xizhi, New Taipei City. Acer's product range includes laptop and desktop PCs, tablets, smartphones, monitors, projectors and cloud solutions for home users, business, government, presence in more than 160 countries globally. The company refreshes the Predator Helios, Predator Triton and Nitro Gaming Notebooks and launched premium convertible chromebook spin 713 that is based on project Athena. Acer has been ranked as top players in monitor category. The company has witnessed humongous growth across all segments.

Alcatel-Lucent Enterprise is a French software company headquartered in Colombes, France and provides enterprise communication services. Its hybrid cloud communications solutions with flexible business models and services are tailored for vertical solutions in Healthcare, Government, Hospitality, Transportation and Education. It has recently upgraded its cloud-based video and communications platform Rainbow to take the user experience to a new level and facilitate advanced interactions between larger groups of participants to collaborate effectively with colleagues and customers using chat, audio or video calls, screen sharing, and conference from a smartphone or computer.

AMD is a pioneer in high-performance computing, graphics and visualization technologies has gained share in the three major processor markets: laptops, desktops, and servers. It has announced the new AMD Ryzen Threadripper PRO Processor line-up, with up to 64 cores and unrivalled bandwidth built with enterprise-grade AMD PRO technologies built to set the new industry standard for professional workstation compute performance. It develops high-performance computing and visualization products to solve some of the world's toughest and most interesting challenges. The Revenue was \$1.79 billion, up 40 percent year-over-year primarily driven by higher Computing and Graphics segment revenue.

Array Networks is an American networking hardware company and is a leader in application delivery networking with over 5000 worldwide customer deployments addressing secure delivery of applications to end users. Increasing internet traffic is a major concern that needs immediate attention and it sells network traffic encryption tools. It develops purpose-built systems for hosting virtual networking and security functions with guaranteed performance and addresses the growing market demand for network functions virtualization (NFV), cloud computing, and software-centric networking. Array's vxAG virtual secure access gateways extend remote and mobile access capabilities to virtualized data centers and public/private clouds.

Aruba Networks is a Santa Clara, California-based wireless networking and a Hewlett Packard Enterprise company. Aruba Networks bridges the gap by supplying wireless local area network and edge access networking equipment for businesses. The company delivers IT solutions that empower organizations to serve the latest generation of mobile-savvy users who rely on cloud-based business apps for every aspect of their work and personal lives. It also helps enterprise customers to simplify in the adoption of IoT and is geared for the transformation for enterprises with a comprehensive edge-to-cloud networking solution covering all aspects of wired, wireless LAN and wide area networking (WAN).

Autodesk, Inc. is an American multinational software corporation and is a leader in 3D design, engineering and entertainment software. Autodesk has driven innovation in every industry its software touches – pushing the boundaries of what's possible across architecture, manufacturing, product design, content creation and many more. It continues to develop the broadest portfolio of 3D software for global markets. It has achieved 19 Academy Award for Best Visual Effects. Use Autodesk software to design, visualize, and simulate your ideas before they're ever built or created. Autodesk and Factory OS have been working together for a few years to use technology to innovate and improve the overall outcomes of construction.

Axis Communications AB is a Swedish manufacturer of network cameras for the physical security and video surveillance industries. Axis enables a smarter and safer world by creating network solutions to improve security and complete range of network video solutions including cameras and encoders, VMS and recorders, analytics and applications reduce costs, ensure scalability and simplify integration and its open access control solutions integrate seamlessly with your other systems. The solutions come with complete, high-quality audio systems to improve security, make live or scheduled announcements, or create ambience with great-sounding background music. The recent innovation system for touchless access control makes it easier to comply with physical distancing and increased hygiene requirements.



Check Point
SOFTWARE TECHNOLOGIES LTD

Check Point is a multinational company headquarters are located in Tel Aviv, Israel, and in the United States in San Carlos, California. It is into cyber security, provider of software and combined hardware and software products for IT security, including network security, endpoint security, cloud security, mobile security, data security and security management. Check Point Software Technologies with its solutions protects its customers from cyber-attacks with an industry leading catch rate of malware, ransomware and other types of attacks. Check Point Infinity is the first consolidated security across networks, cloud and mobile, providing the highest level of threat prevention against both known and unknown targeted attacks to keep you protected now and in the future.

The logo for CommScope, featuring the word "COMMScope" in a bold, sans-serif font. The "S" in "Scope" is stylized with a circular element.

CommScope Inc. is an American global network infrastructure provider company having over 20,000 employees worldwide, with customers in over 130 countries. It helps in shaping the infrastructure, products and solutions to improve human life. In 2019, CommScope acquired ARRIS and RUCKUS. The combined companies provide greater technology, solutions and employee talent, with broader access to new and growing markets. The world class solutions bring the innovation, quality and flexibility that businesses need to satisfy the increasing demands and expectations of seamless connectivity.

The logo for Commvault, featuring the word "COMMVault" in a bold, sans-serif font. The "V" in "Vault" is stylized with a red cube icon.

Commvault is a global enterprise software leader in the management of data for cloud and on-premises environments, headquartered in Tinton Falls, New Jersey. Commvault enterprise software can be used for data backup and recovery, cloud and infrastructure management, retention and compliance. It is positioned as the trusted data partner for thousands of enterprise, public sector and commercial organisations across India and the globe. It supports for more than 40 cloud storage options across public and private clouds. To expand its foot step, the company has expanded suite of Commvault technology, and a new global Center of Excellence in Bengaluru.

The logo for CP PLUS, featuring the words "CP PLUS" in a bold, sans-serif font. The "P" is stylized with a red and black geometric design. Below the text, it says "Intelligent Security Systems".

CP PLUS is an Indian company, offers a gamut of products and solutions to meet the varied needs of its audience ranging from IP cameras, HD recorders, intrusion alarms, home automation, video walls, multi apartments video door phones, storage servers, encoders, time & attendance solutions, digital locks and accessories, which are able to successfully deliver integrated end-to-end security solutions (from the camera to the control room). CP PLUS has been honoured and acclaimed as 'India's No.1 Security brand' with its 45 branches and 600+ sales and technical professionals and 6500+ channel partners across the country.

The logo for Citrix, featuring the word "CITRIX" in a bold, sans-serif font. The "I" is stylized with a dot.

Citrix Systems is an American multinational software company that provides server application and desktop virtualization, networking, software as a service, and cloud computing technologies, and provider of technology solutions that enable mobile work styles globally. Citrix Workspace with intelligence is reimagining IT to consolidate everything you need into one secure environment and it allows maximising the IT investments by delivering an intuitive employee experience. Citrix join forces to simplify cloud transformation and speed adoption of digital workspaces and virtual desktops to enable greater agility, productivity, and security.

The logo for CtrlS, featuring the word "CtrlS" in a bold, sans-serif font. The "S" is stylized with a green and black geometric design. To the right, it says "Asia's Largest Tier 4 Datacenter".

CtrlSDatacenter was established in October 2007, headquartered in Hyderabad. CtrlS is India's first Tier 4 certified datacenter having its presence in Hyderabad, Mumbai, Bangalore and Noida. Very soon the Chennai Data-Center is going to operate along with BSNL. CtrlSdatacenter provides a penalty backed SLA of 99.995% uptime. The USP of CtrlS is commitment to its customer is total ownership. CtrlS has its plant to build six million square feet of tier-4 data centre by 2021 as it looks to capitalise on growth in data usage and proposed data localisation norms.

The logo for D-Link, featuring the word "D-Link" in a bold, sans-serif font. The "D" is stylized with a blue and white geometric design.

D-Link is a Taiwanese multinational networking equipment manufacturing corporation headquartered in Taipei, Taiwan. It is a global leader in designing and developing networking and connectivity. D-Link (India) continues to demonstrate stupendous performance and progress in implementing and supporting unified network solutions that integrate capabilities in switching, wireless, broadband, storage, IP surveillance, cloud-based network management, and structured cabling. It aims to connect more homes, small businesses, medium to large-sized enterprises, and service providers. D-Link brings its powerful, intelligent home routers with built-in McAfee protection for every device on network. D-Link India today has 13 branch offices with State-of-the-art service support infrastructure present PAN India.

The logo for ESDS, featuring the word "esds" in a lowercase, sans-serif font. The letters are blue and white, with a stylized cloud or wave shape above them. Below the text, it says "enabling futurability".

The home-grown cloud service provider, ESDS is an expert in Managed Data Center Services, Managed Cloud Solutions, Virtualization, Disaster Recovery Hosting and Auto-Scalable Cloud Solution provider. ESDS has core expertise in managing all flavours of Linux, Windows, IBM AIX or HP Unix. It has presence in industry verticals – Banking & Finance, Healthcare, Education, Energy & Utilities, Agriculture, Manufacturing, IT, Entertainment & Media, Travel & Tourism, Telecom, Government and eCommerce. ESDS has a very strong Cloud platform, which takes care of redundancy on the IT Infrastructure level, it is extremely important to have redundancy on Non-IT infrastructure level to ensure 100% power uptime.

The logo for Extreme Networks, featuring a stylized "E" icon followed by the word "Extreme" in a bold, sans-serif font. Below "Extreme", it says "networks".

Extreme Networks is a networking company based in San Jose, California. Extreme Networks designs, develops, and manufactures wired and wireless network infrastructure equipments and develops the software for network management, policy, analytics, security and access controls. Extreme's IoT solutions offer the ability to easily apply whitelist profiles to IoT devices to limit communication to only what is authorized. Extreme Networks facilitates the deployment of groups of IoT devices in their own secure zone or network segment. The company has over 50,000 customers globally, including half of the Fortune 50 and some of the world's leading names in business, hospitality, retail, transportation and logistics, education, government, healthcare and manufacturing.

The logo for Fitbit, featuring a stylized "f" icon followed by the word "fitbit" in a lowercase, sans-serif font.

Fitbit is based out of San Francisco, USA and has positioned as the key digital health partner. Fitbit designs products and experiences that tracks and provides motivation for everyday health and fitness. The products are carried in over 39,000 retail stores and in 87 countries around the globe. The company owns a wide range of products like fitness wristbands and clips, watches, wireless fitness headphones etc. A suite of 15+ Exercise Modes and more than 1,200 apps and clock faces are currently accessible to Fitbit smartwatch users. Google announced it was buying Fitbit. Antitrust regulators and consumer advocacy groups are increasing their scrutiny of Google's planned acquisition of fitness tracker firm Fitbit.

The logo for Fortinet, featuring the word "FORTINET" in a bold, sans-serif font. The "O" is stylized with a red and white geometric design.

Fortinet is an American multinational corporation headquartered in Sunnyvale, California. It develops and markets cybersecurity products and services, such as firewalls, anti-virus, intrusion prevention and endpoint security. With nearly 630 patents it is having several innovations into cybersecurity innovation. It secures the largest enterprise, service provider, and government organizations around the world. With a security-driven networking strategy in place, FortiGate Network Firewalls ensure consistent, end-to-end protection across all crucial network edges—from campuses and data centers to branch offices and multi-cloud deployments. Fortinet also delivers an enterprise-class SD-WAN solution using custom-built ASIC technology combined with fully integrated advanced security to support and protect distributed WAN locations.

The logo for Hikvision, featuring the word "HIKVISION" in a bold, sans-serif font. The "H" is stylized with a red and white geometric design.

Hikvision is headquartered at Hangzhou. Hikvision has more than 34,000 employees, over 16,000 of which are R&D engineers. The company annually invests 7 – 8% of its annual sales revenue to research and development for continued product innovation. Hikvision has established a complete, multi-level R&D system that includes every operation from research to design, development, testing, technical support, and service. Hikvision advances the core technologies of audio and video encoding, video image processing, and related data storage, as well as forward-looking technologies such as cloud computing, big data, and deep learning.

Hitachi Vantara

Hitachi Vantara, a wholly owned subsidiary of Hitachi Ltd. Hitachi Vantara has a number of products on the storage market, in fields such as Internet of Things, big data analytics, data protection, cloud storage and converged systems. It has more than 6,300 customers in more than 100 countries, including more than half of Fortune 100 companies. The Hitachi Virtual Storage Platform F Series uses Hitachi's Storage Virtualization Operating System to deliver high-speed data transfers. The new distributed file system and management solution helps users gain faster access to and insights from unstructured data such as emails, documents, health records, audio, video and images.



Huawei offers integrated solutions across four key domains – telecom networks, IT, smart devices, and cloud services. The company has redefined data infrastructure from computing, storage, and data processing. Huawei's products and solutions are deployed in over 170 countries, and is serving for more than one third of the global population. Huawei is the third-biggest global manufacturer of routers, switches and other telecommunications equipment. It has more than 180,000 employees, and operates in more than 170 countries and regions. Huawei has over 80,000 research and development employees (comprising 45% of its workforce) in Germany, Sweden, UK, the U.S., France, Italy, Belgium, Finland, Ireland, Russia, India, and China.

kaspersky

It is the security software that protects your PC & mobile devices and the entire digital world. Its core values are cutting-edge technology, innovation, highest quality, passion for progress, reliability and transparency. Today Kaspersky is operating in almost 200 countries and territories worldwide. The company employs more than 4,000 professionals and IT security specialists in 34 dedicated regional offices across 31 countries, and its cybersecurity technologies protect over 400 million users around the world. The company also cooperates extensively with INTERPOL, Europol, and national police bodies to actively assist them in their fight against cybercrime. Kaspersky's TOP3 metric regularly monitors the performance of both consumer and business products from top security vendors.



L&T Technology Services Limited (LTTS) is a listed subsidiary of Larsen & Toubro Limited focused on Engineering and R&D (ER&D) services. Its customer base includes 69 Fortune 500 companies and 53 of the world's top ER&D companies, across industrial products, medical devices, transportation, telecom & hi-tech, and the process industries. Headquartered in India, it has over 16,600 employees spread across 17 global design centers, 28 global sales offices and 51 innovation labs. The acquisition of Orchestra will enhance its offerings in the areas of Network Engineering & Enterprise Mobility and provides it strategic access to Telecom service providers who are investing in next generation digital systems for 5G and IoT networks.



Lava International Limited is an Indian smartphone manufacturer company in the mobile handset industry. Founded in India, it is also having overseas operations in Thailand, Indonesia, Mexico, China, Hong Kong, Egypt, Middle East, Nepal, and Bangladesh & Sri Lanka. In line with Govt. of India's 'Make in India' initiative, Lava has taken a lead in support of this important nation building program and has already set up a design team in India, becoming the first to do so in the country. With this 'Design in India' initiative Lava is now the only Mobile handset company that makes truly 'Make In India' phones with complete control on design and manufacturing within India.



NEC Corporation is a Japanese multinational information technology and electronics company, headquartered in Minato, Tokyo. It is a champion in executing governments and commercial enterprises worldwide that are increasingly adopting biometric solutions for comprehensive protection across digital, personal and infrastructure domains. NEC's biometric solutions are used in more than 700 systems in over 70 countries, including police department, immigration control agency, national ID and entertainment industry systems. NEC has emerged as a leader in the Asia-Pacific biometrics market with dominance in both public and private sector deployments.



NetApp, Inc. is an American Hybrid Cloud Data Services and Data Management Company headquartered in Sunnyvale, California. Gaining leadership into cloud data services, it has acquired leading virtual Desktop Infrastructure player CloudJumper, which helps in improving and accelerating public cloud virtual desktops for work from home, branch offices and enterprise deployments and recently it has acquired Spot, a leader in compute management and cost optimization in the public clouds. NetApp's cloud-connected flash solutions, an element of a Data Fabric strategy, provides the simplicity, operational efficiency and protection needed to support innovation, add unprecedented performance and power to the most demanding data sets and technologies, such as artificial intelligence or 5G networks.



NTT Ltd. brings a compelling mix of domain expertise and unmatched global reach, to be a comprehensive Datacenter, Cloud & Network Services Partner to your organization. It has over 160 data centers spanning in more than 20 countries and regions, and providing NTT Group clients and partners with access to a powerful digital ecosystem with global reach and local expertise. NTT is ideally positioned to serve global hyperscale entities, as well as enterprises seeking a comprehensive one-stop solution. The company's customer success stories cut across a wide spectrum of industries, including Banking and Financial Services, Insurance, E-commerce, Healthcare, Manufacturing, Media & Entertainment, IT & ITeS, Logistics, Hospitality and Education.



Nvidia Corporation is an American multinational technology company incorporated in Delaware and based in Santa Clara, California. It designs graphics processing units for the gaming and professional markets, as well as system on chip units for the mobile computing and automotive market. NVIDIA has positioned as to power AI at the edge of enterprise networks and in the virtual radio access networks – or vRANs – powering next-generation 5G wireless services. Post-acquisition of Mellanox Technologies, it would allow it to sell more integrated networking, storage and processor solutions, boosting performance and lowering costs for customers. NVIDIA is moving towards, EGX Edge Supercomputing Platform, where the cloud-native platform is optimized to take advantage of three key revolutions – AI, IoT and 5G.



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OIL strives towards transforming lives of our customers by providing a seamless internet experience backed by a responsive customer care team over ONE Wire using ONE device for every-ONE in line with our brand identity – ONE. OIL offers its Internet services in over 40 cities across the country. We have embarked on a journey to provide high speed internet connectivity over a Fiber optic GPON last mile to our customers through our flagship brand, ONE GigaFiber.



Oracle Corporation is an American multinational computer technology corporation headquartered in Redwood Shores, California. The company sells database software and technology, cloud engineered systems, and enterprise software products—particularly its own brands of database management systems. Oracle continues to deliver innovations and enhancements in database software with the latest generation of Oracle Database, in infrastructure with engineered systems such as Oracle Exadata, and in the cloud with the Oracle Autonomous Database. Its ERP Cloud is well positioned to move business forward.



Palo Alto Networks, Inc. is an American multinational cybersecurity company with headquarters in Santa Clara, California. Its core products are platform that includes advanced firewalls and cloud-based offerings that extend those firewalls to cover other aspects of security. It strives to protect the way of life in the digital age by preventing successful cyberattacks and ensuring customer data is secured everywhere. Palo Alto has performed consistently against a variety of rigorous evaluations for certification. Palo Alto Networks has been in the Leaders quadrant for eight consecutive time.



Poly born in 2019 from Plantronics and Polycom, Headquartered in San Jose and Santa Cruz, California, brings world-class communication products with its strong workforce of more than 6,500 employees working in 75 offices located in 35 different countries. Poly is the leader in video and voice solutions and enables to collaborate with HD voice, video, content, and web tools with the broadest interoperability. It also intended to allow creators to easily share and access 3D objects. The company has more than 1,500 patents in force worldwide. Poly Leads Industry with the Most Microsoft Teams Certified Headsets Available and it has sold nearly 17 million Microsoft compatible devices over the last three years.



Qualcomm is an American public multinational corporation headquartered in San Diego, California, and incorporated in Delaware. It creates intellectual property, semiconductors, software, and services related to wireless technology. From network equipment and broadband gateway equipment to consumer electronic devices, it helps billions of people around the world connect, compute and communicate. Recently, Qualcomm joined hands with Reliance Jio, by investing \$97.1 million for 0.15% equity stake, to support Jio Platforms on its journey to rollout advanced 5G infrastructure and services for Indian customers.



Radware Ltd. is a provider of cybersecurity and application delivery solutions for physical, cloud and software-defined data centers. Radware's corporate headquarters are located in Mahwah, New Jersey and international headquarters are located in Tel Aviv, Israel. Radware is a global leader in application delivery and application security solutions for virtual, cloud and software defined data centers. Radware has a solid set of features such as WAF integration, integration of threat intelligence, advanced analytics, SSL traffic inspection, cloud signalling and hybrid DDoS protection capabilities. Radware provides unique SLA times detection methods in less than 15 seconds.



Red Hat, Inc. is an American multinational software company that provides open source software products to enterprises and headquarters in Raleigh, North Carolina, with a strong presence over the worldwide and became a subsidiary of IBM on July 9, 2019. It is a world's leading provider of enterprise open source solutions, including high-performing Linux, cloud, container, and Kubernetes technologies. It accelerates Open Hybrid Cloud technologies to meet customer needs, from weathering the storm to scaling critical services. Enterprise open source will continue to grow and the growth of open source software will come at the expense of proprietary software.



Redington has traversed an eventful and exciting journey to evolve from a very humble beginning into the company it is today. The incredible journey has seen it emerge from one brand, one product category, and one market into a US \$7.3 billion distribution and supply chain solutions provider to over 200+ international brands in IT and Mobility spaces, serving 37 emerging markets. The new-age technologies like Artificial Intelligence (AI), Robotics, Big Data and Analytics, Internet of Things (IoT), and 5G communications are opening new possibilities and new opportunities for tomorrow. It provides end-to-end supply chain solutions for all categories of Information Technology, Telecom, Lifestyle, Healthcare, and Solar products.



SAS is a statistical software suite developed by SAS Institute for data management, advanced analytics, multivariate analysis, business intelligence, criminal investigation, and predictive analytics. SAS was developed at North Carolina State University. As a leader in analytics, SAS empowers and inspires customers around the world to transform data into intelligence. SAS has been recognised by Magic Quadrant for Data Science and Machine Learning Platforms. This is the seventh consecutive year for SAS to be recognized as a Leader in this Magic Quadrant. Driven by more than 40 years of innovation, SAS has customers in 147 countries and at more than 83,000 business, government and university sites.



Savex Technologies is the third largest information and communication technology distributor in India. Head quartered in Mumbai, the company has 86 sales offices and 42 Stocking locations across the country, across 7000+ customers every month in over 650+ cities, catering to over 7000 Channel Partners, Retailers, Corporate Resellers, VARs & System Integrators every month, with this Savex deals with 20,000 products and serves more than 5500 orders serviced per day. Today, Savex is Rs 11,500+ crore IT hardware distribution company in FY18 and is one of the fastest growing IT hardware distributor in India.



Schneider Electric is a European multinational company, leader in digital transformation of energy management and automation. Being present over 100 countries across the globe, Schneider Electric is leading the digital transformation of energy management and automation in homes, buildings, data centers, infrastructure and industries. It provides integrated efficiency solutions, combining energy, automation and software. It has recently announced the launch of its expanded E-commerce platform in the country. This is an effort to help its partners and customers source products digitally, without manual intervention easing access especially in the current scenario.



Seagate Technology PLC is an American data storage company. Seagate introduced a revolutionary modular storage solution to manage the surge of enterprise, cloud, and edge data. Seagate's LyveDrive Mobile System is a portfolio of simple, secure, and efficient data management solutions built to activate the datasphere. Powered by IT 4.0—the fourth wave of industrial revolution within IT—where connected homes, connected cities, AI-powered factories, autonomous vehicles, and media and entertainment content drive explosive data growth, the global datasphere is forecasted to grow from 41 zettabytes in 2019 to 79.4 ZB of data in 2025.

The SonicWall logo features the word "SONICWALL" in a bold, sans-serif font. The "W" is stylized with a red swoosh that extends from the top of the letter and curves under the "A".

SonicWall, originally a private company headquartered in Silicon Valley, sells a range of Internet appliances primarily directed at content control and network security. SonicWall next-generation firewalls (NGFW) provide the security, control and visibility you need to maintain an effective cybersecurity posture. The company offers its SuperMassive line for the largest networks; NSA for midrange companies; and TZ series firewalls for small companies. The next-generation firewalls and network security solutions protect more than 1 million networks worldwide, for more than 500,000 organizations in more than 150 countries. The SonicWall Capture Labs threat research team researches and develops countermeasures to deploy to firewalls for up-to-date protection.

The Sophos logo consists of the word "SOPHOS" in a bold, blue, sans-serif font.

Sophos Group plc. is a British security software and hardware company. Sophos develops products for communication endpoint, encryption, network security, email security, mobile security and unified threat management. Sophos partners with more than 53,000 resellers and managed service providers to protect more than 420,000 organizations and 100 million users from the most advanced cyberthreats. Its comprehensive product portfolio is easily managed through Sophos Central, a single, integrated cloud-based management platform where solutions work together for real-time information sharing and threat response with Sophos' unique synchronized security approach. Sophos Managed Threat Response services provide an additional 24/7 security team for fully-managed threat hunting, detection and response spanning across endpoint and firewall.

The SUSE logo features a green chameleon icon above the word "SUSE" in a bold, green, sans-serif font.

SUSE is a German-based, multinational, open-source Software Company that develops and sells Linux products to business customers. One can modernize its infrastructure with SUSE Linux Enterprise servers, cloud technology for IaaS, and SUSE's software-defined storage. SUSE Linux Enterprise Server, based on latest SUSE Linux Enterprise 15 Service Pack 1, is another example of its open approach helps to optimize and modernize your multimodal IT infrastructure to meet the comprehensive functionalities, including security, robust storage, software deployment and support. SUSE works with an ecosystem of partners and communities to deliver enterprise-grade, open source software-defined infrastructure and application delivery solutions backed by superior service and support.

The TeamViewer logo features a blue square icon with a white double-headed arrow, followed by the word "TeamViewer" in a blue, sans-serif font.

TeamViewer is a proprietary software application for remote control, desktop sharing, online meetings, web conferencing and file transfer between computers, founded in Udingen, Germany. TeamViewer software application allows remote control, desktop sharing and file transfer between computers. TeamViewer is compatible with multiple platforms, including Windows, macOS X, Linux, iOS, and Android. TeamViewer allows a user to access another computer remotely using a web browser. Installed on over 1.9 billion devices and creating over 750,000 new IDs every day, TeamViewer is available in more than 30 languages and supports international keyboards, which makes it an ideal solution for international use.

The Tech Data logo features a blue stylized "D" icon followed by the words "Tech Data" in a blue, sans-serif font.

Tech Data Corporation is an American multinational distribution company specializing in IT products and services headquartered in Clearwater, Florida. Tech Data Corp. provides thousands of items to more than 125,000 resellers in 100-plus countries; dealing with products includes computer components, networking equipment, peripherals, systems and software. Tech Data also offer products and services geared to data centers that include storage, networking, servers, and cloud infrastructure. Apollo Global Management has completed acquisition of Tech Data Corporation, with this the Tech Data team will have the strategic and financial flexibility to invest in new technology, expand services and pursue transactions that we believe will drive long-term value creation.

The Thales logo consists of the word "THALES" in a bold, blue, sans-serif font.

Thales Group is a French multinational company that designs and builds electrical systems and provides services for the aerospace, defence, transportation and security markets. The company is headquartered in Paris' business district, La Défense and its stock is listed on the Euronext Paris. Post-acquisition of Gemalto, it became a global leader in digital identity and security. With Gemalto, Thales will cover the entire critical decision chain in a digital world, from data generation via sensors, to real-time decision support. Now, Thales will develop secure solutions to address the major challenges faced by the societies, such as unmanned air traffic management, data and network cybersecurity, airport security or financial transaction security.

The UiPath logo features a red square icon with a white "U" inside, followed by the word "Path" in a red, sans-serif font.

UiPath is a global software company that develops a platform and designs and develops robotic process automation and artificial intelligence software. The UiPath Enterprise RPA platform offers an easy-to-use automation design tool and supports on-premises and automated cloud deployment. The platform supports both attended and unattended robots known for high scale, secure, resilient operations. It has become the first vendor of scale to bring together both process mining and robotic process automation. UiPath is delivering free and open training and collaboration and enabling robots to learn new skills through AI and machine learning. UiPath Brings Conversational AI Capabilities to Hyperautomation, it has to support of pool of investors.

The Veeam logo consists of the word "veeam" in a bold, green, sans-serif font.

Veeam Software is a privately held information technology company that develops backup, disaster recovery and intelligent data management software for virtual, physical and multi-cloud infrastructures. The company's headquarters are in Baar, Switzerland. Veeam is the leader in backup solutions that delivers Cloud Data Management. Veeam provides a single platform for modernizing backup, accelerating hybrid cloud and securing your data. Veeam ensures that the data is always available, protected and actively working for businesses including physical systems, SaaS services, public cloud, private cloud, hybrid cloud, or multi-cloud. Veeam Backup & Replication is helping organizations make the most of their investments in virtualization.

The VMware logo consists of the word "vmware" in a bold, grey, sans-serif font.

VMware, Inc. is an American publicly traded software and a global leader in cloud infrastructure & digital workspace technology, accelerates digital transformation for evolving IT environments. VMware is the first commercially successful companies to virtualize the x86 architecture. It offers customers the ability to run, manage, connect, and protect all of their apps on any cloud—so they can reduce costs, gain efficiencies, and innovate faster by supporting end-to-end management and security for all of the applications that the employees need. The company's cloud, networking and security, and digital workspace offerings provide a dynamic and efficient digital foundation to over 500,000 customers globally, aided by an ecosystem of 75,000 partners.

The Western Digital logo consists of the words "Western Digital" in a bold, black, sans-serif font.

Western Digital Corporation is an American computer hard disk drive manufacturer and data storage company. It designs, manufactures and sells data technology products, including storage devices, data center systems and cloud storage services. The company recently announces worldwide availability of 16TB and 18TB Capacities for Ultrastar HDDs, WD Gold HDDs and Ultrastar storage platforms, serving a diverse set of workloads from big data and enterprise/SMB storage to SDS and hyperscale deployments. New WD Gold 16TB and 18TB HDDs are now available in the channel for system integrators and resellers serving enterprises and SMBs who need more reliable storage for big data and enterprise storage workloads compared to traditional desktop-class HDDs.



FLASHBACK

Hotel Shangri-La
New Delhi





CATEGORIES

ANTIVIRUS

BIT DEFENDER
ESET
ESCAN
KASPERSKY LAB
K7 COMPUTING
MCAFEE
NORTON
QUICKHEAL
SYMANTEC
SOPHOS
TREND MICRO

BIGDATA

ALTERYX
CLOUDERA
IBM
ORACLE
SALESFORCE
TABLEAU
VMWARE

BLOCKCHAIN

SALT LENDING
MYTHICAL GAMES
GEMINI
CIRCLE
COINBASE
IBM
STEEM

CLOUD COMPUTING

AMAZON WEB SERVICES
GOOGLE
IBM
MICROSOFT
ORACLE
SALESFORCE
SAP

CYBER SECURITY

BEYOND SECYRITY
BLAKFX
CHECKPOINT
CROWDSTRIKE
FORTINET
KASPERSKY
MCAFEE
NETSCOUT
PALOALTO
SONICWALL

DATA CENTER

AIRTEL
AZURE
BSNL
CTRLS
NTT DIMENSION DATA
ESDS SOFTWARE
GOOGLE

GPX INDIA
NET 4
NXTGEN
NXTRA
PI
RELIANCE
SIFY
TATA COMMUNICATIONS
WEBWORKS
YOTTA

DATA PREVENTION

CHECK POINT
CISCO
DELL TECHNOLOGIES
HPE
SOPHOS
SYMANTEC
THALES
TRUSTWAVE
WEBSense

DATA PROTECTION

ACTIFO
COMMAVULT
CISCO
CHECK POINT
COHESITY
DELL EMC
DRUVA
IBM
MICROSOFT
QUEST
VEEAM
VERITAS

DESKTOP/ALL-IN-ONE

ACER
APPLE
ASUS
DELL
HP
LENOVO

DIGITAL TRANSFORMATION

ACCENTURE
IBM
COGNIZANT
KPMG
GENPACT
DXC TECHNOLOGY
NETCRACKER
MCKINSEY
WIPRO

EDUCATION SOLUTIONS

BYJUS
CARRIER LAUNCHERS

CLASSMATE
EDUCOMP
EDUKART
EVERONN
NIIT
PEARSON
MERITNATION
ZEUS

EMS

AGGRESSIVE
AMARRAJA
DIXON
FOXCONN
FLEXTRONICS
JABIL
LAVA
MICROMAX
OPTIEMUS ELECTRONICS
PADGET ELECTRONICS
SANMINA
SOJO
SFO TECHNOLOGIES
XIAOMI

FLASH DRIVES

HP
KINGSTON
SANDISK
SAMSUNG
SONY
STRONTIUM
TRANSCEND

GRAPHIC CARDS

AMD
NVIDIA

HDD/SSD

KINGSTON
SEAGATE
SONY
TRANSCEND
TOSHIBA
WESTERN DIGITAL

IT SECURITY

ARRAY NETWORKS
ACRONICS
ARRAY NETWORKS
CHECKPOINT
CISCO
DARKTRACE
DATA LOCKER
DEEP IDENTITY
F5
FIRE EYE
FORCEPOINT
FORTINET
HPE
HUAWEI
IMPERVA

INNEFU
IXIA
JUNIPER
KASPERSKY
MELLANOX
NETSCOUT
NETSCOUT
PALO ALTO
PING IDENTITY
RADWARE
RAPID 7
RIVERBED
SAVVIUS
SECLORE
SONICWALL
SOPHOS
TENABLE
THALES
TIPPING POINT
TRENDMICRO
TRUSTWAVE

IP TELEPHONY

CISCO
ASTTECS
AVAYA
GRANSTREAM
PANASONIC
YEALINK

LAPTOP

ACER
APPLE
ASUS
DELL
HP
LENOVO
LG
MICROSOFT SURFACE
PANASONIC TOUGHBOOK

MANAGED PRINT SERVICES

CANON
HP
KONICA MINOLTA
KYOCERA
PANASONIC
RICOH
WEP PERIPHERALS
XEROX

MOTHERBOARD

ASUS
DIGILITE
DELL
ECS
MERCURY
GIGABYTE
HP
INTEL
MSI
ZEBRONICS



MONITOR

AOC
ACER
BENQ
DELL
HP
LG
SAMSUNG
VIEWSONIC

NETWORKING & WIRELESS

ARUBA
CAMBIUM NETWORKS
COMMSCOPE
CISCO
DELL-FORCE 10
DIGISOL
D-LINK
EXTREME NETWORKS
HUAWEI
JUNIPER
MATRIX
NETGEAR
TP-LINK
UBIQUITI
ZTE

OPERATING SYSTEM

LINUX
MAC
UBUNTU
WINDOWS

PASSIVE NETWORKING

BELDEN
CIENA
CITADEL
COMMSCOPE
DLINK
HUAWEI
INFINERA
R&M
SCHNEIDER
T 8
TEJAS
VERTIV
ZTE

PERIPHERALS

AMKETTE
DELL
FOXIN
IBALL
HP
LG
LOGITECH
TVS-E
ZEBRONICS

POWER SUPPLY (UPS)

APC BY SCHNEIDER

BPE
DELTA
LUMINOUS
MICROTEK
NUMERIC
SOCOMEC
UNILINE
VERTIV

PRINTER

BROTHER
CANON
HP
EPSON
KONICA MINOLTA
KYOCERA
PANASONIC
RICOH
TVS-E
XEROX

PROCESSOR

AMD
INTEL
TEGRA
QUALCOMM

PROJECTORS

ACER
BENQ
CASIO
EPSON
GLOBUS
NEC
PANASONIC
SONY
VIEWSONIC

SMART PHONES

APPLE
ASUS
GOOGLE
HONOR
LAVA
LENOVO
LG
MICROMAX
MOTOROLA
NOKIA
OPPO
ONE PLUS
SAMSUNG
SONY
VIVO
XIAOMI

SERVER

DELL
HPE
IBM
LENOVO
ORACLE
HUAWEI

SERVICE SUPPORT

ACCEL FRONTLINE
AFORESERVE
DIGI-CARE

HCL
INTARVO
IQOR
F1 INFOSOLUTIONS
MICROCLINIC
REDINGTON
TVS-E
WIPRO

SOFTWARE/ERP

ADOBE
BMC
BUSY
CA
HPE
IBM
INFOR
INTUIT
MICROSOFT
NEWGEN
ORACLE
PEGA SYSTEMS
QUEST SOFTWARE
RAMCO
SALESFORCE
SAP
TALLY
ZOH0

STORAGE

AMI
CISCO
DELL EMC
HITACHI VANTARA
HPE
HUAWEI
IBM
LENOVO DCG
NETAPP
ORACLE
QNAP
ZTE

SURVEILLANCE

AXIS
CP PLUS
DLINK
GE
GODREJ
HIK VISION
HONEYWELL
NEC
SAMSUNG
SECUREYE
SPARSH
ZICOM

TELCO

AIRTEL
BSNL
JIO
VODAFONE IDEA

TELE-COMMUNICATION

ALCATEL LUCENT
BT
C-DOT
CIENA

ERICSSON
FIBCOM
HUAWEI
ITI
MATRIX
NSN
SIFY
STERLITE
TATA TELE SERVICES
TCIL
TEJAS
VIOM NETWORKS
ZTE

THIN CLIENT

CITRIX
HP
NCOMPUTING
RDP
DELL-WYSE

UTM & FIREWALL

BARRACUDA
CISCO
CHECK POINT
FORTINET
GAJSCHIELD
HUAWEI
JUNIPER
PALOALTO
SONICWALL
SOPHOS
TRUSTWAVE

UNIFIED COMMUNICATIONS

CISCO WEBEX
MICROSOFT TEAMS
GOOGLE MEET
JIOMEET
LOGME IN
SKYPE
ZOOM

VIDEO CONFERENCING

CISCO
HUAWEI
LIFESIZE
PANASONIC
POLY
PEOPLELINK
VIDYO
WICKR
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THE TEAM BEHIND



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RAKESH KUMAR

E D I T O R I A L B O A R D

At Kalinga Digital Media, we believe that our team is the key strength of our success. Technology is acting as a friend during this lockdown where the employees are operating remotely from their homes and making things possible.

During the current situation, the safety of our employees and business continuity for our customers and partners is our top priority. We are well prepared and have a business continuity plan, covering all functions, with necessary backup and resiliency.

The team always works with a common goal to serve the industry with the help of technology. It has been a combined effort to meet the goal and reach the top.

The Brand Book helps the industry with its strong circulation in the print as well as through the digital version, by connecting the buyer and seller interface. With this Coffee Table Book, brands now have the opportunity to listen to the customer.

Today, we are at a point where there is a convergence between humans and machines, and we need to have a mix of both and adapt quickly with better collaboration. We have already seen the changes that automation has brought in the corporate world. The workplace will look very different in the future with digitization being the core of everything. The growing influence of technology has enabled hyper-personalization and therefore there is more focus on employee experience. Our editorial team is fully geared to serve the industry digitally too.

At VARINDIA, we have already commenced the work on building a talent base that is equipped to be relevant and ready for future needs and each department at VARINDIA has efficiently and cohesively put their heart and soul to meet the common goal.

This project would never have been complete without a bunch of highly talented and inspiring team members and we are happy to see the hard work resulting in such success.

The Brand Book has hence proved as the potential tool for developing creative ideas into innovations. My heartiest thanks to each one of you for your unparallel contributions!

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Trends in TECHNOLOGY CURVE

India is the world's fifth largest economy after the US, China, Japan and Germany, with GDP of \$2.9 trillion in 2019. The country targets to be a \$5 trillion economy by 2025, of which digital is expected to contribute \$1 trillion growing five-fold from current \$200 billion. The target, though very ambitious, cannot be discounted looking at the potential the country holds in terms of rapid growth in all spheres including IT&ITeS, agriculture, manufacturing, healthcare, education and services.

The pace of digitalization in all sectors, and not only the critical ones, in last few years is incredible. Companies of all sizes – large enterprises, MSMEs and startups – are embracing the change with open arms and contributing to the country's digital economy. In fact, digitalization of every sector is part of Government of India's Ten key targets.

To give wings to its dream of reaching \$5 trillion economy, in 2019 the Government has introduced two important policies – National Policy on Electronics (NPE) and National Policy on Software Products (NPSP). These policies will further the country's digital manufacturing and research and development ecosystem.

While the year 2019 displayed lots of promises and the country's IT industry was on a roll from all angles, the COVID-19 pandemic came as a big blow during the last quarter. It has brought the country's economic activities to a crippling state for a good three months. Offices were shut, businesses were halted, physical movements were restricted and social gatherings and transportation was curbed. However, the silver lining of the Covid-19 was, it forced people to work

remotely which demanded organizations to ramp up their IT infrastructure that enables remote working. This trend is expected to continue for another couple of quarters which would give a boost to the IT industry and speed up the country's digital transformation process.



AFTER SALES

In India there are more than 300 million families with average 10 electronic devices in their homes, and the number is increasing exponentially every year as life span of such devices are decreasing over the year, which offers a huge opportunity for the after sales players. However, in India, so far it has been a lost case as the country lacks even a single pan-India reliable after-market service player. Though there are multiple companies offering services for different products, the country people misses a reliable service provider or a brand that offers satisfactory after sales service like that of Apple.

01



TELECOM SERVICES

The Indian telecommunications industry, the second largest in the world in terms of subscriber numbers, made some positive moves in 2019. It did some course corrections in the later part of the year by modifying the tariff structure that increased ARPU for the operators. India's telecom market which combines wireless, wireline and internet services, is currently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the last decade and half. Gross revenue of the telecom sector stood at Rs 185,000 crore in FY20 till the end of December 2019.

02



FINTECH

India's financial services industry is a dynamic one and has seen a transformational change in the last few years on account of customers' growing expectations around personalized and efficient services. The FinTech market in India is expected to increase at a CAGR of 20.2% during 2017-21 to reach \$92 billion. The overall transaction value in the Indian FinTech market is estimated to jump from approximately \$65 billion in 2019 to \$140 billion in 2023 at a CAGR of 20%. By last year, India has already overtaken China as Asia's top FinTech funding target market.

03



IOT

Though the Internet of Things (IoT) appears to be a new addition to the changing technology dynamics in India, it has permeated to almost every industry at a rapid pace in the last couple of years. Gradually, India is turning out to be the hub of IoT innovations and deployments. The global IoT market is poised to be a \$328 billion market by 2020 and India could take a \$15 billion share of that accounting to 5% of the global market. While Industry 4.0 saw big ticket IoT deployments last year, the consumer and construction vertical saw the maximum number of deployments on volume basis.

04



HARDWARE

It was a mixed bag for the Indian IT hardware industry in 2019. While a few industries registered impressive growth some other continue to decline owing to multiple factors including changing technology dynamics, Covid pandemic and a blurry future. While the Indian PC market displayed a record growth – highest in last six years – the printer market showed a decline. Similarly, the storage market that consistently grew for the first three quarters, plunged to an abyss in Q4, taking the average Y-o-Y growth to a new low. The Indian server market showed a consistent decline throughout the year.

05



SOFTWARE

The Indian IT industry is a crucial pillar of the country's economy and contributes around 8% of the national GDP. The industry, a combination of India's IT hardware, software services, BPM and ER&D employs, more than 4 million people and aims at contributing 10% of the nation's GDP by 2025. In FY 2019-20, the Indian IT-ITeS industry's revenue was estimated at around \$ 191 billion in FY20, growing at 7.7 per cent y-o-y. Of this, \$147 billion is from export revenue and India's domestic IT revenue is pegged at \$44 billion at the end of March 2020.

06



MOBILE PHONE

India is the second largest smartphone market, just behind China, and among one of the fastest growing markets in the world. The sheer size of the market, more than 300 million untapped population and plethora of handset options are some major factors that are helping the nation posting impressive growth year over year. In FY 2020, the country shipped close to 283 million mobile phones including more than 150 million smartphones, and registered a Y-o-Y growth of 8%. And that too despite the Covid-19 related business lethargy in March.

07



E-COMMERCE

E-commerce in India has witnessed phenomenal traction in the last few years on account of multiple factors, the most important one being the ease of doing commerce. A pan-India internet connectivity, affordable access devices including smartphones and computers, a huge number of marketplaces and ease of sending or receiving money through digital payment solutions are the key factors that brought a tsunami of consumers flocking to doing the electronic mode of commerce. the Indian E-commerce market is expected to grow to \$ 200 billion by 2026 from \$71.3 billion in 2019..

08



CYBER SECURITY

The cyber security market is crucial to ensuring India's stature as one of the world's leading investment hubs, as well as the security of its major sectors, and is expected to grow exponentially. This is in part driven by nationwide initiatives such as Digital India, and increasing digitisation of the country's business environment. As per a PWC report, Data protection and endpoint security to see relatively higher growth. As per a DSCI report, the industry had generated a cumulative revenue of about \$ 4.3 billion in 2019, and this is expected to reach \$7.6 billion in 2022.

09



DATA CENTER

For enterprises as well as for the country, data, its protection, timely retrieval and analysis, has always been critical. This helps in making better decisions, solving problems, understanding performance, improving processes and understanding customers. This also helps in protecting citizen's and customers' privacy offer better governance. The country is generating huge amount of data across industries, governments and businesses every year and the same needs to be stored and protected at suitable storehouses called data centers. A good data center infrastructure is critical for a robust digital economy.

10



E-Commerce Industry : THE BEST IS YET TO COME



While the e-commerce industry has seen phenomenal growth in the last couple of years on account of increased investments and digital transformation, the COVID-19 outbreak is going to push it further in FY2021-22

E-commerce in India has witnessed phenomenal traction in the last few years on account of multiple factors, the most important one being the ease of doing commerce. A pan-India internet connectivity, affordable access devices including smartphones and computers, a huge number of marketplaces and ease of sending or receiving money through digital payment solutions are the key factors that brought a tsunami of consumers flocking to doing the electronic mode of commerce. Similarly, from the business point of view, a mammoth consumer base and favourable e-commerce policies including that related to FDI have helped many multinational and Indian firms thriving in the Indian e-commerce space.

According to multiple reports, the Indian E-commerce industry has been on an upward growth trajectory and is expected to surpass the US to become the second largest E-commerce market in the world by 2034.

Market Size

According to IBEF, the Indian E-commerce market is expected to grow to \$ 200 billion by 2026 from \$ 38.5 billion as of 2017. In 2018, it reached \$54 billion and by end of 2019 the market grew to touch \$71.3 billion. As per GlobalData, one more research agency on various market trends, India would see an upward growth in its e-commerce business on account of Covid-19 outbreak as people would continue to prefer online shopping rather than visiting physical stores.

The e-commerce market in India is set to grow at a CAGR of 19.6% between 2019-2023, forecasts the GlobalData report. In the next two years, reports suggest, Indian ecommerce market size could swell to touch \$150 billion on account of multiple growth drivers.

The market is primarily dominated by Flipkart, Amazon and PayTm Mall in multi-commodity market place and is equally crowded by other ecommerce players in various segments like fashion, grocery, food deliver, furniture etc.

In 2019, Indian online shoppers spent Rs 12,800 (\$ 183.14) per shopper per year and this number is expected to rise to Rs 25,138 (\$ 359.67) by FY30, according to IBEF. Mobile-savvy shoppers are the backbone of India's online shopping industry with one in every three Indian shopped via a smartphone

in 2019. It has been noticed that men have been a more avid shopper on the mobile platform compared to women, in part because of demographics and cultural differences.

Growth Drivers

There are multiple factors driving the growth of e-commerce in India. Access to products and commodities at any place, any time through digital market places and smartphones and access to cashless transaction are among the biggest factors. And this factor is gaining strength each passing year with the smartphones and internet penetration increasing at a much higher pace than was earlier anticipated.

The ongoing digital transformation in the country is expected to increase India's total internet user base to 829 million by 2021 from 636.73 million in FY19. India's internet economy is expected to double from \$ 125 billion as of April 2017 to \$ 250 billion by 2020, backed primarily by E-commerce. India's E-commerce revenue is expected to jump from \$ 39 billion in 2017 to \$ 120 billion in 2020, growing at an annual rate of 51 %, the highest in the world.

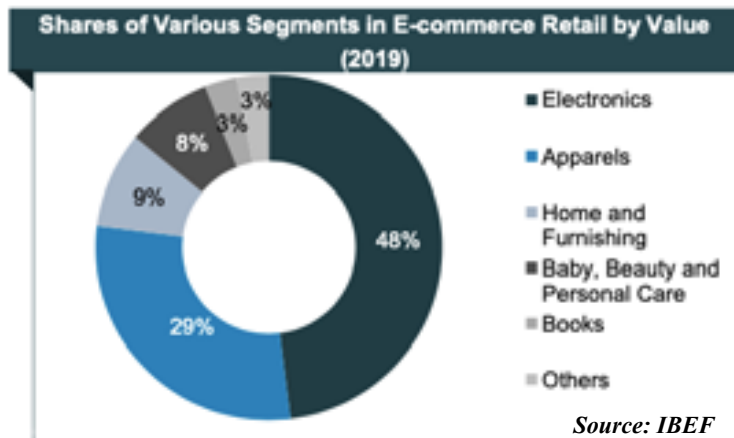
Smartphone shipments in India increased eight % y-o-y to reach 152.5 million units in 2019, thereby making it the fastest among the top 20 smartphone markets in the world. Internet penetration in India grew from just



Source: IBEF

4 % in 2007 to 52.08 % in 2019, registering a CAGR of 24 % between 2007 and 2019. The number of internet users in India is expected to increase from 687.62 million as of September 2019 to 829 million by 2021.

Cashless transaction is perhaps the most influencing factor for the growth of ecommerce in India as both the buyers as well as sellers find it the easiest way to do business. In March 2019, debit card swipes on point of sales (PoS) stood at 407 million while debit card payments for merchant transactions have gone up more than 250% between March 2019 and 2016. This clearly reflects that people are getting comfortable with using debit cards for activities



other than withdrawals at ATM. Similarly Unified Payments Interface (UPI) recorded 1.25 billion transactions in March 2020, valued at Rs 2.18 lakh crore (\$ 30.97 billion).

At present, almost all ecommerce players, irrespective of sizes, do offer digital transaction of all sorts – netbanking, credit/debit card, mobile wallets and UPI. This helps in customers' buying process and ultimately brings growth in the number of transactions.

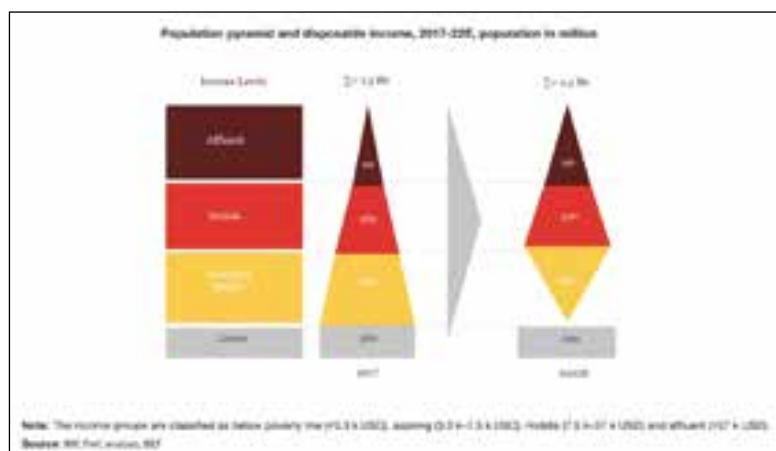
Besides these major factors, the other complementing factors that are helping the Indian ecommerce market gaining steam include internet content in local languages; expansion of online retailers to cities beyond metros; growth of logistics and warehouses; and increasing investment in the sector.

Besides catering to customers' needs, there have many initiatives by the Government as well as private players to address the needs of business buyers. In 2019, Amazon has launched an online Business-to-Business (B2B) marketplace in India where small and medium enterprises (SMEs) can buy products. DesiClik, a US based company, entered into strategic partnership with Indian Gifts Portal (IGP) to offer a range of B2B solutions.

Government initiatives

Besides the private sector, it has been observed that the Government has brought out many policies in the last 5 years or since 2014, that has directly impacted the growth of ecommerce in India. For example, initiatives like Digital India, Make in India, Start-up India, Skill India and Innovation Fund. The timely and effective implementation of such programs will likely support growth of E-commerce in the country. Some of the major initiatives taken by the Government to promote E-commerce in India are as follows:

- Government e-Marketplace (GeM) signed a Memorandum of Understanding (MoU) with Union Bank of India to facilitate a cashless, paperless and transparent payment system for an array of services in October 2019. The Government e-marketplace (GeM), three years after its inauguration, saw a cumulative procurement by central and state Governments of Rs 24,183 crore (\$ 3.46 billion) in FY19 and has a target of Rs 50,000 (\$ 7.15 billion) crore in FY20.
- In February 2019, the Government of India released the Draft National e-Commerce Policy which encourages FDI in the marketplace model of E-commerce
- In order to increase the participation of foreign players in



E-commerce, Indian Government hiked the limit of FDI in E-commerce marketplace model to up to 100 % (in B2B models).

- Heavy investment made by the Government in rolling out fiber network for 5G will help boost E-commerce in India.
- In Union Budget of 2018-19, Government allocated Rs 8,000 crore (\$ 1.24 billion) to BharatNet Project to provide broadband services to 150,000-gram panchayats
- As of August 2018, the Government has been working on the second draft of E-commerce policy, incorporating inputs from various industry stakeholders.
- Udaan, a B2B online trade platform that connects small and medium size manufacturers and wholesalers with online retailers and provide them logistics, payments and technology support, has sellers in over 80 Indian cities and delivers to over 500 cities.

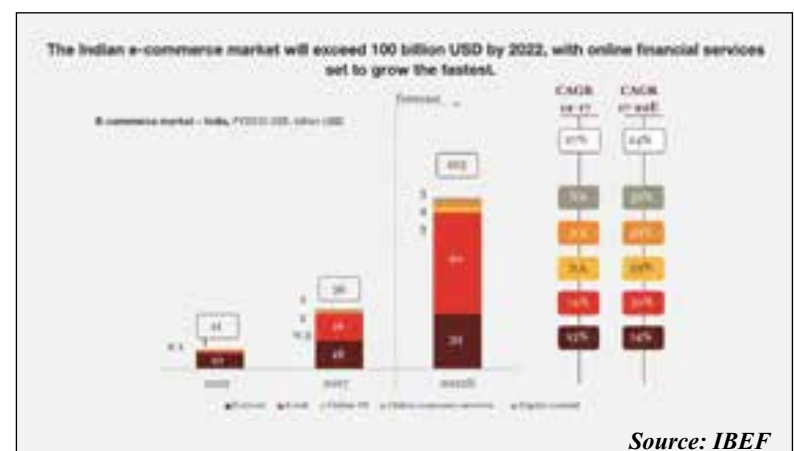
Major Developments

Some of the major developments in the Indian e-commerce sector are as follows:

- Reliance Retail is going to launch online retail. It already launched its food and grocery app for beta testing among its employees in 2019. Reliance will invest Rs 20,000 crore (\$ 2.86 billion) in its telecom business to expand its broadband and E-commerce presence and to offer 5G services.
- In August 2019, Amazon acquired 49 % stake in a unit of Future Group.
- In September 2019, PhonePe launched super-app platform 'Switch' to provide a one stop solution for customers integrating several other merchants apps.
- In November 2019, Nykaa opened its 55th offline store marking success in tier II and tier III cities.
- Flipkart, India's largest E-commerce entity, announced the launch of its data centre in Hyderabad besides investment in the state to strengthen its existing technology infrastructure.
- In January 2020, Divine Solitaires launched its E-commerce platform.
- In February 2020, Flipkart set up a 'Furniture Experience Center' in Kolkata, its first offline presence in eastern India.
- In April 2020, Reliance Industries (RIL) started home delivery of essentials in partnership with local kirana stores in Navi Mumbai, Thane and Kalyan.
- In May 2020, PepsiCo India partnered with Dunzo for its snack food brands that include Lay's, Kurkure, Doritos and Quaker.
- In May 2020, chocolate maker Hershey India partnered with Swiggy and Dunzo to launch their flagship online store in order to increase reach.
- In April 2020, Swiggy received an additional \$ 43 million funding as part of its ongoing Series I round.

Outlook

The year 2020-21 would see a lot changes in businesses of all kind on account of Covid-19 and the resultant outcomes. Customers would remain wary of visiting physical stores and would prefer shopping over virtual platforms. This is going to fuel the growth of ecommerce in India. Also, to maintain business continuity amid Covid-induced restrictions including social distancing, business houses will tend to adopt IT solutions at a much higher pace compared to previous years which would ultimately fuel the growth of the ecommerce industry. Technology enabled innovations like digital payments, hyper-local logistics, analytics driven customer engagement and digital advertisements will likely support the growth in the sector. The growth in E-commerce sector will also boost employment, increase revenues from export, increase tax collection by ex-chequers, and provide better products and services to customers in the long-term.



Datacenter Industry:



DATACENTER SERVICE PROVIDERS STAND IN FAVOUR OF DATA LOCALIZATION

India was at 40,000 petabytes in 2010, in just a period of 10 years, it is to shoot up to 2.3 million petabytes by 2020 — twice as fast as the global rate. Mumbai, Bengaluru, Chennai, Delhi, and Hyderabad will be the major cities driving data center growth.

As we all know that data is the ‘new oil’ at present across the globe. It holds immense importance for every individual and organization. Data plays a significant role in every decision making of an organization. Data can be both personal and non-personal and privacy of that data is the fundamental right of the owner as per the Supreme Court of India. And this gave rise to Personal Data Protection Bill 2019.

Ravi Shankar Prasad, Minister for Communications, Electronics & Information Technology and Law & Justice, Govt of India said, “A good data center infrastructure is critical for a robust digital economy. India is rising high in the quest of data security, data use and data innovation. For the success of Digital India, we must become a big global Data Refinery – data cleaning, data processing, data innovation and research – and all of this will need to be done keeping in mind data privacy laws. We shall never compromise on the data sovereignty of India. The data economy has a lot of potential and in all its promise – a good data center is the pillar it builds on.”

For a populated country like India, protection of personal data is important. So as a nation, India needs a data localization policy. It is important to make sure that the critical and sensitive data of the country’s citizen should be stored locally within the border.

All companies categorized as public company, private company, corporate bodies, state entities, data fiduciary, data processors registered in India and offering services or good to individuals in India are required to comply with the Personal Data Protection Bill 2019.

“Today data is the single largest asset of a country. Critical Personal data of citizens and their financial, health related parameters and other

related need to be protected. India is world’s largest democracy with over 1.38 billion people and hence protecting personal data is essential. Hence, as a nation India needs a data localization policy. It is important to ensure critical and highly sensitive data of Indian citizens is protected, especially their sensitive data related to health, financial, biometric, affiliations etc. and any other data categorized as sensitive and/or critical should be stored locally within India,” feels **B.S.Rao, Vice President, Marketing, CtrlS Datacenters.**

Further adding to it, he says, “All business entities who fall in the categories as detailed in the Personal Data Protection Bill 2019 are now planning to store the data locally. In fact, they may have to implement data sharding - a process which breaks up large data tables into smaller chunks referred to as shards that are spread across multiple servers deployed in multiple locations.”

Recently the infrastructure major, The Hiranandani Group entered the data center space with Yotta Infrastructure, plans to build 3 data center parks across Mumbai, Navi Mumbai and Chennai with a capacity of 60,000 racks. The Adani Group has also committed to develop large data center parks in Andhra Pradesh over the next 20 years. Existing data center players are planning to ramp capacities and international players like Colt and Bridge have also announced their first data center project in India.



B. S. Rao
CtrlS Datacenters

DATA LOCALIZATION

If we scrutinize the reason behind data localization initiative then we can see that the prime reason is data security which means protecting national interest and citizen's right to privacy. And for this a strict law is a requisite.

"Data localization is the 'What' piece of the puzzle. If we look at the core or the 'Why' of this initiative, we will see that it is ultimately about data security which is necessary for safeguarding national interest and every citizen's right to privacy. That being said, what is more important is the robust implementation and enforcement of the law using appropriate technologies. We have heard many a times about the Aadhaar Data being leaked, and if that is a fact then it clearly proves that simply having data to reside within the nation does not solve the issue of it being not getting stolen and used in inappropriate ways. Therefore, I believe that Data Localization law is an important step towards protecting the sovereignty of the nation but only if equal importance is giving to the security aspect of it. One may always debate about the economic impacts it may have on the nation, but then again it can be argued both ways," explains **Dr. Rajeev Papneja, Chief Growth Officer, ESDS Software Solution.**



Dr. Rajeev Papneja
ESDS Software Solution

The data center market in India is witnessing significant growth in the data, which requires flash arrays as they offer high storage performance, especially in the virtualized data center environment.

India comprises one third of social media users and people are using free apps extensively through which they are sharing too much of personal information. Moreover, these companies do not store their data within the country which indicates that local laws will not be applied on them. With data localization initiative the government is trying to protect critical data.



Ranjit Metrani
NxtGen Infinite Datacenter

"India is on the verge of losing its digital independence. With the rampant usage of free apps, the users are inadvertently sharing too much information about themselves. The stolen information has created companies which are larger than many countries themselves! It is imperative that the laws of land are applied to these businesses so that we can avoid misuse of data. One third of social media users are from India and none of these companies host the data in the country and hence no local laws can be applied on them, nor is there an effect mechanism to put together a global framework of laws! I believe Government is doing the right thing to ensure at least critical data is actually stored within the country by businesses," says **Ranjit Metrani, Head – Sales and Pre-Sales, NxtGen Infinite Datacenter.**

Sharing his views on data localization **Jatinder Singh Pabla, VP, Sales and Marketing, STT GDC India** says, "At STT GDC India, we believe that storing data locally allows for reduced network latency and apart from helping organizations to comply with government regulations. The terms of Data localization introduced in the bill asks that a copy of the



Jatinder Singh Pabla
STT GDC India

personal data be stored in servers/data centres in India. Certain categories of data (to be notified by the central government/ DPAl) termed as critical personal data shall only be processed in a server or data centre located within the country."

The data economy provides endless opportunities for citizens, businesses, markets, politics, culture, sports and entertainment. In India, the demand for data centers is also boosted by regulations related to data security and localisation.

BEST PRACTICES

In line with the government's initiative of data localization, the datacenter companies are following some best practices. Web Werks India completely support government departments across the country and also promotes 'Made in India' initiative.

"Web Werks is part of the MeghRaj cloud initiative and one of the first few players to be empaneled by Government of India to provide Cloud & Data Center services for data localization and the digital India push. Web Werks actively supports the State government department of Maharashtra, Haryana, as well as central government departments across the country. Being a born in India company, Web Werks is promoting 'Made in India' initiative by indigenously build cloud technologies & DCs using best of breed international know how and partnerships," highlights **Nikhil Rath, CEO and Founder of Web Werks India.**



Nikhil Rath
Web Werks India

Talking about the best practices adopted by ESDS, Dr. Rajeev Papneja mentions that all their data centers are located in India and they do not believe in doing analytics on customer data. Elaborating on this he says, "As far as ESDS is concerned, we have always taken data privacy very seriously. We believe that we should do unto others what we expect them to do for us if we were in their shoes. All our Datacenters are in India so there is no question of data going out of the nation and most importantly we do not believe in doing analytics on customers data and therefore we ask the customers to bring their own analytics tools and we will only provide them with the Infrastructure and any other platform needed."

"In recent times, we have witnessed a number of robust aspects driving the market, like accelerated digitisation, the growth of user data, e-commerce, advances in the cloud, etc. These strong drivers along with the practice of storing data locally will provide Indian businesses with skilled talent at a lower cost. Multinational organizations, in particular, will have to reconsider their data management practices and come up with measures to abide by these restrictions and ensure compliance.

As a colocation service provider, we don't process data while in rest or in transit. We maintain five layers of physical security and have necessary certifications and compliances in place that are mandated by regulatory authorities," says **Jatinder Singh Pabla of STT GDC India.**

On this, **Ranjit Metrani of NxtGen Infinite Datacenter** views, "The big impediment for Government to force these companies to operate from India, is the digital infrastructure. Being the largest cloud provider based out of India, we are working closely with businesses with an intent comply with laws to migrate to India based digital infrastructure. Additionally, we are developing solutions that matter to the citizens of India, not just complying with evolving data-localization laws, but to protect the privacy of the individual. The first Global standard for privacy is now in place ISO 27701, specifies the requirements for establishing, implementing, maintaining and continually improving a privacy-specific information security management system."

GROWTH

With the growing e-commerce segment because of the low cost of internet data, India has entered into the next phase of growth and to ensure better customer experience companies are planning to localize their data.

A recent CBRE report had stated that the datacentre capacity is expected to double in the next five years. The report also highlights that



the facilities across tier I cities are expected to witness a supply addition of approximately 40% only in 2020.

“Indian e-commerce sector is stepping into the next phase of growth due to low cost of internet data, seamless availability of wireless internet on mobile and broadband. Today, India is home to 115 million online shoppers, 367 million social media users, an estimated 40 million OTT subscribers and about 300 million online gamers – they are distributed across metros, tier-2, tier-3 and rural areas. Hence to ensure all of them have a better experience most of the e-commerce players, social media companies, and online gaming companies will plan to localize their data and secondly will move closer to the customers in tier-2, tier-3 cities to provide low latency and enhanced customer experience through edge data centers. To address this growing market in India, we are planning to add 1,000 Edge Data Centers across Tier-2 and Tier-3 cities and support the expansion plans of such companies as they get closer to their customers,” sees B.S.Rao of CtrlS Datacenters.

Reiterating similar views Dr. Rajeev Papneja of ESDS Software Solution says, “India houses the fastest growing digital population and with Governments initiative of Digital India, there is no second thought that the growth is going to be exponential. We will be witnessing the real data explosion very soon in our nation. After demonetization, the way we transacted has been changed forever and today it is hard to find even a roadside tea stall who does not accept digital payment. Video content has become the new norm making the text way of explaining things almost extinct. Even without data localization, the growth would have been tremendous but with data localization I foresee it to be exponential in near future.”

Talking about the growth factors Ranjit Metrani of NxtGen Infinite Datacenter highlights, “The market will grow at a CAGR in excess of 25%, the profile of datacenters is changing, since the profile of compute infrastructure has changed. We now have a small super-computer with us, delivers 100 Terraflops of computing the performance and is sitting in half a rack. The growth will be significant in terms of power being consumed, not necessarily on the size of real-estate. India is very large country, there are 14 cities which have a GDP greater than many countries. Our thought process is to have three very large 50MW+ facilities and 11 smaller facilities with compute and storage infrastructure. We are also in the process of implementing countries first edge-cloud infrastructure at 236 identified locations, we may be able to deploy about 50 by the end of year.

The big demand for us comes not really from current business applications, but from the data being generated by IoT, CCTV and other applications. Gone are the days, enterprises are happy computing numbers, they are looking at video, speech and text analytics.”

Nikhil Rathi of Web Werks India observes, “BCP on Cloud has its own set of benefits with higher availability. Organizations can reap benefits due to the flexibility, scalability and uptime that the Cloud brings. Enterprise in India needs to optimise their return on investment, reduce IT budgets and cope with the security concerns. As per IDC report, by 2022, 30% of organizations in India will have invested in automation

and development life-cycle management of cloud-native applications to realize the cost benefits and operational efficiencies. Growth in Cloud Services also means growth in Data Center business where the cloud is hosted. Education, basic healthcare, payments, communication, and essential services are shifting online. The 3rd party data centers house multiple Internet Service Providers (ISP’s) and Cloud Platforms, while facilitating a reliable and secure infrastructure for server colocation. This interconnected ecosystem allows organizations to maintain round-the-clock operability of their servers, at the same time ensuring scalability.

In the wake of the Covid-19, managed hosting and cloud computing have both proliferated in the past few weeks and there has been a tremendous growth in demand for co-location. Demand has increased by nearly eight times as companies moved equipment or placed urgent requests on data centers for equipment. Requests for virtualization and cloud infrastructure have also caused demand to surge more than usual.”

IT IS THE NEXT BILLION DOLLAR OPPORTUNITY IN INDIA

Datacenter service providers support the government’s initiative of data localization and they also advocate to enact the Personal Data Protection Bill as soon as possible.

India’s push for data localisation, which require certain kinds of data to be stored within the country, has generated significant demand already as it is estimated that over 75% of this data now resides outside the country. Data centres may prove to be the next big opportunity in India. The industry had been growing at close to 30% in the last ten years, boosted by the introduction of 3G, 4G and move towards a connected, inclusive digital economy means more and more data is being generated across platforms such as Cloud and social media as well as accessed by more people using mobile technology. Given the number of customers, India needs 15 times more capacity. The data centre outsourcing market in India, currently pegged at close to \$2 billion, is projected to grow at a CAGR of 25% to reach \$5 billion by financial year 2023-24.

India is witnessing a considerable surge in demand for secure data centres as businesses undertake digital transformation and consumer demand for digital services continues to increase. The expansion of hyperscalers across the region following the government’s directive on data localization is propelling a lot of this demand, with other market drivers including the growth in user data and increase in cloud penetration.

- Netmagic, is the oldest players in this space, was acquired by Japanese tech firm NTT a few years ago and remains among the biggest in this space, with further capacity expansions planned in Mumbai, Chennai and Bengaluru.
- Adani group said it would invest up to Rs 70,000 crore to set up solar powered data parks in Andhra Pradesh
- Oracle announced the launch of its Gen 2 Cloud region in Mumbai, with another planned in Hyderabad
- ST Telemedia Global Data Centres (STT GDC), which currently has a capacity of 70 MW spread over 2.14 million square feet and plans to grow further to 200 MW over 4 million sq ft, within three years.
- Hiranandani Group announce a Rs 14,000 crore investment plan.
- Reliance Industries partnering with Microsoft to provide cloud services to small and medium enterprises.
- Carlyle Group acquires 25% stake of Rs.\$ 235 million for buying a quarter of Airtel’s Nxta in India, which has 10 large data centres and more than 120 edge data centres provides customers with co-location services, cloud infrastructure, managed hosting, data backup, disaster recovery, and remote infrastructure management.
- Linode, a US based company which offers data centre solutions mainly to the software developer community, set up base in the country recently.
- Equinix Inc, has acquired the India operations of GPX Global Systems, Inc. in an all-cash transaction value of \$161 million. This includes two data center campuses in Mumbai with more than 200 international brands and local companies, including the cloud service providers (CSPs), content delivery network (CDN) providers, all local carriers, 130 internet service providers (ISPs) and four internet exchanges.

India is riding this wave in the forefront, and is expected to attract significant investments in the time to come. As per McKinsey, core digital sectors in India, such as IT and digital communication services are projected to double in size by 2025 to contribute \$355-435 billion to the economy.

The growing emphasis on digitalization, coupled with India’s local data-storage requirements, is fueling the growth of the data center market.



Several Internet giants, including Google and Amazon, have set up data centers in India. Cloud adoption by small and mid-sized enterprises will increase the need for Indian data centers. The coronavirus pandemic has provided an additional boost, as companies invest in tools to maintain social distancing. Rapid digitization has opened up a massive growth opportunity for data centers in India.

“More than 80% of the users in India are mobile first consumers. For example, Google collects a staggering amount of personal information about its users than what the users realise. They remember every search performed, everywhere one goes, every video watched and now they started listening to our conversations – it is shocking and unsettling. Government should realise that India’s digital independence is at stake and move with urgent, make a start. Technology is moving so fast, it is also important that a committee reviews the law on a yearly basis and makes amendments as the scenery emerges. One time Personal Data Protection Bill will be woefully short of expectations, if there is no mechanism to adopt to change,” feels Ranjit Metrani, Head – Sales and Pre-Sales, NxtGen Infinite Datacenter.

“The Personal Data Protection Bill should get passed and in the wake of “Local pe Vocal”. It makes more sense to have India’s data stored locally and ensure that personal data is not stored or transmitted out of our borders to other countries. This ensures growth of our local Cloud and datacenter ecosystem. This growth and similar bills have shown the same benefits in China and even advanced countries like Germany. When other countries implement this we should go ahead and have our own version of the same,” feels Nikhil Rathi of Web Werks India.

DATACENTERS ADDRESSING THE NEEDS OF ORGANIZATIONS TO STORE DATA LOCALLY

ESDS: ESDS does not exist to simply provide power, cooling and space on rent. ESDS works to help organizations disrupt their industries using technology. Banking, Smart city and SAP HANA community clouds, iPas (Integrated Planning Automation System) for Government department etc are testimonials to this. Along with the Datacenter, there will be a lot of demand coming for Remote Infrastructure Management services, SOC services, multi cloud support and ancillary tools that will use data in various ways to create sense out of it and this is where ESDS will have a big play with its team of 200 people in R&D and 300 people providing managed services round the clock. With its Datacenters in Nashik, Mumbai & Bangalore, though ESDS is currently in the expansion phase with plans to setup more DC sites to support the growing demand, we should also consider that the servers of today are coming with a configuration such that they can consolidate the infrastructure of last decade in 10% of the DC space today.

NxtGen Infinite Datacenter: Globally, the IT infrastructure is refreshed in the 4th/5th year. Every year, there is old infrastructure retired and new infrastructure is added. The way to approach it is ensure that the new refresh happens in India, rather than somewhere else in the world. Organizations should look for the potential that India has over the long-term and make the commitment. India has very low penetration of insurance, there is a big effort to move to digital financial transactions sponsored by Government, and impact of digital has just started in India.

CtrlS: Well there is always a resistance to change. The proposed Indian Personal Data Protection Policy 2019 has evoked the emotions - shock, surprise, anger. But it is important to realize that GDPR was successfully implemented in Europe – despite the resistance all businesses had to comply. The same applies to India. All those business entities who are mandated to comply will have to invest in servers, network equipment, racks, security tools and processes and collocate their infrastructure and applications.

At CtrlS, we are enhancing capacities across Mumbai, Delhi, Hyderabad, Bangalore, Chennai to ensure the growing demand due to localization is met. Besides, we have brought in automated processes at our data centers to ensure higher efficiency and productivity. One of the other areas that we are focused is innovations – we have had 80 innovations in energy efficiency – this has resulted in industry lowest PUE of 1.38, our power tariffs are also lower as a result we are now equipped to offer our data center facilities with cost savings of 20% to 30% and in some cases even higher. We offer carrier neutral data center facilities backed by robust network (N+N) redundancy backed by multiple fiber paths. Lastly, Our data centers are all Rated-4 Hyperscale facilities hence we offer highest industry SLA of 99.995%, besides this we are deploying a 200 MW solar plant to ensure we reduce the carbon footprint.



STT GDC India: Customers can benefit from the economy of scale that is offered by STT GDC India. It is evident that the scale brings cost optimizations as well.

Customers can benefit from our design and operational excellence. We are trusted with the mission-critical architectures of some of the top companies offering cloud, social media, OTT and financial services. We have an extensive number of checks and measures along with elaborate redundancy system to provide all our customers’ up to a 100 percent guaranteed uptime. We have built our best practices over the last 14 years and all this is offered to our customers as part of our services.

Customers can benefit by riding on our growth plans and reducing their CAPEX. As part of our growth plan in the next two years, we will offer more than 200 MW IT load to our customers. All this capacity is available to our customers on a consumption basis which reduces the CAPEX requirements for our end customers. This also means that the capacity is available when the customer needs it without waiting for multiple years of the build cycle.

Additionally, we help businesses run during tough times such as Covid-19. During the lockdown, data centres like us were given special status of “essential services” along with special passes for movement of personnel and other allowances and permissions. This, in turn, enables us to maintain, run and secure the data requirements of our clients and ensuring the smooth functioning of their businesses. Instead of creating personal structures, especially for large corporates, third party data centres are a better option as we already come equipped with the necessary requirement.

Web Werks India: One of the greatest myths relates to compliance which is compliance with the requirements of data localization be too expensive for small and medium-sized enterprises and entrepreneurs with studies suggesting a 30-60% rise in costs. However, if it didn’t increase costs for other countries why would it increase the costs in India. The cost of keeping data outside India will be the same as keeping data inside the country. In fact, with newer hardware implemented in the country, it’s not really a cost. In some cases, there might be a marginal increase in costs. However, the efficiency of data performance when stored locally covers up for these costs. There would also be a marginal cost of bringing the data here but that is basically the cost of any lift and shift and there are OPEX models available in the country which makes it easier for countries to move their data.

AT LAST...

Data localization does not only mean to keep the critical data within the boundaries but also protects the Indian citizen’s right to privacy. Government should gear up to pass the Personal Data Protection Bill which will help to protect data as well as create wider opportunities for the datacenter ecosystem. At present the datacenter service providers are witnessing growing demands from their customers as India has stepped into next phase of growth. Other countries have also follow similar ways and got benefits. So with this bill into force we are hopeful that India too will get benefits from it.

Indian IT Hardware Industry : A MIXED BAG

While the overall Indian IT industry remained flat in 2019, an impressive PC sales boosted the morale, however the COVID-19 pandemic may put a big dent on the industry in the current fiscal

It was a mixed bag for the Indian IT hardware industry in 2019. While a few industries registered impressive growth, some other continue to decline owing to multiple factors including changing technology dynamics, Covid-19 pandemic and a blurry future.

While the Indian PC market displayed a record growth – highest in last six years – the printer market showed a decline. Similarly, the storage market that consistently grew for the first three quarters, plunged to an abyss in Q4, taking the average Y-o-Y growth to a new low. The Indian server market showed a consistent decline throughout the year. Covid-19 pandemic turning out to be a big blow to the overall industry as it forced the market to shut down, forcing the supply chain

and thus shipments to a halt, and at the same time it injected a sort of pessimism to the market that appeared to cautious now. This trend is expected to continue in 2020 as well, experts believe.

PC Market

The India traditional PC market inclusive of desktops, notebooks, and workstations finished 2019 with an impressive 18.1% year-over-year (YoY) growth, shipping 11 million units during the year, according to IDC. 2019 also turned out to be the biggest year for PC shipments in the last six years. The growth was largely propelled by the government-driven education projects and upgrade purchases for Windows 10.

India PC market, 2019					
Company	2019 Shipments ('000)	2019 Market Share	2018 Shipments ('000)	2018 Market Share	Year-over-Year unit change (2019 vs 2018)
1. Lenovo	3,514	32.0%	1,913	20.6%	83.7%
2. HP Inc.	2,907	26.5%	2,878	31.0%	1.0%
3. Dell Technologies	2,172	19.8%	2,139	23.0%	1.5%
Others	2,383	21.7%	2,366	25.4%	0.7%
Total	10,976	100.0%	9,296	100.0%	18.1%

Source: IDC



The last quarter of the year also saw a healthy 16.5% YoY growth with 2.3 million shipments, primarily contributed by the strong 26.5% annual growth in the commercial segment. Also, after a YoY decline for five straight quarters, the consumer segment saw growth of 4.6% YoY in 4Q19 shipping close to 950 thousand units.

As notebook PCs become thinner and lighter with enhanced mobility features, they are increasingly getting preference from the consumers, education sub verticals, and enterprises. Notebook PCs saw highest-ever annual shipments with a 67.7% category share in 2019. The desktop category also witnessed a 5.7% YoY growth largely driven by the refresh buying from banking and financial institutions and touched a 30.7% category share for the year.

On the processor front, shortage in availability of Intel's CPU was a concern point for vendors throughout the year. This provided room for AMD to enter certain segments and helped vendors to fill the gaps to some extent. However, Intel remains a leading processor brand with a 70.8% share in the traditional PC category.

Segment highlights

The large government education projects, Windows 10 refresh orders along with vendor initiatives to target SMEs even in the lower-tier cities and helping them with easy finance options were the key drivers of strong growth in the commercial segment, aiding in its growth of 44.8% annually in 2019, says IDC.

The commercial segment saw healthy growth in all four quarters of 2019. However, vendors struggled to achieve meaningful growth in the consumer segment despite adding more ultra-slim devices with higher processing power and optimized performance in the portfolio. One notable growth area was the Gaming based PCs, which grew 51% YoY in 2019. While most of the vendors increased their shipments in the gaming segment, Asus stood out as a leading vendor with one in every four notebooks shipped being a gaming one from the vendor in 2019.

Lenovo slipped to 2nd position in 4Q19 but remains the leader for the overall year. Lenovo's commercial segment grew 32.1% YoY and the consumer segment witnessed 13.5% annual growth in the last quarter of the year, resulting in the annual growth in all four quarters of the year for the vendor.

In Q4, HP regained the top position as its shipments grew 8.6% from the same time a year ago. However, the company remained in the 2nd position for the overall year. The growth in 4Q19 was driven by the fulfilment of few education deals and strong growth in the enterprise segment.

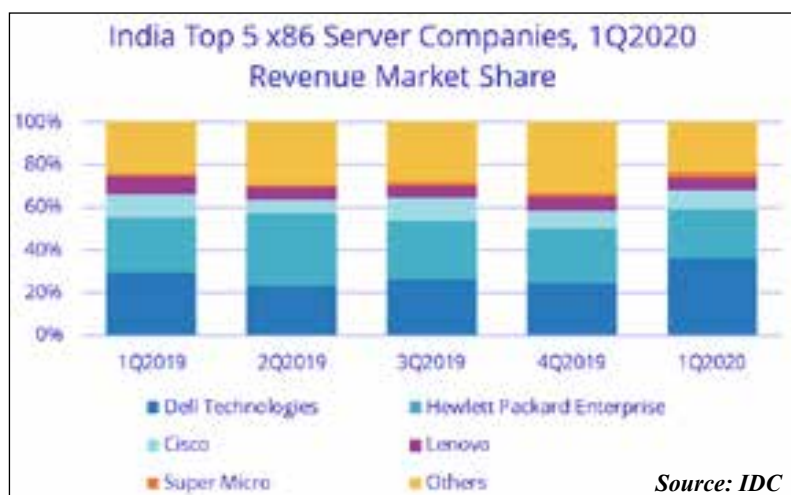
Dell Technologies maintained its 3rd position in 4Q19 and the overall year. The vendor had registered strong growth in the commercial segment driven by refresh orders from its global accounts and steady growth in the mid-market segment. However, vendor struggle continues in the consumer segment as its shipments remain flattish, when compared to the same quarter last year, according to the research firm IDC.

India's SMB market provides a large opportunity for PC vendors in the next few years, as SMBs strive to adopt new technologies for their digital transformation journey. However, the vendors need to be more innovative to deal with the aspirations of this segment and would require a cohesive ecosystem focus to improve the infrastructure and support for small and medium businesses

Server Market

The overall Indian server market declined 10.13% in FY19-20 on account of a big fall in x86 server revenue.

If we go by quarterly basis, IDC reports, in Q4 2020 the overall



server market in India witnessed a year-over-year (YoY) decline of 22.1% in terms of revenue to reach \$232.1 million in 1Q2020 (Jan-Mar) versus \$298.0 million in 1Q2019. The x86 server market accounted for 85.2% of the overall server market in terms of revenue.

Major contribution to the x86 server market continues to come from the professional services and telecommunications segments, followed by banking and manufacturing verticals. Large deals were witnessed from telecommunication vendors, nationalized banks, digital wallets companies, global high-tech semiconductor manufacturing companies, and various federal government departments during 1Q2020.

The x86 server market in terms of revenue declined YoY by 25.3% to reach \$197.9 million in the fourth quarter of the financial year 2020 as against \$264.9 million in the same period a year ago. The decline was due to the lack of spending from global hyperscalers and spillover of deals into the next quarter, IDC said in its report. The restriction on the movement of goods amidst the pandemic resulted in delivery constraints with customers waiting to materialize their previous orders before placing newer ones. The market is expected to decline further in 2Q2020 due to Covid-19 affecting the financial and operational balance of the industries. Recovery is expected to be observed in 2H2020, owing to spend coming from federal government agencies, bank refresh, and network modernization projects from telecommunication vendors.

The non-x86 server market grew YoY by 3.6% to reach \$34.2 million revenue, in the last quarter. IBM continues to dominate the market accounting for 74.1% of revenue share with a revenue of \$25.4 million. Adoption of IBM's server offerings is growing primarily across banks for their core banking and internet banking workloads. As a result, 79.4% of its revenue was seen coming from banks, followed by manufacturing. Oracle came at second position followed by Hewlett Packard Enterprise (HPE) with a revenue share of 14.6% and 11.3% respectively.

In Q3 20, the overall server market in India witnessed a year-over-year (YoY) decline of 2.8% in terms of revenue to reach \$299.6 million versus \$308.1 million for the same period a year back. The x86 server market accounts for 88.1% of the overall server market in terms of revenue. The contribution to the x86 server market primarily came from professional services, education, telecommunications, manufacturing, and banking verticals. Large deals were witnessed from telecommunication vendors, nationalized and payment banks, high-tech semiconductor manufacturing companies, and education in India, during the period.

The x86 server market in terms of revenue declined YoY by 1.2% to reach \$264.0 million in Q3 as against \$267.1 million in Q3, 2018. IDC reported that the professional services vertical which includes public cloud providers, traditional IT/ITES companies, witnessed a drop in revenues of 24.1% to account for 36.1% of the overall market.

However, there was the increase in spending from verticals such as banking, telecommunications, and manufacturing that grew 33.5%, 42.9%, and 18.4% respectively. The education vertical registered the highest YoY growth of 189.9% in the x86 market during the period, according to the research firm.

The non-x86 server market declined YoY by 13.2% to reach \$35.6 million in revenue. IBM tops the market with a revenue share of 74.0%, followed by Hewlett Packard Enterprise with a share of 18.2%, and Oracle with 7.8%. Banking remains top vertical with 75.2% revenue share followed by manufacturing and insurance with 12.3%, and 3.6% respectively.

In Q2 the market grew by 0.8% in terms of revenue to reach \$280.1 million in CY 3Q19 versus \$277.8 million in CY 3Q18. This growth is majorly driven by non-x86 server market as it registered big deals from large public and private banks in India during 3Q19.

In Q1 the market declined by of 1.0% in terms of revenue to reach \$350.2 million versus \$353.9 million in the corresponding period a year ago. The x86 server market accounted for 89.9% of the overall server market in terms of revenue. The contribution to the x86 server market primarily came from professional services, telecommunication, and retail verticals. The market segment witnessed large deals from IT and ITes customers, nationalized banks, telecom service providers, and e-retail in India during the period.

Going forward, experts believe, the industry would behave cautiously and would hold on to their spend on account of pessimism in the market because of Covid-19. The industry may closely watch



the next couple of quarters before investing in big scale server space.

External Storage

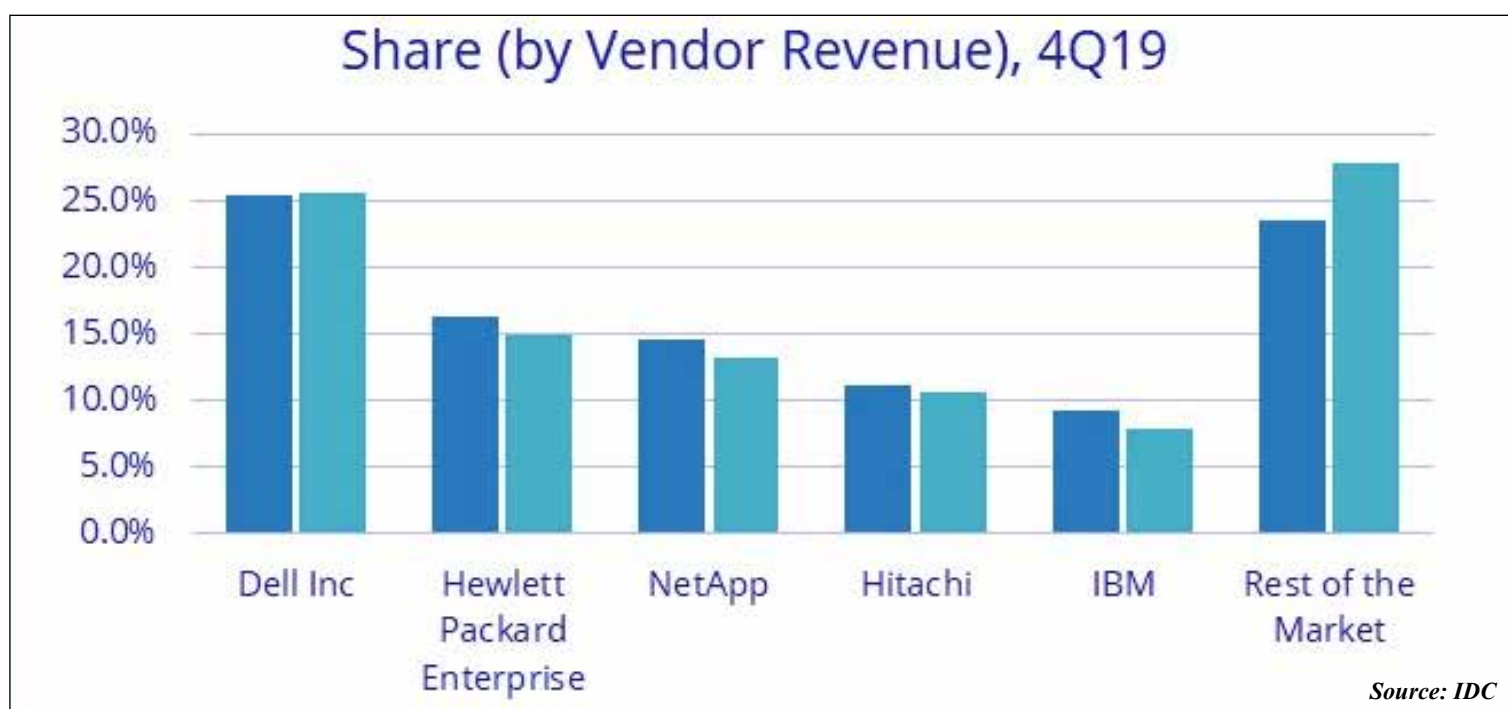
The Indian external storage market was growing consistently, around 10%, for the first three quarters till Covid-19 hit the industry in Q4. Traditional investors like Governments, banks and professional services organizations have been pumping money into the system but a sort of caution and wait-and-watch attitude was witnessed in the last quarter driving the overall industry to decline for the entire year.

In Q4 of FY2019-20, the external storage market declined by 20.6% Year-over-Year (YoY) by vendor revenue and stood at USD 87.8 million in 1Q20 (Jan-Mar). The majority of the YoY decline in storage

spending was seen in professional services, manufacturing, and telecommunications organizations.

In its report, research firm IDC said that due to Covid-19, most of the organizations have reduced their IT spending for this FY2020. Businesses are revisiting their CAPEX spending and would invest only if there is a pressing need, else would opt for OPEX models. Organizations are moving to Public Cloud (Backup and DRaaS) so that they can avoid capital spending in these hard financial times.

All-Flash Arrays (AFA) contributed 37.6% to the overall external storage systems market in 1Q20. With the advent of NVMe, more organizations are expected to adopt new-age flash technologies to address the growing demand for high-density applications such as



artificial intelligence, machine learning/ deep learning, real-time analytics, etc.

High-end storage systems grew by 3.7% YoY due to increased investments from Banking and Government organizations in 1Q20. The Entry and Midrange storage segments witnessed a steep double-digit YoY decline in Q120, IDC reports.

Organizations are expected to delay their IT spending on technology refresh but would spend on new projects which would drive automation, increase performance, and optimize costs due to cash flow issues. Businesses would prioritize projects such as digital transformation, IoT, artificial intelligence, etc. in the near future.

Dell Technologies continued to be the market leader with a 31.4% market share by vendor revenue, followed by Hewlett Packard Enterprise (HPE) with a 15.9% market share in 1Q20. Hitachi and IBM witnessed strong YoY growth in 1Q20 due to key wins from government and banking organizations respectively in 1Q20.

India's external storage market witnessed a growth of 6.0% Year-over-Year (YoY) by vendor revenue and stood at \$91.0 million in Q3. Banking, professional services, government, manufacturing, and telecommunications industries contributed 81.2% to the overall external storage market during the period.

India's external storage market witnessed a growth of 8.0% Year-over-Year (YoY) by vendor revenue and stood at USD 91.8 million in Q2. Professional services, banking, government, manufacturing, and telecommunications industries contributed 83.2% of overall external storage market in Q2.

In Q1, India's external storage market witnessed a growth of 16.4% Year-over-Year (YoY) by vendor revenue and stood at \$ 101.8 million in 2Q19.

Investments from Professional Services and Banking organizations drove the growth in 2Q19 majorly due to infrastructure modernization, technology refresh and investments on emerging technologies.

Across all the storage class categories, High-End storage grew by 69.6% YoY due to large wins in FSI, Government, Media, and Telecommunications organizations in 2Q19. Entry and Midrange external storage segments also witnessed a YoY growth in 2Q19, IDC reported in its quarterly tracker.

With the advent of Digital Transformation initiatives, there is a clear need for innovative Storage technologies to address the ever-growing storage requirements. Hyperconverged infrastructure, Object Storage and Software Defined Storage are getting more traction in the

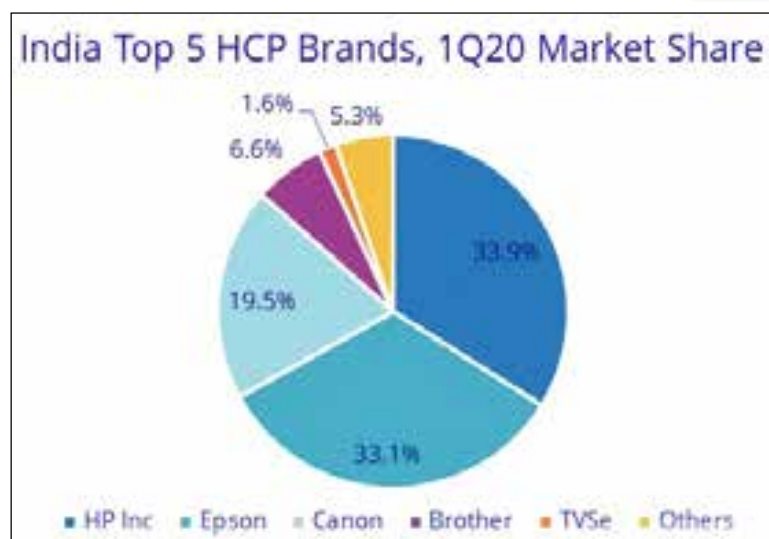
India Market.

As a growing requirement in the digital economy, organizations are opting for automation technologies, which are self-healing even at the infrastructure layer and consumption-based pricing to lower their CAPEX and to avoid unwanted over-provisioning of infrastructure. To address these needs some of the major vendors are embedding machine learning/deep learning to infrastructure and have started offering consumption-based pricing.

Going forward, the experts afraid, the market would grow at a single-digit compounded annual growth rate (CAGR) for the 2019 – 2024 time period and storage spending in CY 2020 to decline majorly due to Covid-19 impact.

Printer Market

The India Hard Copy Peripherals (HCP) market that includes printers and copiers, shipped 3.5 million units in CY2019 and registered a year-over-year (YoY) decline of 4.7% due to weak



Source: IDC

consumer segment demand. The annual decline was primarily from laser printers (excluding copiers) declining by 11.8%, as the market continued to be impacted by weak demand as well as migration to Ink Tank printers. The laser copier market grew by 6.9% with strong corporate demand and continuing decline of refurbished copier market. The inkjet market remained stable with a decline of 0.1%. The year ended with the inkjet market commanding more than half of the market.

In 4Q19 the market shipped 0.79 million units, a YoY decline of 7.3%. 4Q19 witnessed low demand, which was a result of overstocking of the channel in 3Q19 and prevailing consumer sentiment.

Ink Tank printers grew by 7.0% and now command 73.2% of the inkjet market. The Ink Tank segment overtook the overall laser printer segment for the first time in 2H19. The laser copier segment also noted a growth of 6.9%. In 2018, Government's strict regulation on the refurbished Copier (RC) market through tight monitoring and increased seizing of illegal units at major ports gave a boost to the original copier segment, which continued in 2019 as well. However, by 2H19 the market resumed its normal pace of growth as the effect of RC market stabilized, reports IDC in its quarterly tracker study.

Top 3 Brand Highlights:

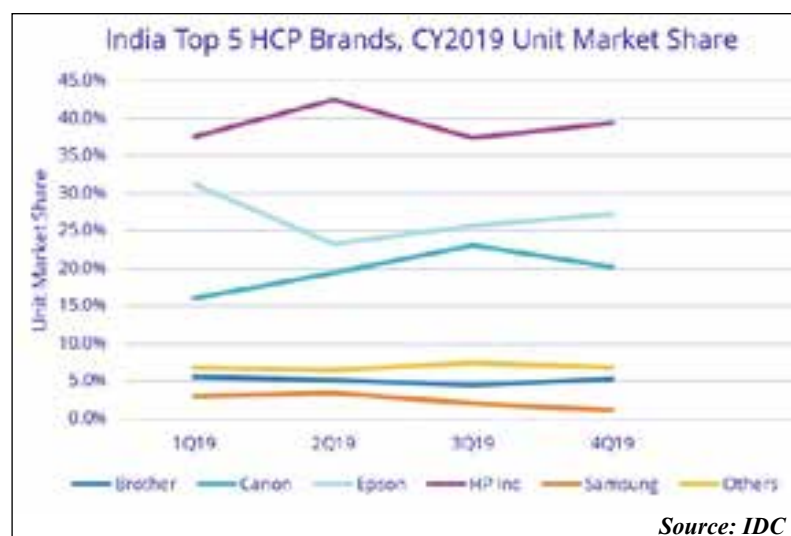
HP maintained its leadership in CY2019 HCP market with a market share of 39.1%, while posting a YoY decline of 7.4%. HP's Ink Tank shipment grew by 14% YoY as a result of strong channel schemes and end-user promotions. It's Laser A4 segment witnessed a decline of 9.7% YoY, its highest decline since CY2009. On the bright side, HP's share in the copier segment grew by 29.4% YoY owing to strong channel push.

Epson maintained its 2nd position in the overall CY2019 HCP market with 26.8% market share. It also continued to hold its leadership in the inkjet segment with a market share of 45.7% and YoY growth of 1.4%. Epson's stable numbers despite muted market sentiments can be primarily attributed to Epson's strong brand recall, channel depth and multiple channel schemes in the first half of the year.

Canon recorded YoY decline of 6.3% in CY2019 and maintained its 3rd position in the HCP market. In the copier segment, it maintained its leadership position with a 29% unit market share as a result of its strong corporate connect and steady flow of government orders. In the Ink Tank segment, Canon witnessed a strong YoY growth of 15.7% because of its increased focus on the Ink Tank segment with launch of new models, attractive channel schemes and end-user promotional campaigns. In 2H19, Canon overtook HP to become the 2nd largest player in the Ink Tank segment.

Due to Covid-19 pandemic resulting in multiple tranches of nationwide lockdown, there is a lot of uncertainty resulting in frequent changes to the outlook for the coming quarters. However, under the assumption that things become normal from 3Q20 onwards, vendors are still likely to face a slowdown in consumer demand as they prioritize their spending towards essential goods.

However, despite weakness in consumer demand, IDC expects the India HCP market to start showing signs of recovery from 3Q20 onwards as economic growth starts rebounding. Vendors are likely to go aggressive with their marketing and promotional campaigns during 4Q20 to cash in on the festive season.



Source: IDC

Indian Mobile Phone Industry : STEADY GROWTH



Though currently dominated by the Chinese brands, the Indian mobile phone market is staring at completely different dynamics in coming times on account of COVID-19, Indo-China border dispute and PLI scheme

India is the second largest smartphone market, just behind China, and among one of the fastest growing markets in the world. The sheer size of the market, more than 300 million untapped population and plethora of handset options are some major factors that are helping the nation posting impressive growth year over year. In FY 2020, the country shipped close to 283 million mobile phones including more than 150 million smartphones, and registered a Y-o-Y growth of 8%. And that too despite the Covid-19 related business lethargy in March. The deadly disease coupled with India-China border dispute in the following months are, however, turning out to be a blessing in disguise for the Indian mobile phone and electronics industry as many of global firms having manufacturing facilities in China are showing interest to shift their bases to India.

Market Dynamics

India's smartphone market shipped 152.5 million units in 2019, according to IDC, with a modest 8.0% year-over-year (YoY) growth. The overall mobile phone market, with annual shipments of 282.9 million units, declined by (-12.3%) YoY in 2019 due to fewer 4G feature phones.

Online distribution channel, like previous years, registered impressive growth of 18.4% capturing a market share of 41.7% in 2019 as per the research firm. Many of the firms held back their online exclusive models to be sold in offline channels. This resulted in slow offline growth of just 1.6% in the year 2019. The reasons for online growth can be attributed to many factors including multi-prong offers and schemes, No cost EMIs, cashback offers etc.

Smartphone ASPs stood at \$163 in 2019, registering 2.8% YoY growth with the sub-\$200 segment still accounting for 79% of the market. The mid-range segment of \$200-500 accounted for the strongest YoY growth of 55.2%, accounting for 19.3% of the overall smartphone market. In the mid-premium (\$300-500) segment, vivo continued to lead the market with 28.0% share in 2019, on the back of the high selling vivo V15 Pro, followed by OnePlus at 20.2% share owing to the OnePlus 7 model. In the premium (\$500+) segment, Apple surpassed Samsung for the leadership position with a market share of 47.4% in 2019, driven by aggressive price drops on previous generation models, bank offers on debit/credit cards, strong e-Tailer sales momentum, and a lower iPhone 11 launch price compared to the iPhone XR.

Of the entire year, the Q3 smartphone shipments were a record-breaking one. The country shipped 46.6 million smartphones in the three month period ended September 2019 registering a 26.5% Q-o-Q growth. This was driven by multiple online sale festivals, new model launches, and price corrections

on a few key models by various brands. While the low-end price segment of \$200 still accounted for 80% of the overall India smartphone market in 3Q19, its share dropped by five percentage points YoY at the cost of the mid-range segment of US \$200-\$500, gaining six percentage points to 18.9% in 3Q19. The fastest growing segment in 3Q19 was \$300-500 with double the shipments YoY as key models like the OnePlus 7, Redmi K20 Pro and vivo V15 Pro had good traction. \$200-300 was the second fastest growing segment with 47.8% YoY growth in 3Q19, with strong shipments of the Galaxy A50, Redmi Note 7 Pro and vivo Z1 Pro. The ASP for the overall smartphone market was \$159, with 2.7% YoY growth in 3Q19.

In Q4, a total of 36.9 million smartphone units were shipped to the country showing a 5.5% YoY growth but a 20.8% quarter-on-quarter decline. Usually the third quarter sees heavy channel loading in preparation for the Diwali festive period, and the last quarter of the year sees a cyclical dip as channels focus on clearing leftover inventory. Owing to multiple rounds of sales by e-Tailers beyond the festive quarter continuing into December, the online channel registered 11.2% YoY growth in 4Q19 with a share of 43.3%. However offline shipments remained flat with 1.4% YoY growth in 4Q19.

The ASP for 4Q stood at an all-time high of \$172, as shipments in \$200-300 grew by 71.9% YoY on the back of fast selling Galaxy M30s and vivo S1, while strong shipments of the newly launched iPhone 11 series drove the \$700 and above segment. In the mid-premium (\$300-500) segment in 4Q19, OPPO surpassed OnePlus for the leadership position with a share of 26.8% and 24.4% respectively with the fast-moving Reno 2 series. In the premium (\$500+) segment, Apple reached a record 75.6% market share.

In Q2, total shipment of 36.9 million was recorded, with a 9.9% year-on-year (YoY) and 14.8% quarter-on-quarter (QoQ) growth. A total of 69.3 million mobile phones were shipped to India in 2Q19, which was up 7.6% over the previous quarter.

In Q1 India's smartphone market got off to a good start with a total shipment of 32.1 million units, maintaining a healthy 7.1% year-on-year (YoY). High channel inventory from the previous quarter resulted in a sequential decline of 8.4%. Large shipments in the festival quarters of 3Q18 and 4Q18 led to high channel inventory, leading to flat YoY growth in offline channels in 1Q19. But new products still arrived in Samsung's A series and online-heavy vendors like Xiaomi and Realme expanded to offline counters.

Chinese Dominance Continues

The Indian mobile phone market is primarily dominated by the Chinese



brands and close to 75% of smartphones remained under the dragon's hold in 2019.

Xiaomi registered annual shipments of 43.6 million units in 2019, the highest ever smartphone shipments made by any brand in a year, with a growth of 9.2% YoY. The Redmi Note 7 Pro and Redmi 6A were the highest shipped devices nationally in 2019. Xiaomi continued to dominate in 4Q19 with 15.9% YoY growth on the back of newly launched Redmi Note 8 Pro/8A/Note 8/8 series. The brand commanded a market share of 28.6% in FY2020, IDC reports.

Samsung shipped a total of 31 million smartphones during the last year and placed in distant second position with a market share of 20.3%. The company registered declining shipments amongst the top five brands with a (15.4%) YoY decline in 4Q19. The refreshed Galaxy As series was unable to sustain its momentum owing to a delay in launch time and a gap in phasing out the older Galaxy A clubbed with fewer channel incentives. However, its Galaxy M series and in particular Galaxy M30s performed well in the online segment, helping to revive its online share in 4Q19 at an all-time high of 16.6%. Despite the attractive cashback offers in the premium (\$500+) segment, Samsung faced heat from offerings by Apple, leading to channel inventories.

Vivo, with annual shipment of 23.8 million in the last year, retained its third place in the Indian smartphone chart. The firm captured a market share of 15.6% showing year-on-year growth of 67%. During the last quarter of the financial year it also became the leader in the offline channel, ahead of Samsung on the back of multiple price drops across major models in Nov/Dec'19 to clear off inventory post-Diwali, clubbed with attractive channel schemes in 4Q19. The continued focus on its offline channel, despite the exclusive line-up in online channel and presence across price segments, led to this phenomenal rise in 2019.

OPPO shipped 16.3 million phones during the last year and was placed at the fourth position with a market share of 10.7%. In 4Q19, the company posted a huge YoY growth of 88.4% on the back of its affordable A series and successful Reno 2 series. The offline channel remains upbeat with the incentives and offerings and spends on marketing initiatives.

Realme shipped 16.2 million smartphones in 2019 and had a market share of 10.6%. However, if compared the market share on a yearly basis, the company shows a growth of 264% over 2018. The realme C2 featured in the top 5 model list in the online channel in 2019. Further, its newly launched X2 Pro became the highest shipped device in the mid-premium \$300-500 segment in 4Q19.

Transsion Group brands (Itel, Infinix, and Tecno) reached its highest ever market share during the last quarter of the year, registering 78% YoY growth. Transsion remained strong in tier 3, tier 4 cities, and rural India. Itel continues to be the number one smartphone brand in the entry-level sub-INR 4,000 (~\$ 55) price segment, while Tecno and Infinix showed good YoY growth in the INR 6000-INR 10000 (~\$ 80-\$130) segment by bringing attractive features in budget level smartphones. Itel also remained the #1 feature phone brand during the quarter.

Poco that debuted as an Independent brand, got off to a good start by capturing a 2% market share during its first entire month of operations in March 2020. It was also among the top five brands in the INR 15-20K (~\$200-\$260) price segment.

Apple was one of the fastest-growing brands in the year 2019 driven by multiple price cuts on its XR device, thanks to local manufacturing in India. Yet, its market share is less than a percent in India.

Outlook

The Indian mobile phone industry got its biggest jolt at the beginning of the financial year due to Covid-19 pandemic. The markets remained shut for the entire Q1 and there were some online sales started in June.

In the previous three month period, India's smartphone market saw a relatively flat opening quarter with year-over-year (YoY) growth of 1.5% to 32.5 million units in 1Q20. Despite that, India was the only country amongst the top 3 to see any growth, as both China and USA markets declined YoY by (-20.3%) and (-16.0%) respectively in 1Q20. Inventories remained high throughout the distribution channels due to seasonally low demand in the first quarter, clubbed with the Covid-19 impact from mid-March 2020 onwards as the nationwide lockdown was announced.

The impact of the pandemic is expected to continue for another two quarter, experts believe and the market may shrink by 10-12% during this phase.

There is one more reason that would deepen the shrink – the China-India border dispute that is continuing Since June 2020.

If you look at the contribution of Chinese brands, their market share fell to 72% in Q2 2020 from 81% in Q1 2020. This was mainly due to the mixture of stuttering supply for some major Chinese brands such as OPPO, vivo and realme, and growing anti-China sentiment that was compounded by stringent actions taken by the government to ban more than 50 apps of Chinese origin and delay the import of goods from China amid extra scrutiny. This all resulted from the India-China border dispute during June.

However, huge opportunities lie ahead for India to become a manufacturing and export hub for handsets owing to the Indian government's push. After the launch of the Rs 41000 crore. PLI scheme in April, OEMs are planning to set up production bases in India. For example, Lava, a homegrown brand is also planning to shift its handset production from China to India to leverage the PLI scheme. Apple is also planning to shift 20% smartphone production from China to India. Post announcement of schemes likes NPE-2019 and PLI, the Indian mobile phone industry is aiming at a revenue of \$100 billion including \$40 billion from exports by 2025.

This is going to boost the morale of local manufacturers including Lava, Karbonn and Micromax. Couple of the. Companies from the list have already waken up from their slumber and applied to the Government of India to take the benefits of the PLI scheme by commencing their smartphone production in India.

Further, Google's partnership with Jio is expected to bring a highly affordable 4G Android smartphones to the Indian consumers. The 'VocalforLocal' sentiment will also have its play in coming times.

Feature phone is one more segment that might see some growth in coming times. India is home to more than 350 million feature phone users and the feature phone market was the worst affected segment as it declined by a massive 68% YoY in Q2 2020 as consumers in this highly cost-sensitive segment tried to save money by reducing discretionary purchases. In the near-to-mid term, this could actually boost the used and refurbished mobile phone market.

India Smartphone Market, 2019

Company	2019 Shipment Volumes (Mn)	2019 Market Share	2018 Shipment Volumes (Mn)	2018 Market Share	Year-Over-Year Unit Change (2019 over 2018)
1. Xiaomi	43.6	28.6%	39.9	28.3%	9.2%
2. Samsung	31.0	20.3%	31.9	22.6%	-2.8%
3. vivo	23.8	15.6%	14.2	10.1%	67.0%
4. OPPO	16.3	10.7%	10.2	7.2%	60.5%
5. realme	16.2	10.6%	4.4	3.2%	263.5%
Others	21.6	14.2%	40.5	28.6%	-46.6%
Total	152.5	100.0%	141.1	100.0%	8.0%

Source: IDC, Counter Point Research



While India's IT & ITeS sector has always been a formidable force to reckon with, the COVID-induced digitalization will further its position, at domestic as well as global arena

The Indian IT industry is a crucial pillar of the country's economy and contributes around 8% of the national GDP. The industry, a combination of India's IT hardware, software services, BPM and ER&D employs, more than 4 million people and aims at contributing 10% of the nation's GDP by 2025.

The IT services and BPM, the largest sector of the industry, continues to see solid growth and is being seen as the most favoured sourcing destination across the globe. The global sourcing market in India continues to grow at a higher pace compared to the IT-BPM industry. India is the leading sourcing destination across the world, accounting for approximately 55 % market share of the \$ 200-250 billion global services sourcing business in 2019-20. Empowered with the largest IT talent pool in the world and competitive skilled-labour cost, the Indian IT & ITeS companies have expanded to more than 90 countries in the world and have set up over 1,000 global delivery centres.

Market Size

In FY 2019-20, the Indian IT-ITeS industry's revenue was estimated at around \$ 191 billion in FY20, growing at 7.7 % y-o-y. Of this, \$147 billion is from export revenue and India's domestic IT revenue is pegged at \$44 billion at the end of March 2020 as per IBEF.

The IT & ITeS market in India is estimated to reach \$ 350 billion by 2025, and ITeS is expected to contribute \$50-55 billion to the total tally by the same period. On the same breath, it is also estimated that the country's digital economy will reach \$ 1 trillion by 2025. The cloud market in India is expected to grow three-fold to \$ 7.1 billion by 2022 with the help of growing adoption of Big Data, analytics, artificial intelligence and Internet of Things (IoT) according to Cloud Next Wave of Growth in India report.

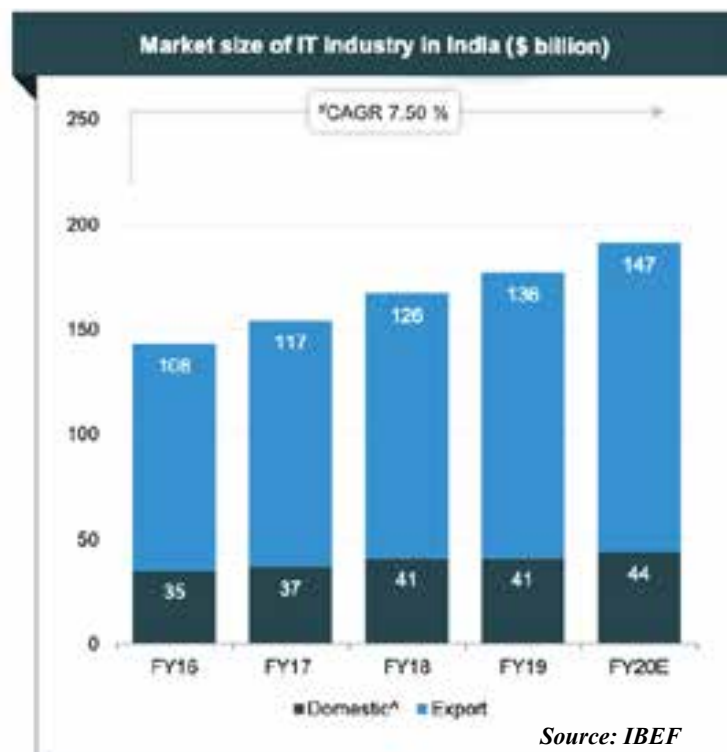
The IT & ITeS segment, the biggest among the Indian IT industry segments, is primarily based on exports and the same grew at 8% during FY20. The export business contributed to around 54% of the total revenue of IT&ITeS sector during the period.

The US has been the biggest importer of Indian IT exports and contributes around 62% of the total business followed by the UK with 17% exports.

BFSI continues to be the biggest contributor to the IT & ITeS revenue with Infosys being the being leader in that space followed by Wipro, TCS and L&T Infotech. For all these players, more than 30% of their total revenue comes from BFSI business.

The business segment also saw lots of development during the last financial year.

In May 2019, Infosys acquired 75 % stake in ABN AMRO Bank's subsidiary, Stater, for \$ 143.08 million. In June 2019, Mindtree was acquired by L&T. In January 2020, Nippon Telegraph and Telephone, a Japanese tech company, announced its plans to invest a significant part of its \$ 7 billion global commitment for data centres business in India over the next four years. In February 2020, TCS bagged a contract worth Rs 10,650 crore (\$ 1.5 billion) from pharma company, Walgreens



Boots Alliance.

The dynamism of this industry prompts industry watchers to predict that the vertical is expected to grow bigger in the coming days on account of growing number of players joining the race and massive digitalization drives in the businesses. Adoption of new technologies is expected to accelerate growth of the BFSI vertical. The need for undertaking investment in IT will also be required for gaining competitive advantage instead of solely reducing operational costs.

According to reports, the total number of employees grew to 1.02 million cumulatively for four Indian IT majors (including TCS, Infosys, Wipro, HCL Tech) as on December 31, 2019. Indian IT industry employed 205,000 new hires and had 884,000 digitally skilled talent in the last year.

Major Developments

Indian IT's core competencies and strengths have attracted significant investment from major countries. The computer software and hardware sector in India attracted cumulative Foreign Direct Investment (FDI) inflow worth \$ 44.91 billion between April 2000 and March 2020. The sector ranked second in FDI inflow as per the data



released by Department for Promotion of Industry and Internal Trade (DPIIT).

Leading Indian IT firms like Infosys, Wipro, TCS and Tech Mahindra are diversifying their offerings and showcasing leading ideas in blockchain and artificial intelligence to clients using innovation hubs and research and development centres to create differentiated offerings.

Some of the major developments in the Indian IT and ITeS sector are as follows:

- In May 2020, SirionLabs, a software-as-a-service (SaaS) provider, raised \$ 44 million as part of its Series C round led by Tiger Global and Avatar Growth Capital.
- PE (private equity) investment in the sector stood at \$ 11.8 billion across 493 deals in 2019.
- In January 2020, Nippon Telegraph and Telephone, a Japanese tech announced its plans to invest a significant part of its \$ 7 billion global commitment for data centres business in India over the next four years.
- In February 2020, Tata Consultancy Services bagged a contract worth Rs 10,650 crore (\$ 1.5 billion) from pharma company Walgreens Boots Alliance.
- UK-based tech consultancy firm, Contino, was acquired by Cognizant.
- In May 2019, Infosys acquired 75 % stake in ABN AMRO Bank's subsidiary Stater for \$ 143.08 million
- In June 2019, Mindtree was acquired by L&T.
- Nasscom has launched an online platform which is aimed at up-skilling over 2 million technology professionals and skilling another 2 million potential employees and students.
- As of February 2020, there were 417 approved SEZs across the country with 274 from IT & ITeS and 143 as exporting SEZs.

Growth Drivers

The Indian IT&ITeS sector's consistent growth continued unabated during the last year too. While exports remained the main stay of the business, domestic IT consumption has been on a growth path on account of increase in digitalization, growing startup ecosystem and favourable government policies.

The main drivers of this growth include the rising global demand, huge IT talent pool, policy support, domestic growth in consumption and significant growth in India's IT infrastructure.

The government considers IT among 12 champion service sectors for which dedicated action plans being put in place. The government is also placing liberal policies for raising capital, seed money and is also helping in ease of doing business.

The government's IT-SEZ plan is also helping the growth of the industry immensely. These SEZs have been initiated with an aim to create zones that lead to infrastructural development, exports and employment. As of March 2020, there were 421 approved SEZs across the country, and of these, 276 are from IT & ITeS and 145 are exporting SEZs. Over 50 cities already have basic infrastructure and human resource to support the global sourcing and business services industry. Some cities are expected to emerge as regional hubs supporting domestic companies.

Exports have been the biggest contributor of India's IT business and growing spend on digital products is going to help further. As per Nasscom, global digital spend is expected to increase from \$ 180 billion in 2017 to \$ 310 billion by 2020. India's IT industry is increasingly focusing on digital opportunities as digital is poised to be a major segment in the next few years. It is also currently the fastest growing segment, growing over 30 % annually. In India, domestic market of computer services is growing faster than their export, which is fueled by the government's Digital India programme. Export revenue from digital segment already forms about 20 % of the

industry's total export revenue. The figure was estimated at \$ 33 billion in FY19 and revenue from digital segment is expected to comprise 38 % of the forecast \$ 350 billion industry revenue by 2025.



Source: IBEF

Road Ahead

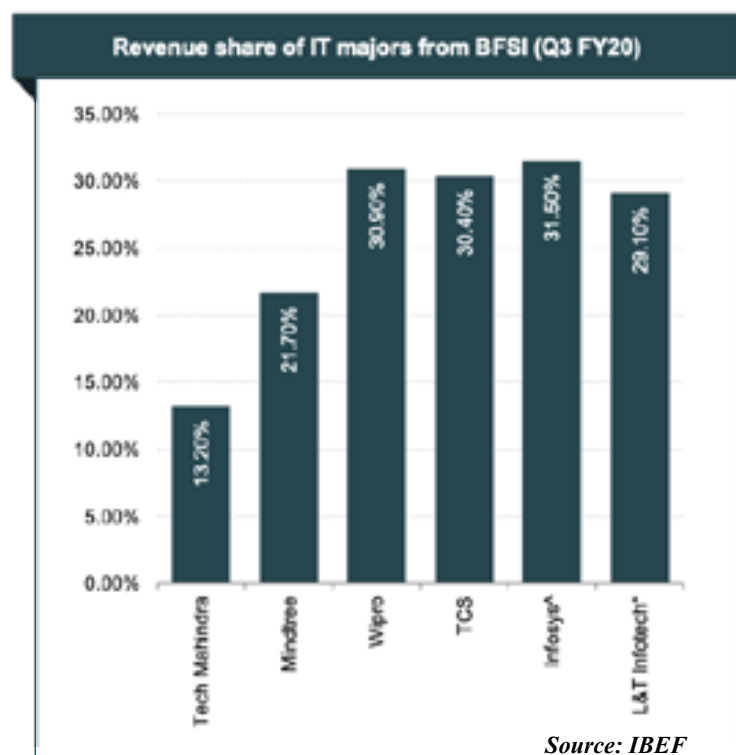
Besides the potential in offshoring business, the Indian IT&ITeS industry is expected to grow at a faster pace in the coming years on account of Corona-induced aftereffects. The pandemic forced the whole world confined to their homes and the offices and businesses are virtually running from home. This brought huge changes in the WFH culture and rapid transformation in the home infrastructure. Businesses across the globe helped their employees improve their IT infrastructure at home and deployed technology solutions that help in remote working.

This saw a surge in IT deployments and solutions purchases across the globe. This trend is going to stay longer than is anticipated and will boost India's IT&ITeS sector.

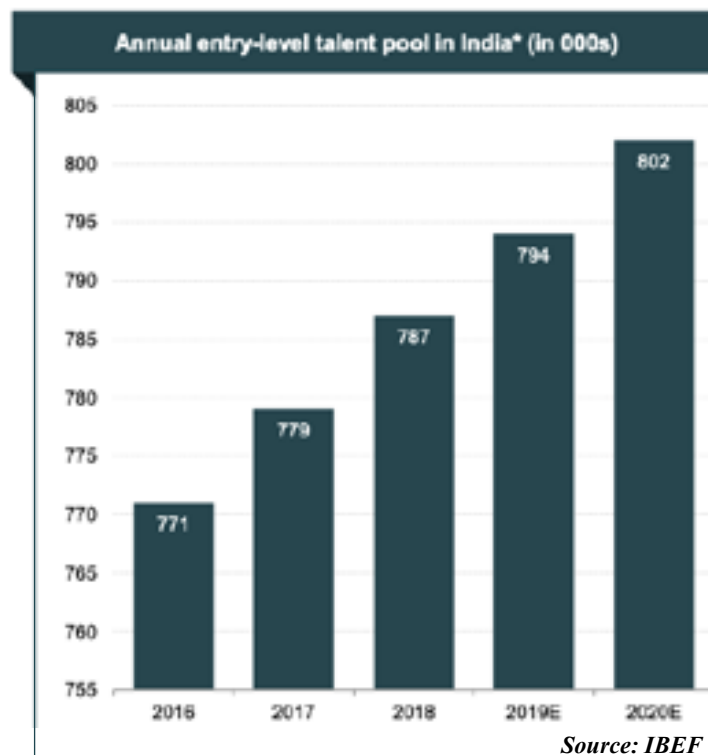
Technologies, such as telemedicine, health, remote monitoring solutions and clinical information systems, would continue to boost demand for IT service across the globe. IT sophistication in the utilities segment and the need for standardisation of the process are expected to drive demand.

Because people stayed at home, digital content consumption increased during the ongoing pandemic. Digitisation of content and increased connectivity is leading to a rise in IT adoption by media, and this trend is expected to continue in coming days as well.

Besides, RBI is executing a plan to reduce online transaction costs to encourage digital banking in India. The rollout of fifth generation (5G) wireless technology by telecommunication companies is one more factor that is expected to bring at least \$10 billion global business to Indian IT firms by 2019-25.



Source: IBEF



Source: IBEF

IoT Industry : THE NEW FRONTIER

India is gradually becoming the hub of IoT innovations with more than 5000 patents filed in last 5 years and the industry is going to get another shot in the arm because of COVID-19 norms that prompt for remote working and contactless activities

Though the Internet of Things (IoT) appears to be a new addition to the changing technology dynamics in India, it has permeated to almost every industry at a rapid pace in the last couple of years. Gradually, India is turning out to be the hub of IoT innovations and deployments in Asia. From manufacturing to transportation to utilities to consumers, the technology solutions are being deployed in these industries in some form or the other on a consistent fashion. While Industry 4.0 saw big ticket IoT deployments last year, the consumer and construction vertical saw the maximum number of deployments on volume basis.

Some of the major factors that are driving the growth include a huge market size, a vibrant startup ecosystem, conducive government policies, robust digital infrastructure and a massive technical talent pool. Both industrial IoT (IIoT) and Consumer IoT are seeing significant traction in last couple of years on account of these factors.

Market Dynamics

According to a Nasscom-Deloitte study, the global IoT market is poised

to be a \$328 billion market by 2020 and India could take a \$15 billion share of that accounting to 5% of the global market. This estimate makes sense when we look at India's ambition of being a \$1 trillion digital economy by 2025 which will be driven by technologies like machine learning, artificial intelligence, IoT and cyber security. In addition to that the Government of India's multi-billion-dollar investment in building 100 smart cities is also driving the growth of IoT in India.

By end of 2019, India had 200-250 million connected devices, as per research firm Zinnov. The firm estimates that this number will grow tenfold to touch 2 billion devices by 2021, signalling the exponential market growth in the next few years. In fact, IoT adoption has exploded in the last 3 years, with enterprises spending billions of dollars in testing and deploying several IoT use cases. A large part of this spend - about 60-70% - is comprised of software and hardware products, while the rest is on services. Manufacturing, automotive & transportation, and energy & utilities are the top 3 verticals driving investments in IoT.

Five key segments are contributing to the overall IoT market demand in

Patents filed in IoT domain in 2014-19

Number of IoT patents filed in India, 2009-2019 (Total - 5,897)

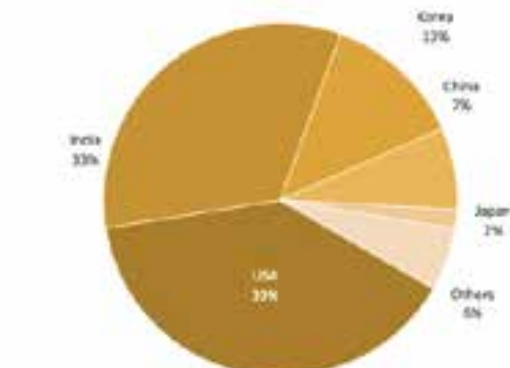
Growth drivers for IoT in recent years:

- Increasing internet bandwidth and availability
- Growing number of devices with built-in sensors
- Steady rise in smartphone usage
- Declining technology costs

2014-2019



IoT patents - Country of Origin (100% = 5,897), 2009-2019



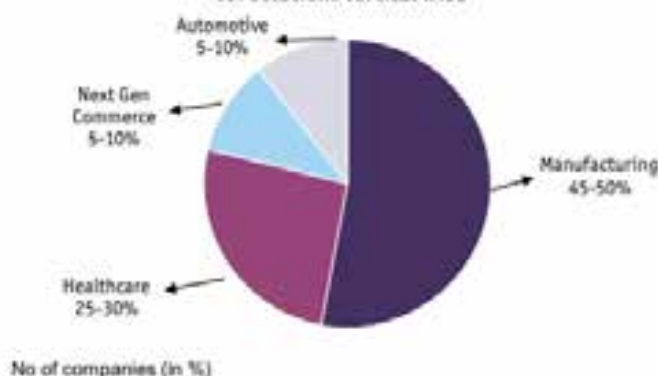
~60% patents have taken PCT* (Patent Cooperation Treaty) route & nearly 7% patents have filed via EPO* (European Patent Convention)

* Notably, ~40% of the patents filed in the IoT domain in India originated in the US, followed by India with 33%

* Other leading filers are all Asian countries including Korea, China and Japan

Manufacturing, Healthcare – prominent verticals in IoT adoption

IoT solutions vertical wise*



No. of companies (in %)

Top verticals		Key players	
Traditional	Manufacturing		
	Healthcare		
Emerging	Automotive		
	Next Gen Commerce		

Top verticals served by each segment

Segments	Rank	I st	II nd	III rd
Industrial Internet		Manufacturing	Utility services	Transport & logistics
Niche Solutions		Manufacturing	Healthcare	Next Gen commerce
Connected Homes & Buildings		Manufacturing	Consumer services	Across
Lifestyle		Manufacturing	Healthcare	Across

Source: Deloitte Analysis

India - large enterprises, global capability centers (GCCs), small and medium businesses (SMBs), consumers, and the government. There are over 1200 public-listed Large Enterprises in India, with a current IoT adoption rate of around 35%. The base of 1400+ GCCs is further propelling the IoT segment in India and these GCCs are rapidly testing, implementing, and scaling IoT technologies and use cases.

With more than 75 million SMBs, India has the second highest base of SMBs in the world. About 50,000 of these leverage some form of advanced digital technology solutions for driving business operations, including Artificial Intelligence (AI), Cloud, IoT, etc. These burgeoning segments, coupled with the increasing connectivity and smartphone penetration across the country, is driving the adoption of IoT-based solutions in the consumer segment. The Indian Government is also driving large-scale initiatives such as the Smart Cities project with a budget outlay of \$31 billion between 2015 and 2022.

Besides, startups are driving the IoT dynamics in the country in a big way. There are over 1000 startups of IoT in India and Bangalore-the hotbed for IoT holds 51% of total IoT startups.

One more interesting aspect about the Indian IoT ecosystem is the number of patents being filed in this space. As per a Nasscom study, more than 5000 patents were filed in India in the last five years and 40% of these patent filings have already been granted. Of these, 40% of the patents in the IoT domain were filed from the US followed by 33% from India. This shows the push that the companies and startups involved are giving to IoT.

Driving Factors

According to Zinnov, Industry 4.0 or Smart Manufacturing and Connected Assets are two most prominent categories with 20-25% of investments directed towards each of these. Spends on Connected Products and Connected Logistics account for 15-20% each, with the share of Connected Workers accounting for 5-6%. In the case of Industry 4.0, the focus is on digitalization of individual factories for enhanced throughput and quality on the shop floor, which is then scaled as multi-factory deployments for higher enterprise-level efficiencies. Connected Assets use cases revolve around real-time operational intelligence and predictive maintenance of assets, while Connected Products is about building intelligent products to derive insights such as performance, usage patterns, personalized recommendations, etc. Connected Logistics focuses on reducing supply chain friction and Connected Workers category comprises of use cases around worker safety, AR-assisted operations, etc., Zinnov's analysis further revealed.

Zinnov shared that a staggering 55% of these GCCs are working on

IoT, while nearly 50% of the 35 major global IoT platform companies have engineering centers in India. IoT is clearly a priority for some of the largest GCCs in India, with even technology giants have made significant investments on IoT; in many cases, the global IoT programs are being driven from India.

The Zinnov study also disclosed that India is one of the richest talent ecosystems for IoT, with 30-40K professionals dedicatedly working on this technology. With 25-30%, Bangalore tops the IoT talent pool, followed by Mumbai and Delhi-NCR at 10-15% each. This talent is spread across GCCs, Service Providers, and enterprises, and ranges from software developers to hardware engineers, AI/ML experts, to IoT security professionals, required for any successful IoT deployment.

Outlook

The outlook of the Indian IoT market looks very promising as both the industrial IoT and consumer IoT are staring at more innovations and solution deployments in the post Covid-era.

While industries would look at integrating block chain, AI and machine language into business processes, the consumer counterpart would look at innovations that can make homes, residential and commercial complexes more connected and efficient.

The Covid-pandemic has opened up new areas for IoT deployments as it directly demanded 'no or less-human intervention' so as to keep the infection levels low. The Covid-19 has, in a way, promoted multifold actions around modernizing healthcare, public safety and security, disaster prevention and manufacturing and supply chain.

Devices like connected thermometers, smart wearables and advanced data collection and processing would boost telehealth and remote patient monitoring during such crises. Tracking health conditions of people who are entering public areas like markets, commercial spaces, restaurants and airports would boost sensor-driven solutions in coming times.

In terms of disaster management IoT can help geographic information system (GIS) overlaid on mobile data thus assisting epidemiologists in their search for patient zero. It can also help in identifying the infected contacts and deploy effective Quarantine Compliance through Smart Cellular Wrist Bands or other such wearables.

The country saw a disruption in its business activities because of lockdown-induced restricted movements. Supply chain and logistics machinery was left defunct during the time. IoT can help location tracking to track the movement of goods as well as workers. It will also help efficient supply chain management through smart devices and mobile sensors for better inventory management and demand forecasting.

Telecom Services : BAD TIMES ARE OVER

Though the telcos are still battling revenue and policy issues, a consolidated market with a humongous growth potential and 5G are expected to bring back the lost glory to the sector

The Indian telecommunications industry, the second largest in the world in terms of subscriber numbers, made some positive moves in 2019. It did some course corrections in the later part of the year by modifying the tariff structure that increased ARPU for the operators. The ARPU of operators, barring Reliance Jio, was on a consistent southward move since the Mukesh Ambani-led firm entered into the Indian telecom services space. The sector also saw quite some good investments from all the operators during the last fiscal that helped them expanding their reach in terms of service offerings as well as strengthening their network infrastructure.

Industry dynamics

India's telecom market which combines wireless, wireline and internet services, is currently the world's second-largest telecommunications market with a subscriber base of 1.20 billion and has registered strong growth in the last decade and half. Gross revenue of the telecom sector stood at Rs 185,000 crore in FY20 till the end of December 2019.

Total Telephone Subscribers

The number of telephone subscribers in India at the end of March 2020 reached 1,177.97 million showing a monthly decline of 0.24% from 1,180.84 million at the end of Feb-20. Urban telephone subscription decreased from 661.23 million at the end of Feb-20 to 656.46 million at the end of Mar-20, however the rural subscription increased from 519.62 million to 521.51 million during the same period. The monthly growth rates of urban and rural telephone subscription were -0.72% and 0.36% respectively during the month of Mar-20.

The overall Tele-density in India decreased from 87.66 at the end of Feb-20 to 87.37 at the end of Mar20. The Urban Tele-density declined from 143.59 at the end of Feb-20 to 142.31 at the end of Mar-20. Rural Tele-density increased from 58.61 at the end of Feb-20 to 58.79 at the end of Mar-20. The share of rural and urban subscribers in total number of telephone subscribers at the end of Mar-20 was 44.27% and 55.73% respectively.

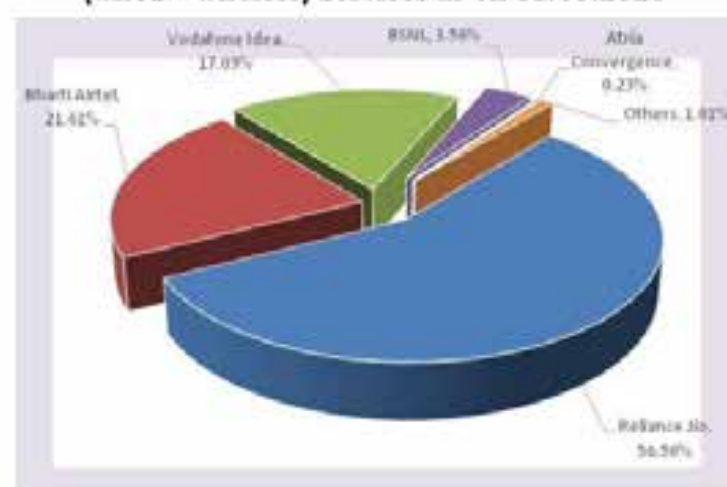
Wireless Subscribers: Total wireless subscribers (2G, 3G & 4G) decreased from 1,160.59 million at the end of Feb-20 to 1,157.75 million at the end of Mar-20, thereby registering a monthly decline rate of 0.24%. Wireless subscription in urban areas decreased from 643.24 million at the end of Feb20 to 638.48 million at the end of Mar20 however wireless subscription in rural areas increased from 517.34 million at the end of Feb-20 to 519.27 million at the end of Mar-20. Monthly growth rates of urban and rural wireless subscription were -0.74% and 0.37% respectively.

The Wireless Tele-density in India decreased from 86.15 at the end of Feb-20 to 85.87 at the end of Mar-20. The Urban Wireless Teledensity declined from 139.68 at the end of Feb-20 to 138.41 at the end of Mar-20, however, Rural

Wireless Tele-density increased from 58.35 to 58.54 during the same period. The share of urban and rural wireless subscribers in total number of wireless subscribers was 55.15% and 44.85% respectively at the end of Mar-20.

As on 31st March, 2020, the private access service providers held 89.36% market share of the wireless subscribers whereas BSNL and MTNL, the two PSU

Service Provider-wise Market Share of Broadband (wired + wireless) Services as on 31.03.2020



Source: TRAI

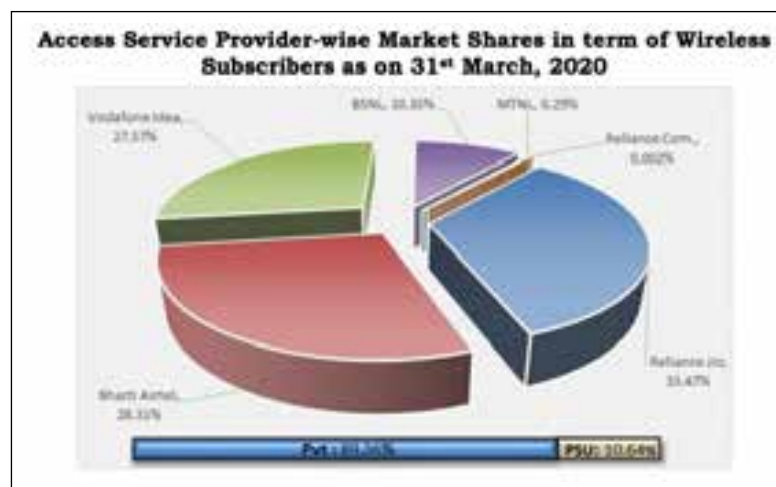
access service providers, had a market share of only 10.64%.

Wireline Subscribers: Landline or wireline subscribers decreased from 20.26 million at the end of Feb-20 to 20.22 million at the end of Mar-20. Net decline in the wireline subscriber base was 0.04 million with a monthly decline rate of 0.20%. The share of urban and rural subscribers in total wireline subscribers were 88.91% and 11.09% respectively at the end of Mar-20.

The Overall Wireline Tele-density remained same i.e. 1.50 at the end of Mar-20 as it was at the end of Feb-20. Urban and Rural Wireline Tele-density were 3.90 and 0.25 respectively during the same period. • BSNL and MTNL, the two PSU access service providers, held 58.47% of the wireline market share as on 31st March, 2020.

Broadband Subscribers : The number of broadband subscribers increased from 681.11 million at the end of Feb-20 to 687.44 million at the end of Mar-20 with a monthly growth rate of 0.93%. Top five service providers constituted 98.99% market share of the total broadband subscribers at the end of Mar-20.

These service providers were Reliance Jio Infocomm Ltd (388.39 million), Bharti Airtel (148.57 million), Vodafone Idea (117.45 million), BSNL (24.50 million) and Atria Convergence (1.61 million).



Source: TRAI

Industry Snapshot : By the end of March 2020, India had a total subscriber base of 1178 million of which around 90% is with the three private operators – Reliance Jio, Bharti Airtel and Vodafone Idea. The two PSU telcos – BSNL and MTNL – cater to the rest 10% subscribers.

While by the end of March 2019, Vodafone Idea was the biggest operator, owing to their merger, with 418 million subscribers, in 2020, Jio displaced Vodafone Idea to capture the top position with 387 million subscribers. The Reliance Industries owned firm has consistently been adding subscribers to its kitty since launch on account of its competitive and simplified tariff structure. Also, the operator offers 4G data services from the very first day of its launch to all of its subscribers.

Bharti Airtel which was the second largest telecom operator in 2019 with 340 million subscribers, could manage to hold its position in the current fiscal too with 328 million customers. Vodafone Idea is placed at the third position with 319 million subscribers at the end of March 2020.

In terms of Indian wireless subscribers market share Reliance Jio has got the biggest pie of 33.47% followed by Bharti airtel with 28.31% and Vodafone Idea is having a market share of 27.57%. State-run telco BSNL has a market share of 10.35% of the total subscriber base where as MTNL has got 0.29% of the total subscribers.

In broadband, Jio too has got the lion's share with 56.50% of the total subscriber base followed by Airtel with 21.61% and Vodafone Idea with 17.09%. BSNL commands a market share of only 3.56% of the total subscriber base of 687 million.

Major Developments

The liberal and reformist policies of the Government of India have been instrumental along with strong consumer demand in the rapid growth in the Indian telecom sector. The Government has enabled easy market access to telecom equipment and a fair and proactive regulatory framework, that has ensured availability of telecom services to consumer at affordable prices. The deregulation of Foreign Direct Investment (FDI) norms have made the sector one of the fastest growing and the top five employment opportunity generator in the country.

With daily increasing subscriber base, there have been a lot of investment and development in the sector. FDI inflow into the telecom sector during April 2000 – March 2020 totalled \$ 37.27 billion according to the data released by Department for Promotion of Industry and Internal Trade (DPIIT). FDI cap in the telecom sector has been increased to 100 % from 74 %; out of 100 %, 49 % will be done through the automatic route and the rest will be done through the FIPB approval route.

Some of the developments in the recent past are:

- India had over 500 million active internet users as of March 2020.
- As of July 2019, India achieved 100 % digitisation of cable TV network.
- In August 2019, Reliance commercially launched Jio GigaFiber as a wired broadband service.
- As of August 2019, Jio's IoT platform was ready to be commercially available from January 2020.
- In December 2019, Airtel disclosed its plans to invest \$ 2.86 billion in its business as part of company's annual target.
- As of January 2020, more than 542 banks were permitted to provide mobile banking services in India.
- In April 2020, Vodafone Group Plc infused Rs 1,530 crore (\$ 217.05 million) in Vodafone Idea as accelerated payment to help the company manage its operations.

- In June 2020, Jio Platforms Ltd. sold 22.38 % stake worth Rs 1.04 trillion (\$ 14.75 billion) to ten global investors in a span of eight weeks under separate deals, involving Facebook, Silver Lake, Vista, General Atlantic, Mubadala, Abu Dhabi Investment Authority (ADIA), TPG Capital and L. Catterton. This is the largest continuous fundraise by any company in the world.

Government Initiatives

The Government has fast-tracked reforms in the telecom sector and continues to be proactive in providing room for growth for telecom companies. Some of the key initiatives taken by the Government are as follows:

- In January 2020, Government of India allowed 100 % FDI in Bharti Airtel.
- The Government of India planned to roll out a new National Telecom Policy 2018 in lieu of rapid technological advancement in the sector over the past few years. The policy intended to attract investments worth \$ 100 billion in the sector by 2022.
- The Department of Information Technology intends to set up over 1 million internet-enabled common service centres across India as per the National e-Governance Plan.
- FDI cap in the telecom sector has been increased to 100% from 74 %; out of 100 %, 49 % will be done through the automatic route and the rest will be done through the FIPB approval route.
- FDI of up to 100 % is permitted for infrastructure providers offering dark fibre, electronic mail and voice mail.
- The Government of India has introduced Digital India programme under which all the sectors such as healthcare, retail, etc. will be connected through internet

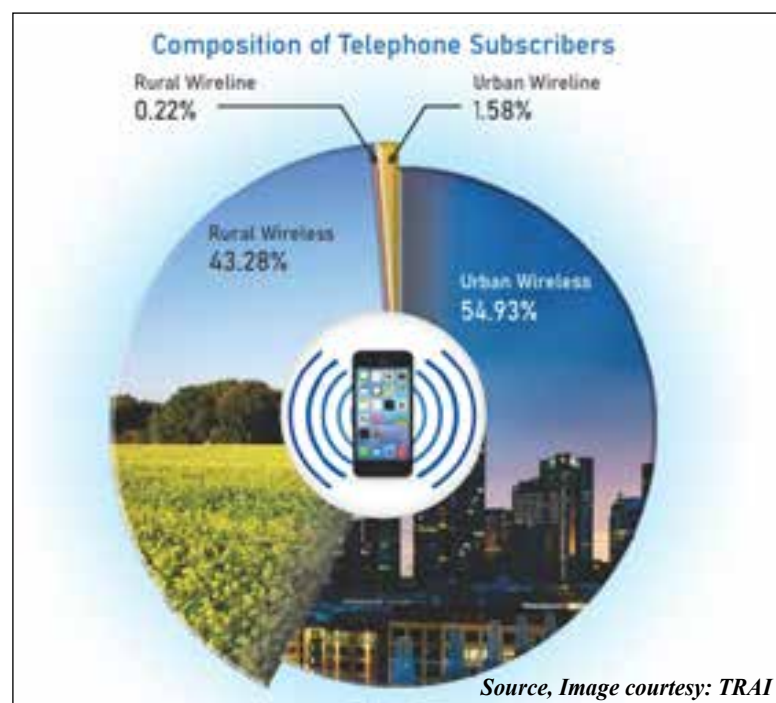
Road Ahead

India's telecom industry has been the poster boy of India's global success story for quite a sometime and the industry offers a similar promise in the future years too. The new telecom policy announced in 2019 envisages investment of \$100 billion in the telecom sector by 2022 and hopes to generate employment for 4 million people.

The over \$20 billion investment in Jio Platforms by a plethora of global bigwigs including Facebook, Microsoft, Silver Lake, Vista, General Atlantic, Mubadala, Abu Dhabi Investment Authority (ADIA), TPG Capital and L. Catterton, is a classic example of India's investment potential.

Revenue from the telecom equipment sector is expected to grow to \$ 26.38 billion by 2020. The number of internet subscribers in the country is expected to double by 2021 to 829 million and overall IP traffic is expected to grow four-fold at a CAGR of 30 % by 2021. The Indian Government is planning to develop 100 smart city projects, and IoT will play a vital role in developing these cities.

The sheer size of the market, demographic advantages, and hunger for new technologies and services, are some of the key factors driving growth in all sort of telecom services across the country. As per TRAI data, Indian users consume more than 10 GB of data every month – highest in the world. It has also been observed that in last couple of years telecom operators' revenue share from data business has grown significantly compared to voice business which has been the mainstay of their revenue for quite a long time. The same is expected to get another shot in the arm with the availability of 5G services in the coming years as a major chunk of revenue is expected from industrial sector on account of IoT, automation in Industry 4.0.



Source, Image courtesy: TRAI

CYBER SECURITY



Cyber security services industry in India to touch \$15 bn by 2025

Cyberattack is one of the important security challenges that the country as well as the world is facing today. The cyberattacks can pose wide-ranging threats to power grids, they can impact and cripple financial institutions, that can result in leakage of sensitive information and so on.

Growth in India's digital market is expected to drive up the need for cyber security products and services. The industry had generated a cumulative revenue of about USD 4.3 billion in 2019, and this is expected to reach USD 7.6 billion in 2022, the DSCI report titled "India Cybersecurity Services Landscape" said. It added that due to Covid-19 pandemic, cybersecurity is gaining an even higher attention from enterprises and governments alike.

The growth sectors including Banking, financial services and insurance (BFSI), IT and telecom were key verticals of focus and threat, and vulnerability management along with infrastructure and cloud security are key segments in demand. 70% of all breaches still originate at endpoints, despite the increased I.T. spending on this threat surface, according to IDC.

The Indian cybersecurity services industry is expected to grow at a compound annual growth rate (CAGR) of about 21 percent to touch \$15 billion by 2025. Cybersecurity is going to be the foundation on which the post-Covid-19 IT industry will be built.

About 80 percent revenue of cybersecurity services comes from global market, and the US, the UK and Australia were the top three geographies of focus, it added. The global cybersecurity services market is expected to reach \$89 billion by 2022, with an overall CAGR of 10 percent.

Cyber security demands were 10% of the total IT requirements, during lockdown they have gone up to 15% and the market is poised to grow exponentially, fuelled largely by remote working requirements during the pandemic. Cybersecurity holds the key as 95 percent of the IT industry workforce had to work from home during this unprecedented time.

"NASSCOM and Data Security Council of India (DSCI) have been working relentlessly putting ahead the issues of the IT Industry to the government and forging a vital partnership to mitigate the Covid-19 impact and ensure business continuity," electronics and IT Ministry Secretary, Ajay Sawhney, said

DSCI Chairman and NIIT Group Co-Founder Rajendra S Pawar noted that products and services ecosystem are the twin pillars of India's cybersecurity industry. "The Indian cybersecurity services industry is

growing twice as fast as the global market. All challenges come with opportunities, so while Covid-19 is a challenge, it is also a huge opportunity for accelerating the already existing high-level growth in cybersecurity," he added.

The cyber security products market is estimated to grow faster than the services market. As the cyber criminals have shifted their focus to developing markets like India—which has boarded the digital bandwagon in a big way and where different organisations are at different levels of maturity to fight off cyberattacks. As a result, Indian organisations across sectors are vulnerable to cyberattacks and there have been reported breaches in the recent past causing concern to both governments and businesses.

The cyber security products market in India is expected to grow at a CAGR of 16.9% by 2022. For the purpose of the survey, the cyber security products market has been classified in five categories, viz. data security, endpoint security, network security, identity and access management, and security intelligence detection and response (IDR).

Recently, banks have already started feeling the heat after the Reserve Bank of India (RBI) imposed penalties over non-compliance in the last one year, other industries are not far behind. Regulators are taking cues from global headwinds and crafting their cyber security mandates. Both central and state governments have also stepped up their vigil to protect against and respond to breaches.

The cyber security market is crucial to ensuring India's stature as one of the world's leading investment hubs, as well as the security of its major sectors, and is expected to become more pronounced and grow exponentially. This is in part driven by nationwide initiatives such as Digital India, and increasing digitisation of the country's business environment and daily life. As per a PWC report, Data protection and endpoint security to see relatively higher growth In products, data protection and endpoint security tools will grow .

Three factors for increasing the Cyber attacks:

With rapid digitisation, and high number of smartphone and internet users, the number of endpoints have also increased

Attacks against endpoints are rapidly increasing, especially in the form of script based attacks such as powershell attacks (increased by over 1000%)20 and file less malwares.

With growing BYOD (bring your own device) ecosystems, the focus has increased on native hardening and monitoring of endpoints, rather than enterprises controlling system security through the backend.

Growth of the Cyber Security products market in India

Products consumption (in USD million)



Source : DSCI-PWC, Nasscom

The PWC report further says, 47% of the survey respondents have highlighted data security and privacy as primary areas of concern and investment. Regulations such as the Personal Data Protection Bill of 2018, compliance with the Aadhaar Act and the Digital Information Security and Healthcare Act (DISHA) of 2018 are also being considered as factors driving data security and privacy requirements.

The rising number of connected and mobile devices have created the need to guard the rising number of endpoints having access to critical enterprise data. This, together with rising adoption of IoT and escalating demand for smart devices, is likely to drive the endpoint security market. In most of the breaches, the endpoint has been found to be the most vulnerable weak link and the conduit for the attacks.

Over 34% survey respondents were of the view that there was a need to increase investments in their respective organisations in endpoint security products.

Security IDR will continue to be the most dominant product category, occupying 32% of the product mix characterised by advanced analytics in detection and response capabilities.

Rapid technology adoption in other sectors increasing cyber security investments Operational technology and industrial automation are increasingly getting interconnected with IT to meet business requirements. Adoption of smart meters and advanced metering infrastructure, use of drones, virtual reality (VR) and augmented reality (AR) are making it necessary for the sector to be secure. Recent steps taken by the government, such as launching of the National Health Protection Scheme (Ayushman Bharat), where protecting of healthcare information is crucial, are expected to drive spending on cyber security in this sector.

Digitisation is rapidly changing the cyberthreat landscape. India's growth trajectory and the growing influence of Indian enterprises globally, makes it an attractive target for cyber criminals. The largescale initiatives of the government, such as Make in India, Digital India and Skill India, aimed at economic galvanisation and inclusion, have also begun to leverage emerging technologies to create efficiencies and increase reach.

Automation in terms of bots, robotics process automation (RPA), AI and ML are driving productivity in services across India. However, increased adoption of digital technologies has also resulted in multi-fold increase of sensitive information being stored online. Though positive for the economy, these digitisation efforts come with their own set of cyber security risks. While earlier instances of cyberattacks were largely for monetary gain, reasons for attacks now also include reputational damage and power play, further compounded by state actors.

Another most important factor is the Network security, which is defined as security measures undertaken by implementing a combination of software, hardware, and networking technologies such as firewall, unified threat management, network intrusion detection and prevention, virtual private network (VPN), content inspection, web content security.

Many of the cyber security processes such as threat detection, vulnerability management are now getting automated. Adoption of ML (machine learning) has also increased.

Going forward, attacks are becoming more and more sophisticated, with phishing, identity thefts, advanced worms, DOS and DDOS all attacking vulnerable users who aren't equipped to deal with them. Traditional crimes are today replaced with modern crimes, where in computer is used as a tool to attack common people and victimize them. Cyberattacks have become more organised with significant funding, passion, they are sophisticated, they often gain access and they wait for the right time, for the moment of their choice for their attacks.

A survey indicates, 70% of cyber security threats are from insiders that make it far more difficult to identify or resolve.

Cyber security has to be built into the information security system as an ongoing proactive measure. There should be a team of cyber security experts which should constantly monitor, ethically hack and validate the integrity of the IT systems. All cyber accesses and operations must be closely monitored on an ongoing basis. Equally, our suggestion is to document and administer a strong protocol and supervision driven system that constantly monitors employee access to the IT systems.

There is a strong suggestion for involving the HR management to monitor and evaluate behavioural patterns of employees working in the IT area for preventive identification of such criminal acts. It is an opportunity for the educational institutions to come-up with the specialised course on Cybersecurity for achieving the long term and sustainable goal.

Finally, the most important issue is who own the data and where should data be kept. Since, the ownership of data is very critical. IoT, Big Data, and AI all feed into each other and create an ecosystem of automation - IoT devices collect data on millions of criteria and use to train and improve AI algorithms and many do not know how these technologies are linked. Organizations need to transition to a comprehensive security posture that can protect against a sophisticated, ever-changing threat landscape by vulnerability management process that could unify cybersecurity strategy and permeates the organization to predict, prevent, and proactively mitigate breaches before they happen.



Source : DSCI-PWC, Nasscom

FinTech Industry : A GLOBAL SUPERPOWER



Owing to large consumer base, future-looking government policies, continuous flow of investments and vibrant startups, this sector has seen humongous growth in last few years.

India's financial services industry is a dynamic one and has seen a transformational change in the last few years on account of customers' growing expectations around personalized and efficient services. Availability of high-speed broadband and smartphones make the customers expectation – of getting personalized banking services, anytime anywhere - justified. Digitization and adoption of financial technologies or FinTech are at the center of this phenomenal change. Today, India is amongst the fastest growing FinTech markets in the world and is seeing a significant amount of transformation in the last few years. On a global platform, India now ranks the highest in the FinTech adoption rate – 87% - with China as per an EY report.

What Is FinTech

FinTech is the technology or technologies that assist in offering financial services more efficiently. It could be around making the transactions seamless or smooth, keeping the financial transaction between two parties safe and secure, and also making the financial services available anywhere and anytime.

The Fintech industry in India is categorised into 4 major segments namely WealthTech, Payments, Lending and InsureTech.

The WealthTech Industry in India is witnessing the emergence of startups with innovative technologies and business models. Growing personal wealth, increased adoption of mobile & digital channels, reduced asymmetry of information between small & large financial institutions and investors, are some of the factors propelling the industry forward.

Digital payments have been the flag bearer of the Indian FinTech space. In 2010, India launched its first real-time payments systems 'IMPS' and introduced UPI in 2016. There are 375 Payment startups in the country. Mobile/digital wallets, gateways, POS/ mobile POS sub-segments account for over 50% of the payment startups in India.

In consumer credit, the urban population is likely to leverage FinTech lending services to avoid heavy documentation, and the rural population (which is new to credit) can benefit from alternative credit scoring mechanisms to stay away from loan sharks.

The scope of IoT in Indian Insurance goes beyond telematics and customer risk assessment. Currently, there are 110+ InsureTech startups operating in India.

Industry Scenario

The FinTech market in India is expected to increase at a CAGR of 20.2% during 2017-21 to reach \$92 billion. The overall transaction value in the Indian FinTech market is estimated to jump from approximately \$65 billion in 2019 to \$140 billion in 2023 at a CAGR of 20%. By last year, India has already overtaken China as Asia's top FinTech funding target market with investments of around \$286 mn across 29 deals, as compared to China's \$192.1 mn across 29 deals in Q1 2019. The market for technologies or software solutions in FinTech is pegged at \$2.4 billion. The market for Blockchain, a key pillar of financial technologies, is estimated to grow at a CAGR of 37% till 2024, as per Government of India data.

All these figures and market predictions speak volumes about the potential of the Indian FinTech industry.

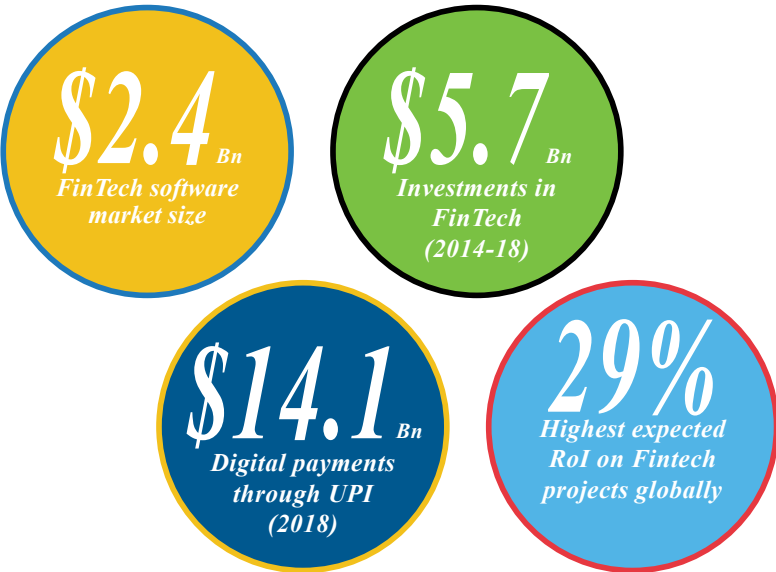
Key growth drivers include:

- Widespread identity formalisation (Aadhar): 1.2 bn enrolments
- High level of banking penetration through the Jan Dhan Yojana: 1+ bn bank accounts
- High smartphone penetration: 1.2 bn mobile subscribers
- India Stack: Set of APIs for businesses and startups
- Growing disposable income
- Key government initiatives such as UPI and Digital India
- Wide middle-class expansion: By 2030, India will add 140 mn middle-income and 21 mn high-income households which will drive the demand and growth on the Indian FinTech space

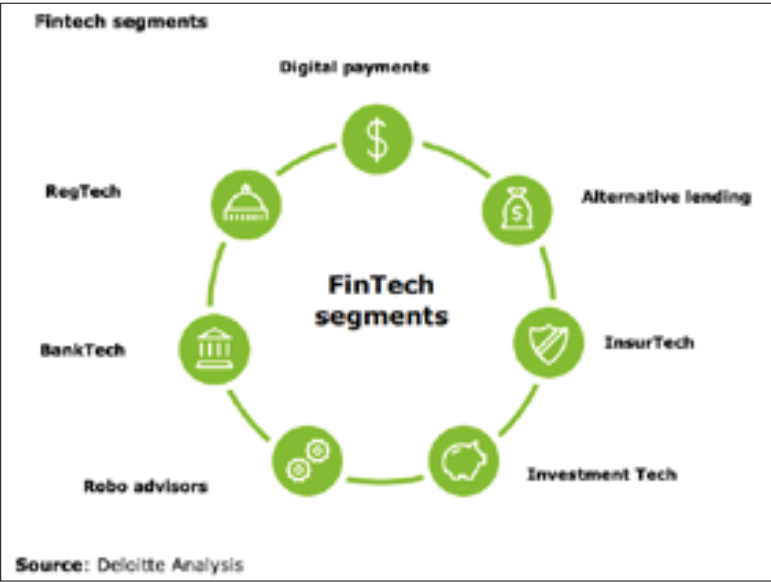


Key segments within the FinTech space include Digital Payments, Digital Lending, BankTech, InsurTech and WealthTech.

Investments In the Sector



Source : GOI



As per a KPMG report, global fintech investment fell short of 2018's record year, with \$137.5 billion invested in 2019 compared to \$141 billion in 2018. Fintech investment in Asia remained relatively steady in 2019 with \$12.9 billion invested. The largest deals in Asia during 2019 included the \$1.2 billion acquisition of Property Exchange Australia by Commonwealth Bank of Australia in H1'19, and the \$1.7 billion Series G raised by India's Paytm in H2'19. India saw a record-breaking \$3.8 billion of fintech funding in 2019, driven by a record Q4'19 (\$2.3 billion) which included Paytm's \$1.7 billion raise. Australia also saw a record of \$1.9 billion in fintech funding during 2019, while Singapore saw \$576 million in investment.

As far as India is concerned, Fintech investments in the country nearly doubled to \$3.8 billion in 2019 from \$ 1.9 billion in 2018. Making India the world's third largest fintech centre, behind the US and the UK. The number of deals was up slightly to 198 in 2019 from 193 in 2018, according to Accenture analysis of data from CB Insights, a global venture-finance data and analytics firm.

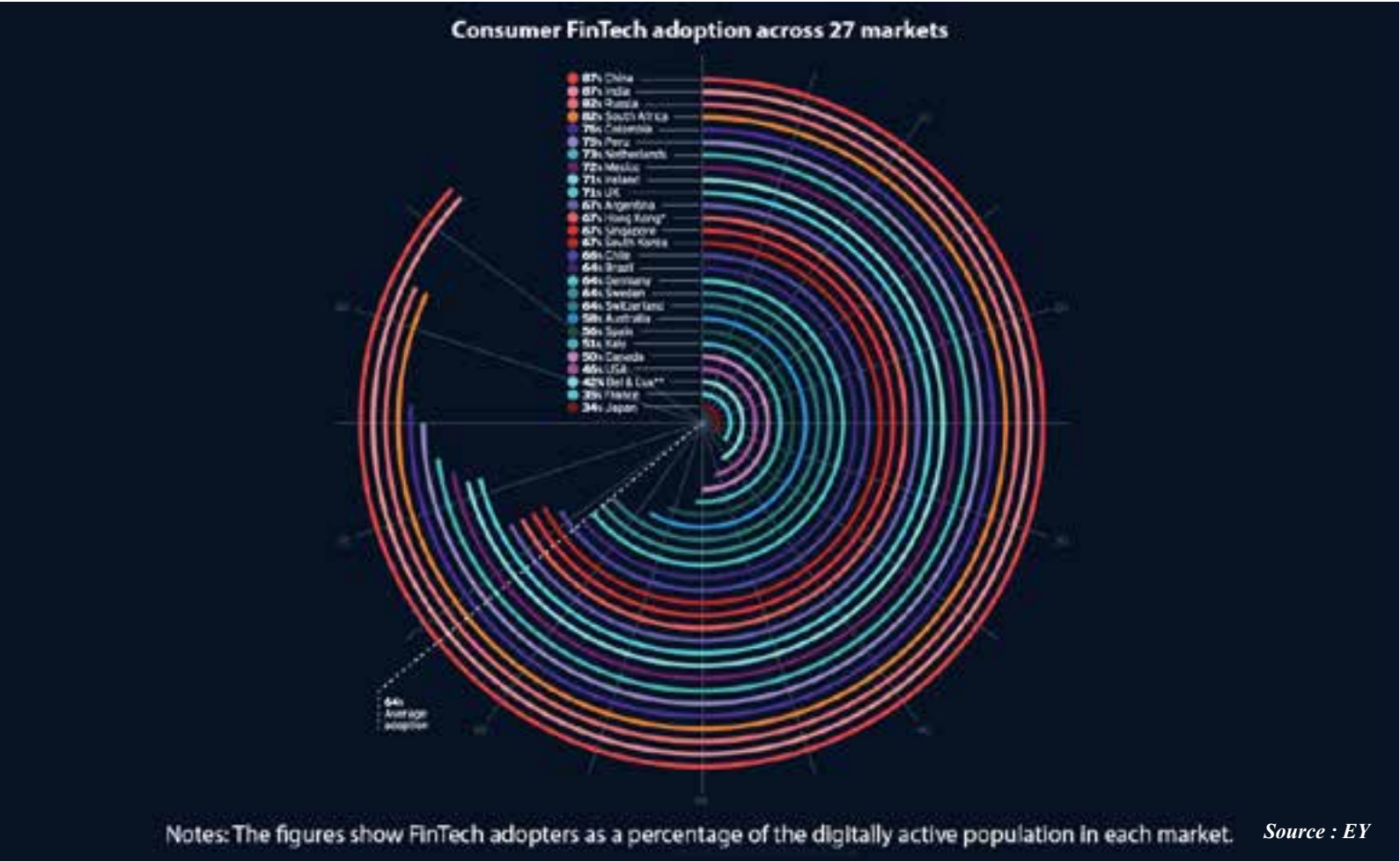
Investments into payments companies more than tripled to \$2.1 billion in 2019 from about \$660 million in 2018, while funding into insurtechs also rose strongly, up 74% to \$510 million. The major chunk of investment went into payments start-ups (58%), followed by insurtechs with 13.7% of the investments and fintechs in lending accounted for 10.8% of the total.

Of the total investment of \$3.8 billion in India in 2019, Paytm raised \$1.7 billion from two separate transactions, while PhonePe tapped investors for about \$210 million from two separate deals and Razorpay raised \$75 million. Other large transactions included \$282 million raised by PolicyBazaar from two deals and \$120 million by CRED – a credit card payments startup.

Outlook

FinTech in India has seen tremendous success in last five years. While demonetization forced the adoption of digital payments, the ease and effectiveness of the digital banking solution helped it grow faster. Also, startups in this sector have seen huge success on account of fast customer adoption and customer experience. This has led to large amount and continuous investments in this sector. What helps this industry further is the close watch of the Reserve Bank of India and periodic and forward looking reforms by the government.

Though the Financial Technologies have seen huge success in terms of adoption by various service providers on various platforms, most of its success is seen in digital payments. There is a huge scope for growth in other forms including alternate lending, wealth tech and regtech or regulatory technologies.



After Sales Service Industry : CONTINUES TO BE NEGLECTED



Despite huge opportunities for wealth and job creation, this segment of the industry is still dominated by unorganized sector and largely neglected

Every year, Indians do buy millions of electronics devices including mobile and smartphones, home appliances, industrial as well as commercial equipments. As per a 2018 estimate there were 2.4 billion devices in the Indian homes and offices, which has now increased to around three billion. These devices always are at various stages of their lifecycle that demand regular service and repair, and hold a huge business opportunity for after sales service providers.

However, despite the potential, this sector has so far been largely unorganized and a neglected lot. Device manufacturers do care to offer post-purchase service till the warranty period, and once that period is over, consumers are primarily left to tend on their own. And eventually, they rely on the local servicemen to do the needful.

This happens because most of the device makers do consider offering post-sales service as a liability and considers it as a cost center. In reality, this could turn out to be their recurring profit center, if the services including value addition given priority.

A Lost Opportunity

In India there are more than 300 million families with average 10 electronic devices in their homes, and the number is increasing exponentially every year as life span of such devices are decreasing over the year. Another factor for decreasing life span of these devices is the growing purchase power of the countrymen and availability of more options in the product category. Also, the millennial generation is more tech-savvy and possesses number of device and gadgets to enhance their lifestyle and work efficiency. All these are adding to the increase in number of electronic devices, and ultimately, offer an ocean of opportunities for after sales service providers.

However, in India, so far it has been a lost case as the country lacks even a single pan-India reliable after-market service player. Though there are multiple companies offering service for different products, the country people misses a reliable service provider or a brand that offers satisfactory after sales service like that of Apple.

Apple, as a global brand, has turned its customer-service business unit – AppleCare – into a \$7 billion venture. Their method is simple

– they know their every single customers through a unique ID and using that ID the service can be availed anywhere in the world. No other electronics device makers have such process in place and they lose track of their customers once the warranty period gets over.

Market Dynamics

As per a survey, India's after-sales market is expected to reach \$5.3 billion in next four years, of this, \$1.1 billion is expected to come from consumer device protection, on-demand repair service at \$1 billion, home protection and AMC services to touch \$1.2 billion and brand warranty and installation could touch \$2 billion by 2024.

Though this sector has not been able to pass the customers litmus test in terms of satisfaction, there are many firms offering after-sales service in India, and for a quite a good time, trying to serve the needs of the customers. Many new age startups have also jumped into the fray and started making some differences in the area of customer experience and seamless services across geographies and products.

Here we bring some notable after-sales service providers that are working their hearts out to change the after-market dynamics of the country.

Servify: This is a Mumbai based startup founded in 2015 by Sreevathsa Prabhakar, and perhaps the smartest of all after-sales firms in the country. The firm offers app-based after sales services to varied brands. Servify currently works with a number of top device brands, retailers, distributors, insurers, service providers and carriers such as Amazon, AmTrust, Apple, Samsung, Croma, Godrej, Huawei, Ingram Micro, Micromax, Motorola/Lenovo, Nokia, OnePlus, OPPO, Panasonic, RealMe, Redington, Reliance Jio, Reliance Retail, Sangeetha Mobiles, Vodafone and Xiaomi, among others.

The company claims it provides Brand Authorised Protection Plans for OEMs that account for nearly 70% of smartphones sold in India

Its offline retail partners are Croma, Reliance Digital and



Sangeetha Mobiles, online eretailers like Amazon and PayTm Mall, distribution partners like Redington, Ingram and HCL. The company has also partnered with insurance service providers like HDFC Ergo, Acko and AmTrust to offer insurance products to its customers.

OnSiteGo: This is one more new age after-sales service provider. Started business in 2010, the company claims to serve around 4.5 million customers in India and 1.2 lakh customers on a monthly basis. It works with some of the largest online and offline retailers in India like Croma, Vijay Sales, Amazon India and Ezone. The firm's products are available at regional speciality stores like Sanket, Great Eastern, Value Plus and Viveks. The company has also extended its reach to smaller retailers through its partnership with leading consumer finance companies like ICICI, Axis, HDB and Kotak.

In 2019, the company started offering brand warranty services for international brands like Toshiba and Hamilton Beach and also expanded its offerings in AMC or Annual Maintenance Contract for air-conditioners and water purifiers and assured buyback for smartphones earlier this year. The firm targets a revenue of Rs 340 crore in FY20.

Urban Company: Started as Urban Clap, the company is now changed its name to Urban Company. This is a new age service model built by this startup in 2016. The company, in an innovative model, has partnered with local mechanics and repair shops to offer after sales service to almost every electronics appliance including smartphones, ACs, TVs, washing machines and refrigerators.

Their business model was so successful and the market opportunity was so huge that it attracted investors like former Tata Group Chairman Ratan Tata. The other investors include VY Capital, Bessemer Ventures, SAIF Partners and Accel Partners.

The company claims to have over 25,000 professionals on board and present in 22 cities with more than 5 million customers in 4 countries.

HCL: HCL Care, the Support and Service division has one of the largest and most extensive service networks across the country and provides end to end support services across product categories – Laptop, Desktop, Tablet, Mobile Phones, Home Appliances and other Consumer Electronics & Durables. With proven track record of more than a decade of providing integrated end to end service support to leading brands, such as HCL, Philips, Lenovo, BlackBerry, Samsung, Bajaj, Emerson, Nokia, Dell etc, HCL Care has firmly established itself as the leader in after sales service & support of consumer electronics products. HCL Care specializes in providing tailored solution to its clients across the service value chain – Call Center Support, Walk-In Service Centers, Supply Chain Management and Repair Factory. With an aim to achieve 100% district coverage across India, we continue to grow our service network extensively across India and provide the best in class services to all our esteemed customers.

HCL has a remarkable tradition of service excellence span over decades. HCL has been a preferred choice of partner for marquee brands like HCL, Philips, Lenovo, BlackBerry, Samsung, Nokia, OBI, Oneplus, Xiaomi etc. We have served our customers with an immense sense of commitment and we would like to find a similar commitment in our partners. HCL has tied up with leading OEM players in digital products to offer after sales warranty service support across India. We provide support on wide array of products – Mobile Phones, Smart Phones, Tablets, Laptop, Desktop, Printers, TV and other consumer electronics & lifestyle products.

TVS Electronics: TVS Electronics, from the TVS Group, is one more player in the after sales market. However, unlike others, TVS Electronics does not limit itself to just services of the products, rather it repairs as well as sells the refurbished products as well. Some of its refurbished products offer warranty of equal duration as the new product.

Some of the key services that TVS Electronics offers include repair services, refurbishment services, managed services, e-auction services and extended warranty plans.

From a product perspective, the company offers services for all sort of IT products including PCs and laptops, printers etc, telecom products including smartphones and feature phones, CCTVs,

ATMs and PoS machines

Some of its major clients include HTC, Lava, Micromax, Samsung, Xiaomi, Dell, Hitachi and NCR.

B2X: B2X is a Munich, Germany based aftermarket player and primarily serves the tier-1 IT and communications brands. The company offers services for mobility devices, consumer electronics, home automation, urban mobility, payment solutions and digital health. Some of the prominent names in its customer list include Apple, Samsung, OnePlus, Lenovo, Google, Microsoft, Motorola, Xiaomi and Sony.

The company's India business supports three neighbouring countries – Sri Lanka, Bangladesh and Nepal. The company has 237 frontend service locations and 12 backend repair centers. The firm employs around 900 employees to support these four markets. In these markets B2X serves customers of Apple, Samsung, Google, Microsoft and Xiaomi. B2X operates 27 Apple authorized service centers across India where people using Apple products receive immediate help – from software support and device diagnosis to hardware repair services for in-warranty and out-of-warranty issues.

The entire after-sales service process of B2X is automated through the B2X SMARTCARE Technology platform. B2X's SMARTANALYTICS provides real-time visibility on all service interactions.

iQor: iQor is one of the world's biggest after market service providers. The company entered Indian space in 2015 and had announced to invest Rs 1300 crore over a period of 3 years time and create employment for more than 20,000 people. At present the firm has more than 5000 people in India and a majority of them are located in the company contact center in Noida.

iQor perhaps is the only company in India to offer end to end aftermarket services to its customers. The company boasts of clientele including Oracle, Cisco, Ericsson and Apple besides almost all the handset brands including Indian smartphone players like Micromax, Karbonn and Lava.

Redington: Redington is one more big name in Indian after sales services market. It has set up hardware support service centres across the country with 77 owned service centres, supported by a certified franchisee network of 266 service partners, Redington provides the full spectrum of warranty and post-warranty services including solution design and consulting, technical helpdesk, field engineering support, parts warehousing, Forward and Reverse logistics, Imports and -re-exports, and asset recovery. All these centres run on a robust CRM that enable us to tightly manage the end-to-end service life cycle and create a great customer experience.

The company serves some premium customers including Hewlett Packard, Toshiba, Lenovo, Fujitsu, Apple, Motorola, Huawei, Microsoft, Ricoh, Logitech, Konica among others – several of them for a decade or more – ample testimony to the consistent value delivered by our Service team, enabling these brands live up to their commitment of providing world class service to their customers across the Indian sub-continent.

Aforeserve: Aforeserve is one more company offering after sales services to multiple products across verticals. This Noida based firm perhaps has the widest range of products to serve – from PCs, tablets, smartphones, scanners, printers, servers, networking switches, routers, STBs, ATMs and VSAT.

Some of its major customers include HPE, IBM, Dimension Data, HP, Wipro, Lenovo, RIL, Tyco, Emerson, Micromax and Tata Sky.

Headquartered at Noida, the Company works closely with customers to implement tailored service solutions through an extensive, pan India support network of service centers in 45 major cities and resident engineers across 182 regional towns.

Supported by a team of over 2600 engineers, technicians and service executives, Aforeserve handles more than 55000 service calls every month, combining industry experience with superior repair capabilities and standardized support practices to assist individual and small-scale establishments as well as complex IT environments in large organizations to install, maintain, refurbish and dispose their ICT assets in a cost-effective, efficient and viable manner.



PROMISING 2020

Digital transformation is the underpinning driver of technology today across the globe and across all industry verticals. Long-standing challenges like security and new trends like IoT and 5G are helping to shape the path that digital transformation takes for enterprises and service providers alike. The ever-expanding challenge of realigning security and IT operations to encompass a sprawling, complex multi-cloud world, the growth of IoT and evolution of mobile networks to cloud-native and 5G are all impacting companies' ability and speed at which they are transforming their businesses.

CIOs, CTOs and CISOs today are concerned about three key themes - how will they help drive growth and revenue; how will they ensure the best customer (and employee) experience and how will they drive further operational efficiencies.



SET AS A DIFFERENTIATOR

A10 Network's marketing strategy is focused around communicating how it is helping its customers, service providers and enterprises solve their operational challenges. These include:

- Providing always available app delivery and security, both on-premises and in the cloud
- Supporting seamless migration to the cloud with hybrid solutions
- Securing multi-generational networks throughout the transition to 5G and cloud-native architectures
- Protecting networks from cyber security attacks that endanger network availability
- Simplifying IT operations with connected intelligence, automation, machine learning and DevOps/SecOps tools
- Capturing the benefits of emerging 5G opportunities

A10 Networks is differentiated from its competitors in the sense that it secures application services powered by connected intelligence across its solutions for multi-cloud, edge cloud and 5G, all at hyperscale.

DIGITAL TRANSFORMATION AGENDA

Digital transformation has been happening for several years now and this macro trend is going to continue into 2020 and even beyond. It's an evolution and enterprises and service providers will take advantage of emerging technologies like the use of multi-cloud and edge cloud infrastructures, IoT that will help drive supply chain efficiencies and new consumer services, and 5G that will open up a whole new set of use cases for businesses and consumers.

A10 Networks is working with its customers to help support their digital transformation initiatives by helping to reduce complexity of IT operations, increase automation and ensure that their business-critical applications are secure and always available.



A10 NETWORKS STRENGTHENING ITS TECHNOLOGY ROADMAP AND ALIGNING ITS MARKET REQUIREMENTS

SANJAI GANGADHARAN
Regional Director
A10 Networks SAARC



CYBER SECURITY A PRIORITY

Attacks are becoming multi-dimensional. As a result, all attacks are focused on ensuring business-critical applications are compromised, thus creating a financial liability by the attackers. Therefore, every attack becomes important to manage. The most important challenge for organisations while moving forward is to get visibility into what is happening on the network so that the right security measures can be implemented.

The growth of SSL traffic in the network has further increased the problems. A10 Networks is focused on helping organisations solve this problem.

DIGITAL INDIA MAKING STRIDES

The Digital India drive is the best thing that could have ever happened. Instant results might not be visible out of this initiative as it takes time to bring everyone into the fold of digitization. The geographical spread, the diversity and the population count will further impact the ease of implementation.

However in the long run, the benefits of this drive will clearly be seen. A10 Networks is committed to strengthening its technology roadmap and its alignment to market requirements. The SAARC market is one of the key focus areas for the company.

TLS/SSL DECRYPTION – ONE OF THE MAIN PILLARS OF ZERO TRUST MODEL

In a world where everything and everyone is connected to the internet, in one way or another, it's hard to imagine a network that is truly secure. Data, large amounts of it, are at the centre of it all.

Insider Threats – Need for Security to Evolve from “Castle and Moat” Approach

Initially, we had the concept of zones, perimeters and network segments – placing all the protected assets “inside” the secured network perimeter. However, attackers are always evolving the methods they use; always on the lookout for weak points in your network defences; and coming up with newer ways of infiltrating the perimeter. Keeping up with them is a challenging and ongoing struggle. We also need to realize that the “castle and moat” approach to our network defences was mostly effective against threats that resided outside the network. But what about the threats on the inside? What about modern attacks that work on multiple levels to try to bring your networks down? How do we protect our networks from people who have legitimate access to all its resources?

Zero Trust Model – a Modern Cybersecurity Approach

Zero Trust attempts to fix the problems, and patch the holes, in our cybersecurity strategies. At the core of it, the Zero Trust model is based on the principal of “trust nobody.” The Zero Trust model dictates that no one in your network should be trusted completely, that access should be restricted as much as possible, and that trust should be seen as yet another vulnerability that can put your network at risk.

Danger of Security Blind Spots

In recent times, we have witnessed a phenomenal rise in the use of encryption across the internet. Google reports that over 90 percent of the traffic passing through its services is encrypted.

However, with encryption comes the creation of a “blind spot” in our network defences as most of the security devices we use are not designed to decrypt and inspect traffic. The Zero Trust model is not immune to this problem as visibility is considered as one of the key elements to its successful implementation. Without complete encrypted traffic visibility, the model will fail, introducing vulnerabilities that can be exploited by both insiders and hackers.

TLS/SSL Decryption – One of the Main Pillars of Zero Trust

A centralized and dedicated decryption solution must be placed at the centre of the Zero Trust model and should be included as one of the essential components of your security strategy.

Many security vendors will make claims of the ability to decrypt their own traffic, working independently of a centralized decryption solution. However, this “distributed decryption” approach can introduce problems of its own, including inferior performance and network bottlenecks, and fixing these would require costly upgrades.

Key features of a good TLS/ SSL Decryption Solution

Below are some of the features to look out for when looking to implement a TLS/ SSL Decryption Solution:

- Full Traffic Visibility
- Ease of Integration
- Multi-Layered Security Services
- User Access Control
- Micro Segmentation
- Securing Cloud Access

In conclusion, without a centralized and dedicated TLS/SSL decryption solution, the Zero Trust model is unable to do what it was designed to do – protect our networks, users and data from threats residing inside and outside the network.



ACER CONTINUES TO INTRODUCE THE WORLD TO NEW INNOVATIVE TECHNOLOGY

SUDHIR GOEL
Chief Business Officer - Acer India



PROMISING 2020

Acer has observed a huge demand for laptops in various categories like work from home, learn from home, the game from home, and create from home, owing to the pandemic. The company has therefore recently added a manifold of products in its portfolio like Aspire 7, Swift 3, Nitro 5, Acer, and Acer Veriton business PC for enterprises.

Acer also believes that the need to create and consume content has increased drastically in the recent past and so it has introduced the ConceptD series that is apt for creators and designers. With casual gaming, serious gaming, and professional gaming catching their trends amazingly, Acer has created a gaming range of PCs and laptops that are targeting each of these segments through its Predator and Nitro series. It has also strengthened its Thin & Light verticals to deliver the need for virtual workspace. Acer's passion for innovation and customer-centricity has taken the company to unprecedented levels, and the company is well poised to change growth orbits and venture into new horizons in the coming years.

SET AS A DIFFERENTIATOR

It is true that a great brand strategy helps in positioning the brand distinctly. Marketing is a key initiative for any organisation to grow further and it must be smart, specific, effective, and attainable enough to position itself successfully. In the year 2020-21, Acer looks forward to expanding its retail presence through Acer exclusive stores and e-stores across the country.

Acer follows the policy of strong customer engagement and gratification. In this regard, the company has launched an Omni Channel solution through its e-store platform which has been designed to help its partners reach out to customers with contactless home delivery and easy payment options. Acer has also tied up with several educational institutions to accommodate the need for laptops to students and teachers, which will lead to a smart online education ecosystem. It thus prioritizes the procurement principle of customers and believes that they will look for consistency, alleviation, and safety measures while shopping along with higher standards of business operations in these unprecedented circumstances.

DIGITAL TRANSFORMATION AGENDA

2019 has been an amazing landmark for Acer in terms of digital involvement since it brought out the best in services to its customers. Acer is

focusing on its e-store juncture at best which has been conceptualized for its customers and partners and makes the product deliveries faster and eases out on maintaining physical distancing.

Another focus point will be data security and protection that is very crucial. Owing to the increasing incidence of cyber-attacks coupled with an increase in the complexity and scope of attacks, the need to adhere to cybersecurity protocol is more crucial than ever.

CYBER SECURITY A PRIORITY

There is no doubt that cyber security is most important right now than ever before. Phishing isn't just limited to emails anymore, and any tech product that a customer uses might become the source of data theft. Whether you are a business or an individual, we are heavily reliant on computers today and thereby have a lot of important data stored on our systems. It is pivotal to stay updated on cybersecurity, track data that is going to any third or even fourth parties and leverage technology assessing cyber security risks.

DIGITAL INDIA MAKING STRIDES

India is a breeding ground for Digitalization. Technology has given a boost to the Digital India initiative and made cost improvements in the Indian economy. Acer supports the Digital India initiative and being a technology company, it is focused on making a benchmark in the Indian ecosystem while implementing the cutting-edge technologies in revolutionizing the business and consumer space.

Acer's brand strategy of 'progressive design', which is powered by R&D is constantly bringing a change to consumers' lives and this gets reflected from changing consumer behaviours. Acer's constant growth exists only because of its reliable strategy of investing significantly in research, innovation, and marketing.





LOOK FOR INTEL

acer

Swift 5

Work Anywhere like a Pro

with New Possibilities from
10th Gen Intel® Core™ i7 Processors

#MakeYourMark



Acer Employee

Settlers

10th Gen Intel® Core™ i7 Processor

35.6 cm (14") IPS, Full HD 1920 x 1080
Touch Screen, 72% NTSC, 300 Nits
LED-Backlit TFT LCD

Weights 990 Grams and
Magnesium Lithium Alloy Build

Battery Life Up to 12 hours*

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Acuutech®

ACUUTECH CONTINUES TO DELIVER SUPPORT SOLUTIONS TO CONSTANTLY ENHANCE ITS CUSTOMERS' JOURNEY

INDIA ROADMAP

Acuutech with its strong partnership with Lenovo and Microsoft forayed into the India market. The company boasts of solutions like Orchestration, Automation and Turnkey Solutions delivery platform built on Microsoft's Azure Stack Family that improves customer experience through simplification, by removing technical complexity and simplifying integration between components. It has signed distribution agreements with Savex to enhance its reach across all major cities in India and address the strong growing enterprise segment in India. This also allows the partners to easily deploy Acuutech's range of integrated offerings into their client base and empower them to drive additional value, in key verticals or areas of specialization.

Acuutech also works with its partners to run high-quality, deeply informative events & roadshows with their clients and opportunities to help them show the business value and key commercial benefits that Acuutech's offering can provide, coupled with the value add services the business partner can offer.

SET AS A DIFFERENTIATOR

Acuutech's 24 years of expertise has allowed it to refine and deliver tried and tested methodologies to provide repeatable outcomes for its customers and partners. The company has developed a series of turnkey services, business ready solutions and tools to automate the deployment of complex Microsoft cloud platforms, removing human error, allowing remote deployment at scale. It continues to innovate with Microsoft and other hardware vendors to deliver additional value-added modular services to complete an overall solution.

Looking at its latest range of integrated, on-premise, hybrid cloud solutions, Acuutech continues to deliver its customers streamlined deployment, migration and support solutions in a way that it constantly improves, refines and enhances the customer journey and ultimately delivers increased business productivity.

For Acuutech, its approach has always been towards an experience driven approach. The way it talks about the next wave of Acuutech MESH services and capabilities, these are discussed and framed in an experience centric way. It talks in terms of simplified systems management and deployment that does not require technical knowledge, and has billing and commercial terms that are flexible to meet client requirements.

CYBER SECURITY A PRIORITY

Security is central to all IT platforms and is a multi-layered activity, encompassing technology and process. One of the key challenges for organizations is correctly taking advantage of the security, encryption and protection systems built into the software and operating systems they use.

Acuutech removes the complexity and challenges associated with delivery platforms that are secure and reliable. Through its advanced knowledge of the Microsoft technology landscape, Acuutech configures and combines the suite of security capabilities within the platform to provide protection from the group up. This starts with protecting the base hardware, firmware and operating system with validated components and security-signed drivers and updates.

R&D PLANS & FOCUS

R&D is core to everything Acuutech does. As an organization at the forefront of advanced Microsoft based technology solutions, Acuutech continues to invest in R&D that allows the company to deliver the latest and most advanced solutions and capabilities to its partners and customers in a way that is simple to deploy and manage. In doing so, it removes the complexity and significant cost inherent utilizing these new technologies in the traditional way, therefore opening them up to a significantly wider audience and market.



PRITI MEHTA

**Group chief executive officer -
Acuutech**

Priti has over 25 years in the IT business and is one of the founding members of the Acuutech board. With a background in technology solution deployment, she intrinsically understands the opportunities and demands within the IT sector. But although she has a thorough understanding of the technology arena, what motivates her, is delivering business first solutions by understanding and working with clients.

As group CEO, Priti leads the group's global business, both commercially and operationally in Europe, Asia and North America.

NEXT GENERATION FLEXIBLE HYPER-CONVERGED PLATFORM

ACUUTECH
MESH

TURNKEY, HCI, HYBRID

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

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

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

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

PLATFORM

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

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

HYBRID

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

- **Managed Disaster Recovery** – Fully managed DR, from on-premises to the cloud. Full design and configuration of fail-over, data replication monitoring and application fail-over testing.
- **Off-site backup to Azure** – VM level backup of your HCI appliance, Windows VM, VMWare or bare metal systems, unlimited retention period, coupled with flexible backup snapshot intervals
- **Hybrid File Server** – Make any file server share available over the Internet or archive rarely used files to Azure, saving local space.

CLOUD

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

- **Infrastructure on demand (IaaS)** – Flexible virtual machine and infrastructure services, simplified with support for multiple deployment locations.
- **Virtual desktop** – Azure hosted virtual desktop solution, supporting a wide range of VM types and configurations.
- **Applications on demand (PaaS)** – Enhance IaaS and Office 365 through support for PaaS database services and the Azure Marketplace.

Driving thought leadership in advanced technologies and solution design

- **Office 365** – Full support for all Office 365 subscriptions, with migration, support and maintenance built-in.
- **Multi-factor authentication (MFA)** – Provide additional challenge and response for user logins beyond a basic username and password.
- **Device Management** – Control and manage your user's mobile devices and desktop computers. To protect business-related data and applications.

FEATURE ENHANCEMENTS AND SUPPORT

Acutech MESH is a turnkey solution platform; upgrades and feature enhancements are included, and this approach applies to new versions of cloud-based services and on-premises platform capabilities. The system fully supports the life-cycle of your users and systems, providing reliability today and into the future.

Platform

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

Hybrid

- Disaster recovery
- Offsite backup
- Hybrid-file server

Cloud

- Infrastructure on demand (IaaS)
- Virtual Desktop
- Application Services on demand (PaaS)
- Office 365 Productivity suite
- Multi-factor authentication
- Device management



ADOBE ENABLING BUSINESSES TO HARNESS THE POWER OF DIGITAL

PROMISING 2020

The contemporary times are very exciting as it is the dawn of the 21st century renaissance, where art and science, led by humans and machines, are fuelling explosive growth and creativity. Creativity powered by digital is the foundation of driving transformational changes across diverse spheres in the modern era. This is the era of amazing experiences, driven by the digital transformation wave world over.

In this era where experiences matter most, Adobe is uniquely positioned as the only company that can give businesses and individuals everything they need to design and deliver exceptional experiences. Across Experience Cloud, Creative Cloud and Document Cloud – Adobe's solutions enable customers to work across the content workflow from inspiration, to creation and delivery, to management and measurement.

Adobe's focus on unleashing creativity, accelerating document productivity and powering digital businesses is driving the company's growth and has put it on track to harness a \$128 billion opportunity by 2022. It is looking at creating new possibilities across platforms to enable people to create content and for enterprises to become more efficient functions with the power of digital documentation.

DIGITAL TRANSFORMATION AGENDA

Powered by digital, today's customer is more aware about what he/she wants, and more evolved in their expectations from the brands they engage with. Customer Experience Management (CXM) today is shaping to be not only about fulfilling consumer needs, but addressing them moment to moment, at scale, across channels in real-time and Adobe is enabling brands across domains to champion customer experiences.

Adobe works constantly with its customers to help them identify the best ways in which they can harness the CX wave and make the most of it. Recently, Adobe partnered with The Indian School of Business (ISB) to host the first edition of the Adobe Digital Luminary Program at Hyderabad to talk about some of the most fundamental questions and address the leadership vacuum created by digital disconnect.

CYBER SECURITY A PRIORITY

In the Indian context, technology has over the years grown to become an inherent part of boardroom discussions, and security is a clear priority for all companies looking to be successful in the marketplace. The security of customers is a critical priority for Adobe, and for that it employs a rigorous set of security activities spanning software development practices, processes, and tools, integrated into multiple stages of the product lifecycle.

Adobe also implements a foundational framework of security processes and controls to help it comply with a number of industry best practices, standards and certifications.



SUNDER MADAKSHIRA

Head of Marketing – Adobe India

DIGITAL INDIA MAKING STRIDES

For Adobe, technology and innovations are the backbone of the company. India is a solid R&D base for Adobe globally with 1/3rd of its entire research and development happening out of the India labs. Adobe's R&D centers in India are based out of Noida and Bengaluru, with the team growing and developing a host of cutting edge dynamic and innovative technologies. Overall, Adobe is constantly working towards enabling its customers to have access to the best of product offerings from Adobe.

India has leap-frogged ahead of many countries on its digital transformation journey, and this remarkable growth story has been driven by factors like its rapid adoption of data services, proliferation of mobile devices, strong millennial population, and the government's digital initiatives that are playing an instrumental role in building the country into a true digital-first economy.

Adobe remains committed to delivering the latest innovation for India and supports the government's digital agenda. Apart from enabling businesses to find success, Adobe is also undertaking initiatives that help young India embrace the power of digital. A recent example is Adobe's association with NITI Aayog and the Atal Innovation Mission (AIM) to promote a culture of innovation and entrepreneurship among Indian students powered by digital as a medium. Adobe is also adopting 100 schools to showcase Adobe Spark's impact on creativity in the classroom.



ARUBA'S SOLUTIONS HAVE ALWAYS BEEN DIRECTED TOWARDS SOLVING PROBLEMS OF ITS CUSTOMERS

PRAKASH KRISHNAMOORTHY

Director
Aruba India



PROMISING 2020

Aruba started the year by recently launching globally the ArubaEdge Services Platform (ESP), networks with AI-powered sixth sense. This is the culmination of a multi-year journey focused to Unify, Automate and Secure the network for customers across wired and wireless domains. Aruba ESP is designed to deliver a cloud experience at the edge and can be consumed either as a service in the cloud or on-premises, as a managed service delivered through Aruba partners, or via network as a service through HPE GreenLake.

In an effort to continue to help its customers navigate challenging times in 2020, with the impact of COVID-19 pandemic, Aruba ESP is helping to architect the hybrid workplace, Re-imagine workplace.

Since connecting from any device and from anywhere is the new norm, Aruba's Zero Trust Framework to the security architecture provides Simple and Secure connectivity.

DIGITAL TRANSFORMATION AGENDA

The technology market undergoes a major transition about once every decade. The last two decades were centered on delivering ubiquitous mobility followed by the move to cloud-based applications. Aruba ESP is now entering an era of data analytics driven by IoT, AI and automation supported by compute and modern networking to power a new breed of applications and workloads that work in concert with the cloud but that operate at the edge.

Enterprises are generating massive amounts of unstructured data at the edge which, if analyzed and acted upon properly, can be used to improve efficiencies, enhance experiences and enable new business outcomes. Digital is past, smart is present and autonomous is the future. Aruba Edge Services Platform (ESP), networks with AI-powered sixth sense is a step towards this.

CYBER SECURITY A PRIORITY

The pandemic has changed the global cybersecurity landscape to all new unimagined vulnerability. There's no question that the new state of work will be much different from business and office life prior to the COVID-19 pandemic. The Network is the best line of defence against any cyber attack. As organizations of all types embrace cloud, mobility and IoT, security has become an increasingly important consideration.

Network security challenges have evolved significantly over the years as users have become increasingly decentralized and attacks have become more sophisticated and persistent. Traditional security approaches that focused primarily on the perimeter of the network have become ineffective as standalone security strategies.

Zero Trust has emerged as an effective model to better address the changing security requirements for the modern enterprise. Aruba ESP with Zero Trust Security improves the overall network security posture by applying a more rigorous set of security best practices and controls to previously trusted network resources.

DIGITAL INDIA MAKING STRIDES

Aruba R&D efforts have focussed on solving problems for customers. It has remained focussed on listening to customers and using technology to solve their problems. Additionally Aruba has looked at all the learning, insights and data that it gathers to perfect models using machine learning technologies and incorporate them in products like the Analytics engine built in its Data Centre Switches. Thirdly Aruba looks at converging technologies to create new efficiencies and compelling alternatives like combining the emerging technologies of Mobility, Cloud and IoT to create compelling technologies.

Aruba has been actively participating in all the Digital India initiatives across the country and has been a partner to the Government in several Smart City Initiatives, City WiFi Initiatives, Rural WiFi Initiatives, Digital Campus Initiatives both at Centre and the states and been part of several transformative initiatives outlined by the government.

In the Covid scenario, Aruba joined hands with the government to collectively fight the pandemic. HPE has completed deployment of four COVID-19 Test Labs and four Outpatient Department (OPD) Centres across the country to assist the Government of India and state governments in their efforts to contain the COVID-19 pandemic. These Test Labs are run and managed by the concerned government agency and the IT infrastructure at the Test Labs and OPD centres are equipped with Aruba Cloud Managed Wireless solution along with Aruba User Experience Insight (UXI) Sensor. The initiatives of the Government both under the Digital India framework and outside will always be priority avenues for Aruba to partner with and develop solutions.



Fast growing business meets fastest growing processor

Raise your business to new heights with the fastest-growing commercial processor brand.



VINAY SINHA

Managing Director, Sales
AMD India Private Limited

AMD has been driving innovation and excitement in the PC industry with desktop and notebook processors and chipsets. Our focus in the client compute domain is to deliver the best processors in the world, especially in the premium consumer and high-value commercial client segments.

We kickstarted the year with the launch of world's first x86 8-core ultrathin laptop processor as part of AMD Ryzen™ and Ryzen™ PRO 4000 Series Mobile Processors family. AMD Ryzen™ 4000 Mobile Processors are built on the groundbreaking "Zen 2" core architecture with innovative 7nm process technology and optimized high performance Radeon™ graphics. The mobile processors provide unprecedented performance levels, significant design enhancements, and incredible power efficiency for ultrathin and gaming laptops.

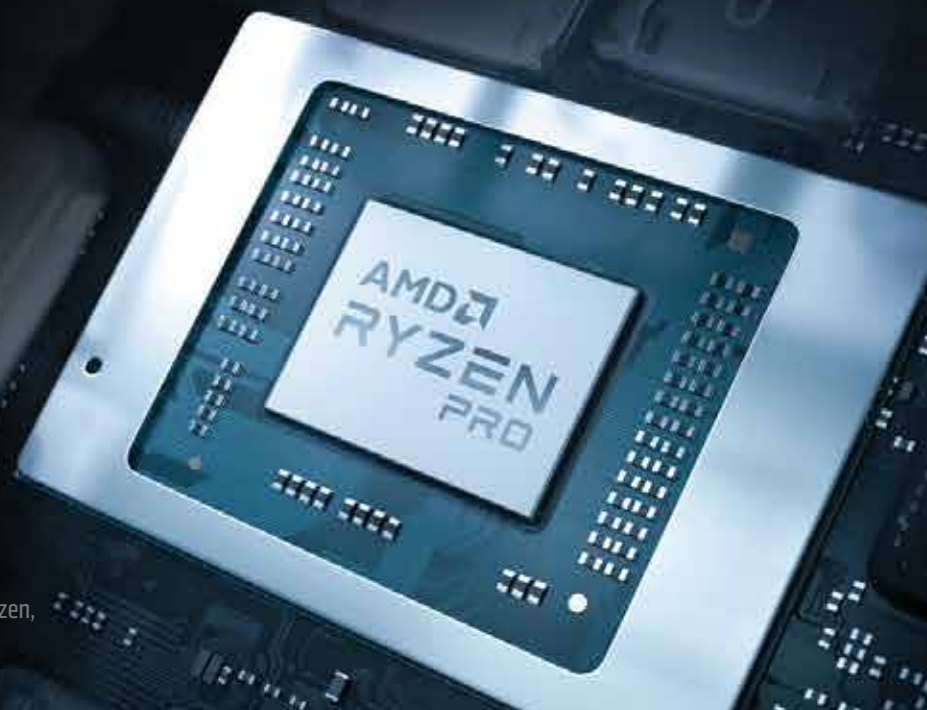
The commercial momentum for AMD client processors also continues to grow, driven by AMD Ryzen™ PRO performance, security features and seamless management for the most demanding business environments. We had announced the AMD Ryzen™ PRO 4000 Series mobile processors, bringing ultimate performance, work anywhere flexibility, security features and seamless manageability for modern IT infrastructure.

More recently, we introduced AMD Ryzen™ 4000 Series Desktop Processors with Radeon™ Graphics for consumer and commercial PC markets. AMD Ryzen™ 4000 Series Desktop Processors are powered by upto 8 cores, fueled by world's most advanced 7nm processor core technology, double the processing threads and cache, delivering ultra-fast responsiveness and

multi-threaded performance. They are designed to deliver impressive generational leaps in performance and amazing power efficiency for modern businesses, consumers, gamers, streamers and creators. The new AMD Ryzen™ 4000 Series processors are indeed a result of our continued commitment to develop high performance computing products to solve some of the world's toughest and most interesting challenges.

AMD is defining the new standard for PC experiences – from high-end desktop computing to ultrathin and gaming notebooks, and now modern business notebooks. With our long-standing collaborations with leading OEMs and partners, we are committed to continuously push the boundaries of processing power and graphics performance to deliver amazing computing experiences for all customers across different user segments.

For over 50 years, we have driven innovation in high-performance computing, graphics, and visualization technologies – the building blocks for gaming, immersive platforms, and the data center. AMD is the only company in the world with both high-performance compute and high-performance graphics technology and the expertise to combine them into custom solutions. We are leading the way with powerful architectures based on the latest process technology. Hundreds of millions of consumers, leading Fortune 500 businesses and cutting-edge scientific research facilities around the world rely on AMD technology daily to improve how they live, work and play.



A close-up photograph of an AMD Ryzen Pro processor mounted on a laptop's motherboard. The processor is a square chip with a white label that reads "AMD RYZEN PRO". It is surrounded by a complex network of blue circuitry and gold-plated pins. The background shows the laptop's keyboard, with keys like 'M' and 'A' visible.

AMD
RYZEN
PRO

Pure performance under the lid

Upgrade to the world's fastest processor for ultrathin laptops featuring AMD PRO technologies. Designed for business.

AMD
RYZEN
PRO





ARRAY NETWORKS PRIDES ITSELF IN BEING A CUSTOMER CENTRIC COMPANY

PROMISING 2020

2020 started on a high note with Array Networks being declared as the #1 ADC vendor in India. Its mantra is to work with handpicked channel partners, train them and help them create sustainable and profitable business models. The strategy is to empower partners by offering industry-relevant solutions that can be successfully leveraged in the Indian market.

To ensure business continuity in the Covid-19 era, Array provided its customers and partners with complimentary Virtual Access gateway licenses. The company is fully equipped with a plethora of networking and security products to ensure uninterrupted secure access to its employees, customers, partners and new prospects.

With remote work being the best way to keep employees safe in this pandemic era, SSL VPNs and Zero trust framework is the need of the hour for every business. The AVX Series Network Functions Platforms brings consolidation, convenience and workflow enhancement to networking and security and provides deep visibility to the application access and anomaly usage. Array's patented HCI platform AVX is also equipped to improve the SSL performance of customers' existing WAF, NGFW and IPS.

SET AS A DIFFERENTIATOR

Array Networks is a pioneer in networking and security products space with the best-in-class product line for its customers. Being a customer centric company, Array is focused on providing high-performance infrastructure, services and support to its customers, who are its biggest industry influencers; customer satisfaction is therefore Array's key marketing strategy. It prides itself in being cost-effective without compromising the quality and services. By aligning its products and solutions with that of its customer's needs, Array is able to empower its customers to influence the evolution of products through customization.

The Array Center for Technology and Innovation (ACTI) in Bengaluru features state-of-the-art technology and has a fully equipped customer training center capable of providing enhanced support to local and global customers.



SHIBU PAUL
Vice President - International Sales
Array Networks

DIGITAL TRANSFORMATION AGENDA

With Covid-19 taking over the world, the biggest trend is working remotely. Definitely, WFH has added a sense of vulnerability but mostly to organizations that haven't adapted and upgraded their legacy infrastructure to more robust and secure one that cater to their current needs. Array's technologies, however, hold a unique position in terms of data delivery and management in customer's infrastructures and have the ability to provide insights into application data that can be used to boost security as well as improve efficiency. Array wants to invest in technologies that allow providing additional value in terms of security and application enablement. Not to mention Array's Hyper-converged platform which offers unique solutions like Application delivery controllers with Web vulnerability scanners and Web application firewall for mitigating a lot of application-level risks.

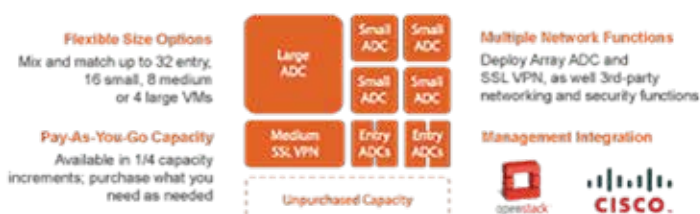
CYBER SECURITY A PRIORITY

Web attacks and phishing are the biggest cyber threats, with many people falling prey to phishing attacks. It is said that threat actors nowadays more commonly use spear phishing, CEO fraud, and impersonation tactics instead of sending malware-laden messages. On April 16, 2020 alone Google reported to have blocked more than 18 million COVID-19 phishing emails each day. India alone saw many of its sectors being targeted by threat actors 40,300 times in just a few days. While these attacks may look regular and not so threatening, the impact is however colossal.

DIGITAL INDIA MAKING STRIDES

Array India's story was laid on a solid foundation to focus and help eGovernance initiatives in the country. It has dedicated and focused its resources from day one, as a result of which its strategy and confidence in India have paid off. Array's solutions including WAN Optimization, Application Delivery Controller (ADC) will help service providers and telecom players to expand services and help transform the way Government functions through use of effective technology. The company is actively playing a role in e-Governance projects in the country and it believes that the Digital India initiative will give more opportunities to invest in the country.

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AUTODESK'S UNWAVERING COMMITMENT TOWARDS CUSTOMER EXPERIENCE MAKES IT A LEADER IN 3D DESIGN

PROMISING 2020

The Indian industry, across sectors, is geared up for a big technology transformation. With the continued convergence of industries and information, enabled by cloud computing and Internet of Things (IoT) frameworks, the way we make things is changing rapidly.

For Indian businesses to stay productive and competitive it's important to make the right investments in technology that can help them to navigate this environment. As a world leader in 3D Design technologies for architecture, engineering, construction, manufacturing, media and entertainment industries, Autodesk is well positioned to work together with Indian enterprises and help them in their transformation journeys. Autodesk's expertise in digital construction and manufacturing technologies of tomorrow such as Generative Design can address most of the challenges faced by Indian enterprises today, be it making world class products or modern world class infrastructure.

SET AS A DIFFERENTIATOR

Autodesk believes that the future of making is here, bringing with it radical changes in the way things are designed, made, and used. It's disrupting every industry - architecture, engineering, and construction; manufacturing; and media and entertainment. Technology trends such as automation, IoT, and cloud computing are accelerating this disruption. With the right knowledge and tools at the disposal of the industry and its customers, this disruption is a big opportunity.

It's important to not only communicate about the benefits of investing in the right technologies but also to demonstrate successes that its customers have achieved using these technologies. Autodesk's annual user conference, Autodesk University is a great platform for the industry to learn from each other and also explore the new technologies that are disrupting industries worldwide.

DIGITAL TRANSFORMATION AGENDA

Autodesk has a strong commitment to customer experience. As it continues to deliver on the promise of its subscription-based model for its customers, Autodesk also continues to be digitized. An important part of this is also empowering its employees with the tools and skills to deliver an exceptional customer experience. In addition, streamlining and automating business and IT processes is critical to accommodating Autodesk's rapid growth and ensuring customers have a smooth, frictionless experience.

CYBER SECURITY A PRIORITY

Autodesk takes cyber security very seriously. It uses a combination of process, technology, and security controls and collaborates with industry partners such as Cloud Security Alliance (CSA), SAFECode, Open Web Application Security Project (OWASP) to deliver a robust security program.



ALOK SHARMA
Country Manager – India & SAARC
(Channels), Autodesk

Autodesk builds security into its products and services from the ground up. It integrates security activities into all phases of the development effort to ensure issues are identified and corrected early and throughout the build process. Securing its infrastructure is another critical way that Autodesk protects the confidentiality, integrity, and availability of its customers' information. Besides it owns security capabilities, such as endpoint protection, identity and access management, patching and hardening, and offensive security and integrates these elements as a holistic approach to managing security.

In addition, Autodesk proactively tries to gain visibility into its environment for valuable insights into persistent suspicious activity, active security incidents, and ongoing exploits impacting Autodesk and its customers.

DIGITAL INDIA MAKING STRIDES

The Digital India initiative is very timely as digital technologies in construction and manufacturing would help India respond to the challenges presented by rapid growth and transformations happening in the Indian economy. As a world leader in 3D Design technologies, Autodesk tools are being used by leading businesses in India as they look to respond to this new technology environment.

With a strong focus on innovation and use of advanced technology, Airport Authority of India (AAI) - recently identified BIM (Building Information Modeling) as the design and planning platform for construction of the New Integrated Terminal Building (NITB) of Lokpriya Gopinath Bordoloi International Airport in Guwahati. Autodesk BIM solution, Revit has been specially leveraged to design the NITB of the airport. Autodesk Revit will help to enhance collaboration of the entire project team- from design, fabrication, and construction to operations and maintenance - to make informed decisions from a common point of understanding.



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AXIS COMMUNICATIONS POSITIONS ITS PRODUCTS AS INTEGRATED END TO END SOLUTIONS



SUDHINDRA HOLLA

Director - Axis Communications,
India & SAARC



PROMISING 2020

Axis Communications is geared up to make a deep imprint in the focused segments of commercial, critical infrastructure, retail, city surveillance and smart city projects, and penetrate deeper in terms of engagements and customer enablement. With its end-to-end portfolio of offerings, Axis Communications would like to further strengthen its position in the critical infrastructure and education segment and provide simple solutions that integrate complex technologies. It is also trying to develop more gold partners, so that they can address different market segments, while also looking at expanding into Tier 2 and Tier 3 cities.

Some of the technologies that Axis Communications would continue to focus on this year are Video analytics, Environmental sensors, Thermal Cameras, IP Audios, Facial recognition, and Radar Technology.

A breakthrough product that Axis Communications has developed is the seventh generation Axis Real Time Picture Encoder (ARTPEC) chip, optimized for network video. It is a chip developed by Axis Communications that powers an array of new capabilities and is installed in the Axis network cameras.

SET AS A DIFFERENTIATOR

Axis Communications positions itself as a premium brand and its customers and channel partners are aware of the core brand values that its products deliver. The company leverages this positioning as part of its brand strategy. It continues to augment the core value of its brand by reducing the Total Cost of Ownership (TCO) thereby complying with global benchmarking standards. Axis products are positioned as integrated end to end solutions. As a premium brand, the kind of quality it offers in all its products are easily compatible across other installed products to design a complete solution which caters to the end customer requirements.

At the same time Axis Communications creates awareness by conducting events and seminars for end users and partners, where it tries to showcase that city surveillance is going beyond the camera and that the company is now integrating audios and sensors to it. The need addressed here is about integrating it in an open way where control and command can make all these different parts work together.

DIGITAL TRANSFORMATION AGENDA

Technology in today's world is something that changes by the second. In a way it has become all pervasive and is integrated with everyday lives. As the surveillance systems are migrating to the network, it has become even more challenging and important to keep a check on cyber security.

In India, the enterprise AI market is heading towards much wider adoption and is being used as an embedded product along with other hardware-based products. In the surveillance industry too, AI will be a game changer. Axis Communications is innovating its solutions rapidly and working closely with its channel partners and system integrators to provide the best solutions for end users.

CYBER SECURITY A PRIORITY

Cybersecurity is a constant focus for Axis Communications and is more crucial than ever before. It has always maintained a No Backdoor Policy standard in all its product lines. It has a very strong competitive advantage in the current market situation, as it is one of the few manufacturers with its very own system-on-chip – ARTPEC chip. This essentially means that Axis Communications has complete control over every single transistor in the product line, which instils trust and a higher level of cybersecurity for all its clients.

DIGITAL INDIA MAKING STRIDES

Axis Communications optimizes a lot on its manufacturing. It designs the products and software but gives it to a third party to manufacture it. It has different product series like P-series and M-series that are sold majorly in emerging markets and are designed for particular segments like PPOG, Critical infrastructure education, manufacturing, retail and hospitality. However, Digital India is not about bringing down the prices but about where they are manufactured. The main purpose of Digital India and Make in India is to bring about the vendor's commitment. The place of manufacturing does not increase the value of the product. It is the solutions that matters the most.



Need To Understand The Problem That You Are Trying To Solve



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CIOs need to use a different way of thinking about problem solving in order to come up with solutions that will really work for them. They need to simplify and optimize processes across functional boundaries, and often across the entire enterprise. CIOs are helping their organizations navigate the complex and fast-evolving digital landscape.



BARCO AIMS TOWARDS AN 'OUTCOME' ORIENTED APPROACH WHILE CATERING TO ITS CUSTOMERS

2020 – THE YEAR OF HYBRID WORKSPACES

Covid-19 has altered existing enterprise workspace models. Companies must optimally use technology and space to drive productivity and interoperability in the hybrid workplace. Barco's technology is enhancing workplace agility and efficiency, ensuring enterprises are primed for the new normal. It is consistently striving to ensure productivity and continuity for its discerning consumers and has chalked out its R&D and marketing strategies accordingly. Barco strives to think with its customers, understand their pain points and works towards solving their problems, thereby enabling bright outcomes. In 2020-2021, it is focusing on these principles even as it introduces new, cutting-edge remote and hybrid work technology in the segments it caters to.

With the Covid pandemic accelerating the adoption of digital transformation, across industries, enterprises now need to enhance business resilience by preparing for future, hybrid workplaces that are powered by mobile connectivity, cognitive tools, and new-age technology solutions. For 2020, Barco's key priority is enabling remote and hybrid workspaces through solutions across verticals such as Meeting Experience, Operator Experience, Events, and Healthcare and we have launched new solutions to support these industries.

Barco has been uniquely positioned to cater to the demand for seamless collaboration with its hybrid conferencing solution Barco ClickShare and recently extended the ClickShare series with ClickShare Conference, a unique wireless conferencing system that provides secure solutions for closer collaboration and an immersive conferencing experience, enabling enterprises to embrace Bring Your Own Device and Bring Your Own Meeting in the workplace.

Another technology enabling hybrid workspace is Barco SecureStream, a media streaming solution that makes sharing content from the control room to external stakeholders easy and secure. From the overview of available sources, control room operators can simply drag and drop content into a SecureStream channel and then provide the needed link to the receivers.

Remote and hybrid learning has also become a necessity with Covid-19. Barco weConnect, a virtual classroom software that is dedicated specifically to distance learning in real-time, without giving up on class engagement and contact between teacher and student, is an excellent fit for academic purposes.

In the healthcare vertical, telemedicine and teleradiology have gained prominence as people opted for online consultations while maintaining social distancing. Doctors and radiologists offered online services to support patients from remote locations. Now more than ever, radiologists are faced with many challenges. They have more and more cases to handle, which are also becoming ever more complex. In such precarious situations, Barco's medical-grade displays have been ensuring increased efficiency for the practitioners and Barco's extensive line-up of high precision, disinfectable displays provide accuracy, efficiency, and safety, ably supporting radiology, teleradiology, remote reading, and excellent diagnosis.



RAJIV BHALLA
Managing Director - Barco India



CONSUMER OUTREACH A DIFFERENTIATOR

The pandemic has boosted the demand for Barco's innovative solutions across verticals such as Meeting Experience, Operator Experience, and Healthcare and, as a result, it has launched several new solutions to support these industries.

Barco has always believed in integrity and a customer-first attitude while ensuring excellent outcomes and services for its consumers. Its marketing strategy for the year revolves around four broad objectives – ensuring business sustainability through hybrid solutions for consumers, building a high-performance team, fuelling Barco's growth through customer-centricity, and readying itself for the digital future. From a marketing perspective, Barco has reinvented the way it works, as an organisation, as well as how it reaches out to customers and partners. It is expanding into corporate accounts and strategic alliances, such as the recent partnership with Logitech and Trustech Audio Visual Solution LLP, a major distributor in the Indian Unified Communications space, to expand its reach across tier-2 and tier-3 cities in the country. It is also conducting webinars and offering online tutorials to enable its partners to provide the best customer experience possible.

CYBERSECURITY A PRIORITY

Barco understands the graveness of cyber threats and designs products that can withstand such perils. While security breaches come in different forms, the most common ones involve either the extraction of sensitive information or attacks on a company's core IT system. The lockdown and ensuing work-from-home has led to an increase in cyberattacks and enterprises and individuals need secure solutions to combat possible breaches. Barco's ClickShare Conference is the perfect example of its focus on minimising cyber threats.



BARRACUDA ENSURING ITS CUSTOMERS' SECURITY WITH EASY TO DEPLOY SOLUTIONS

PROMISING 2020

Barracuda always protect customers' data and applications from today's advanced threats by providing the most comprehensive and easy-to-use IT-security platforms.

The continued shift to managed services and the public cloud will create a significant market opportunity for channel partners. Sophisticated and targeted attacks like spear phishing and business email compromise are fast-growing threats, and they present an opportunity for channel partners to provide innovative solutions that can detect these types of attacks and automate incident response, helping customers respond faster. Barracuda plans to work together with its channel partners in 2020 to provide customers with cloud-based application security solutions that are easy to configure, deploy and manage.

SET AS A DIFFERENTIATOR

For the year 2020-21, Barracuda's focus will be on providing customers with world-class products, services and support. With Barracuda Networks Channel Partner Program, it gives partners access to training, tools, programs and incentives designed to help them in selling Barracuda's solutions. At the same time, regular webinar series and workshops are available to partners helping them to understand industry trends and identify market needs.

Barracuda will focus to help educate the market on security threats and how organisations can defend against the evolving and costly cyber attacks. The company will also continue to drive awareness around how Barracuda can support the customer throughout their journey.

DIGITAL TRANSFORMATION AGENDA

In 2020, Barracuda plans to continue to invest in innovative solutions that are designed to protect its customers from the new age cyber attacks. Barracuda's goal is to make it easier for customers to deal with an evolving threat landscape and keep up with the rapid pace of attacks, while helping to build a safer world. Barracuda has also invested in development and expansion of solutions – such as the Barracuda Cloud Security Guardian integration with Amazon Detective, and the Cloud Application Protection (CAP) platform with the aim to take prevention, detection, remediation, and automation to the next level. The company is committed to making this type of investment across all its product areas, from email security to network, application, and cloud security.

CYBER SECURITY A PRIORITY

The advent of newer technologies has brought in some big challenges in the cybersecurity space. In the months to come, highly targeted attacks and conversation hijacking will proliferate as mechanisms for Business Email Compromise (BEC) attacks – making these threats even more convincing, and ultimately more costly. Web application security is often overlooked because most organizations don't have the resources or skills needed to manage the solutions properly. In addition, many customers presume their hosting service supplies this protection when they may cover some but not all their requirements.

There's also another threat that is growing rapidly – “Deepfakes”. These are AI-based spoof images, videos and audios created using computers and machine learning software – to make them seem real, even though they are not. They will be used to propagate disinformation and even trick employees into making wire transfers. As more and more customers leverage public cloud infrastructure and solutions, human error will continue to be the primary source of breaches, leading to misconfigurations and overlooked vulnerabilities. The new age social engineering attacks such as spear phishing, vishing and smishing will tend to manipulate users in more convincing ways.

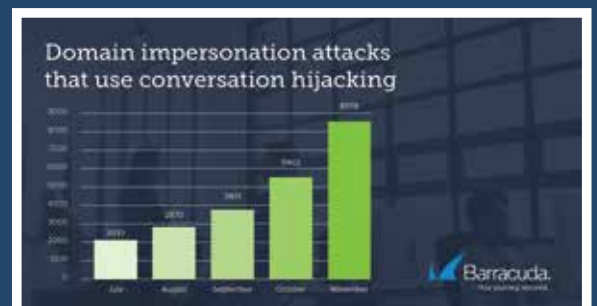
DIGITAL INDIA MAKING STRIDES

The Digital India initiative was launched to ensure that the Government's services are made available to citizens electronically. Alongside this, a large number of organizations and businesses increased their digital spending, and adoption of advanced technologies. Barracuda provides security solutions designed specifically to protect companies from phishing and account takeover attacks.

Barracuda's cybersecurity systems protect networks and apps with cloud-generation firewalls. It offers cloud-integrated security for data storage and recovery, along with automated security policy compliance in the cloud. Barracuda supports the advent of digital transformation in the nation by striving to provide the most comprehensive and easy-to-use IT-security platforms.



MURALI URS
Country Manager-India
Barracuda Networks





BD SOFT PLANS TO EXPAND ITS BUSINESS COUNTRYWIDE WITH ITS VAST SECURITY PORTFOLIO

ZAKIR HUSSAIN

**Director
BD Soft India**

PROMISING 2020

As India embarks on its digital journey, BD Soft's key priority for 2020-2021 will be to expand its IT Security Solutions with special focus on SMBs and corporates. It shall be focussing upon broad lines of security solutions in the mid-market that also fits the needs of small businesses. BD Soft wishes to cover the full breadth of the security landscape, by offering endpoint, DLP, and cloud security solutions. Apart from the commercial segments, it shall continue its focus on the non-commercial segments too.

The other key priority for BD Soft will be to spread its presence at Pan India level by increasing its reseller connect, distribution network, appointing strong partners across various states, and increasing its corporate & government clientele. BD Soft has seen a year on year growth of 30% and with the new financial year, it aims to fasten the pace and numbers.

SET AS A DIFFERENTIATOR

BD Soft remains one of the fastest growing IT distributors in India. It has successfully established several partner brands in India. Along with the offline presence, for the Year 2020-21, the company is looking at expanding its digital presence and digital sales of its partner products. Seeing the huge digitalization taking place in every industry, BD Soft is planning to create a dedicated digital space for selling its partner products as well as interact with its audience and build dialogue with them. On the business front, it is looking to appoint distributors for the consumer products in all states and cities of India. Currently BD Soft is engaging with top corporates and helping them with customized solutions for both existing and new clientele. By 2020-2021, it will create a framework to expand in Tier 2 and Tier 3 cities, thereby expanding its business across the country.



DIGITAL TRANSFORMATION AGENDA

Solutions like Cyber Security, DLP Solutions, End-point Security all are very crucial in securing IoT and smart devices from any malicious threat. However, consumers often ignore the need for this security, due to lack of awareness. For example, Home WiFi is never kept password-protected, since the consumers don't feel the need for it. BD Soft's objective is to create awareness among the consumers about the safeguarding of their devices from any suspicious threats or activities, so that their important data isn't encrypted. It shall educate the customers and make them understand the right type of security solutions for the right type of usage. Apart from this, it shall also be focussing on Customer experience strategy, securing competitive advantage and market dominance.

CYBER SECURITY A PRIORITY

There is definitely a lack of awareness in the consumers about the need for security solutions to protect their devices from any threats. Attacks like ransomware, email phishing, or others like crypto-mining and trojans may remain hidden across IT systems until full-fledged attacks are unleashed. Such threats can make companies suffer huge data losses if adequate security measures are not taken.

Through its partner brands, BD Soft wants to educate the audience about the need for these solutions for both commercial and non-commercial uses. As Indian homes are getting equipped with smart devices, the requirement for these security solutions will only increase. Due to increased threats to organizations, the cyber security market has grown extensively in a short time and is expected to continue on this upward trajectory in the coming years. And that's where BD Soft finds a potential opportunity to expand with the solutions that it is offering.

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CADYCE OFFERS A DIVERSE RANGE OF CONNECTIVITY AND NETWORKING SOLUTIONS

GAUTAM A SHAH

Founder and President, CADYCE

ABOUT CADYCE

Cadyce is a leading networking and lifestyle brand having a global presence. It seeks to be the most preferred brand by offering solutions for connecting, communicating and networking. Cadyce makes it easy to set up a home network and to expand it, as it converts technical products into user-friendly solutions which can be used immediately without any problem. With a diverse range of Cadyce product lines for connectivity and networking solutions, it becomes easy to share music and photographs, to send emails, to stream videos, play games, communicate well and work.

Cadyce products include USB accessories, HDMI cable & Displayport, Mobile accessories, Hubs & docking stations, networking products & accessories and security & surveillance products.

THE NEW NORMAL

WORK-FROM-HOME & LEARN-FROM-HOME is the new culture for everyone in India. This can be put in place provided all infrastructure like internet, computers with all equipments, larger work space or home area etc. are available. Work from home is a practical phenomenon for many companies who have applications to do the work from home; others need to diversify and implement automation and digital platforms for the same. For some businesses it's not a practical option. Work from home depends upon the companies and the products that they are selling. But for schools and colleges, I don't think learning from home is a preferable option. The School environment really matters to learn, understand, and build a mind that actually helps in shaping the student.

The demand for IT peripherals & accessories depends upon the acceptance and the type of products each company is dealing in. For the business model of Cadyce, the sales team can work from home but the other teams necessarily need to work from office. So being an accessory company, Cadyce prefers to work from office.

SET AS A DIFFERENTIATOR

Cadyce has an entire range for work from home application. It has a distributor in each city in India. Cadyce is extensively focused on work from home products. For better understanding Cadyce has made a dedicated self explanatory page on its website which clearly states how Cadyce products can be used in work from home application. It is doing an advertisement campaign as well as an EDM Campaign for work from home products, while also doing paid campaigns on all social media platforms etc.



HDMI CABLES AND DISPLAYPORT™ ADAPTERS



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DOCKING STATIONS



SECURITY/SURVEILLANCE & PRESENTATION DEVICES



Cadyce believes in providing its customers the products with the current technological trends which will make their lives easier.

USP of the products –

- Compact and elegant design with aluminium housing
- Plug and play, no drivers installation needed
- User friendly and easy to install
- Excellent technical support
- Quick response from Customer Care
- Easier and shorter RMA process

SERVICE SUPPORT

Cadyce has tied up with FEDEX for all the reverse RMA (Return Merchandise Authorization). It has been doing this for more than 5 years now. In fact Cadyce is the only company that has implemented this strategy everywhere in the country. In this model, end customers don't need to spend a single rupee for service or RMA.

Work From Home | Cadyce

cadyce.com/work-from-home-2/

Apps

CADYCE

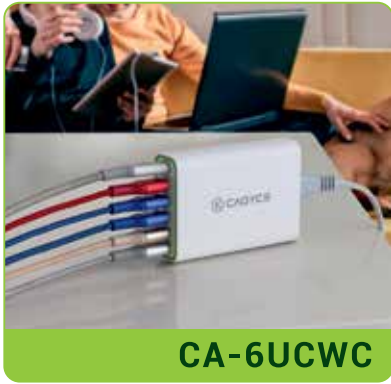
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Canon

Delighting You Always

CANON ENVISIONS BEING THE PARTNER OF CHOICE FOR INDIAN BUSINESSES

SET AS A DIFFERENTIATOR

Canon's focus has been to reach out to customers across platforms. Hence, its marketing approach is platform agnostic across all its divisions, looking at more platforms and collaborations to increase its footprint in the industry. In the past as well, Canon has been curating campaigns in line with its customer reach and behaviour. For its B2C and corporate campaigns, Canon has been successfully tapping the digital media and curating compelling influencer outreach programs. Some of the B2C campaigns which have done very well in the last year on digital are - #CarryYourCanon, #CapturedonCanon, #MyWeddingShot, #YourStudioOnTheGo and #DoGreatWithCanon, among others. Additionally, Canon has also been successful in consumerising its communication for B2B portfolio, by highlighting the end-user features through digital campaigns such as #BusinessCanBeSimple. Through this initiative, Canon is striving to help enterprises make use of its innovative and advanced technology-driven solutions to optimize their business processes and in turn provide a superior experience to their end users as well.

DIGITAL TRANSFORMATION AGENDA

To address the need for document digitization and drive digital transformation, Canon has an office automation portfolio which provides great amalgamation of both software and hardware solutions. These solutions help in providing storage and access to data in an effective manner and get the best results. As a document management solution provider, Canon enables its customers to save, organize, share and access all content as per their requirement.

OFFERING ROBUST SERVICES

Canon works to deliver constant delight to its customers through an extensive network of direct service teams as well as its partners, backed by world class infrastructure, systems & processes. By tracking the evolving trends in the industry on a regular basis, Canon delivers its services in a manner which complements its customer's requirements. It aims to offer a robust service infrastructure to the customers, which is being done by developing a 24X7 workforce of hybrid engineers besides offering critical services. Canon's Market Engineering segment has been using the power of predictive maintenance to predict when a piece of equipment might fail so that maintenance work can be performed and ensure smooth running of the machine.

Beyond the repair of a product, the service team has been successful so far in positively influencing the customer's behaviour towards the brand. Canon not only caters to Device Management but focuses on Relationship Management and Account Management. The high percentage of repeat orders is a testimony to Canon's long-term relationship with its customers.

FORAY INTO FUTURE TECHNOLOGY

Having forayed into medical printing, Canon is looking forward to strengthening its foothold and gaining further business in the coming years. Most of the X-Rays and MRI which are printed on films these days need an upgrade. Hence, Canon plans to adapt to technologies through which it can be printed on papers making it easier to be filed. Beyond the medical business, Canon is also expanding into other emerging segments such as surveillance cameras and software to control images.

KAZUTADA KOBAYASHI
President and CEO - Canon India

PROMISING 2020

Canon started 2020 on a positive note with the launch of EOS-1D X Mark III, gaining a good response from its customers and partners. It has started the year with an aggressive growth plan in the Indian market by bringing in compelling technology for the enterprises. However, the unprecedented global outbreak of COVID-19 has been a major point of concern for Q2' 2020 which is going to affect the business in coming quarters as well. Having taken due cognizance of the situation, Canon is extending its complete support to its employees, customers and partner network.

Having expanded its product portfolio across B2B and B2C segments, Canon aims to become the one stop solution for all printing needs of any organization, be it big or small. Canon envisions being the partner of choice for Indian businesses in their journey towards digital economy by providing solutions and products with innovation, technology and security being at the core.



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All pictures are shown for illustration purpose only. Actual product may vary.



CISCO BUILDING THE INTERNET OF THE FUTURE



DIGITAL TRANSFORMATION AGENDA

Over the last few years, everyone, from small businesses to large enterprises have been preparing for large-scale digital disruption. Cisco's preparedness in anticipation of digital disruption has helped the company to respond to the crisis and adapt quickly. To a great extent, this has come from the government's Digital India program, which has served as an impetus for everyone to embrace technology.

The government has been leading the charge on adopting technology to keep people safe, informed, and connected. Government bodies are leveraging cutting-edge technologies to stay on top of this crisis. Initiatives such as the Aarogya Setu COVID-19 tracker app, MyGov Corona Helpdesk chatbot, COVID-19 microsite, and others have been critical in keeping citizens updated continuously.

CYBER SECURITY A PRIORITY

Most enterprises across India have been working from home over the last few months, and many are looking to keep their workforces remote even beyond the crisis. However, for work from home to become a norm, data security and privacy must be considered top priorities.

Cisco has been offering several free cloud-delivered security products and services that provide zero-trust security to enable its customers as well as everyone else to keep their newly remote workforces safe and productive. Its multi-factor authentication solution, Duo Security, saw over 3,300 new organizations signing up in a single peak week globally. In India alone, Cisco has enabled more than 5,00,000 knowledge workers to work from home securely and has seen a tremendous traction in verticals such as ITes and financial services as well as healthcare, public sector, manufacturing, hospitality, etc. for zero-trust security.

5G GROWTH AGENDA

Over the last couple of years, Cisco has seen robust growth and has continued to grow faster than the market. Its priority has been to go wider into new enterprise verticals such as manufacturing, retail, SMB, and Education, as well as go more in-depth into customers where it is traditionally strong, such as in financial services, service providers and ITes.

Cisco is building the internet of the future, one that will further transform the way we work, learn, live, and connect. Cisco's network architecture centers on silicon, optics, and software, called Silicon One. A first-of-its-kind programmable chip, this is built for high-performance networking for future 5G applications, helping its customers stay ahead and create innovative experiences for their users.

To help its customers accelerate their 5G deployments, Cisco has committed \$5 billion in funding globally to help build 5G networks over the next three years. It has over 125 active engagements with global customers on 5G, with whom Cisco is working on architectural designs and providing packet core technology.

MEASURES TO HELP PARTNERS DURING THE PANDEMIC

During this pandemic, helping its partners keep their workforces and customers safe and productive has been a top priority for Cisco. To make the transition to remote working easy and seamless, Cisco has enabled free access to cloud-based offerings across its security and collaboration portfolios.



PANKAJ LULLA

**Director, Partner Organization
Cisco India and SAARC**

Its mantra of 'perform and transform', which focuses on helping partners achieve their daily business goals while building on new opportunities, remains intact. Through Cisco Capital, it hopes to ease their financial burden by providing a broad range of flexible payment solutions to customers, allowing partners to receive payments on time. During the pandemic, Cisco has engaged with more than 400 partners over 150+ Cisco-led enablement collaboration sessions across India and SAARC nations.

It has helped its partners build offers under Secure Work from Home with Cisco's Webex & Security platform. Together with the help of both Cisco and its partners, customers quickly and safely migrated to Remote Home working.

Additionally, it has reassured its partners that their Cisco certifications, specializations, and authorizations will not be impacted during this time, even if they are unable to complete their training or take exams.

Cisco has been leveraging the power of technology and partnerships to help solve some of the biggest problems of society for over three decades now. It is committed to using technology to help communities adapt to this transformation and affect positive change.



CITRIX TURNING EMPLOYEE EXPERIENCE INTO A COMPETITIVE EDGE FOR ORGANIZATIONS

RAVINDRA KELKAR

Area Vice President, Indian Subcontinent
Citrix

PROMISING 2020

The past year has been quite an eventful year for technology. There has been a continued focus and support from company board level to use technology as a key business driver. In 2020, Indian businesses and communities will continue to have a transformative impact through technology.

Finally, it's the employees who make an organization successful. Of late, employee experience has become a centre stage conversation for many organizations. In fact, according to a global study from The Economist Intelligence Unit sponsored by Citrix, the employee experience is especially high on the business agenda in India, leading the world in this regard. 96% of Indian senior executives report that the employee experience has been discussed at senior management levels within their organisation.

Fundamentally, flexibility and ease of use are key pillars to enabling employee experience, which will be crucial for businesses going forward. With solutions like Citrix Workspace in their IT toolbox, Indian enterprises across sectors can experience a simpler and smarter way of working. Further, with Citrix's recent intelligent workspace offering, enterprises can enable faster data access, lesser distractions and increased efficiency for their employees.

SET AS A DIFFERENTIATOR

Digital technologies such as cloud based tools in business environments that enhance existing customer base and customer experiences, form an integral part of digital transformation. Customers themselves are the reason behind the major technological changes in companies these days. As modern businesses embrace this digital transformation at a rapid rate, customers will be at the forefront of every crucial decision.

Citrix believes that when an enterprise makes the move to cloud, customer success should be the central focus where the former is serving their needs daily rather than over a long period of time.

Citrix is committed to helping its partners with the right resources to provide indirect support through their customer success centre, and stimulate demand generation. Besides to ensure that its partners are armed with the right expertise for customers, Citrix is also adding deeper persona-based technical training, including improved access to demo systems and internal use programs to the Citrix technical SMEs.

This year, Citrix would also like to reiterate the importance of moving beyond virtualization to digital workspace. Selling Workspace provides partners with increased scale and an opportunity to reach a wider market.



DIGITAL INDIA MAKING STRIDES

For Citrix, digital transformation is a process and not a one-time project or a single event. According to it, it requires a long-term plan with many smaller sub-steps and milestones. Getting everyone on board by helping them embrace change is an important part of Citrix's journey.

In line with the government's focus on the Digital India mission, Citrix is also committed to making digitization a reality for its customers. Its R&D centre located in Bangalore, which is one of the largest locations worldwide, reinforces this commitment of Citrix by helping the company understand customer needs better in the product development stage itself.

Citrix has also recently announced the general availability of enhanced intelligent capabilities of Citrix Workspace, helping organizations turn employee experience into a competitive edge by providing the digital technologies needed to gain the space, to think more creatively and take control of their workdays. Further, with its entire suite of solutions like networking, cloud, analytics and workspace, Citrix is transforming how people work enabling a truly simplified future of work.





CHECK POINT SOFTWARE TECHNOLOGIES COMMITTED TOWARDS MEETING CUSTOMERS' EVOLVING SECURITY NEEDS



SUNDAR N BALASUBRAMANIAN

**Managing Director, India and SAARC -
Check Point Software Technologies**

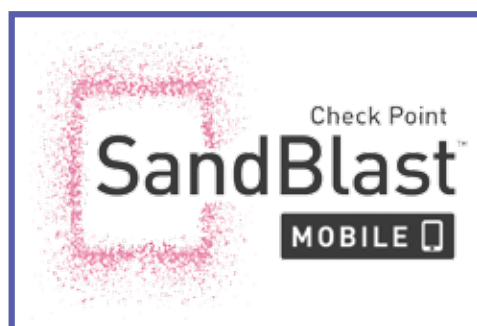


SUPPORTING CUSTOMERS IN 2020

As the world reels from COVID-19, Check Point Software Technologies continues to meet customers' evolving security needs with its leading-edge technologies secure networks, enterprise multi-cloud environments, endpoint, mobile devices, IoT and more.

The following are some key trends as well as Check Point's key priorities as COVID-19 continues to impact organizations in India and the rest of the world -

- **Remote working:** The pandemic resulted in many employees working from home. With this shift, employees face a reality where their living room is now part of the company's perimeter. With the rush to enable remote access, many companies allowed connectivity from unmanaged home PCs and mobile devices that often lacked basic cyber-hygiene such as updated software patches and anti-malware. Check Point helps organizations close security gaps and secure their networks, from employees' home PCs and mobiles to the enterprise data center, with a holistic, end-to-end security architecture.
- **Cloud:** The COVID-19 pandemic has accelerated digital transformation and the move to the cloud. Organizations have to restructure their network and security fabrics overnight, resulting in security gaps and new opportunities for cybercriminals. The lack of security practices such as misconfiguration and poor management of the cloud resources remain the most prominent threat to the cloud ecosystem, subjecting cloud assets to a wide array of attacks. Check Point offers broad and well integrated cloud security solutions to meet organisation's cloud needs.
- **IoT:** Many IoT devices still suffer from a lack of security and contain security vulnerabilities. Default usernames and passwords, lack of software updates and lack of security awareness by the manufacturers are just some of the reasons that make IoT devices vulnerable to attacks. As IoT increasingly becomes a key part of consumer products, Check Point helps businesses protect their smart devices and prepare for the wider adoption of IoT.



SET AS A DIFFERENTIATOR

2020 has handed marketers a huge challenge and a great opportunity. The COVID-19 global pandemic has proven that marketing strategies for all organisations need to remain agile to constant changes. This is no different for Check Point while keeping our core marketing principals intact.

Check Point's marketing strategy is focused on having an integrated plan targeting prospects. We also emphasize on the programs through our strong channel ecosystem as they are an integral part of our business model. We also continuously develop content that can help CISOs and CIOs make security a key boardroom discussion.

DIGITAL TRANSFORMATION AGENDA

Check Point believes the COVID-19 pandemic has brought about massive developments, accelerating several years' worth of Digital Transformation into just a few weeks. As enterprises continue to put more data on the cloud, network and end applications, the traditional security perimeter is proving to be ineffective, providing a backdoor for hackers to access enterprise systems. Check Point remains committed to providing customers with uncompromised, innovative protection against all types of threats.

CYBER SECURITY A PRIORITY

A survey by Check Point found that organizations were being hit by increased cyber-attacks, while having to manage the massive and rapid changes to their networks and employee working practices during the pandemic. 95% of respondents said they faced added IT security challenges with the provision of large-scale remote access for employees, as well as managing shadow IT usage. With the popularity of cloud computing and network-connected devices, there are now more ways to invade an organization. Some of the trends highlighted in Check Point's 2020 cyber security report include- targeted ransomware, increased number of phishing attacks and mobile malware attacks.

Additionally, the proliferation of IoT devices in consumer, enterprise, industrial and healthcare organizations, and their inherent security weaknesses, have created a security blind spot where cybercriminals launch 5th and 6th generation cyber-attacks to breach devices (IP camera surveillance), manipulate their operations (medical device infiltration) or even take over critical infrastructure (manufacturing plant) to generate colossal damage.

DIGITAL INDIA MAKING STRIDES

Check Point has been providing cyber security solutions to state data centers and India's Smart Cities. We are also focused on the energy, utility, oil and gas verticals to provide IOT and SCADA solutions. We also support the leading airports for their cloud and mobile security setups.

In addition, Check Point, through partnerships with higher education institutions as part of its SecureAcademy program, is helping build a comprehensive cyber security curriculum for students to enable future generations with the right skill sets to meet the cyber security demands of Digital India.

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SOFTWARE TECHNOLOGIES LTD



PROMISING 2020

In 2020, CommScope has realigned the business into four business segments - Venue & Campus Networks, Broadband Networks, Outdoor Wireless Networks, and Home Networks. By bringing similar technology and product platforms together, it will accelerate end-to-end networking systems development, shape the most advanced networks of the future and help its customers unlock the full potential of the coming 5G revolution.

Getting an efficient network foundation is critical for the next decade's 5G buildout, and CommScope is focused on helping operators use both their money and their spectrum efficiently, outdoors and indoors.

SET AS A DIFFERENTIATOR

In 2020, CommScope has executed its brand strategy roadmap with the consolidation of ARRIS and Ruckus into the CommScope brand, to further enhance its end-to-end portfolio of networking equipment.

One of the key marketing initiatives is a refresh to CommScope's website strategy. With the acquisition of ARRIS and Ruckus Networks, CommScope has merged its websites and launched the new [commscope.com](https://www.commscope.com) that showcases the broad capabilities, products and solutions along with its new company story.

CommScope will also continue to maintain its channel partner engagement. The new PartnerPRO program will enable to continually drive indirect demand with and through the partners, and meet the ever-evolving technology needs of CommScope's end customers.

DIGITAL TRANSFORMATION AGENDA

As businesses in India have undergone digital transformation, the amount of data stored in India is expected to skyrocket to 2.3 million petabytes in 2020, twice as fast as the worldwide rate, according to Cushman & Wakefield. With the Indian government passing the Data Protection Bill, which mandates data localization, the push for data localization will mean greater demand for data center and cloud services since data has to be stored in the country. Moreover, for Indian companies to stay competitive amidst the world's greatest remote working experiment, connectivity will become as critical as water and power.

As organizations plan for the next big thing in digital transformation, they also need to pay attention to the core component – the networks. To address this, CommScope offers Ruckus ICX 7850, the latest offering in Ruckus' extensive switch line-up, which delivers 100 GbE from edge to core.

CommScope is in an ideal position to help operators address the demands of consumers and enterprises and push the boundaries of technology with its robust portfolio.

CYBER SECURITY A PRIORITY

As employees take to remote working during the COVID-19 period, companies should invest in more network bandwidth to allow a greater number of secure VPN connections on an enterprise network.

There is also a recent strain of malware called Emotet which is particularly vicious and involves phishing attacks. Its most successful infection method is still accomplished by email campaigns; however, it now has a Wi-Fi attack vector in its toolbox and they are actively evolving those capabilities. Ruckus customers can substantially mitigate the effectiveness of the Emotet attempts by taking advantage of Client Isolation and our Dynamic PSK and Cloudpath secure onboarding capabilities to help protect them from this new attack vector.

DIGITAL INDIA MAKING STRIDES

5G has been launched in places around the world, but it is only in its infancy, and India is getting ready for the new generation network. As networks operators in India edge ahead for a connected future, CommScope has several new solutions to help operators address the demands of consumers and enterprises and simplify 5G roll-outs.

CommScope's new products and services in this area of 5G include -

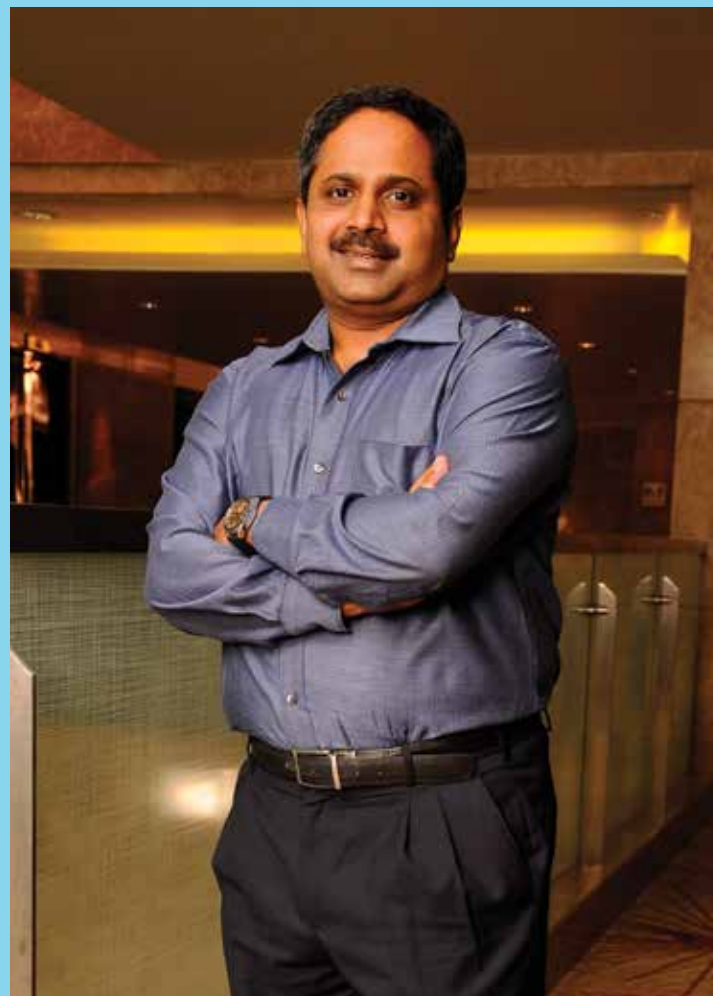
- New RUCKUS Wi-Fi 6 access points (APs)
- Advancements to CommScope's OneCell small cell include new 5G NR radios, 5G baseband virtualization and open fronthaul and management interfaces
- Expanded functionality of the RUCKUS IoT Suite with a new integrated LoRa network server

Solutions for 5G also include -

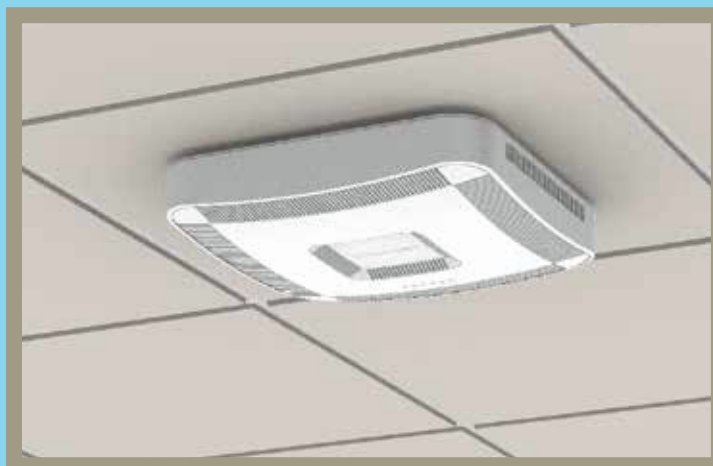
- Support for sub-6 GHz and mmWave 5G New Radio (NR) wireless connectivity on its NVG558 fixed wireless access (FWA) gateway platform
- Advanced solutions for Distributed Access Architecture and 10G that drive innovation for 5G and cable technologies.

COMMScope®

COMMScope HELPING CUSTOMERS TO UNLOCK THE POTENTIAL OF THE 5G REVOLUTION



J N MYLARIAH
Director, Enterprise Sales, India & SAARC -
CommScope





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AT COMMVAULT'S CORE LIES INNOVATION AND ITS 'BE READY' SPIRIT

SET AS A DIFFERENTIATOR

As consumer needs are dynamic, it leaves organisations with a choice to either stick to what their forte is and hope for the best or adapt to the changes, and evolve. That's the essence of what encouraged in reinventing the brand.

Commvault chose to build on its outstanding legacy by doing what it does best while going hand in hand with innovation. This strategic move led to its industry-leading product portfolio which enables its customers navigate the digital world successfully and always be Data Ready.



As a brand Commvault enables enterprises to re-imagine the way they manage their data, and leverage a one-stop solution that brings a smart, simple and hybrid IT approach. Its strongest pillar is its partners since a prominent chunk of its business comes through them and so Commvault continuously adapts to help its partners grow.

DIGITAL TRANSFORMATION AGENDA

As enterprises and their knowledge about Data evolve, solution providers will have to look at new and improved ways to set the benchmark for delivery for their customers, especially when it comes to data storage and safety.

There is a blurring line between primary and secondary data. With this paradigm shift, the expectations from secondary data to be resourceful and to drive value have also come in. That is why Commvault's

latest acquisition, Hedvig changes this game; it integrates the software-defined storage capabilities with the Commvault's industry-leading solution. Similarly, with Metallic Commvault brought in a powerful, impactful and cutting edge solution through a simple SaaS delivery.

CYBER SECURITY A PRIORITY

Cyber attacks will increase in number and complexities and there needs to be more preparedness in terms of handling them. The time is now for organizations to find proficient ways to have a proactive cyber risk framework and a state of compliance readiness.

When adversity arises, customers depend on Commvault to minimise the risk of losing their data and agility in recovering it. Commvault's objective is to guard backup data against being infected, deleted, changed, or corrupted. With the help of its capabilities, and contextual domain knowledge Commvault protects organisational data, applications, workloads, so that they can operate smoothly and seamlessly, even in the event of a cyber attack. That is why it is a preferred partner for enterprises to manage their data in an agile, secure, compliant way, which gives them a competitive edge.

DIGITAL INDIA MAKING STRIDES

As a leading global provider of data protection and management solutions, Commvault sees India to be at the epicentre of the digital economy by 2025. Its customers in the region are going through rapid evolution of digital transformation and Commvault is continuously innovating to equip them with capabilities to ensure their data stay safe, secure and compliant.

The digital India initiatives are also driving further growth in the data protection and storage sector as a whole. While adopting a successful data security strategy is crucial, the overall success of an organization relies heavily on how efficient their storage strategy is. There is a huge untapped potential in this market, and once the new bill is in place, the country will only require more players like Commvault to be active.

PROMISING 2020

The two prominent trends in 2020 that will have an impact on businesses as well as consumers are data security and governance. In the age of the thriving knowledge economy, winning customer trust would entail having a dynamic and robust data protection framework. 2020 will also see customised services that cater to and are aligned with domestic and cross border data exchange policies. Businesses will re-imagine data strategies and frameworks at the core of which will be superior healthy governance culture and a focus on revenue growth.

In the past two decades, Commvault has experienced tremendous growth, pioneered numerous industry shaping innovations, and established itself as a prominent, credible and visionary leader in data and information management. Today, Commvault is not just a global leader in delivering backup and recovery for the progressive enterprise but it is also the most innovative brand in this sector with over 800 issued patents with its customers.



RAMESH MAMGAIN


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CRAYON SOFTWARE REJUVENATES ITS BRAND IDENTITY TO REFLECT A MASSIVE EXPANSION IN ITS INFRASTRUCTURE AND SERVICES OFFERINGS

VIKAS BHONSLE
CEO - Crayon India

PROMISING 2020

Crayon Software has kept its spirits high, and in 2020 it has resolved to go high with its aspirations. Starting this year, Crayon Software introduced its security and customer cost optimization measures and updates to a service that improves online Office 365 employee training, as Covid-19 has forced everyone into home offices. Crayon Software services employing cost optimization techniques include: Software Asset Management (Cloud-iQ), Software and Cloud Analytics, Cloud By Design, Office 365 Right Size, and Agreement Optimization.

Crayon Software has also introduced its newly improved Empower-iQ platform as an app within Microsoft Teams that offers online training paths for Office 365 that will help companies scale up their cloud infrastructure while reducing operational costs. Only in the beginning of this year, Crayon Software strengthened its management team, expanded its market and increased capabilities. In 2020-21, it will continue making significant investments in people, customers, strategic partners, systems, and innovative offerings.

Right now, everything from the financial sector through education and manufacturing is aggressively considering cloud workforces and complete digitalization of their organizations. This is where Crayon Software will be focusing for the coming months.

SET AS A DIFFERENTIATOR

This year Crayon Software announced its new corporate brand identity aiming to reflect its service-oriented approach in helping customers' journey into the cloud, while ensuring that their IT estates are right sized, managed and optimized.

It signifies its transformation as a company, moving towards more service-oriented, cloud-based solutions. With Norwegian simplicity in its rebranding, the brand is sending a message that it offers everything a customer needs and nothing he/she does not, and that less is more and this is to create a unique identity for Crayon Software in the market.

DIGITAL TRANSFORMATION AGENDA

Times are difficult and yet Crayon Software is committed to helping its customers to deal with the new normal and help out with business continuity. It is available to map out the best solutions required to keep the work progress intact. Additionally, the company is providing learning tools to help the employees adapt to the new technology and become highly effective in working remotely via Microsoft Teams.

Crayon Software is committed to the safety of its customers and partners, as much as of its own family. It is operationally leveraging its technology platforms to help collaborate and communicate without disruption and with a connected feel. Crayon Software's strategy around providing a unified interface for its customers through the INTELLIGENT CLOUD is a substantiation of this experience economy.

CYBER SECURITY A PRIORITY

There should not be much room for disagreement when it comes to identifying ransomware as the current biggest threat of the times. Cyber criminals are taking advantage of the new normal, where devices are being shifted out of the safety of the workplace firewall. Phishing attacks and data breaches are the biggest threats being witnessed every day. All attempts are to fail the data access or corrupt the data storage. Hence, it is important that organizations focus on this.

DIGITAL INDIA MAKING STRIDES

It is an age-old dilemma where the budgets are spent on keeping the lights on and very little is left to adopt new technology. Optimisation of business assets and driving efficiency in operations become key in releasing resources to focus on new technology. Innovation is the name of the game today and one needs to be constantly looking at newer and better ways to approach customers' problems and solving them.

Crayon Software has already developed a state-of-the-art cloud platform that helps it to contribute in a small way towards India's DIGITAL INDIA initiative. It works with a lot of start-ups, ISVs and born in the cloud technology companies to accelerate their digital transformation journey. Crayon Software's CLOUD Economics practice coupled with optimisation techniques make technology extremely affordable for customers.

FACT FILE

Global Headquarter: **Oslo, Norway**
Year of inception: **2002**

Interesting Facts:

1. 50% of the workforce engaged in pureplay advisory & consulting services is on software & cloud.
2. We provide the strongest, robust & most intelligent cloud platform to the 2 most popular hyperscalers in the globe.
3. We address 80% of Global Market, which represents our services.
4. We have set up the ISV incubation center. Here we work with ISVs across industries & help them evaluate, based on their technology, the most attractive option on the cloud.
5. Another unique proposition is that we are one of the very few people, who have the expertise & capability to carry out GDPR assessments for our customers.
6. We optimize our customers' Digital IT spends by leveraging the expertise we have in Cloud Analytics. This has helped customers save a significant amount of money by optimizing their Cloud Infrastructures.

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Nationwide Network of Partners reaching more than 21 cities in India



Global LSP, CSP & SPLA Distributor & Partners of Microsoft



Vmware's and Redhat's Cloud Services Licensing Providers



GDPR practice to provide Gap Analysis and Controls for your business



Strong Partner Network of Global SI Hosters, ISV, CSP & MSP



Pulse (Partner Incentive Program and Core Knowledge base)



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VIVIAN GOMES
SVP & Head of Marketing
CSS Corp

CSS CORP WITNESSES AN ACCELERATED GROWTH BY HAVING EMBRACED THE 'NEW NORMAL'

PROMISING 2020

CSS Corp has been growing at a double digit growth rate and its resilience during the pandemic has further accelerated this growth. It was among the first companies in the industry to move its entire workforce across 18 locations globally to a 100% WFH model in March itself, while also setting up a 100% virtual hiring, onboarding, and training framework.

Consequently, CSS Corp grew its headcount by 15% in the April quarter this year. The brand has embraced the new normal and is leveraging cloud, AI, smart analytics, and intelligent automation across its client engagements to drive outcomes for them. It believes that the pandemic will accelerate the adoption of technology and insights-driven operational ecosystems for global organizations and IT service providers can add a lot of value in this journey.

SET AS A DIFFERENTIATOR

To create a strong brand presence in the IT services sector, it is imperative to balance out how an organization interacts with the external world through various channels – owned media, earned media and paid media. The brand of an organization is the sum of all the positive and negative commentary and perception about the company.

It is important to understand that branding is not just a by-product of what the marketing function drives but a collective outcome of efforts of all employees, customers, partners, and other stakeholders. Hence, it is important to not just create the right ammunition that can be delivered through the official communication of the organization, but also empower and enable the larger ecosystem to function as brand ambassadors.

In the last 2-3 years, CSS Corp has emerged as the most awarded company in its revenue range in the entire global IT services industry, which is a culmination of some of the above philosophy coming together.

DIGITAL TRANSFORMATION AGENDA

The evolution of technology has made it a consumers' world today and customer experience is central to that theme. Inertia is the biggest impediment that prevents organizations from getting into the big league. There are enough

examples of erstwhile industry giants vanishing as they could not innovate and adapt. CSS Corp specializes in helping its customers manage their customer engagement layer, whether it is by providing front office customer experience and support, or even managing the entire digital infrastructure that enables smooth customer interaction.

CSS Corp's home-grown outcome-focused solutions have helped customers gain step-function and progressive value realization by delivering world-class customer experience.

CYBER SECURITY A PRIORITY

The new normal of Work-From-Home for millions of business workers has introduced new threat vectors from a cyber security perspective. While these threats are not new, their scale is a matter of concern and a small miss can lead to catastrophic repercussions for organizations.

Hence it is important to lay special emphasis on employee training and awareness around cyber security, not just in their workplace but also in their personal lives. The number of digital interfaces has multiplied to such an extent that sometimes people at large can fall into the trap of trusting a digital medium by default. It is important to have a zero-trust philosophy in organizations to safeguard against potential vulnerabilities.

DIGITAL INDIA MAKING STRIDES

In this age of digital transformation, it is important to get the strategy right for success. There are umpteen cases of organizations investing dollars to join the digital bandwagon like their peers, but not realizing the results they had set out for. There are enough and more case studies in the market that one can learn from, so it is important to get the right horses for courses, who can execute the management's strategic imperatives with right guidance from industry experts.

The Digital India initiative is an imperative in today's times as it can have a large impact on the masses in a relatively shorter timeframe. CSS Corp runs several CSR initiatives, such as skilling programs for rural youth to make them employable to participate in the digital revolution.



CTRLS EMERGING AS THE WORLD'S LARGEST RATED-4 HYPERSCALE DATACENTER SERVICE PROVIDER



B.S. RAO
Vice President, Marketing -
CtrlS Datacenters Ltd

PROMISING 2020

As an organization, CtrlS is expanding its global footprint from the current 26 countries to 80 countries worldwide. Within India, it has initiated constructing its 5 million square feet Rated-4 Hyperscale data center facilities. Two million square feet is planned in Mumbai and Hyderabad each, while one million is planned in Chennai. With that, CtrlS will be enjoying a total footprint of 6 million square feet of rated-4 hyperscale datacenter space in the country.

In the early part of April 2020, CtrlS launched affordable pandemic ready solutions for enterprises including virtual desktop infrastructure (VDI), data loss prevention (DLP), managed security services, unique IT modernization and cloud migration services.

From a datacenter services perspective, it commissioned its Mumbai Hyperscale DC2, which is the world's first solar covered datacenter. The Mumbai Hyperscale DC3 is almost operational, while the Mumbai Hyperscale DC4 is under construction and will be ready for occupancy by December 2020.

SET AS A DIFFERENTIATOR

CtrlS practices 'Customer First' philosophy which is part of its organizational DNA. Every employee, every process and technology deployed is aimed at providing pro-active services to its customers, which is why its Net Promoter Score (NPS) stands at 68. This is testified by the fact that 80% of its customers have been with CtrlS for close to a decade displaying enviable loyalty.

COVID-19 accelerated the digital marketing journey of CtrlS. Today, it engages its prospective customers completely through the digital platforms and engages them to address their pain points through innovative digital marketing strategies.

DIGITAL TRANSFORMATION AGENDA

Customer expectations have undergone a sea change in 2020 versus 2019 due to COVID-19 pandemic. Businesses that have been severely affected by the pandemic have a totally different approach, while there are some who have witnessed rapid growth arising out of the opportunities during the pandemic. Both the aviation and hospitality sectors have witnessed major drop in revenues, in some cases they have had to lay-off people as well. The auto manufacturing sector witnessed near zero sales. While OTT players, online meeting platforms, online grocers, digital classrooms have witnessed rapid growth.

CtrlS is helping distressed customers with compassion and extending all support to ensure their needs are met to satisfaction, while to those experiencing growth, CtrlS has provided innovative solutions across its datacenter, cloud, managed services and security services portfolios.

CYBER SECURITY A PRIORITY

Cybersecurity threats will also be a constant. Security threats will continue to plague the businesses. Of course, one can re-install an application and re-configure a server or a network device. However, data cannot be recovered if it's erased or corrupted beyond recovery. Hence protection of data should be the key focus of every business. If a security attack can erase all the copies of the database including their DR data of a 30 year data of all the bank transactions beyond recovery, the bank in all likelihood will be out of business immediately. Hence, security is paramount. Every CISO should contain internal threats, threats from ex-employees and other external attacks to secure the critical data.

DIGITAL INDIA MAKING STRIDES

Today datacenters are the nerve centres of an economy. If one wishes to watch a movie on demand through an OTT player, or wishes to pay a vendor through a mobile wallet, or book an air ticket, or order online groceries, or attend an online classroom they will eventually be utilizing an application which in all probability is hosted in a datacenter. Today, CtrlS powers 70% of India's total financial transactions, 50% of India's e-commerce buy transactions and 72% of all cloud transactions. It is therefore playing a key role in enabling 627 million internet users, 200 million online shoppers, 500 million smartphone users and 100+ million OTT subscribers.

Lastly, CtrlS is deploying 500 edge data centers across the country in two phases, while in the third phase it will cross 1,000 edge datacenters. This will further its objective of taking data closer to the customers in Tier-2 and Tier-3 cities and will continue to be an integral part of the Digital India initiative.



CYBERNETYX AIMS TO EDUCATE ITS CUSTOMERS AND DELIVERS VALUE FOR A BETTER OUTCOME



RAMYA CHATTERJEE
CEO – Cybernetyx

PROMISING 2020

Cybernetyx is a global leader in interactive technology. The company's flagship technology EyeRIS is being used in millions of devices by display giants such as NEC, ViewSonic etc. This year, the company has introduced a whole new way of collaboration in business and education.

For businesses, Cybernetyx has introduced Thinker, Thinker Connect, Thinker View and Thinker Hub to offer optimal video conferencing & collaboration solutions with MeetEQ AI technology. Perfect for professional meetings, the Thinker series devices work equally well for personal meetings too.

For the education sector, Cybernetyx has designed hybrid classroom devices that enable teachers to conduct face-to-face and virtual classes, simultaneously. These devices, named Galileo One, EyeRIS One, EyeRIS Pro, Spark Panel and Quiriosity are powered by Kneura, an Intelligent Education platform with cloud connectivity that enables educational institutions to impart live and virtual classes at the same time.

SET AS A DIFFERENTIATOR

Crafting the product persona for customers is the most important aspect of marketing. Cybernetyx spends time drilling into who its customers are and what they look for. It identifies the core pillars and builds them, defines the essence of the brand, adds its promise, besides defining the vision of the product.

The focus of Cybernetyx is to educate customers, address their pain points, solve their problems, and provide them value in their regular tasks to derive better outcomes. Deploying advanced technologies like AI and ML, we embed data into our mainstream thinking and business strategies and further translate it into positive business results. This year, the medium to reach out to people is focussed on digital marketing through different forms of content like video, AdWords, content marketing, infographics, and social media marketing.

DIGITAL TRANSFORMATION AGENDA

Continuing the vision of 2019, Cybernetyx started the year 2020 with great enthusiasm but the pandemic brought the whole world to a standstill. Overnight, the onslaught of COVID – 19 deviated people from their long-term set goals.

Cybernetyx however witnessed a surge in the demand for its products that offer industry-best video conferencing, with or without touch interactivity and whiteboarding tools.

Its hybrid classroom has also gained a huge popularity in a very short span of time with its online and offline modes at the same time. Though the delivery of its products got halted due to logistics and transportation related bottlenecks during lockdown, the stakeholders always showed their trust in Cybernetyx. This boosted its confidence further.

CYBER SECURITY A PRIORITY

Today, when everyone is counting heavily on video conferencing / Live tutoring / cloud-based collaboration to continue learning, data security and privacy features built into the educational apps are of utmost importance. Cybernetyx's platform is secured with a 128-bit Advanced Encryption Standard (AES) protection key, implemented in its software and hardware to encrypt sensitive data and the connection is made over a secure network – Hypertext Transfer Protocol Secure (HTTPS).

Cybernetyx has also added an additional layer of security to its Kneura Platform. Besides the company is GDPR compliant and transparent about how users' data is used and protected. It collects the personal information that is needed to provide the service or product, with the permission of users.

DIGITAL INDIA MAKING STRIDES

Relying on technological strategy that once worked wonder is no longer an option for companies that aim to stay ahead in the competition. To simplify the R&D activities of the company, Cybernetyx has centralized all its research and development activities in its Bangalore centre to gain maximum synergies across all its products and pipeline programs and simplify & reduce back-office processes.

Complementing the Digital India initiative, Cybernetyx has undertaken Education ICT projects under the Smart City plan. In 2019, the Rajasthan Government installed more than 5,100 EyeRIS IWBs from Cybernetyx in Government schools. The Government of Gujarat installed the Cybernetyx EyeRIS solution in nearly 4,100 classrooms as a part of the Gyan Kunj project.

The Intelligent Education Platform, Kneura and all its devices in the education vertical including EyeRIS series and Galileo Series are developed by its Bangalore team. Going forward, Cybernetyx is also planning to develop & manufacture its Enterprise products in India too.





Virtual worlds extend and improve the real world

SCIENCE IS IN THE DNA OF DASSAULT SYSTEMES THAT DRIVES INDUSTRIAL INNOVATIONS

PROMISING 2020

The ambition of Dassault Systèmes is to harmonize product, life and nature, the scope of which has further broadened in 2020. Over the last four decades, Dassault Systèmes technologies have been at the forefront of technological innovations worldwide. In 1989, Dassault Systèmes created the first virtual twin of a giant airplane, the Boeing 777. In 2012, Dassault Systèmes launched the 3DEXPERIENCE platform observing that the world was shifting to an experience economy that values usage over product.

Today, Dassault Systèmes is capable of applying the knowledge and know-how it acquired in the non-organic world to the living world, extending its focus from things to life. Dassault Systèmes has recently announced globally strategic direction for the coming years, focused on transforming how people are cured and helping them live a better life by making the virtual twin experience of the human body possible.

SET AS A DIFFERENTIATOR

Dassault Systèmes is a purpose-driven company. It is driven by the purpose to provide business and people with 3DEXPERIENCE universes to imagine sustainable innovations capable of harmonizing product, nature and life. In 2020, the company is relooking and redefining its Value Creation process. The basis of its offerings is the Industry Solutions approach that Dassault Systèmes has been successfully developing since 2012.

Science is part of Dassault Systèmes' DNA. It applies science to drive industrial innovation. In fact it is the only player in the market that offers advanced multi-physics, multi-scale approach.

Dassault Systèmes is also eager to help India's brightest entrepreneurs bring their ideas to life. It recognizes the massive potential that the cloud holds for Indian startups and to make this accessible to the country's startup community, the company has introduced 3DEXPERIENCE for Startups at an exclusive discounted rate.

DIGITAL TRANSFORMATION AGENDA

As a world-leading 3D technology organization, Dassault Systèmes is prepared to take upon the challenges that are expected, especially in context to provide enhanced customer experiences and development of world-class products across industries. It would be providing virtual reality offerings in the manufacturing domain and integrate the 3DEXPERIENCE platform applications in the IT infrastructure of our customers, enabling them a seamless experience while designing and simulation of a product without investing in the physical prototype.



SHREE HARSHA

Director Marketing, India, Dassault Systèmes

Dassault Systèmes' focus has been on enabling digital continuity and to do so in a much broader fashion. The 3DEXPERIENCE platform is a critical enabler of this digital continuity.

CYBER SECURITY A PRIORITY

In this information-driven age, cyber threats are becoming more of a norm than an exception for businesses. With businesses getting more prone to cyber-attacks, organizations' focus on cybersecurity has increased like never before. Cybersecurity will be of paramount importance in 2020, and even the governments and regulatory bodies are already taking action to safeguard the data prevailing online.

Today, the development of more and more products is multi-discipline in nature. Given the need to have key capabilities around electronics, software engineering, thermal modelling, Hardware architecture so essentially that there is a dire need of Model based Systemes Engineering approach to be adopted by many organizations to analyze potential "what-if" scenarios and understand the potential threats and loop holes at the systems level. So, systems engineering practices are an essential ingredient of platform-based engineering, and the growing role of embedded software is reinforcing the need for them.

DIGITAL INDIA MAKING STRIDES

Research and development (R&D) is a key business focus for Dassault Systèmes. In India, it has an R&D lab in Pune and Bengaluru and everything that's done in these centers is not only for India but for the world. Its R&D spend is somewhere above 30%, and in terms of resources, it would be even more. It has a talented team of more than 2,000 employees working in R&D in India and has significantly expanded its centre in Pune over the years. All of its operations that take place from the centre are well aligned with the government's "Make in India" and "Digital India" & "Skill India" initiatives.



DE-CIX STAYS TRUE TO ITS VISION OF MAKING INTERCONNECTION EASY – ANYWHERE

SUDHIR KUNDER,
Senior Vice President - National Head Sales
at DE-CIX Interwire, India

Together with going beyond peering and launching its Cloud Exchange and the DirectCLOUD service plus the technical innovations DE-CIX will be able to implement, this is the framework for its future marketing strategy and communication.

DIGITAL TRANSFORMATION AGENDA

For DE-CIX, customer satisfaction in every touchpoint during the entire lifecycle of the relationship is the most important aspect. With the right strategic investments this year, the company has been able to offer its customers best in class SLAs. This year has also seen upgrading its network to upscaling its intra datacentre capacities to 250 Gigs; bigger customers now have multiple 100GE ports provisioned with DE-CIX.

In the last 3 months, DE-CIX had the highest number of customer upgrades (66%) and was seamlessly able to serve the huge demand between February and July as the industry saw an increase of 975% in OTTs and content space, 555% in Gaming and 177 % in ISP space.

CYBER SECURITY A PRIORITY

Cybercrime is increasingly affecting personal security and even the stability of society as a whole. 70% of all breaches still originate at endpoints, despite the increased IT –spending.

Cybersecurity should dominate the priorities of every organization as each one adapts to a post-COVID-19 world. The identities of remote workers and devices are the new security perimeter. Vulnerabilities in real-time operating systems do exist and need to be managed well in advance. Few other major threats to be dealt with are cross-site scripting and mobile malware.

DIGITAL INDIA MAKING STRIDES

With one of the world's largest and most experienced Research & Development team in its field of business, DE-CIX works on adopting novel technology paradigms for developing and designing a next generation Internet Exchange. Its R&D team runs projects with public and governmental initiatives to find new technical opportunities to further drive digital innovation in the market.

Besides, DE-CIX shares the results with the Internet communities, both operational and scientific, and makes solutions available as open source.

DE-CIX India is one of the top contributors for digital India. It works hard to make the Internet infrastructure stronger and more secure with its interconnection platform. The costs of the Internet are brought down without compromising on the quality. Its DirectCLOUD service has also been a game-changer.

PROMISING 2020

DE-CIX India runs carrier and datacentre-neutral IXs in the cities of Mumbai, Delhi, Kolkata, and Chennai. It has recently upgraded the Indian infrastructure from traditional peering platform to the access and service model, to offer a wide array of interconnection services in addition to domestic peering. This year DE-CIX intends to not only upgrade and increase its points of presence (PoPs) in India, but also look forward to offering more value-added services such as DirectCLOUD, Microsoft Azure Peering Service, Blackholing DDoS mitigation and more.

During this financial year, DE-CIX has added over 75 Indian and international customers and increased its subscribed port capacity to over 66%. Since COVID-19 lockdowns, it has opened three more PoPs across Mumbai, Chennai and Delhi.

The DirectCLOUD service of DE-CIX is an extremely important enabler to help the enterprises in their digital transformation journey. An additional service soon to be launched in India, Microsoft Azure Peering Service, will also be a huge supporter for the enterprises and their interconnection strategies.

SET AS A DIFFERENTIATOR

Having done this for 25 years now, DE-CIX believes that directly interconnected networks are the best way to safeguard the digital future. With its presence in Mumbai, Delhi, Kolkata and Chennai, DE-CIX covers not only the most important sea cable landing points for the whole subcontinent, but also the industrial and financial capitals, as well as the four very much different regions of the country. It will keep on growing and driving this ecosystem by remaining a data centre, carrier and cloud neutral interconnection platform, constantly available, offering flexible services on one access at DE-CIX.

DE-CIX INDIA

Your interconnection platform from peering to cloud connectivity



Dallas, New York, Athens, Lisbon, Madrid, Marseille, Palermo, Berlin, Dusseldorf, Frankfurt, Hamburg, Munich, Moscow, St Petersburg, Istanbul, Dubai, Johor Bahru, Kuala Lumpur, Singapore

Mumbai

Delhi

Chennai

Kolkata

DE-CIX provides premium interconnection services and runs 23 carrier and data center-neutral Internet Exchanges globally.

One access to our interconnection ecosystems in Mumbai, Delhi, Kolkata or Chennai will open game-changing opportunities to businesses across a industries.

Peering, either local or remote, allows you to access hundreds of networks with only one connection at DE-CIX.

DirectCLOUD connects your company's infrastructure to the selected cloud service provider.

We make interconnection easy. Anywhere.



Where networks meet

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ALOK OHRIE
President and Managing Director
Dell Technologies India

PROMISING 2020

2020 marks the beginning of what Dell Technologies calls the Next Data Decade, and there is no doubt that Dell is entering this era with high expectations of what technology can make possible, for how we live, work and play.

Dell Technologies' 'CIO Priorities' Survey slated the key FY21 priorities to help its customers as follows -

- 79% respondents indicated an increase in their IT investment for 2020
- Products and solutions for the growth in data storage
- IT infrastructure is the bedrock of digital transformation, giving businesses much needed agility to respond to market dynamics
- Top areas of investment -
 - o Security
 - o Cloud
 - o AI / ML
 - o Enterprise Applications

SET AS A DIFFERENTIATOR

Dell Technologies' strategy continues to focus on the massive digital transformation wave, promising significant change in businesses across the country, both large and small. Dell Technologies looks to its partner with organizations on every account – be it transactional or strategic. This will enable the company to lead both, volume driven conversations (and thus scale), as well as value driven conversations. With the advent of the data decade, Dell Technologies with its vast product portfolio will tap into the opportunities with large enterprises as they saddle hybrid cloud conversations. Engaging with medium/small businesses is imperative too, as they start adopting digital transformation for driving effectiveness and growth for their businesses. Some of the most promising verticals that will undergo digital transformation are banking/finance, web technology companies (those on the growth curve) as well as engaging with the Government.



THE ADVENT OF THE DATA DECADE SIGNALS HUGE OPPORTUNITIES FOR DELL TECHNOLOGIES

DIGITAL TRANSFORMATION AGENDA

As it enters the Next Data Decade, Dell is optimistic and excited about what the future holds. The steps Dell Technologies customers will take in 2020, to get the most out of their data will set forth new breakthroughs in technology that everyone will experience in some way, whether it is through a more powerful device, faster medical treatment, more accessible education, less waste and cleaner air. The new breakthroughs and technology trends, which will set the tone for what is to come over the next 10 years, basis recent 2020 technology predictions, are -

- 2020 will prove that it is time to keep 'IT' simple
- Cloud co-existence sees rolling thunder
- What you get is what you pay
- 'The Edge' rapidly expands into the enterprise
- Intelligent devices change the way you work and collaborate
- Innovating with integrity, sourcing sustainably

CYBER SECURITY A PRIORITY

Security cannot be seen in isolation or as an 'add on' in any conversation. Cyber Security is an integral part of the experience for end users as well as data center managers. Security is taken very seriously and often bubbles up as a key consideration during boardroom conversations. Companies, therefore constantly need to maintain a strategic and tactical view on cyber security and how to mitigate the risks.

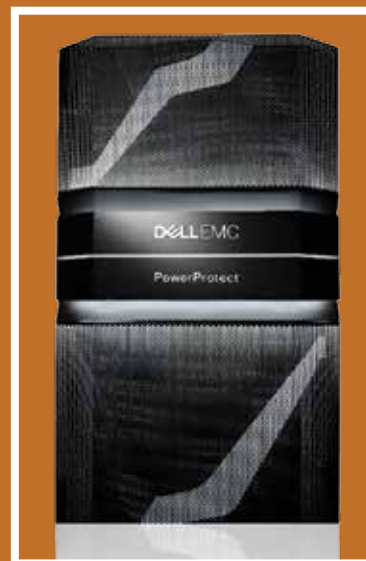
Edge devices are where the breach happens at most, hence having an integrated solution from a user experience, as well as manageability view point is critical for ensuring security operations.



DIGITAL INDIA MAKING STRIDES

The R&D setup in India is at the heart of Dell's transformational journey that is fast fueling global growth. The India R&D team now contributes towards a full cycle of innovation on Dell's future-ready enterprise solutions - Storage, Server & Networking.

With India moving towards becoming a \$5 trillion economy by 2025, a huge potential is seen specifically in government and public sector, driven on the back of investments being made in Digital India. Dell Technologies has been pivotal to many mission critical deployments such as GST Network, Central Board of Excise and Customs, eTDS which are fueling digital financial prowess in the country. Critical citizen data initiatives like Aadhar have a large deployment of its storage and server products. National Informatics Center is the backbone of Government of India's digital initiatives like eOffice, eTransport, and eHealth and Dell Technologies powers critical datacenters and cloud to enable this journey.





DENAVE DELIVERING VALUE TO THE GLOBAL SALES ECOSYSTEM WITH ITS SALES ENABLEMENT SERVICES

PROMISING 2020

We are all aligning to the new normal in the wake of unprecedented challenges posed by the pandemic outbreak. As an organization we are looking at this situation as a catalyst to fast track innovations and working on new service methodologies to continue influencing and enabling sales for our customers. Beyond this over-arching strategy, some of the key priorities for 2020 are –

On the business front: Maintain top line with minimum impact on the bottom line, fast-tracking Denave's business operation Digitization to improve internal efficiencies and helping customers regain lost ground with innovative new service lines enabling a faster recovery.

On the Service offering front: Strengthening Denave's Sales Enablement Service offering with a strong Digital Marketing Service offering as a connector between Marketing and Sales, leveraging Denave's strong Analytics and Technology DNA and launching new Techno-Digital enabled retail and tele-sales services to adapt to the changing dynamics in the world of sales.

SET AS A DIFFERENTIATOR

A brand is suitably differentiated in terms of its unique and innovative approach to resolving customer's pain points, providing superior, seamless and standard customer experience and ultimately converting the customer into 'brand-vocates'. Denave's vision is to 'Deliver value to the global sales ecosystem with progressive sales enablement services.' It focuses on empowering sellers (which are its customers) through their sales journey with an intelligent mix of people, process, technology and innovation. It has evolved its marketing strategy with focus on content that answers customer's query at every step of its purchase journey.

In alignment with the business focus for FY '20-'21 & strengthening the brand persona as a 'global sales tech company', Denave is also investing in developing technology solutions. This primarily means that all its offerings – be it competencies, services or solutions will be hand-in-gloves with technology and digital affinity. All its marketing and brand differentiation efforts are built in accordance with this prime objective.

DIGITAL TRANSFORMATION AGENDA

While the digital transformation journey was supposed to progress as it is in line with our plans, but the current situation definitely pushed the accelerator on all our plans, and for good. Denave's business model movement has been from service focus to both service and product focus, all in lieu of enhancing its customer's experience! It enables its customers to expand their customer reach, boost their sales strategies with crucial insights pertaining to the market and their target customers with incremental revenue impact. In the present post-pandemic scenario, we have re-aligned our Sellers Journey focus to enable a sales-recovery for our customers. The five broad steps that will enable the road to sales-recovery around which Denave's present service offerings are focussed are:

- Reconnecting with existing and new potential customers;
- Reaching out with the best offerings quickly;
- Realigning messages in line with present market conditions and dynamics;
- Converting customers using new methods in the present remote-interaction world;
- Fulfilling the customers need in the most effective ways leveraging the sales ecosystem

Evolving trends in AI, Virtual Reality, Augmented Reality, IoT, Data Analytics etc. are playing an extensive role in substantial optimization of the sales process. Along with this, the micro-targeting which is resultant of requisite information being captured at the right time, right moment along with the precise need detection, allows minimal time-consuming price negotiations resulting in quick closures.



SNEHASHISH BHATTACHARJEE
Global CEO - Denave

R&D FOR THE NEW MARKET

R&D enables exploring and adopting intelligent solutions and intuitive products which are smart and scalable in keeping with the evolving technology dynamics. This steers the innovative growth – of business, of country and of the countries. In a similar context, the management of R&D activities is a key factor allowing achievement of future growth. The rating factor almost always comprise gross investment in developing/implementing the products/solutions and net income generated.

At Denave, the significance of R&D is estimated in the same vein. Taking example of its Intelligent Database Management service, which aims at providing contactable, scalable and efficient databases to customers. The service comprises 'Whitespace Discovery', 'Data Cleaning', and 'Database Profiling' that helps reduce time and efforts effecting the input cost involved in sales. It employs in-house developed Machine Learning (ML) and Artificial Intelligence (AI) bots that source, clean, standardise and profile data so that customers, primarily giant technology companies, can get high volumes of quality prospects to start their sales and marketing journey on the perfect note.

Lastly, new normal demands new strategies and with apt research, market understanding & ammunition of its services, Denave is continuing to strengthen the sales ecosystem while leveraging the new opportunities which the market has presented.





D-LINK CONTINUES ITS EFFORTS IN BRINGING OUT INNOVATIVE NETWORK SOLUTIONS IN 2020

PROMISING 2020

D-Link is a premium networking brand in the country that leads the networking segment with its end-to-end networking solution. It is a trusted brand in the WLAN segment while also being a prominent player in the structured cabling segment.

Further with its foray into the CCTV segment, D-Link has diversified its product portfolio, and now it enjoys a considerable market share in this space.

D-Link has and will continue to bring innovation in networking. D-Link's team of engineers has been working on developing products that are secure & future ready. Recently D-Link launched a series of McAfee enabled routers for the India market. Utilizing technologies such as Artificial Intelligence, Mesh, 5G, and Wi-Fi 6, D-Link's latest solutions create a truly intelligent connection. For SMBs, D-Link continues to build innovative network solutions that meet all business networking needs.

To enhance business innovation, D-Link has developed new technology, such as the Nuclias Cloud Networking Solution. 2020 will hence see more advanced products coming out from the house of D-Link.

SET AS A DIFFERENTIATOR

D-Link has been actively working towards understanding the evolving market needs and enabling customers with customized solutions.

In addition to Digital medium, D-Link continues to leverage on traditional marketing methods like print advertisement, billboards, Point-of-purchase display etc. to establish a strong customer relationship.

With D-Link's marketing campaigns, it seeks to extend its Innovative networking solution to the masses as well as business enterprises and help differentiate the brand positioning.



TUSHAR SIGHAT
MD & CEO, D-Link (India) Ltd.

DIGITAL TRANSFORMATION AGENDA

D-Link leverages technologies like Artificial Intelligence (AI) and Analytics to expand sales, customer acquisition, analyze buying trends and improve customer experience. These efforts have helped it to exemplify its brand value, enhance customer confidence along with conviction from business partners when it comes to doing business with D-Link. Over the years D-Link has built a strong digital team which is constantly working towards enhancing its presence across digital platforms – both social & business networks.

CYBER SECURITY A PRIORITY

Cyber security today is an important aspect of any business. D-Link is mindful of the cyber threats and has defined its cyber security policy to ensure utmost security of its business. Through learning programs, D-Link has empowered its employees on the importance of data protection and security protocols. The company has also invested in cybersecurity tools like antivirus software, firewall, and other privacy tools to automatically scan threats.

D-Link products also feature high level security features that make it difficult for intruders and hackers to invade into the customer network. D-Link's very recent introduction - EXO series Smart Mesh Wi-Fi Routers are equipped with McAfee protection; so one can easily defend themselves at the network level way before threats come close. McAfee Secure Home Platform in the D-Link EXO Routers protects all devices connected to the network, and emerging threats are identified and blocked even before it comes close. D-Link Business Cloud is another such solution that is equipped with security features and UTM capabilities which allow for service blocking and site blocking.

DIGITAL INDIA MAKING STRIDES

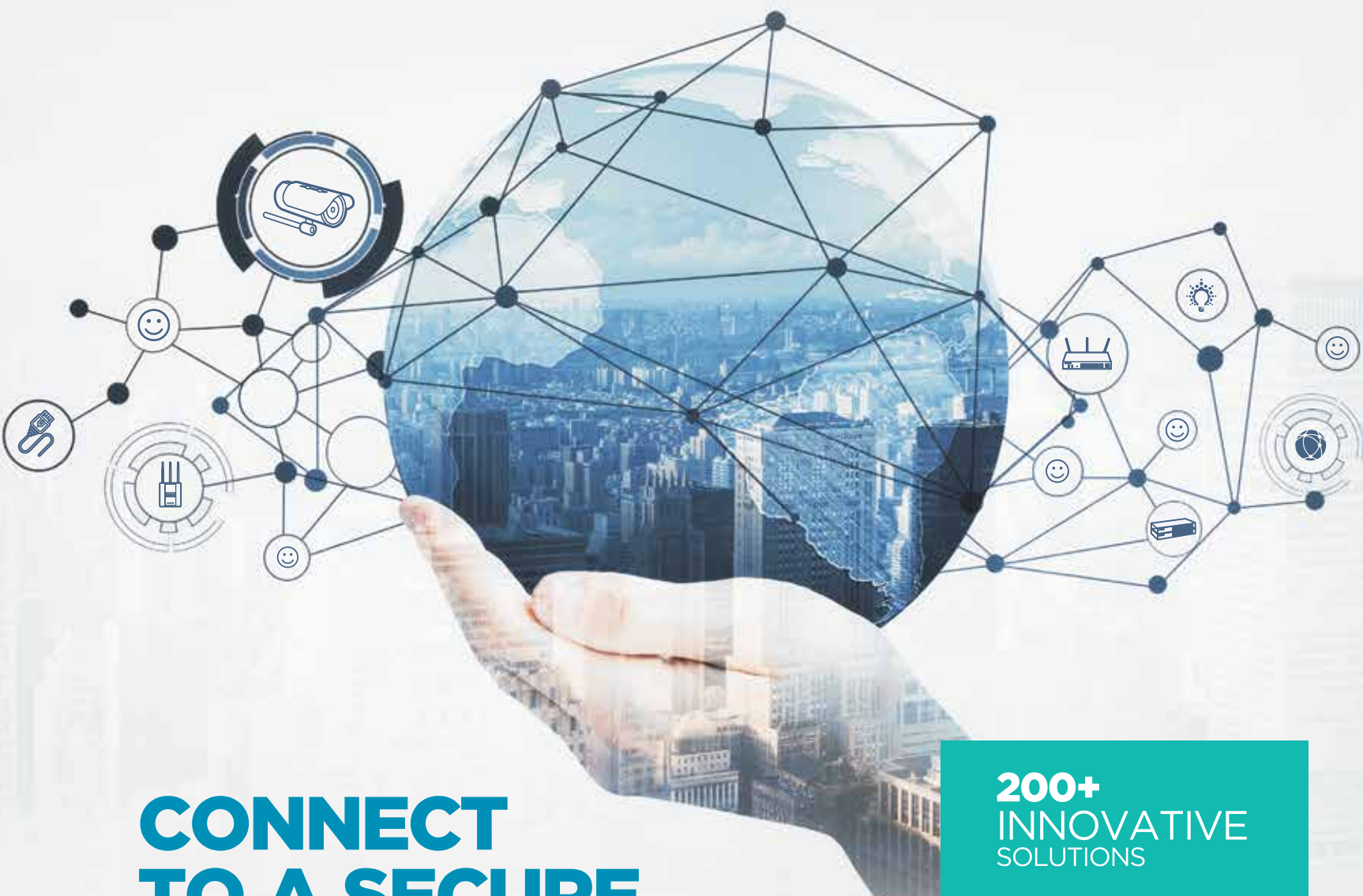
Innovation has been at the core of D-Link's Business strategy. It has led the networking segment with Innovation for over three decades, and it is this passion for innovation that continues to define D-Link's success.

The Digital India campaign has specifically led to a boost in the ICT segment, as the government is working towards laying the foundation for a strong IT infrastructure that can efficiently support its vision of a digitized economy. D-Link is thrilled at the plethora of opportunities being presented and is all set to support the government endeavour of Building a Digital India.

D-Link is also focusing on 'Make in India'; at present more than 45% of its products are manufactured in India. The target is to take it to 80% plus in the next 2 to 3 years.

Connect to
more

D-Link[®]
Building Networks for People



CONNECT TO A SECURE WORLD

With a brand that spells Trust & Excellence.
D-Link with its legacy of over three decades
lets you connect to a secure & safer Digital World!

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SOLUTIONS

2500+
PARTNERS
ACROSS INDIA

250+
D-LINK CARE
SERVICE POINTS



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ECS WANTS TO BE CONNECTED TILL THE LAST MILE IN THE VALUE CHAIN

RAJSHEKHAR BHATT
Country Manager
ECS

DIGITAL TRANSFORMATION AGENDA

ECS spends a lot of energy in designing and planning its products based on feedback from the vendors, OEMs & ODM partners and channel partners. It has a plan & product in place to meet the expectations of its actual users and at the same time ensuring that everyone in the value chain are benefited and updated on ECS' strategy and roadmap.

CYBER SECURITY A PRIORITY

Cyber threats can't be ignored at any cost. Even during the present COVID-19, when people are facing a tough time, fraudsters find ways to commit cyber frauds. This is the flipside of technology and so this should not be overlooked.

DIGITAL INDIA MAKING STRIDES

ECS has been working on all Govt. initiatives, right from the stage of making the product/hardware solution work seamlessly in this program technically and commercially.

PROMISING 2020

ECS believes that the year 2020-2021 will be both interesting and challenging. It expects enterprises to look at products which increase their productivity and security at an affordable price. Having said this, ECS has already spent a lot of efforts in its R&D team and has moved from product selling to solution selling.

Some of the key areas that ECS is looking at are Smart City Solutions, Smart Logistic, Smart Transportation, Smart Education and Smart Enterprise. Some of the upcoming new products will have AI solutions build in it.

SET AS A DIFFERENTIATOR

ECS wants to be connected till the last mile. Conventionally a company like ECS is supposed to have a strong connect with the channel but for the past few years and moving forward, the company wants to reach closer to the actual users. By doing this it is not only able to educate but most importantly learn from them and come closer with the System integrators who are involved.

The marketing strategy of ECS will be focused around people to experience the product in real or virtual.





GOVIND RAMMURTHY
Managing Director and
CEO MicroWorld

PROMISING 2020

For 2020, MicroWorld has set its eyes on specific business goals and is looking forward to braving any challenges that would help it better itself. With an established channel network that is growing by the day, the company is looking forward to making MicroWorld a more customer-centric brand. Consequently, MicroWorld plans to create awareness about discovering existing vulnerabilities in the IT infrastructure, through its brand Nemasis which is a Vulnerability Management Suite. The focus is on discovering vulnerabilities before they can be exploited by threat actors.

SET AS A DIFFERENTIATOR

MicroWorld is one of the few Indian cybersecurity solution providers that offer solutions like AntiVirus, MailScan, and Vulnerability Management Suite, and has carved a unique niche for them in the domestic market; the company looks forward to expanding its advantage overseas as well. MicroWorld has been a channel oriented organization, however, this year the company is looking forward to adopting a more all-round approach when it comes to its marketing strategy. It wants to create awareness among the masses that include businesses and end customers alike on the evolving threat landscape.

With the country opting to go digital, MicroWorld wants to aid the transformation by letting them know that cybersecurity can also be proactive rather than just reactive. MicroWorld plans to spread the message through its digital and social media channels, while educating its partners as well. Apart from this, MicroWorld will continue to come up with various offers to help its channel team promote both its brands.

DIGITAL TRANSFORMATION AGENDA

MicroWorld has had a rich history of providing positive customer experience through the last two decades and are elated to share that they have only got better with time since its inception. MicroWorld has a dedicated support team that is



MicroWorld – Helping organizations identify their security vulnerabilities through its brand, Nemasis VMS

responsible for handling queries and addressing the grievances of its customers from across the world. Alternatively, the customers who choose to reach MicroWorld through social media are serviced by its digital team until their query is answered or their issue is resolved. The company has continued the same trend with Nemasis as well.

CYBER SECURITY A PRIORITY

Cybersecurity has become an important part of everyone's lives. In the coming times however, cybersecurity should be viewed through different perspectives to understand which cyber threat is more perilous than others and what is the attacker's motivation behind carrying out the attack. The bottom line to understanding cyber threats is the fact that no one is safe and everyone is a potential victim in this digital era.

In the year that has just dawned, threats like ransomware, phishing, mobile malware trends and social engineering are going to be grotesquely omnipresent through the cyberspace. With growing numbers of threats and evolving technologies, proactive cybersecurity could be the only solution towards curbing the cyber menace.

DIGITAL INDIA MAKING STRIDES

Time and again MicroWorld has bettered itself and provided its patrons with breakthrough technologies. MicroWorld Winsock Layer, Host Intrusion Prevention System (HIPS) and Proactive Behavioral Analysis Engine (PBAE) are all examples of MicroWorld's breakthrough technologies. Along with these existing technologies, MicroWorld also has its new brand Nemasis which is a Vulnerability Management Suite. The company believes that due to the exponential rise in the exchange of data in the corporate domain along with currency transactions, the country has bolstered the need for a strong cybersecurity framework.

Nemasis as a complete solution helps organizations scan their websites and applications in their running state for any vulnerability and ensures that no threat actor exploits these vulnerabilities for personal gain. This also ensures continuity of business on digital platforms, which aids the plan by the government to propel this country into the digital era.





PIYUSH SOMANI
 (Founder, CMD & CEO
 ESDS Software Solution Pvt. Ltd.)



ESDS CONTINUES TO INNOVATE, INTRODUCE NEW PRODUCTS & SOLUTIONS AND ROLL OUT NEW SERVICES

PROMISING 2020

The roadmap of ESDS with respect to the emerging and evolving technologies is to evaluate and enhance its recent developments and solutions. With the latest AA+ Covid Testing Solution relevant to the COVID-19 virus detection procedure, ESDS looks forward to further expanding horizons for Artificial Intelligence (AI) and Machine Learning (ML) driven software deployment. Additionally, it is working on evolving its technology to be able to detect all types of respiratory syndromes like tuberculosis, bronchitis, asthma, lung cancer and swine flu. The key priorities include enriching its other solutions namely - Cloud Solutions, Managed Services and SOC services; in response to the current need of controlling the increasing number of Cyber threats.

In addition to this, there is a huge demand witnessed for portals to be hosted on cloud and a sudden demand in the market for online automation of planning and operations. The iPAS software of ESDS is a very apt solution to assist in planning and automation. IoT is another area that is gaining impetus; due to the migration of labourers from the factories due to the economic emergencies industries have realised the need for automation. One of the world's largest IoT projects is running on ESDS's cloud platform.

SET AS A DIFFERENTIATOR

ESDS is a tech disruptor and has always launched technologies well before time. For instance ESDS launched cloud in India 11 years back. Similarly, lots of initiatives are being taken on the next generation technologies like Artificial Intelligence (AI) and Machine Learning (ML). The aim is to continuously position the ESDS brand as a tech disruptor and not just any service provider.

Whether it is digital transformation or Resvera (one bottle sold = planting 5 saplings), both the initiatives focus on positively transforming human lives. Similarly, Resvera is also a disruption in a settled wine market. ESDS believes technology disruption should be brought to all areas and touch the lives of billions of people.

DIGITAL TRANSFORMATION AGENDA

In the backdrop of 2019, the year 2020 is witnessed as a breakthrough year for the entire globe covering all possible sectors. Post Covid-19, Digital Transformation, Artificial Intelligence and Machine Learning enabled solutions will lead the way. Machines will be taking the control of businesses which will not only benefit the businesses but also the customers at large resulting in quality experience.

The year 2020 saw a sudden change in the working culture of industries and companies making mainstream the shadowed concept of 'Work from Home' and 'Virtual Office' which is considered to be the New Normal. When concepts like Virtual Reality (VR), Augmented Reality (AR), Artificial Intelligence, Blockchain technology, etc. were in their developing stages, this pandemic situation doubled up the need and the speed of their development cycle.

CYBER SECURITY A PRIORITY

Security is going to be an utmost priority for a lot of organisations as there is no option to avoid the internet or cloud in the current scenario. ESDS being in India's top Managed Security Service Provider list has launched many security solutions for its customers to help protect their data. Its services mainly consist of encryption, including bringing your own encryption, next generation firewalls, antivirus solutions, security operation centre, etc.

Whereas, when the current period is all about the increased online presence, cyber threats and the need for cyber security is a growing concern. In consideration to this, ESDS's latest solution VTMScan successfully ropes the need for Cyber Security concerns.

DIGITAL INDIA MAKING STRIDES

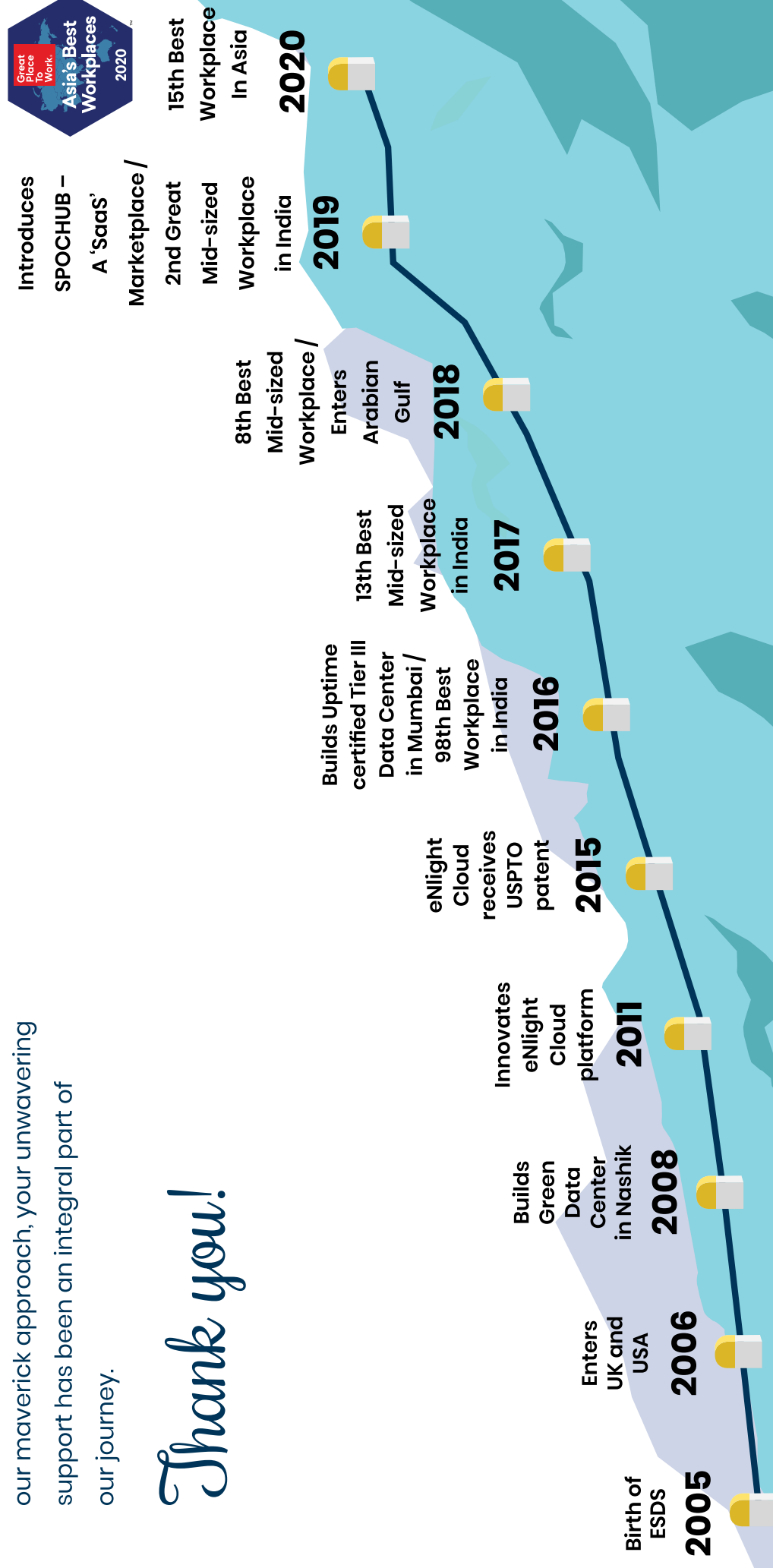
ESDS is India's number one Cloud Service Provider for the government sector with more than 150 organisations hosting their data on ESDS cloud. It is contributing at large in India's digital transformation and it is not just about data hosting but ESDS is also giving Software as a Service (SaaS) and Platform as a Service (PaaS) to many government organisations. These services in turn are helping the organizations in delivering services to the citizens efficiently. Cloud and ESDS have thus made a major contribution in the Digital India mission.

A DIGITAL TRANSFORMATION CATALYST OR A DISRUPTIVE INNOVATOR?



Life at ESDS has never been about one or the other, it has always been about doing both, Creative Disruption that paves the way for Digital Transformation. Overcoming a client's issue or treating employees like family, is a reflection of our distinctiveness which makes us who we are today and to be recognized as one of Asia's Best Workplaces is indeed a humbling experience. We owe it to our employees, customers and partners who have trusted us for our maverick approach, your unwavering support has been an integral part of our journey.

Thank you!



EXTREME NETWORK'S VISION IS TO TURN ORGANISATIONS INTO 'INTELLIGENCE ENGINES' WITH ITS NETWORKING SOLUTIONS

PROMISING 2020

Today's workplace is becoming more complex, mobile and dynamic. With the rise in remote workers, increased deployment of IoT devices, adoption of cloud services and mobile applications, and greater use of AI and robotics, the traditional boundaries and functions of the enterprise network are being completely redrawn.

Extreme Networks is the industry's premier cloud-driven, end-to-end enterprise networking vendor. It gives its customers complete network management, visibility, control, and insights across their entire wired and wireless networking environment from the edge to the data centre through its ExtremeCloud™ IQ cloud-based network management solution.

Extreme's strategy for the next two years is to continue building on its cloud innovation, developing deeper machine learning, AI and analytics-driven capabilities to increase the level of automation as well as supporting the decision-making process for its customers. It will continue to develop its multi-layered approach to network security, and extend Extreme Fabric Connect features deeper into its product portfolio.

SET AS A DIFFERENTIATOR

Extreme has the industry's best networking technologies, as recognised by analysts including Gartner who has positioned Extreme for the past two years as a Leader in the Gartner Magic Quadrant for the Wired and Wireless LAN Access Infrastructure. While it has a strong partner base and great reference customers in India, Extreme understands that improving its brand recognition will increase its consideration rate in major networking opportunities. To do this, it has simplified its channel partner program to streamline onboarding and engagement, and improve rebates for all certified partners. This year, Extreme will launch its MSP program to jointly develop and market network-as-a-service offerings based on the Extreme platform, a pay-as-you-go service that is proving very popular with Indian customers.

DIGITAL TRANSFORMATION AGENDA

There has already been a massive acceleration in digital transformation initiatives in 2020. A recent report found that COVID-19 accelerated companies' digital communications strategy by an average of six years while 97% of enterprise decision makers believe the pandemic has sped up their company's digital transformation. Remote working, and therefore remote networking, will become the 'new normal' post-pandemic. Remote networking has become a necessity, and cloud-management can provide configuration scalability and global visibility for branch office deployments and teleworkers. Extreme's focus is to make life easier for network administrators to configure, provision, and monitor equipment for their remote workers from the cloud.

CYBER SECURITY A PRIORITY

In addition to an ever-increasing remote workforce, the deployment of IoT devices is creating one of the biggest security challenges for businesses today. If not configured, managed, monitored and maintained appropriately, IoT devices connected to a corporate network represent one of the biggest attack surfaces and opportunities for breach from a cyber criminal's perspective. Rather than being a passive observer, the network itself must actively participate in the security ecosystem. This is exemplified by fabric-based network micro-segmentation which is designed to contain breaches, prevent lateral movement and the spread of damaging viruses, malware, and ransomware. Zero trust measures, including micro-segmentation, as well as automated monitoring and alerting will help prevent IoT devices, as well as the compromised devices of remote workers, from being the weak point in the security armour.



JOHN MORRISON
Senior VP
International
Markets

Extreme Networks

DIGITAL INDIA MAKING STRIDES

Core to the government's Digital India initiative is connectivity and the development of new capabilities and innovation based on digital infrastructure, including a commitment to create 100 smart cities by 2023. Extreme's networking technologies are already supporting four smart city projects across India, and there are many more opportunities for its solutions to be deployed as the Indian Government completes its mission over the next three years.

Extreme also commits 95% of its R&D budget into software automation and AI, to truly make the network an enabler for innovation, not just a utility connectivity service. It has four state-of-the-art R&D labs in India contributing to its global innovation initiatives. Extreme is also investing in local skills development by partnering with 10 leading Indian engineering education institutes on the Extreme Academy program, which provides a cloud networking curriculum to help educate and inspire the next generation of technologists.

Extreme's commitment is to serve and empower customers, but it also sees a responsibility to challenge itself and the industry to advance what 'networking' means. The goal is to use its solutions to turn organisations into 'intelligence engines'. The businesses of the future are being built in India today, and Extreme Networks would love them to be its customers.



The industry's only fourth-gen cloud management platform is here.

ExtremeCloud™ IQ

Secure 4th Generation Cloud-Driven Network Management, Access Control and Business Insights

ExtremeCloud™ IQ is an industry-leading and visionary approach to cloud driven networking, built from the ground up to take full advantage of Extreme's end-to-end networking solutions. ExtremeCloud™ IQ delivers unified, full-stack management of wireless access points, switches, and routers and enables onboarding, configuration, monitoring, troubleshooting, reporting, and more. Using innovative ML and AI technologies, ExtremeCloud™ IQ analyzes and interprets millions of network and user data points, from the network edge to the data center, to power actionable business and IT insights, and deliver new levels of network automation and intelligence

Why organisations are deploying Extreme's Cloud-Driven Networking Solutions



SIMPLICITY

From provisioning to support, ExtremeCloud™ IQ powered by cloud networking data intelligence makes all of your network operations effortless



SPEED

Continuous innovation and delivery ensures that your network is equipped with the latest technology and solution enhancements



SERVICE

With API-accessible data insights and actions, integrate your network with business, partner, and technology provider ecosystems



SCALE

Unlimited growth scaling from a single device to millions supported by multiple-tier, multi-tenant network management



SECURITY

Protected from the client to the cloud, our platform ensures the highest levels of regulation, compliance, and data privacy



SAVINGS

Flexible public and private cloud offerings reduce capital and operational expenditure

Extreme's cloud platform is ISO/IEC 27001 certified by the International Standards Organization (ISO)



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Forcepoint

FORCEPOINT OFFERS A HUMAN-CENTRIC SECURITY APPROACH TO PROTECT USERS AND DATA

SURENDRA SINGH

Senior Director & Country Manager – Forcepoint



PROMISING 2020

As companies accelerate their digital transformation drive, more companies than ever before are using cloud-based technologies to support their business growth. As company data and applications move beyond the traditional enterprise data centers and into the cloud, it is opening new doors for hackers to attack organisations.

Forcepoint understands this dynamic threat landscape and offers behaviour-based, converged cloud services that address CISOs' business-critical need for consolidated, cloud-based security. It offers Dynamic Edge Protection's suite of cloud-native SASE solutions featuring Cloud Security Gateway and Private Access offerings, enabling enterprises to use the cloud to transform their network and security architectures, simplify connectivity and unify security policy enforcement throughout their distributed application and network environments.

Forcepoint Cloud Security Gateway brings together the company's market-leading Secure Web Gateway (SWG), Cloud Access Security Broker (CASB) and Data Loss Prevention (DLP) technologies into a single centrally-managed cloud service. It provides full visibility and control for remote workers, sites and on-premises facilities. While Forcepoint Private Access provides true zero-trust remote access and a built-in Firewall-as-a-Service (FWaaS) to protect internal applications without the complexity, bottlenecks and risks of VPNs.

SET AS A DIFFERENTIATOR

Organisations today are trying to navigate through what is arguably an uncharted business territory as their global workforce have shifted to a large-scale remote work model seemingly overnight. Forcepoint is reaching out to its existing customers and offering to be there for prospects to support them in a way so that they come out on the other side stronger and more secure than before.

Forcepoint has pivoted to a digital marketing strategy and holding a variety of virtual events, webinars and digital campaigns to address specific customer needs with an emphasis on protecting corporate data in an era of a remote workforce, growth in cloud adoption, and focusing on the human element of cybersecurity.

DIGITAL TRANSFORMATION AGENDA

For Forcepoint, customer relationship is everything and it wants to create a seamless, unified experience across all customer touchpoints and add value with each interaction. To maintain its strong focus on customer experience, Forcepoint's first Chief Customer Success Officer (CCSO), Lisa Schreiber joined the company in December 2019. She is ensuring that Forcepoint is viewed as a true strategic cybersecurity partner to enterprises worldwide and focused on delivering an industry-leading customer engagement model that sets the standard in cybersecurity for customer satisfaction.

CYBER SECURITY A PRIORITY

Cybersecurity has never been more important than it is now, when most of the organisations are allowing their employees to work-from-home

during the current pandemic. In the process, organisations' critical data is now spread across multiple clouds, cloud applications and personal devices, leading to an exponential increase in the data-breach attempts by hackers and nation-state actors.

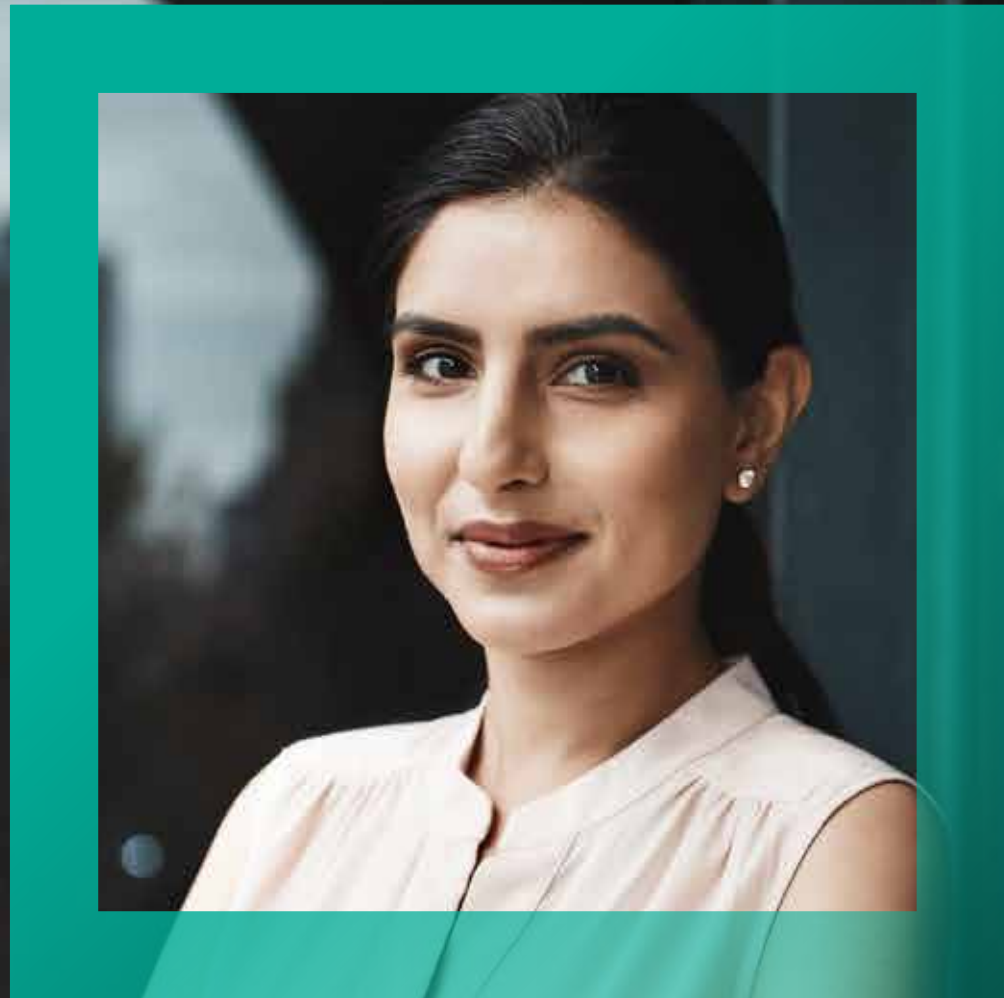
Forcepoint believes the traditional cybersecurity approach that simply focuses on preventing external attacks to enter the network, is no longer adequate in the new work environments. Instead, a differentiated human-centric approach that focuses on understanding behaviour of users, as they interact with critical data and the risk they pose, is crucial in mitigating security risks. By adopting a human-centric view of risk, businesses can identify compromised insiders more rapidly. This means successful data breaches and outages are more likely to be foiled before the real damage is done.

DIGITAL INDIA MAKING STRIDES

Forcepoint has various solutions for the government vertical including web, email, data protection and network security solutions. The company already protects many government agencies, smart cities and state-wide area networks in India.

As government agencies work toward digital initiatives like Digital India, hackers will continue in their attempt to infiltrate government networks and try to exfiltrate sensitive and critical data. Hence, government agencies must also evolve their security procedures as they undergo digital transformation.

By using a human-centric approach, government agencies can identify cyber issues based on the user's behaviour and intent; for e.g. different users have varied proximity to proprietary or classified data. By using behaviour analysis, if any user shows signs of uncharacteristic behaviour like logging into the network from an unknown IP address or using an unsanctioned application to share information, that user should be immediately flagged.



Humans are the New Perimeter.

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forcepoint.com

For more enquiry please contact forcepointevents@forcepoint.com | +91 88829 51289



FORTINET IS ENGINEERED TO EFFECTIVELY DEFEND TODAY'S HIGHLY DYNAMIC ENVIRONMENTS

PROMISING 2020

Digital transformation has changed networks thoroughly and rapidly that traditional security tools can no longer provide the consistent security that networks require. Fortinet's Security-driven Networking is defining a new, third generation of security solutions and strategies designed to meet the security and networking demands of today's highly dynamic and hybrid networks.

Fortinet uniquely delivers an effective security platform with the Fortinet Security Fabric built around three critical principles -

Broad –With data and workloads crossing between a variety of device form factors and network ecosystems, platforms need to provide a holistic view into devices, traffic, applications and events, while also stopping threats.

Integrated – The integration of tools and systems using open standards, common operating systems and unified management platforms enables the sharing and correlation of real-time threat intelligence.

Automated – Like today's digital business, cybercrime happens at digital speeds. Security systems need to automatically provide continuous assessment and then provide an immediate, coordinated response of detected threats.

SET AS A DIFFERENTIATOR

Fortinet's Security-driven Networking strategy tightly integrates an organization's network infrastructure and security architecture, enabling the network to scale and change without compromising security. This next generation approach is essential for effectively defending today's highly dynamic environments by weaving security deep into the network itself.

Fortinet is armed with a broad portfolio of integrated solutions, tools, and platforms available in any form factor, and solutions designed to operate natively in and between any networked environments. This not only enables us to better meet the dynamic and expanding needs of customers – it also enhances our ability to convert a single opportunity to a long-term relationship.

DIGITAL TRANSFORMATION AGENDA

The magnitude of the remote working wave took even the most foresighted of CISOs by surprise. The fact is remote working infrastructures and policies were never designed to face the entire planet working from home. Adding to this the sophistication of the threat landscape has extended to new classes of attacks that aim at inflicting damages while remaining silent. They are targeting IT devices and networks that are critical for business continuity. With so many users now accessing resources from home, visibility into what is happening to workloads, who is accessing them, and analysis of their activity has become more important than ever.

There is a major emphasis on the concept of Zero-Trust Network Access because CISOs want to know exactly who and what is on their network as employees continue to work remotely. ZTNA is a very strong concept, and a necessary approach as more and more business-critical processes are becoming fully digital. Whether the organization has a Fortinet Security Fabric in place or another security infrastructure, Fortinet ZTNA solutions for user identity and access management provide robust security for the Fortinet Security Fabric.



RAJESH MAURYA

**Regional Vice President, India & SAARC -
Fortinet**

CYBER SECURITY A PRIORITY

As applications proliferate and the number of connected devices expands the perimeter, billions of new edges are being created that have to be managed and protected. In addition, organizations are facing increased sophistication of attacks targeting the expanding digital infrastructure, including some being driven by artificial intelligence and machine learning. To effectively secure their distributed networks, organizations have to shift from protecting just security perimeters to protecting the data spread across their new network edges, users, systems, devices, and critical applications. Only a cybersecurity platform designed to provide comprehensive visibility and protection across the entire attack surface—including devices, users, mobile endpoints, multi-cloud environments, and SaaS infrastructures will be able to secure today's rapidly evolving networks driven by digital innovation.

SECURING HYPERSCALE NETWORKS

Fortinet has spent years developing custom Security Processing Units (SPUs), such as its latest NP7 Network Processor, to enable organizations to deploy true, enterprise-class security in even their most demanding environments. The NP7 can inspect encrypted traffic about twenty times faster than devices that rely on off-the-shelf CPUs – and it delivers comparable performance acceleration across all critical security functions, including firewall, threat protection, connections per second, concurrent connections, and IPSec VPN. Its advanced Content Processors are designed to support the processor-intensive convergence of security and networking required by Security-Driven Networking – which is fundamental to protecting the next generation of highly dynamic networks.

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Secure SD-WAN

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FUJIFILM'S COMMITMENT TO CONTINUAL INNOVATION IS AT PAR WITH ITS 'NEVER STOP' APPROACH

PROMISING 2020

With Artificial intelligence (AI) and Internet of Things (IoT) rapidly gaining ground in varying forms and degrees, the use of these innovations has begun to appear in a wide spectrum of technologies, from the phones we use to communicate to the supply chains that bring goods to market. At Fujifilm, with the amalgamation of AI, IoT and its best-in-class healthcare solutions, the company is looking at redefining healthcare technologies. With the advent of the 'new normal' and the pandemic that the world is grappling with, an undivided focus on healthcare has become imperative. In the coming year, Fujifilm will bank on revolutionising its existing medical solutions with new innovations and technologies.

For its digital camera range, Fujifilm is witnessing a radical evolution in the segment. The trend of using large, complicated DSLR with a bag of heavy lenses is moving towards a lightweight and compact range of mirrorless cameras, which are definitely a popular choice among users. The mirrorless market is expected to grow further, and Fujifilm aims to drive this growth with its range of mirrorless cameras.

With the transition of Non-Destructive Testing market to Digital, Fujifilm is also expanding its offerings in the digital solution equipment in parallel to its existing Industrial X-ray films line up, keeping at par with its "Never Stop" approach.

SET AS A DIFFERENTIATOR

The Covid-19 has led to a paradigm shift in the consumer behaviour, in a sense that the pandemic has changed the way we work, shop and communicate with people more than any other disruption (including technological ones) in the recent past. Besides, health, hygiene and safety measures have become of utmost priority in today's COVID world. From hand washing to exercising and eating healthy at home to prioritizing mental health, consumers are more engaged in healthcare issues than ever. There has been an upward trend in self-diagnosis measures, where consumers want to be more aware of the health issues they are tackling.

Fujifilm India is modifying its offerings to the current times while testing new content online to identify future sales and consumption patterns. It is evaluating trends and data daily and constantly seeking and listening to customer feedback. Its 'Never Stop' campaign is trying to represent Fujifilm's success in transitioning itself from a company focused on photographic film to a company providing new value across a wide range of different fields, while also affirming Fujifilm's commitment to continual innovation and growth.



HARUTO IWATA
Managing Director - Fujifilm India



DIGITAL TRANSFORMATION AGENDA

Fujifilm has always believed in a holistic customer experience strategy and has accordingly modified its approach during the pandemic. The company has been partnering with professional photographers and organizing digital workshops like 'Pathshala' and 'Roobaru' on YouTube and conducting various informative Q&A sessions like 'Rendezvous'. Building further on its customer experience, Fujifilm virtually launched its flagship camera, the X-T4 recently.

As a brand, Fujifilm encourages its consumers to stay safe and adopt social distancing guidelines and hence has also started a service of providing product demos at their doorstep. It is even organising health check-ups across rural India while also providing N95 respirators and surgical facemasks along with PPE kits to healthcare professionals at PGIMER, Chandigarh to help combat the spread of the disease. Fujifilm's medical division is further organizing various webinars for training doctors and health experts around Breast Imaging of FFDM, 3D Synapse, application training to technicians for better use of CRs and DRs, etc.

CYBER SECURITY A PRIORITY

Before the lockdown was announced, organizations depended majorly on IT infrastructure to ensure protected operations. With the spread of COVID-19, all the protection disappeared over a day when employees were asked to work from home.

In these changing times, it is important for organizations to keep security at the top of their priorities. The fundamentals of cybersecurity haven't changed still but the implementation is something that every organization needs to take care of keeping in mind the new normal. This crisis should be seen as an opportunity to create newer ways of functioning and term it as CIO (Corona Innovation Opportunity).





‘GITHUB IS THE WORLD’S LEADING SOFTWARE DEVELOPMENT PLATFORM, BRINGING TOGETHER THE WORLD’S LARGEST COMMUNITY OF MORE THAN 50 MILLION DEVELOPERS TO DISCOVER, SHARE, AND BUILD BETTER SOFTWARE.’

MANEESH SHARMA

**Country Manager
GitHub India**

PROMISING 2020

There is a fundamental shift taking place in the technology landscape across the globe. Over the last few decades, technology has moved from automating backend operations, to becoming a key competitive advantage for success in today’s digital-first world. There have been a few key technology trends in the industry that have driven growth for enterprises in recent times -

- **Adoption of Software-as-a-Service and cloud:** there’s been a substantial shift towards the adoption of flexible software consumption, delivering benefits such as ease of integration, and the flexibility to scale usage (up or down).
- **Digital acceleration:** enterprises across industries have been accelerating their move to roll out digital services to effectively engage with customers, partners and all stakeholders. These digital services have been the ‘secret sauce’ that differentiates them from the competition. Digital experiences are now becoming a key differentiator for leading organizations, across industries.
- **Move to Code-To-Cloud:** software developers are starting to consolidate their developer operations in the cloud and build applications that are ‘born digital in the cloud’.

The current Covid-19 pandemic has pushed many organizations to adjust to the ‘new normal’. Those that had adopted digital and cloud technologies were able to respond quicker and ensure business continuity. The laggards struggled to adapt and respond to the sudden shift.

Businesses are now also realizing the benefits of enabling digital services that can facilitate not only remote work for employees, but engage customers as well.

DIGITAL TRANSFORMATION AGENDA

Businesses, no matter the size or sector, are feeling the pressure of producing secure, reliable and scalable software - fast. This is an essential component of business transformation, enabling them to remain relevant in fast changing market places.

While enterprises accelerating their digital journey will continue to adapt faster to the quickly evolving digital world, and drive new applications and technologies, education, healthcare and collaboration platforms will lead the path to growth over the next few months.

Open source is an enabler for innovation. The organisations that are most effectively speeding up business transformation are those who have turned to open source software development to succeed in a fast changing, digital world. As businesses embrace open source best practices and bring those

within the corporate firewall (a practice called ‘innersourcing’) they become more efficient by building on existing code, and focusing on solving new challenges, reducing duplicate efforts, breaking down barriers and achieving faster collaboration. This enables teams to share skills and ideas across the entire organization and drive innovation at speed.

GitHub enables and accelerates software development, by bringing together over 50 million developers, from across the world, to build the most important technology and make a difference. By consuming, as well as contributing back to the open source community, organisations are able to ‘stand on the shoulders of giants’ by building on leading edge software projects developed by the best. Being a tool, platform, language and cloud agnostic company, GitHub is a trusted platform for customers and partners looking to drive their innovation journey, leveraging the power of open source.

CYBER SECURITY A PRIORITY

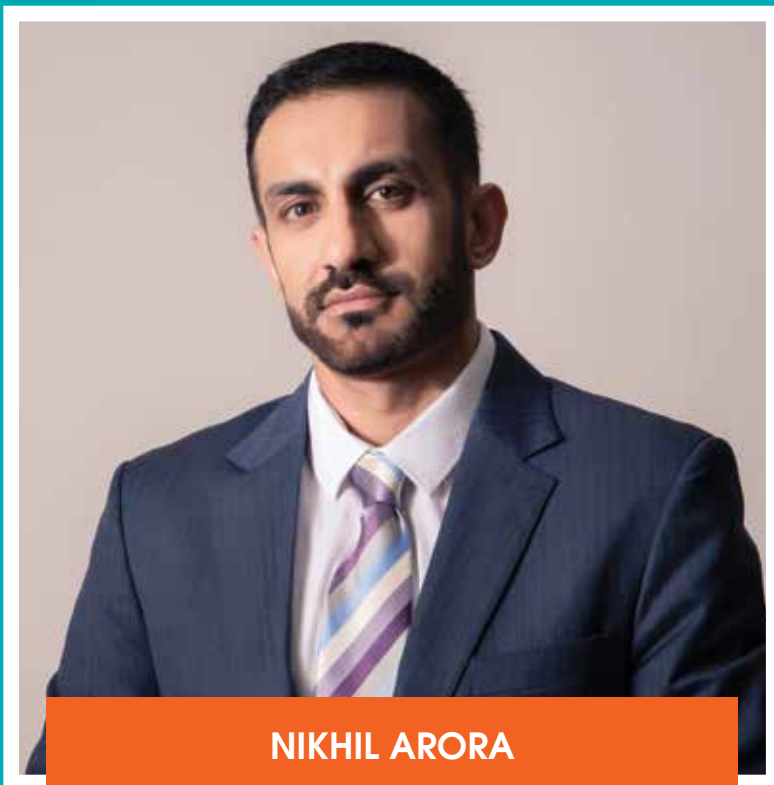
Security challenges that the software development community faces are community problems and not just the problems of individual CISOs, IT admins, and open source maintainers.

Traditionally, there has been a large reliance on security researchers to uncover, report and fix vulnerabilities in code. But code security research is a specialist skill and the supply for researchers far outweighs the demand, so much so that security researchers are on average outnumbered 500:1 when compared to developers. A key aspect of making security a collective responsibility is that developers are empowered to continually check for vulnerabilities as part of the development and testing phase. This approach is known as ‘shift-left’. By shifting security left, developers are able to leverage automated code scanning technology to uncover and fix vulnerabilities in the early stages of the software development lifecycle, so these are rooted out before the code is deployed to production.

DIGITAL INDIA MAKING STRIDES

As every company becomes a software company, the increased pace of digital transformation in India demands for modern, reliable and secure cloud-based development tool chains. Enterprises rely on communities on GitHub to build and use software. GitHub helps accelerate digital transformation by providing developers with access to reusable open source software code, a robust platform and a complete security-led software development environment.

GitHub is also working closely with educational institutions to enable the next generation of software developers to learn best practices, problem solving, discovering open source projects to contribute to, and upskilling themselves with secure DevOps processes.



NIKHIL ARORA
VP and MD - GoDaddy India

PROMISING 2020

As startups increasingly become the cornerstone of driving India's economic growth, GoDaddy is geared to help enable India's entrepreneurial ecosystem flourish. The company empowers everyday entrepreneurs and small business owners by helping them name their idea, build a professional website, attract customers and manage their work, to easily start, confidently run and successfully scale their own ventures.

In 2020, GoDaddy looks at continuing its efforts to support the growth of an emerging India in the Tier 1 cities, and at the same time unlocking growth for an emerging India in upcoming regions including Tier 2, Tier 3 and Tier 4 cities across India to embrace the benefits of the internet. This is from where it believes the next set of 400 million internet users are expected to come.

Through the year, GoDaddy plans to continue to work with its partners to help ensure they have the resources to help their customers create and manage an online presence. GoDaddy will continue to work to innovate with tools and services that make it easier for Indians to get started, and provide support to help them along the way. The company will also continue to raise awareness on the benefits of being online by educating, training and certifying web professionals and independent entrepreneurs.

SET AS A DIFFERENTIATOR

GoDaddy plans to continue to collaborate with sports to help drive its brand narrative and educate audiences across India. Over the past eight years, GoDaddy has been able to achieve over 85% brand awareness across the country, grow its India business to more than one million customers. It currently ranks as the number 1 in market share for .IN in India, according to National Internet Exchange of India (NIXI).

DIGITAL TRANSFORMATION AGENDA

GoDaddy strives to create an exceptional experience for its customers through a sharp focus on their business journeys and driving results. It offers a complete one-stop shop with an integrated suite of online solutions and tools, including Domains, Website Builder, Online Store, Professional Email, SEO, Security, Email Marketing, Hosting and other productivity tools, to help its customers build and manage their presence online.

The award-winning, 24x7 customer care is a major differentiator for GoDaddy. In India, GoDaddy Customer Support is free of charge and offers support in Hindi, Marathi, Tamil and Telugu, in addition to English, to help guide Indian entrepreneurs and small business owners in the growth of their venture, and help find the tools that best meet their needs.



GODADDY TRANSFORMING IDEAS INTO SUCCESSFUL ONLINE VENTURES



CYBER SECURITY A PRIORITY

GoDaddy believes that customer trust is critical to running a successful business. Its own business is built on helping small businesses and entrepreneurs create a presence for their ventures online. Cyber security, data protection and privacy are important issues for GoDaddy, and it takes a serious approach to establish protective measures, by building security protections into its internal systems and offering website security solutions to its customers.

GoDaddy security products include a variety of website SSL Certificates, website security and backup plans, and continuous website monitoring and clean-up for identified issues services, all of which are aimed at helping to further protect their company and customers' information.

DIGITAL INDIA MAKING STRIDES

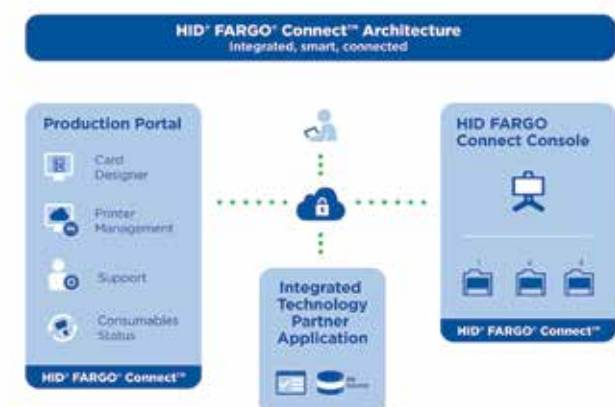
GoDaddy has invested in supporting the government's drive towards realizing the vision of a Digital India. In support of the government's efforts, GoDaddy continues to conduct digital education workshops in cities across the country, educate business owners on the benefits of creating an online presence for their venture, and showing how easy and affordable it can be to build an online identity today.

In fact, since 2018, GoDaddy has trained over 1000 web designers and developers across 10 cities. In addition to this, in 2020, GoDaddy is launching its flagship online training and certification program, to help further empower Indian entrepreneurs and small business owners, to gain requisite knowledge to grow and succeed within the digitally and technologically advancing world.





LALIT AGARWAL
Director of Sales
HID Global



HID India bets big on cloud-based card issuance

PROMISING 2020

With the advent of a new decade, HID Global had already started observing some specific innovations that enterprises and institutions alike are embracing in the Trusted Identities era. The predictions for 2020 spotlight how quickly innovation is accelerating as trusted identities move to the center of digital workplace transformation in the New-Year and beyond. In 2020, artificial intelligence, ML and edge computing are all poised to play a larger role in improving insights, capabilities and experiences.

The tech trends that HID Global anticipates will become popular in 2020-2021 are:

- **Optimizing cloud-based solutions:** Cloud-based solutions are a key component of HID Global's focus areas. HID FARGO Connect gives administrators full system visibility and control while meeting or exceeding the strictest regulatory security requirements. It helps simplify the management and delivery of credentials by removing the most resource-consuming tasks. This evolution in technology seamlessly works with popular one-card and physical access control software, databases and card technologies.

- **Growing adoption of smart IDs in emerging markets:** Most institutions are migrating to open interoperable technologies and this, in turn, has triggered a demand for smartcards. HID Global expects this trend to grow multi-fold.

- **Secure financial instant issuance:** As physical IT and IoT security continues to blend in the cloud, banking and other regulated industries will embrace "Zero Trust" authentication from the door to the digital world. Financial institutes will soon be seen embracing instant issuance of cards.

SET AS A DIFFERENTIATOR

It is critical to understand how the market opportunity would pan out before planning one's strategy and brand positioning. For 2020-21, India will continue to be one of the key emerging market focuses for HID Global worldwide and it has been steadily growing in size in the country. With continued focus and market demand for holistic security, the company expects a strong upward trend for deploying its trusted identity solutions in India. To address the continuing demand, HID Global plans to look at growth both organically as well as inorganically.

DIGITAL TRANSFORMATION AGENDA

In 2019, HID Global had witnessed businesses getting swept in by the digital transformation wave and this will continue in 2020 as well.

When it comes to India specifically, digital workplace has started transforming all sectors in the country. With HID Global's expertise in the trusted identity solutions and best-in-class solutions, it is confident of the tremendous business opportunities that the India market offers and of its capability to cater as well as exceed customer expectations.

DIGITAL INDIA MAKING STRIDES

HID Global is strongly focused on R&D and has several centres across the globe. The company closely studies the market to anticipate trends as well as demands before it decides on its product roadmap. Through dedicated R&D centres, HID Global is able to deliver more comprehensive product development focused on delivery performance and product quality. This innovation-led approach has always helped it to innovate and stay ahead of the competition.



PRAMA HIKVISION REAFFIRMING ITS LEADERSHIP IN THE SECURITY MARKET WITH 'MAKE-IN-INDIA' COMMITMENTS

RESILIENT 2020

Prama Hikvision is following a progressive technology roadmap for 2020-21 by evolving the vision from time to time. We are unveiling new initiatives by reaffirming our leadership in the Indian security market, consistently striving to make a difference through the latest technology applications, product innovations and service excellence. We are moving ahead with a phase-wise expansion of the 'Make-in-India' manufacturing facility. Our mission statement is- Made for India, Made by India, Made in India.

We are focusing more on Training and Skilling imperatives by strengthening our digital capabilities. We have already ramped up the digital training initiatives for the employees to enhance their capabilities.

TECHNOLOGY AS A DIFFERENTIATOR

Prama Hikvision is well positioned as a leading brand with innovative technologies like Artificial Intelligence, IoT (Internet of Things), Machine Vision and Robotics, in the Indian Security market. As India's leading security solutions provider, we have successfully implemented a comprehensive brand initiatives aligned with the local ethos and cultural sensibilities. We look forward to a technology enabled and content empowered branding roadmap for 2020-21.

We are offering back to business solutions to resume the work safely in the COVID-19 pandemic situation. Our Temperature Screening Cameras, MinMoe Face Recognition Terminals and Metal Detector Door, are useful for detection of elevated screen surface temperature in workplaces. Fever is the first symptom of the coronavirus. Our Temperature Screening Thermographic cameras and security systems are very helpful for daily temperature checks in workplaces as an additional preventative measure to ensure the health and safety of employees.

DIGITAL TRANSFORMATION AGENDA

To remain competitive in the new age business landscape, Digital Transformation is a necessity. We are implementing digital initiatives at various levels and core functions in the organisation. Staying competitive in a constantly changing global marketplace depends on an organization's ability to rapidly adopt new technologies.

We are embracing the latest digital trends to engage, educate and empower our partners, system integrators and end-users across multiple channels.

With an extensive product line and highly effective solutions, we at Prama Hikvision always add great value to our partners, customers, and end-users. We will continue to equip customers' various needs of security through our core expertise in AI and cutting edge video surveillance technologies like ColorVu and AcuSense.

CYBER SECURITY A PRIORITY

We always ensure data privacy and cybersecurity of our end customers and partners. Being the leading provider of security solutions, the security of the products is a priority to us. We strictly follow the applicable laws and regulations. We adhere to the most rigorous Government Certifications and Standards. We have a long-standing commitment to full transparency in working with government agencies and partners. We are committed to ensure Data Privacy of our partners and end-users by all means necessary.

DIGITAL INDIA MAKING STRIDES

We are putting a major thrust on research and development initiatives with big ticket investments. The state-of-the-art R&D center in Mumbai is a testimony of our long term commitment to innovation; here the India specific products and solutions, are being developed, as per the requirements of Indian end-users and conditions. We are committed to the Digital India program. By implementing a major digital transformation drive at all levels in the organization, we have supported the vision of Digital India. All our initiatives are bolstering the digital capabilities of Prama Hikvision partner ecosystem.



ASHISH P. DHAKAN
MD & CEO
Prama Hikvision India Pvt. Ltd.



EMPOWERING INDIA

WITH INNOVATIVE SECURITY SOLUTIONS



MADE FOR INDIA - MADE BY INDIA - **MADE IN INDIA**



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HITACHI COMMITTED TO BECOMING A TRUSTED PARTNER IN INDIA'S GROWTH STORY

BHARAT KAUSHAL
Managing Director - Hitachi India

HITACHI & INDIA

Hitachi's partnership with India dates back to 1930's with the importing of table fans and later on supplying steam engines, followed by Turbines for the Bhakra Nangal Dam. Since then Hitachi has been mounting its footprints in India and solidifying its position with presence of around 28 group companies (as of December 31st, 2019).

Hitachi is trying to re-invent itself, by localising its infrastructure capabilities through sprucing up its capacity in India. The geographic advantage of setting up a manufacturing capacity in India allows Hitachi to offer state of the art technology not just to the Indian market, but also to South-East Asia, South Asia, Middle East, Africa, etc., enabling the company to indulge in value creation across different parts of the world.

With its decades of legacy, Hitachi is committed to 'Powering Good' by co-creating solutions that are enhancing Social, Environmental and Economic values of the society and the customers.

SET AS A DIFFERENTIATOR

A leading partner to the Indian government, Hitachi is efficiently collaborating with it in Railways, Finance, Agriculture, Urban Development and e-Governance to drive the Digital India initiative of the nation. Hitachi through its superior IT and OT based products and solutions is helping India in a broad range of key sectors including digitalization, data analytics, infrastructure, power electronics and power through recyclable resources and end-to-end solution in mass urban transport like railways and the automotive sector. Energy and water management are other critical areas where Hitachi's superior products and original technologies are partnering the government's vision to make India's cities smarter, safer and environment friendly.

Hitachi Rail Systems Business Division is fully aligned with the government's vision for Indian railways. Hitachi's seamless cross-platform solution capabilities are supporting the government in its quest for turning the country's existing urban areas across India into Smart Cities.

As global market leaders in commercial and residential elevators and escalators, Hitachi also provides solutions that are not only fast, safe and efficient but also offer energy saving measures.

A STRATEGIC PARTNER IN INDIA'S GROWTH STORY

Hitachi's business partnership with India has been fostered through its Mission – "contributing to society through the development of superior, original technology and products." It harbours ambitious goals of taking this partnership further by becoming a trusted and strategic partner in India's growth story and help build a solid foundation through its Social Innovation Business in India for its people and for the future generations.

Today Hitachi is at a vantage point to efficiently deliver Social Innovation Business solutions combining its OT, IT and products. It is equipped to work with the government in achieving this reality by developing a robust framework for a smooth transition to Society 5.0 and help resolve various social challenges through new-age digital technologies.



With innovation and expertise, Hitachi provides a diversified range of information technology solutions in various sectors to empower the citizens of India, transform the economic landscape and continue to remain a part of India's great growth story. Its technologies are an illustration of how the company is impacting the lives of millions every day.



HELPING INDIA EMERGE AS A GLOBAL INDUSTRIAL HUB

Since the establishment of the R&D centre of Hitachi India, in the year 2011, Hitachi is striving towards a society that is more sustainable, progressive and prosperous. This has been the force behind the R&D centre of Hitachi India: 'Let's become bigger, stronger and more sustainable'.

The R&D centre of Hitachi India, with the best mix of Indian and Japanese researchers, is covering a variety of areas such as Artificial Intelligence, Internet of Things, software engineering, payment and security services, water, transportation and power systems, and power electronics.

Hitachi is also leading the 'Make in India' and 'Skill India' initiative from the front and bringing world-class manufacturing facilities by investing and expanding the production base in various sectors in the country. It is thus helping India emerge as a global industrial hub and also supporting the government's initiatives by employing manpower from the country.



FUTURE-PROOF YOUR STORAGE INFRASTRUCTURE WITH **VSP G130**

Use Cases

- Production storage supporting FC / iSCSI protocol
- Remote office Branch office storage (ROBO Store)
- Edge Store for IoT applications
- Container support to enable DevOps to accelerative cloud native application development
- Backup Store
- Copy Data Management
- Configured as part of Hitachi Data Protection Appliance

VSP G130 with 4FC Ports (Usable Capacity)	End User Price**
10 TB SSD RAID 5	₹ 8,30,000
20 TB SSD RAID 5	₹ 12,28,600
30 TB SSD RAID 5	₹ 16,20,000
14 TB SAS RAID 5	₹ 5,90,000
14 TB SAS RAID 5*	₹ 5,83,500
7 TB SAS RAID 5	₹ 4,94,800
25 TB SAS RAID 5	₹ 7,30,000
50 TB SAS RAID 5	₹ 11,69,500
53 TB NLSAS RAID 6	₹ 6,86,400
32 TB NLSAS RAID 6	₹ 5,80,000
106 TB NLSAS RAID 6	₹ 9,64,800
150 TB NLSAS RAID 6	₹ 13,26,200

* 4 x iSCSI (Base-T)

**Local taxes extra

**All products come with SVOS Lite, Hitachi Ops Center Administrator,
Local Replication, Hitachi Storage Advisor and 3 years support**

For more information, please contact:

RAH Infotech, an authorised value added distributor of **Hitachi Vantara**

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NOKIA PHONES FOR EVERYONE IN INDIA WITH A WIDE PORTFOLIO OF BOTH FEATURE AND SMARTPHONES

SANMEET KOCHHAR
Vice President - HMD Global

PROMISING 2020

As part of its series A2 investment round, HMD Global announced that over the next few years,

- HMD Global will accelerate the company's mission to make 5G smartphones accessible to consumers across the world, with an emphasis on strong partnerships with US carriers.
- The company will further transition to digital-first offerings as part of a new post-COVID reality.
- It will also expand its presence in key growth markets, including Brazil, Africa and India.
- Finally, it will strengthen its leading position beyond just hardware and into also mobile services.

This year alone, HMD Global launched its international data roaming service, HMD Connect, enhanced its mobile cybersecurity capabilities with the acquisition of assets of Valona Labs, and built dedicated resources on software, security and services with a new research and development Centre of Excellence in Tampere, Finland. The new centre will specialise in software, security related intellectual property and services, and will propel HMD Global's transition from a purely hardware business, to a combined hardware and services company.

In the Enterprise category, globally, HMD Global has more than doubled its share, thanks to its comprehensive portfolio of Nokia Android Enterprise Recommended smartphones, delivering an elevated enterprise-grade smartphone experience across all price points for enterprises across sectors as diverse as banking & finance, public sector, health care, hospitality, transport & logistics and manufacturing. The brand has prominent enterprise customers in India too.

POSITIONING OF NOKIA PHONES IN INDIA

Globally, HMD Global ended 2019 on a high as it celebrated its first quarter of profitability in Q4. Year over year, it has also increased its smartphone active user base from 17.8 million in January 2019 to 23.2 million in December 2019. HMD Global has smartphone activations in over 150 countries and has more than 250,000 retail outlets as of today.

In India, HMD Global has a wide retail presence in over 110K retail stores, with close to 700 distribution partners, a strong e-commerce presence with its own e-store and partnerships with leading e-commerce players such as Amazon. Its vast Nokia Mobile Care presence ensures that Indians have a great experience using the phone through its lifetime. HMD Global has been rated as a top trusted mobile phone brand in the country year on year across some of the most prominent brand surveys.

CYBER SECURITY A PRIORITY

HMD Global takes the privacy and security of its customers seriously and complies with all applicable privacy laws. It takes pride in its position as leaders in security and fast OS updates for its smartphones.

All of its Android One, Android Go and earlier full Android devices receive at least two years of security updates and two years of OS updates, with some Nokia smartphones even promising up to three years of security updates. Its comprehensive portfolio of "Android Enterprise Recommended" smartphones is also a testimony to this.

DIGITAL INDIA MAKING STRIDES

India is a top focus region for HMD Global and HMD Global is well-positioned to bring to consumers long term value from their mobile phone experience – with the unique Nordic design and Finnish craftsmanship. Nokia phones is a brand for everyone in India with a broad portfolio for varied consumer needs across feature phones and Android smartphones. All Nokia phones sold in India are made in India (except for Nokia 8 Sirocco and Nokia 9 PureView).

The technology it continues to bring to this country, does not only touch Indians, empowering them towards development and sustainability, but is also deeply rooted in India's mission of self-reliance and digital connectivity. HMD Global has also recently worked with NGOs in India providing smartphones for helping youth continue their education as schools and classes go online.

DIGITAL TRANSFORMATION AGENDA

Mobile phone demand is resilient, and handsets are probably one of the last things people let go of. HMD Global is one of the few mobile phone players who continues to innovate for the feature phones consumer and continues to be a leader in this category. It is bringing a whole lot of trust, reliability and accessibility to its budget smartphones portfolio. It communicates and engages with its consumers across retail, digital and social channels across India to ensure they are aware of their most trusted smartphone.





HP INC. KEEPS ITS PHILOSOPHY OF 'KEEP REINVENTING' ALIVE THROUGH INNOVATION AND NEW TECHNOLOGY



GURPREET BRAR

Head, Channel Sales & Distribution
HP India market

PROMISING 2020

For the past few years, HP Inc. has been a leader in almost all business segments that it operates. In India, almost every third PC and every second Printer sold is an HP. This success can be attributed to its philosophy of consistently innovating on the basis of consumer insights. As HP continues to innovate and meet the evolving needs of the customers during the ongoing health emergency, it expects robust demand for PC and printers in the next few quarters.

Along with product, HP is also inventing new ways to serve its partners and customers. The company has recently unveiled HP Amplify, a first-of-its kind global channel partner program which is optimized to drive dynamic partner growth and deliver consistent end customer experience. Armed with added opt-in customer intelligence, partners will have a competitive edge and will be able to serve customers more seamlessly through automated inventory updates, product returns and holistic data intelligence. This program will go into effect from November 1, 2020 onwards for commercial partners, with retail partners slated to transition in the second half of 2021.

SET AS A DIFFERENTIATOR

With consumer needs evolving it becomes extremely critical to have a strong connect with the consumer. HP has a strong internal and external ecosystem to gather consumer insights that drives its product innovation, go-to-market strategy and its marketing plans.

DIGITAL TRANSFORMATION AGENDA

Ever since the outbreak of Covid-19, HP has been working alongside its partners to solve customers' remote working needs. Today, customers prefer a digital first experience while making their purchasing decision. The HP Amplify partner program will play an instrumental role in providing its channel partners with insights, capabilities and collaboration tools that are needed to drive growth and influence customers' buying behaviours that continue to evolve in the given situation. By consolidating HP's best partner products, tools, and training into one intuitive program, HP Amplify will remove complexity, making it easier for partners to take advantage of its many benefits and engage customers on a deeper level.

DIGITAL INDIA MAKING STRIDES

With the brand philosophy of 'Keep Reinventing', HP's vision is to create technology that makes life better for everyone, everywhere. In achieving so, it is the Research and Development (R&D) that has always been at the core of HP's innovation. We have leveraged this strength to drive innovation and category creation.

HP has a strong team that focuses on providing solutions to enable digital transformation. These teams are helping government departments to meet their digitization requirements. The company has worked on a range of public utility projects of e-Panchayats, e-Courts, public distribution centres, command & control centres for security management, education and healthcare, in the past.

This has helped in better governance as the common people have benefitted from seamlessly accessing their data and interacting better with the government. HP is also working with key high courts in India including the Kolkata High Court and Gujarat High Court to convert and digitize their entire data through its secure services. These projects are a part of the larger initiative of helping government law institutions in their digitization journey.



**Hewlett Packard
Enterprise**

HPE HELPING ITS CUSTOMERS FOR A FUTURE THAT IS EDGE-CENTRIC, CLOUD-ENABLED AND DATA-DRIVEN

PROMISING 2020

As HPE enters its fifth year as a standalone company, it is distinctly positioned for its next chapter as the edge-to-cloud platform-as-a-service company. This includes its commitment to provide its customers a range of subscription based, pay-per-use and as-a-service offerings by 2022.

Last year HPE made three primary strategic acquisitions - Cray, BlueData, and MapR to strengthen its portfolio of data management, AI and analytics solutions. To successfully deliver on its vision to be the edge-to-cloud platform-as-a-service, HPE is focusing on four key pillars –

- Leveraging the expertise to assess, design, implement, optimize and manage customers' digital transformation through HPE Pointnext Services
- Leveraging the right tools to help customers accelerate their business—be it automation, or Artificial Intelligence
- Leveraging the as-a-service consumption model to provide flexibility and optimize IT investments
- Helping customers manage and monetize their existing assets in new ways and free up capital for innovation through Financial Services

SET AS A DIFFERENTIATOR

HPE has consistently focused its positioning to be the partner of choice for a hybrid technology world with its portfolio of solutions, services and product IP and help its customers redraft their IT blueprints for a future that is edge-centric, cloud-enabled and data-driven.

HPE had worked with companies of all sizes in the last two decades and partnered with them in their transformations. It is keen to expand its portfolio of services to include more and more of the growing number of companies in the mid-market and small enterprise segment, which is only possible with its strong partner network. Some of the customers who have placed their trust in HPE solutions include Enam Asset Management, Force Motors, Sardar Vallabhbhai Patel Hospital and others. It also has a great engagement with the startup ecosystem and is opening up conversations with start ups in Bangalore, Mumbai/Pune and Delhi/NCR.

DIGITAL TRANSFORMATION AGENDA

Today, consumers are not buying products and services, they look for experiences. Keeping this in mind, HPE will continue to offer innovative solutions that help businesses deliver compelling new experiences to their customers. Some of the exciting products and service offerings launched last year were HPE GreenLake Central, an as-a-service portal and operational console to run, manage, and optimize the hybrid IT estate; HPE Primera, a high-end storage offering; and Aruba Central, a unified network operations, assurance and security platform.

In 2020, HPE will continue to innovate to help its customers harness the power of their data in compelling new ways, maximize the efficiency of their IT infrastructure, and achieve more work at lower costs.

CYBER SECURITY A PRIORITY

A unique approach to combat cybercrime is to integrate security into core product development. For instance, the HPE Silicon Root of Trust provides the industry-standard servers with a silicon root of trust capability built into the hardware, which prevents compromised firmware code from executing. This cybersecurity feature is offered on HPE ProLiant servers, HPE Apollo systems, HPE Synergy Compute Modules, and HPE SimpliVity.



SOM SATSANGI
MD – India, HPE



On the networking front, the Aruba Policy Enforcement Firewall is designed to thwart unauthorized access to valuable or sensitive data through role-based user, device and application policies.

DIGITAL INDIA MAKING STRIDES

HPE has been fortunate to have partnered with the Government and other nodal agencies at various levels. It has also partnered with the country's largest bank, the State Bank of India over several years. For its growing mobile banking services, SBI worked with HPE's team to create a robust, scalable private cloud. SBI has also deployed HPE's composable infrastructure to upgrade tellers' web access to the core banking system and strengthen branch security with biometric fingerprint scanning of tellers.

It's not just the large banks that HPE takes pride in its association. Wibmo is a startup company that plays a crucial role in the progress of a cashless economy in India. They provide SMS based authentication services to over 70+ banks in India. This is the SMS service with a unique OTP for each transaction that is essential to satisfy the two-factor authentication recommended by the RBI. This mission-critical application is fuelled by HPE's composable infrastructure portfolio, and they consume this technology as-a-service through the GreenLake model.

HPE has also been participating in core areas of smart city projects across the country. Through a combination of its Pointnext Services, Aruba networking, and Hybrid IT portfolio, HPE has powered the Integrated Command and Control Centers in states like Madhya Pradesh and Uttarakhand.

HUAWEI HELPING INDUSTRIES ON THEIR DIGITAL TRANSFORMATION JOURNEY WITH CONNECTIVITY SOLUTIONS



DEREK HAO
President, EBG, Huawei India



THE 'INTELLIGENT WORLD 2030' VISION

Huawei believes that in the next 10 years, new types of connectivity, computing, platform, and ecosystem will build a solid foundation for the intelligent world of 2030. Ultra-broadband and high-speed networking built using 5G, Wi-Fi 6, and quantum communications will bridge the physical and digital worlds, laying a foundation for the intelligent world.

In the next decade, the Indian ICT industry needs to step up and fully realize its potential in finding ICT-enabled solutions to support on-ground requirements. Huawei on the other hand is committed to contribute towards India's nation building and has been continuously investing into the local ecosystem and local talent, supporting partners, and contributing towards innovation. It has been a part of India's story for 20-years and is committed to collaborate for new 5G+AI based technologies, develop new skillset and support new ICT infrastructure for the realization of India's digital ambitions.

Huawei believes that the intelligent world of 2030 cannot exist without the digital transformation of industries across the spectrum. It has accumulated extensive experience in helping industries such as government, transportation, finance, and electric power to achieve digital transformation for the present and the future, through new connectivity, computing, platform, and ecosystem.

Standing at the start of a new decade, Huawei believes the intelligent world 2030 will have five features -

- at a governmental level, people-oriented digital governments will be built to adapt to people's livelihoods better;
- at an economic level, intelligent robots will make up a critical part of a future labour force;
- at a social level, digital technology will help equalize the sharing and proper distribution of education, healthcare, and other public resources, achieving digital equality;
- from a cultural point of view, citizens will be freed from heavy physical labour and tedious repetitive work, and their focus will naturally shift from material value to mental value; and
- from an environmental point of view, the deployment of various digital technologies would help monitor and control carbon emissions more effectively and, as a result, help protect the earth.

THE 'PLATFORM + ECOSYSTEM' STRATEGY

Huawei's main focus of ICT infrastructure is to work with its partners to build an open, collaborative, and mutually beneficial ecosystem. To achieve that, it has a strategy comprising two elements - platform and ecosystem. Huawei helps its customers rapidly develop and deploy business applications through its "Platform + Connection + Ecosystem" strategy, which delivers an open and mutually beneficial ecosystem, a platform that allows flexible deployment, and full-series, full-scenario, and modular connections.

NEW PRODUCTS FOR INDIA

As part of its strategy and vision, Huawei recently introduced 4 key products in India -

- **AirEngine Wi-Fi 6** - Huawei's AirEngine Wi-Fi 6 products are suited to help Indian enterprises step into the fully wireless campus era. Powered by Huawei AirEngine Wi-Fi 6, enterprises can accelerate their digital transformation journey by building fully connected, all-wireless office and production campus networks with unprecedented levels of office, production, and service experience
- **Huawei IdeaHub** - Huawei IdeaHub is a productivity tool, developed to create an all-scenario smart office in this Cloud era, enabling cross region and cross-enterprise communication and collaboration.

Huawei 2020 IdeaHub aims to improve efficiency for enterprises, especially remote collaboration during social distancing. This brand-new productivity tool Huawei developed integrates multiple functions, including multi-screen collaboration between mobiles and PCs, interactive whiteboard, remote collaboration, FHD video conferencing, and built-in HD AppGallery which can be installed on a mobile stand or a wall in a variety of environments, including enterprise conference rooms, open office, and even home office rooms.

- **OceanStor DoradoV6 and Flash Only+** - Huawei OceanStor Dorado V6 all-flash enterprise storage systems are designed for mission-critical services. It satisfies the data hungry storage requirements of large databases, particularly in the carrier, finance, government, and manufacturing industries.
- **Huawei SmartLi UPS** - Huawei has integrated electronic and intelligent digital technologies to create the SmartLi UPS solution. By combining Huawei's Li-ion battery technology with a unique modular design, SmartLi UPS reinvents the power supply system for next generation data centers.



IBM USING 'GOOD TECH' TO MAKE ITSELF USEFUL TO THE WORLD



LATA SINGH

**Executive Director - Partner Ecosystem & CSI,
IBM ISA**

PROMISING 2020

IBM is committed to growth and a key focus area for growth is to take the lead in the Cloud and AI based digital transformation journeys of its clients. It already has three strong platforms - mainframe, services and middleware. The fourth is hybrid cloud, for which IBM has the fundamentals in place for a flexible and cost-effective approach.

Along with Red Hat, IBM has a unique source of competitive advantage that can be leveraged to win the architectural battle for cloud. In India, clients including Vodafone Idea, Bharti Airtel have already embarked on this journey with IBM. In the global battle against COVID-19, IBM has made super computing power accessible to the scientists to assist them in finding cures and vaccines.

SET AS A DIFFERENTIATOR

IBM believes in solving problems and always looks at problems as the catalyst for innovation. Using technology for good – Good Tech – is in IBM's DNA and at the core of all we do. Additionally, IBM's Marketing and Communication strategy ensures that its work in STEM for girls, tackling bias in AI, AI for agriculture etc is made accessible to everyone so that they can benefit from the company's vast resources.

As a company, IBM's vision is to be essential to the world, and in this its partners play a key role. To help them tide the ecosystem through the new normal, the company has launched a series of enablement webinars to share its offerings and build partner digital selling skills. IBM has also launched My Digital Marketing - a new digital marketing platform for its partners to quickly access an array of 'ready-to-execute' digital campaigns. In its recently announced PartnerWorld programme, business partners are provided clear pathways to create applications, develop code, integrate their intellectual property (IP) or deliver services with the IBM Cloud.

DIGITAL TRANSFORMATION AGENDA

The COVID pandemic has pushed every enterprise to adopt digital in a full-fledged manner and with urgency. As a result technology has emerged as the unifying force amidst this global crisis.

IBM has long had a management structure and emergency planning process to deal with events that potentially impact its business, its business partners or clients. For e.g. remote working has been a best practice at IBM for decades. IBM announced Watson Works, a curated set of products that embeds Watson Artificial Intelligence (AI) models and applications to help companies navigate many aspects of the return-to-workplace challenge. It includes IBM TRIRIGA - an intelligent workplace management system, IBM Maximo Worker Insights, IBM Return-to-Workplace Advisor and IBM Watson Care Manager. IBM has also launched a special set of offerings to cater to the increased demand for Cloud solutions, Cybersecurity, Remote Workforce and Business Continuity Planning.

DIGITAL INDIA MAKING STRIDES

In 2019, IBM invested \$45 billion in research and development globally, forging the futures of cloud, AI, Blockchain and quantum computing. IBM inventors received 9,262 U.S. patents in 2019, which was its 27th straight year of patent leadership. India was the second highest contributor to this tally and IBM labs in India were awarded more than 900 patents.

IBM Research Lab in India does Exploratory and Applied Research in AI to solve problems/challenges of today.

- In the area of Agriculture IBM is leveraging tech and has developed the Watson Decision Platform, a suite of agribusiness tools and solutions that use the power of AI in helping farmers and the agri-ecosystem make informed decisions.

- Income Tax Department's National e-Assessment Center has deployed AI and machine learning (ML) in the tax assessment process which is built on IBM technologies including IBM Cloud Private.



- IBM trained Watson Assistant for Citizens to understand and respond to common questions about COVID-19. It has been recently deployed by the Andhra Pradesh Govt on the Andhra Pradesh National Health Mission portal of Department of Health, Medical and Family Welfare. Indian Council of Medical Research (ICMR) has also implemented Watson Assistant on its portal to respond to specific queries of front-line staff from various testing facilities across the country.

- IBM has built a next generation data platform for Central Board of Indirect Taxes (ADVAIT, the Advance Analytical in Indirect Taxation) that aims to enhance indirect tax revenues, increase taxpayer base and support tax data drive tax driven policy formation.



BYJU PILLAI
CEO - Inflow Technologies

INFLOW CONTINUES TO STRENGTHEN ITS POSITION AS ONE OF THE BIGGEST ENTERPRISE DISTRIBUTORS IN INDIA

PROMISING 2020

Inflow's objective for the year ahead was to adapt itself to the new normal and come up with innovative ideas to deal with the changing times and making sure that it delivers its best to its vendors and partners. Growing trends such as enabling Work From Home, digital transformation, sustainability will be its key focus. Advancement of technology, emerging Cloud native models, IoT, AI, mobile, cyber security threats are dramatically impacting IT networking architecture and operations.

SET AS A DIFFERENTIATOR

Inflow holds a firm position in being one of the biggest enterprise distributors in India, and being associated with many top brands in the industry. Its marketing strategy for the year 2020-21 will be focussed on strengthening its reach on digital platforms, focusing on targeting through digital reforms be it Social media, SEO or SEM, or lead generation through the digital medium. Inflow has allocated a certain fund for these activities and are already capitalising on it. It will also be focussing on doing virtual events to cope up with the current pandemic situation.

DIGITAL TRANSFORMATION AGENDA

The whole customer experience is changing and everyone is entering into a virtual phase. The Digital medium is capitalising and Inflow believes that it has to make its business perspective move accordingly. However, understanding these digital mediums and the analytics involved in these digital reforms and doing a targeted marketing will also be a key focus.

CYBER SECURITY A PRIORITY

Disagreement on cyber threats is always a debatable topic. All the big companies have faced data breaches in the past. Inflow's greatest strength is its Cyber security portfolio, and the number for cyber security orders are growing. As more and more transformations are happening towards being digital, a host of new and interesting cybersecurity threats have also evolved such as malware, phishing in the areas of machine learning and artificial intelligence, cryptocurrency. These threats have placed the data and assets of corporations, government and individuals at constant high risks.

DIGITAL INDIA MAKING STRIDES

Adaptation to the latest and growing trends of the industry and switching the gears faster will make businesses always stay ahead in the race.

As a technology focussed company, Inflow Technologies is always thinking ahead of times and prioritizing the latest developments.

It has a very enthusiastic team who are always in for challenges. The company has been a part of the Digital India initiative, as technology and digital always go hand in hand.

Navneet Singh Bindra

Deputy Managing Director
Acting Country Chief Executive



Q: How is your organization geared up for 2020-2021? What is the emerging technology roadmap for the enterprises that you are trying to address? (Key priorities for 2020)

The technology distribution industry needs to strike a balance between catering to the market's existing demand while introducing innovative new technologies that will go mainstream in the future. As Cybersecurity has emerged as the industry's most pervasive need, we are focused on helping customers secure their networks and endpoints. At the same, we are driving adoption of market-ready yet nascent technologies like RPA, Predictive/Prescriptive Analytics etc. Our priorities are broadly aligned with those of our OEMs and customers who are in turn driven by the requirements of various sectors. As the economy recovers from the shock of the pandemic, businesses have had to realign their IT budgets, and that has influenced our priorities too. The sudden and huge demand for remote work enablement has motivated us to emphasize our hardware and software offerings this space too. Finally, we are committed to addressing the crucial gap in high quality professional services in the IT integration market through our partnership with the best system integration providers across the country.

Q: A great brand strategy involves brand positioning to create a market differentiation in the country. Can you brief on your marketing strategy for the year 2020-21?

For over 41 years, the Ingram Micro brand worldwide has been synonymous with high quality products and services from leading OEMs, backed with exceptional support and consulting. Our marketing strategy reflects our core values, which are even more relevant in the current day and age. The primary focus is to spread awareness about various products and services from our OEMs among our extensive partner community, enable them with the skills to deliver these products and services and help identify business opportunities.

Q: The year 2019 was focused on the growth of digital transformation. As things are always changing and evolving, and by seeing the trend, the year 2020 is going to be an exciting year for overall customer experience. What is your preparedness towards this?

Our organization has always been very sensitive to the satisfaction of both our customers and OEMs. From time to time,

we review our business practices and identify areas where the experience is less than stellar, and consciously work on improving on these areas. So while Customer Experience may have emerged as a trend in 2020, it has always been a way of life for us. To this end, we have a robust set of processes that aim for customer delight throughout their lifecycle with us, across various journeys and transactions.

Q: There's a disagreement on the most important cyber threats to focus on as we head into 2020, even though everyone agrees that cyber security is more important than ever before. What is your take on it?

A chain is only as strong as its weakest link. So, it's no good if you have strong network security but your endpoints are weakly secured, for instance. Security must be comprehensive and uniformly implemented across all aspects of your business. Having said that, we cannot ignore the associated costs and that not all businesses may require the absolute strongest security available. Therefore, we have the widest portfolio of security products and services in the industry which helps our partners select what serves their customers best at the optimal convergence of security and cost. We believe that cyber security is an absolute imperative, given the rampant proliferation of malware, ransomware etc. and we aim to help business find the right security solution that best fits their needs.

Q: The difference between success and failure of the company is not how much a company spends on research and development, but how it defines it. How are you complementing the Digital India initiative?

We are excited to be an active participant in the digital transformation of India. We cater to a wide variety of businesses and governmental agencies who are crucial to the success of the overall Digital India initiative. Our OEMs provide a wide portfolio of products and services that are integral to the digitization of sectors like education, healthcare, manufacturing, banking and financial services etc. We partner with thousands of highly skilled system integration providers across the country who are engaged in complex digital transformation projects like smart cities, in-country data centers etc. Finally, we support such projects with long-term financing through IMFS, our financial solutions arm.



Ingram Micro India presents the largest & most diverse portfolio of products and services





IRIS COMPUTERS

IRIS COMPUTERS CONTINUOUSLY LOOKS FOR AND INVESTS IN NEW AREAS AND DOMAINS

SANJIV KRISHEN

**Chairman
Iris Computers**



PROMISING 2020

The world in 2020 has faced unprecedented challenges. For many companies, supply chains have been disrupted and operations impacted. The biggest change, however, has been for companies to continue their operations even while their employees are working remotely.

Iris has embraced this change and has found ways to continue its operations across India. This necessitated investing in video collaboration tools, secure systems and remote connectivity but Iris made sure that the employees were up and running within days of the reopening. The company is also helping various enterprises to set an aggressive yet realistic trajectory to be remotely enabled. Some of the areas on the emerging technology roadmap that it has identified are the Data Centre (DC, DR), Edge Computing, Digital office solutions, IP Surveillance with AI, Smart Power Solutions, and Smart Furniture.

SET AS A DIFFERENTIATOR

The Iris brand has always represented reliability, flexibility and variety. To that end it has partnered with only the best technology inventors and industry leaders like Dell, HP, LG, CommScope, Ruckus, APC by Schneider, Acer, Delta, Wacom, BPE, to name a few. This makes the company to be a one stop shop for its customers where they can get whatever they need along with the knowledge that the products and services will be world class.

Iris continuously looks for new domains and areas. In 2020-21, Iris is also looking at aggressively channeling work from home solutions, Secure VDI Environments, Smart Signage, End to end wireless solutions with WiFi 6 technology, Trusted Power Backup systems and Protection for home offices.

DIGITAL TRANSFORMATION AGENDA

Digital Transformation has been a focus area for some years now at Iris. Despite the speed breaker the industry hit in 2020 – the drive towards digital transformation has remained a priority for many companies and in many cases, they are even accelerating their push towards new technologies. Thermal camera screening, automation of processes,

enhancement of security measures and new powerful end point devices are some of the basic technologies that Iris is offering to its customers. This is in addition to the normal range of technology products that it offers from its partners and vendors. Iris is combining that with strong marketing, and presales activities through which it helps partners with regular online training, product demos and delivery across the nation.

Iris Computers is known for flexibility and quick action and is prepared to do what it takes to retain this reputation.

CYBER SECURITY A PRIORITY

With workforces having shifted from the workplace to working at home so too have the security risks and challenges. Many hackers have shifted their focus from trying to penetrate office networks to trying to break into the comparatively weak home-based systems. Based on news reports, cyber-attacks have increased manifold since April 2020. India is fast becoming a major target for hackers because of the rapid adoption of online transactions but inadequate understanding of secure online practices within the population. Iris is advocating strong VPN systems, secure VDI, Cloud, VA/PT and regular user training to minimize the risks of cyber-attacks.

DIGITAL INDIA MAKING STRIDES

Investment in Research and Development is undoubtedly necessary – but certainly does not guarantee success. India, in particular, has very specific needs and requirements that demand innovative uses of technology to solve the many problems that the market has. So success will be a function of how much innovation is encouraged in companies, how employees are allowed to take risks without fear of failure and having a clear understanding of the latest technologies and how they can be adapted to meet local conditions.

The Digital India program will help India realize the ambition of building a just and equitable society by leveraging the energies of the country's youthful population and their propensity for quick adaptation and frugal innovation. Iris Computers has provided hardware and software to numerous customers as they try out their ideas. This has ranged from digital solutions in education, agriculture, airports, government, to name a few.



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IVALUE ASSISTS GOVERNMENT AND BUSINESSES IN EMBRACING DIGITAL TO MAXIMIZE PROFITABLE GROWTH

KRISHNA RAJ SHARMA
Director & CEO, iValue InfoSolutions



TECHNOLOGY LANDSCAPE 2020

iValue InfoSolutions identifies 3 phases to the Covid 19 challenge – survival, ensuring business continuity and investing in technology to optimise productivity, availability, flexibility and reducing cost along with enhanced agility. While at the entry level iValue saw laptop/desktop, UPS, endpoint security and VPN having high demand due to WFA need, at the enterprise level it has witnessed a shift to Hybrid cloud, VPN connectivity, endpoint security, DLP, and Authentication picking up steam due to remote delivery. Existing large enterprise customers were also seen upgrading their secure gateway products, optimizing availability and performance to meet the changed scenario.

SET AS A DIFFERENTIATOR

Being a technology aggregator with service capabilities, iValue views marketing in a different way. The 1st thing it did was to transform iValue for enhanced relevance from OEM, Partner and Customer perspective from a C19 era need.

In line with the new disruptions, iValue quickly enabled its sales teams to remotely get connected with customers and partners and address their immediate needs from both business and technology perspective. To effectively address the new challenge with customer needs, it added a few new solutions to its offering and created bundles around WFH with a highly comparative price tag.

iValue has partnered with industry bodies like CII, ET-CIO along with thought leaders around cyber security governance, risk and compliance to help the ecosystem safely surpass C19 challenges.

DIGITAL TRANSFORMATION AGENDA

Digital transformation leveraging Social media, Machine learning, Analytics and Hybrid Cloud popularly named as SMAC has been the theme for most enterprise and corporate during the last few years. Majority have also reimagined their business in the internet and mobile era through Digital transformation to enhance relevance, create scale and sustain profitable growth.

The priorities have changed dramatically for every business due to the C19 impact and the world is very different since March 2020. Organizations which had taken the lead to build their digital presence had the advantage to sustain business as they were digitally connected with their stakeholders and employees to operate from anywhere and continue their business operations. While the majority of the business which did not embrace DX were suddenly left high and dry in the locked down world.

iValue's focus has been to onboard new OEMs with solutions of relevance for business to survive, consolidate and thrive in the C19

era. It has added 15+ new brands to help partners address end to end needs of enterprise customers around data, network and application – the DNA of every business.

CYBER SECURITY A PRIORITY

The WFA scenario along with banking and online shopping needs in the lockdown world have exposed both individuals and enterprises. C19 demanded 100% of business operations in the WFA model which proved to be a challenge to the majority.

Threat vectors grew geometrically taking advantage of the situation of WFA, online banking and shopping from home which is less protected as compared to enterprise offices with multi-layered protection.

There were incidents of malware encrypting customer data and demanding ransom in many cases in the recent past. Hackers are having a great time in these vulnerable times and both individuals and businesses are on their heels to bridge the gap and reduce the vulnerabilities. With the budget for any expense expected to be tight due to loss of business in the C19 world, balancing security and compliance along with online business is going to be a challenge for many over the next 2-3 years.

With technology proving to be the only way to ensure business continuity, cyber security will become a common thread for all digital business initiatives to ensure security, availability, scalability, agility at optimal costs and compliances.

DIGITAL INDIA MAKING STRIDES

The new priority for all is business continuity by going digital for all its internal and external facing operations. India over the recent years has made tremendous progress on e-way. The central and state government have moved all citizen and business facing transactions to web/mobile. The online payment along with Aadhaar based authentication has helped business and individuals to transact even during physical lockdown. Mobile coverage with 4G along with UPI payment has helped business and individuals in all their daily needs covering working, banking, shopping, education and entertainment needs.

iValue over the last 12 years has helped both the Government and business embrace Digital to ensure availability, scalability, security and compliance needs of every type of business for maximizing profitable growth. With its expertise around DNA transformation, iValue has played a key role in most central government transformational projects of national importance along with top 200 brands across BFSI, ITeS, Telecom, Pharma, Manufacturing and Hospitality segments.

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25 TB SAS 10K Drives	₹ 7.30
50 TB SAS 10K Drives	₹ 11.70

NL SAS Bundles (Price in Lacs*)

32 TB NL SAS	₹ 5.00
53 TB NL SAS	₹ 5.90
106 TB NL SAS	₹ 7.30
150 TB NL SAS	₹ 11.70

iValue InfoSolutions Pvt. Ltd.
Authorized Support and Services Partner

Why VSP G130?



Tool-less setup



Simplified GUI



Reduced TCO



Supports data tiering



Affordable pricing

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iValue, a value added distributor operates in 12+ locations across India, Kenya, Sri Lanka and Bangladesh.

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INSPIRA ASSISTS ITS CUSTOMERS WITH THE DIGITAL TRANSFORMATION TECHNOLOGIES AND CYBER SECURITY SOLUTIONS

MANOJ KANODIA
CEO - Inspira Enterprise



PROMISING 2020

The year 2020 has indeed raised some serious challenges for every business and demands for the “new normal” approach, stronger digital adoption, enhanced empathetic attitude from brands and a complete redesign of customer experience. Inspira is mindful of these changes and is on the forefront of adopting every measure to ensure not only business continuity but also business development for self as well as for its customers.

SET AS A DIFFERENTIATOR

According to a recent article, 71 percent of buyers would lose trust in a brand (forever) if they perceived a brand was putting profit over people right now. Brands that traditionally aimed at increasing their ‘Share of Voice’ will now have to rethink on how to increase ‘Share of Empathy.’

Inspira concurs with these insights and is conscientiously moving towards “story telling” from the customer’s perspective. Since the present situation demands switching to digital mode of conduct; Inspira has accelerated its participation in virtual forms of communication. All in all, it is an exciting time as the team is innovating and experimenting with a new vigour and it will not be wrong to say that we are learning new things every day.

DIGITAL TRANSFORMATION AGENDA

Inspira is helping its customers embark on their Digital transformation journey with its Digital Practice - ANKIOS ‘derived from, Ankiya - Digital in Sanskrit and Cosmos’. With a tech savy team that is cross trained on latest technologies such as Advanced Analytics, Big Data, Cloud, Blockchain and Cyber Security, Inspira has been working in a domain focused approach for its customers. With the domain specialization approach, Inspira is at a better position to understand the customer’s problems and help them solve the issues not only with technology but also through a consulting approach. With the process of digital, we promote the thought process which states ‘You are here in 2020 and should sustain the digital disruption till at least 2030’.

CYBER SECURITY A PRIORITY

Cybersecurity needs to be considered in a holistic way by organizations and not in a silo. Every organization need to assess the risks from cyber threats based on their environment and what their peers face in the same Industry. Once a proper risk assessment is undertaken, the cybersecurity posture can be elevated with a combination of people, process and technology. Inspira offers holistic risk assessment and intelligent security solutions to evaluate cyber risk posture and prevent cyber-attacks through efficient cyber resilience.

DIGITAL INDIA MAKING STRIDES

R&D is a process that helps an organization to stay updated with the current situation, grow and remain relevant with the digital transformation/ disruption era.

Inspira has always focused on R&D to add value to its customers; for instance, its healthcare product, hospital management information system jointly developed with Manorama Infosolutions has been upgraded with the latest technologies to scale up and deployed quickly during the covid-19 scenario. The success or failure of any company is dependent on where the focus is. Inspira feels lucky to have associates both in terms of tech and domain within the company who are able to understand its customer needs well within time, because of which the company has been successful in the digital India space.

In 2020, Inspira is not only focusing on the business practices of its customers to be digitally transformed but also on their cybersecurity practices, i.e. to keep its customers’ cybersecurity above and beyond, using the latest technologies. Inspira has a state of the art Security Operation Centre based out of Mumbai, through which it manages cyber security of its customers and Inspira’s R&D team keeps it up to date to be ahead of the cyber attackers by utilizing the latest technologies.



JUNIPER POISED TO LEAD THE TECHNOLOGY INNOVATION AND DELIVER NETWORKING SOLUTIONS



HARSHAVARDHAN KATHALEY
Director, Channel Sales (India & SAARC), Juniper Networks

PROMISING 2020

Automation is increasingly becoming a priority as enterprises continue to look for ways to improve networking efficiency and performance. One area that is likely to have significant impact would be the introduction of bots, while another trend is the play book that is customized specifically to customer requirements. Furthermore, an increased adoption of technologies such as SD-LAN and campus networks with EVPN and VXLAN, as well as a shift towards Multi-cloud architectures are few additional developments we might see. Also Artificial Intelligence (AI) will be a major priority as well – across areas such as wired and Wi-Fi, as well as security.

Juniper is geared up to lead with the technology innovation as well as deliver industry solutions along with its partners.

DIGITAL INDIA MAKING STRIDES

Juniper is an established technology vendor for all the major Service providers across the globe. Its network Infrastructure solutions are developed based on, automation, analytics, and self driven network philosophy.

Juniper's mission to "Connect Everything & empower everyone" is aimed at helping its customers succeed in whichever segment they belong to viz. Service providers, Enterprises & Government etc. Juniper has its R&D center in Bangalore with a large team of R&D engineers designing the products and coming up with Innovations in the Networking domain. This is one of the biggest R&D facilities for Juniper with 1500 Rack Data Center which is utilized for R&D, 25X7 TAC support, Simulations etc.

Juniper is playing a significant role in the Digital India initiative by enabling the citizens of India to avail the services offered by GOI over the best in class network infrastructure powered by Artificial Intelligence and automation capabilities. Few examples where Juniper is participating in Digital India infrastructure initiatives are -

- **Smart cities** – enabling the automation and analytics capabilities to add, delete and change and have Network level analytics to troubleshoot and identify problems in real time
- **The Bharat Net projects** – Vision of GOI to connect 2, 50,000 Gram Panchayats across India and provide Internet and e-services to the citizens in these GPs and villages.

Juniper is participating in these projects across states to offer scalable technology solutions to cater to the massive scale requirements like the networks of the Telco & service providers.

DIGITAL TRANSFORMATION AGENDA

While Juniper Networks is accelerating network innovation with AI, its partners continue to play an important role in delivering this experience to its customers. The plan is to help these partners drive growth through new business and customer expansion, while focusing on simplicity.

Customer experience is critical to the Digital transformation platform agenda. Juniper's preparedness has been driven by leading this wave of Cloud Adoption, Mobility, AI/ML, and Security & Business Continuity Models for bringing experience closer to consumption rather than just back office.

CYBER SECURITY A PRIORITY

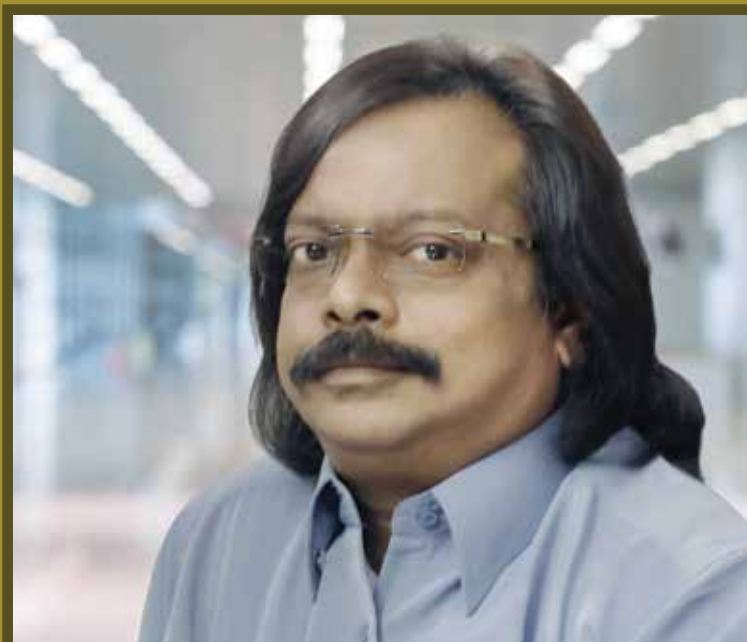
There could be various underlying reasons why there is a disagreement on which cyber threat to focus on. Threats can be classified by the severity of their threat vector or complexity of their behaviour. On one side, there could be a simple keyboard logger that steals passwords to the other end of the spectrum that uses complex machine learning algorithms to predict human behaviour and then attack. Every threat has its place and needs to have the same focus. Sometimes the simplest oversight might cause the most harm. There is no silver bullet in the world of cyber security nor is there a place for any form of complacency.

Juniper's primary purpose of existence is to connect people and devices. That is what as Juniper claims, it is born to do, and is something it will always do. It also builds solutions that help secure this connection. For this, Juniper's partners need to work with multiple vendors to ensure that they provide a 360-degree coverage to its customers. This might also require Juniper to work with other OEM vendors. The company is thus focused on creating an open ecosystem that will allow this to happen seamlessly.





UNLIMITED PROTECTION FROM CURRENT AND FUTURE CYBERTHREATS



J KESAVARDHANAN
Founder and CEO - K7 Computing

PROMISING 2020

As a cybersecurity provider, K7 Computing continuously improves and leverages technology advances to counter cyber attacks before they occur. This arms race between the good and bad guys is relentless and K7 is not just looking at 2020-21, but beyond this as well to anticipate and counter threats that are currently beyond the horizon.

K7 Computing has utilized Artificial Intelligence/Machine Learning in its security solutions to stop malicious activities even before they are recognized as threats. Ransomware has emerged as a potent threat to businesses and K7 has developed methods to spot and stop malicious encryption. The company has also developed protection for both iOS and Android. K7 Computing will continue to invest in such technologies and create appropriate solutions. It is also developing IoT focused solutions as these devices have the potential to be cybersecurity game changers due to the very large attack surface they create.

Simply put: "Wherever digital goes, K7 will be there."

STANDING APART IN CYBERSECURITY

K7 is an Indian company operating for 28 years, and understands the market needs. Its products are designed to let its customers focus on their business while it takes care of their cyber security requirements.

The world is aware of cyberthreats but that is not the same as being protected. K7 wishes to democratise cybersecurity, i.e. to give every citizen of the country the confidence to participate in, and contribute to the digital world.

K7 also makes its solutions simple, because users shouldn't need to be cybersecurity experts to be safe. All these, together, make K7 Computing the protector one can count on.

DIGITAL TRANSFORMATION AGENDA

More digitisation creates more opportunities but also more threats. Cybersecurity is a moving target and K7 works constantly to hit this moving target. The customer's digital ecosystem is a highly diverse environment. K7 Security's goal is to protect the customer no matter how they wish to use digital technology and whom they wish to share their digital experiences with.

Therefore, it pursues a multi-platform technology strategy that covers Windows, Mac, Android, and iOS. Its R&D teams work tirelessly to identify threats to these platforms, and to create solutions for other platforms that may become popular. The customer experience that K7 is most proud of hearing about is how they lead productive and peaceful lives because of its products' unobtrusive protection.

STOPPING EVERY THREAT IS CRITICAL

K7 Security treats all cyberthreats the same - they must be stopped. It protects its customers from all cyberthreats, large or small, and protects all customers, large or small, from all cyberthreats.

All malware have the potential to be highly destructive. The same virus that deletes a school student's project in a home machine can delete a patient's history in a hospital. The consequences are very different even if the virus is the same. Therefore, K7 focuses on negating all cyberthreats.



DIGITAL INDIA – MAKING STRIDES

K7 is very happy with the Digital India initiative. Strong digital infrastructure and culture is necessary for efficient delivery of services to 1.3 Billion people. For Digital India to be successful, a powerful digital security infrastructure is also necessary, which is K7's area of expertise and where it contributes to the country's development. The very large population of India makes large scale attacks both possible and tempting, with consequent devastating results. K7 Security ensures that it will not let that happen.

R&D is in K7's DNA. It has a state-of-the-art threat lab which works diligently to ensure that threats on multiple platforms are identified and blocked. The focus is on achieving tangible results – the cyberattacks of today are highly sophisticated and K7 pushes for innovation that can prevent threats as they emerge, even before product OEMs have released a patch for the vulnerability. This proactive defence that K7 provides is an essential complement to the Digital India initiative.

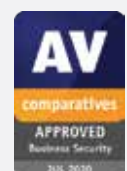


Securing Your Digital World

K7 Security offers international award winning cybersecurity products that are 100% Made in India. We stop cyberthreats on Windows, Mac, Android, and iOS for home users. We protect SMEs and large enterprises with on-premises and cloud-deployed Endpoint Security and hardware Unified Threat Management appliances.



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kaspersky

KASPERSKY'S NEW IDENTITY REFLECTS ITS EVOLUTION FROM "CYBERSECURITY" TO "CYBER-IMMUNITY"

PROMISING 2020

Kaspersky is very optimistic about growing its business in 2020-2021, especially in the B2B market. The BFSI, large enterprise and Government sectors will be its key focus areas. The key offerings for the B2B market in 2020 are Kaspersky Anti Targeted Attack Platform (KATA), Endpoint Detection and Response (EDR), Sandbox, Threat Intelligence Reporting & Services, Security Cloud and Industrial Cybersecurity solutions, that are completely prepared to fight against the various threats targeted at the sector.

Kaspersky foresees 2020-21 to be a turning point in its business wherein the Industry looks upon it as one of the best security solution partner rather than just a point product organisation. The plan is to create more awareness, more mindshare and dependability on Kaspersky. The company also has a very robust plan to engage with its channel partners so that it can work together to combat cyber threats and build a safer world together.

SET AS A DIFFERENTIATOR

The key to building a great brand positioning strategy is to always deliver a simple key message that can relate to every single individual. Keeping this in mind Kaspersky Lab was recently rebranded to simply Kaspersky. The thought process behind this change was made to reflect the transformation that the company has gone through in the last 22 years.

The new branding reflects the evolution of Kaspersky's business focus from "cybersecurity" towards the wider concept of "cyber-immunity", that is its market differentiation globally.

Kaspersky's key market strategy is to focus on advanced cyber solutions like OT Security, Cyber Threat Intel, Fraud Prevention, to name a few, to help organizations respond to critical pain-points in the dynamic cyber world. Another key initiative to create cyber awareness is by conducting cyber workshops and training campaigns for enterprises and the channel community based on their existing cyber maturity.

Kaspersky's prime intent is to be seen as a Cyber Solutions Partner that can help organizations create transition from 'Cyber Security' to 'Cyber Immunity'.

DIGITAL TRANSFORMATION AGENDA

This is one of the most exciting times for a country like India that is technologically developing faster than ever; Kaspersky too is excited to be a part of this initiative and is looking forward to the numerous opportunities that the company can explore to secure various sectors like Enterprise, BFSI, Critical infrastructures, and Government bodies to industrial security, etc. Each sector has a different threat landscape which is constantly evolving and in line with this Kaspersky is evolving its solutions too. Kaspersky has a team of experts – known as the Global Research and Analysis Team (GReAT) – that are hunting for threats and providing threat intelligence reports with recommended next steps for its customers.



DIPESH KAURA
General Manager for South Asia -
Kaspersky



DIGITAL INDIA MAKING STRIDES

Kaspersky has been globally securing individuals, public and private networks and in turn encouraging the world to explore the endless opportunities that advanced technology has to offer. Kaspersky's GReAT team helps to understand the different threat landscapes in the markets that it caters to.

Other than its strong knowledge of the industry, the company also helps to raise awareness against different threat actors and even provide training services to employees of large and small enterprises. What defines Kaspersky is that it wants to become the cybersecurity solution partner by helping enterprises at every stage of their cybersecurity development.

Kaspersky has constantly worked with the governments of various countries on their cybersecurity problems and helped them overcome their concerns with its innovative solutions. In the past Kaspersky has worked in India on projects like Clean India digitally and looks forward to exploring more such projects in the future in association with the Indian government, banking, enterprise bodies and institutions.





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Endpoint protection from a peace of mind provider

If you want a vendor you can trust to protect your cybersecurity as well as you look after your business, choose Kaspersky and secure your peace of mind

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PROMISING 2020

The world has undergone a massive transformation in the past few months. With virtual becoming the new normal, L&T Technology Services (LTTS) has laid down detailed guidelines for handling office equipment, confidentiality & data privacy norms, work hours, and expectations on productivity. LTTS is constantly engaging in virtual meetings and presentations with its customers and supporting employees with the necessary infrastructure for minimal business disruption and smoother transition of employees from worksites to homes.

The company that has scaled up its global operations in the span of a decade, has rolled out services and solutions aligned to F.R.U.G.A.L Manufacturing to deliver services remotely through data and cloud platforms, reduce design timelines, and increase production throughput for manufacturers.

LTTS is also exploring new models for the future, known as WFX or Work from Anywhere, which will allow employees to work from anywhere on the planet as long as they are connected with the company network.

SET AS A DIFFERENTIATOR

At L&T Technology Services, the three important aspects of its brand strategy are Empathy, Innovation and Collaboration. The work that it does and the solutions it develops in sectors ranging from healthcare to security to mass manufacturing are focused towards development and upliftment of masses and building a smarter, greener world. The underlying spirit of innovation in brand LTTS helps its engineers dream big and achieve the near-impossible.

DIGITAL TRANSFORMATION AGENDA

Digital transformation is not a commodity but a process - a customer-sentiment driven change. It implies tectonic shifts in the way organizations build and utilize resources and modify their operations. To ensure that Digital Engineering solutions reaches its important stakeholders - the customers - LTTS has created the perfect opportunity to bring R&D innovations to the doorstep of its customers and launched the virtual clone of its Think Studio, an incubation lab in Bangalore, India where many innovative ideas come to life. The lab showcases myriad possibilities from ideating engineering excellence to prototyping samples.

LTTS also decided to enable virtualization of its Wet Lab to support customers during the lockdown. LTTS' 'Wet Lab' is a one-of-a-kind biological testing lab where life science & diagnostic devices are validated using chemicals, drugs and bio-matter.

i-BEMSTM Shield, built on LTTS' award-winning i-BEMSTM framework, will enable customers to develop 'buildings of the future' with features such as automated temperature detection, monitoring of building air quality, and smart maintenance of social distancing norms.

CYBERSECURITY A PRIORITY

At a time when almost 80% of the global workforce is working remotely, the biggest concern for any company would be targeted ransomware and threat to the cloud. LTTS has set up a full-fledged cybersecurity practice to integrate cybersecurity with all its services and solutions.

For example, LTTS' engineers offering end-to-end vulnerability assessment and penetration testing for automotive products, at vehicle and software based components. It helps its customers across industries to evaluate attack surface for their products, create threat models, define security requirements, design security architecture and help them in implementation and verification (penetration test) of their products. LTTS follows the DevSecOps approach to ensure security is embedded

INNOVATION SETS THE LTTS BRAND APART FROM THE COMPETITION



DR. KESHAB PANDA
CEO & MD
L&T Technology Services

throughout the life cycle of the product.

DIGITAL INDIA MAKING STRIDES

There is a difference between a successful R&D cycle and achieving market success. LTTS offers innovative design and development solutions to clients across the entire value chain of product development and caters to all major industries. The goal is to increase access to resources, foster equality, and enhance efficiency. Researches conducted at LTTS have led to the development of a compact, cost-effective surgical robot, India's first indigenous blood cell counter, the smartest campus in the World, World's first autonomous welding robot and the World's first hybrid aircraft engine.

LTTS is also tapping into upcoming technologies like 5G, artificial intelligence, collaborative robots, digital factories and autonomous vehicles, which have huge potential and are essential for the benefit of the people.



MATRIX AIMS TO OFFER DIFFERENTIATION IN EVERY SERVICE AND PRODUCT IT DELIVERS

PROMISING 2020

Matrix owns a legacy of refurbishing its product portfolio. As a company, it keeps a close eye on the movement of each product to get a brief insight of the market structure, customer's requirements and change in their needs. Matrix tailors its branding and marketing strategies based on this data and spreads the word in the market accordingly.

Marketing has always been a driving force behind sales and profits. The Matrix marketing team is dedicatedly working towards market research, analyzing product movement, identifying new target markets and working on new ways which ultimately increases business opportunities for the company and its business associates. Matrix understands that the customer trusts a brand first and then the product, and hence the team is investing time in activities that would position the company as a world leader in innovative Telecom and Security solutions. Thinking on a wider horizon, marketing is crucial for defining success since the team's key focus is on spreading information about new products and building a loyal customer base. However, whether it is an established enterprise or a mere startup, the truth is that the customers' behaviour is constantly changing. And unfortunately, traditional marketing methods are consistently failing to cast their spell on the informed consumers. Therefore, marketing professionals have to draft a strategy which is a fine amalgamation of past successful marketing strategies and newly brewed consumer centric ideas.

Matrix aims to include elements such as webinars, social media branding, carefully categorized email distribution and insightful videos in its marketing mantra for 2020.

SET AS A DIFFERENTIATOR

The go to market strategy for financial year 2020-2021 adheres to the Matrix mission of offering differentiation in every kind of service it provides and every product it delivers. This year, Matrix's prime focus will be on widening its reach in the international market. Matrix has exhibitions, enterprise solution meets, media advertisements and more in its roadmap. With brief insights of the market, customer requirements and their preferred media, the company will unleash the potential of digital marketing and enhance its reachability in different channels.



GANESH JIVANI
Managing Director - Matrix Comsec

DIGITAL TRANSFORMATION AGENDA

Digitization has certainly become the key to drive business because of its obvious benefits of swift execution of business processes and improved accessibility of information exchange. Increased security and retention of information makes digitization a lucrative option for businesses. Since digitization plays an active role in information storage, entrepreneurs will use the same to the fullest for offering customization and personalization to the customers. Optimum usage of the information will be done to reduce customer lead time and widen the loyal clientele.

Matrix believes in creating differentiation in everything, whether it is product differentiation or positioning. The company aims to draft a strategy while anticipating customers' needs and market trends. Matrix will be focusing on improving its reachability on the online platforms by being present exactly where the customer is searching them. The company will be producing and floating content, be it in the form of video or text, explaining new features and applications of its latest products and solutions.

DIGITAL INDIA MAKING STRIDES

In 2020, Matrix is all set to enforce the benefits of Digital India among Partners and Customers alike. One of the key points of Digital India is to deliver stable and secure digital infrastructure. Matrix's recent innovations have been developed keeping in mind the digital stability aspect as one of the strongest factor. One of the major steps has been a complete shift towards IP technology.

Additionally, Matrix regularly upgrades its solution mobile applications for a better customer experience.





MAVENIR COMPLEMENTING 'DIGITAL INDIA' WITH ITS COMPREHENSIVE PRODUCT PORTFOLIO

SANJAY BAKAYA

Regional Vice President – India & South Asia,
Mavenir

PROMISING 2020

Mavenir as a company is focused on accelerating software network transformation and redefining network economics, which in today's world has become very crucial. It has positioned itself strategically by offering a comprehensive end-to-end product portfolio across every layer of a network infrastructure stack. Its 5G application/service layers to packet core and oRAN is without any doubt most evolved, with its cloud native networking solutions enabling innovative and secure experiences for the end users.

Mavenir Mobile Business Fabric (MBF) is the nucleus of Mavenir's Enterprise Portfolio. It's a framework of integrated business solutions, focusing on enabling deskless, mobile workers and business of all sizes. Although it is predominantly designed with the SMB in mind, it facilitates deep level of mobile rich communication for companies of all sizes.

Mavenir leverages industry-leading firsts in VoLTE, VoWiFi, RCS, Mult-IC, vEPC and vRAN. It is involved with over 250+ CSP customers in over 140 countries. As an organisation, Mavenir is today well positioned in the communications industry well beyond 2021.

SET AS A DIFFERENTIATOR

Mavenir will continue to position its comprehensive end-to-end product portfolio across various customers more aggressively. In 2020, Mavenir plans to drive its branding by showcasing case studies and white-papers besides its ongoing brand related exercises.

DIGITAL TRANSFORMATION AGENDA

As a turnkey software communications enabler, Mavenir's focus is on providing its partners and their customers with memorable and repeatable experience. Its aim and focus is to provide its partners with opportunities to create new revenue streams, reduce churn through innovative products and protect their existing customer base that fosters growth and customer satisfaction.

Mavenir's portfolio is quite forward looking. It is a known fact that the telecommunications service providers are facing a massive data and speed demands in the face of reduced revenues and ARPUs. In other words, they are under huge financial stress. From a technical point of view, they are looking to mimic the web-scale companies that leverage container-based automation approaches.

Next generation 5G mobile networks represent a dramatic shift in the principles of network architecture. Instead of serving a handful of different device types and applications, 5G networks will be required to support practically every conceivable device, application, and service from the consumer, enterprise & industrial sectors. 5G networks need to scale from supporting millions to billions of connections – with data handling that seamlessly scales up from gigabytes to petabytes.

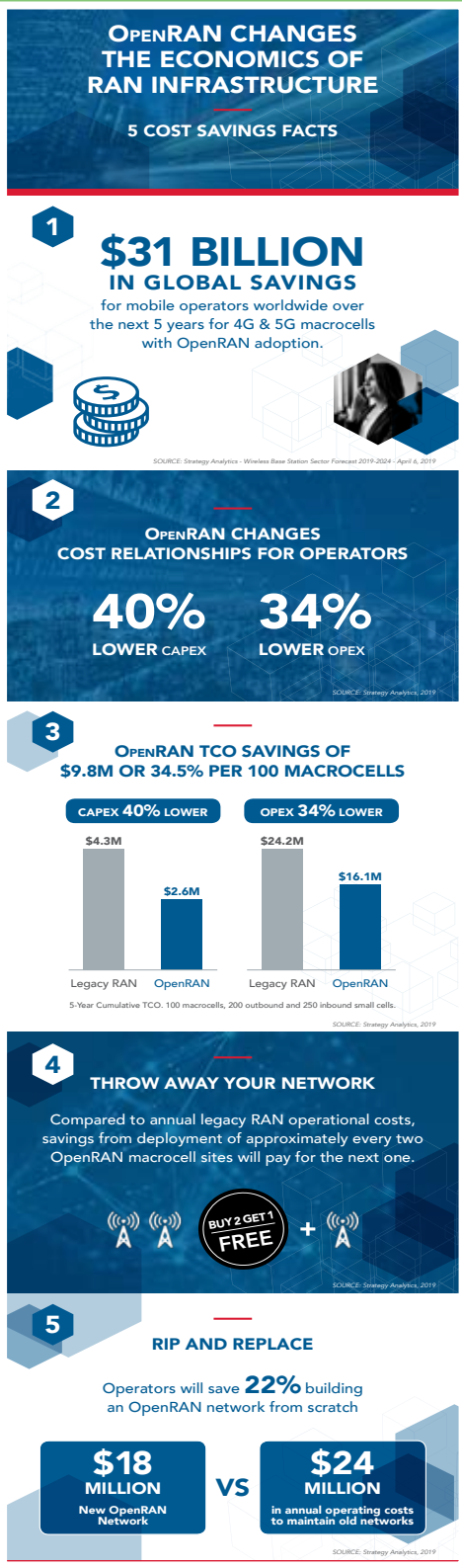
Mavenir's R&D division is thus well positioned to take on the challenges of the future.

CYBER SECURITY A PRIORITY

Cyber security is very important in today's scenario and will become more critical while moving forward. Mavenir, as a forward-looking organisation, has a cloud-native Network Security and Fraud Management Suite. The security suite fully covers protection of the core mobile network including the messaging, voice and data revenue of modern CSPs. The Mavenir Fraud Management and Security Suite ensures for recurrent revenue savings by its customers at the levels of \$500K to \$2M per month.

DIGITAL INDIA MAKING STRIDES

Mavenir is aligned to a framework assigned for all the products which reduces the effort of building the products and investing on R&D to a greater extend. Spending on R&D is very important and so is the vision which is driving the process. As far as Mavenir's role in the 'Digital India' initiative is concerned, Mavenir has the largest R&D centre out of India. It has business relationships with all the top telecommunication service providers. So, it will be correct to state that Mavenir is complementing the 'Digital India' initiative, which happens to be an ambitious vision of the Prime Minister of India.



PROMISING 2020

McAfee works towards protecting every aspect of a customers' digital experience - from the device to the cloud. It is actively working towards building a stronger cyber security culture amongst organisations in the face of relentless attacks.

McAfee's cloud-led strategy works towards building an organization's ability to protect data and workloads, whether in use, or at rest. It has launched a new product suite for enterprises of various sizes – the MVISION suite that is cloud-native and insight-driven. The MVISION Unified Cloud Edge protects data and stops threats seamlessly across devices, networks, clouds and on-premise environments. This creates a secure environment while reducing overheads and costs for the customer.

DIGITAL TRANSFORMATION AGENDA

While trends continuously change, organisations must be equipped to directly improve customer experience using both new tools and new mindsets. Innovative digital marketing technologies pave the way forward to improving customer experiences. There has been a surge in the use of key digital technologies to modernize the B2B customer experience. This new dimension of customer experience requires businesses to understand the customer's need and expectations, deliver products, provide supporting services and continue to be connected and ensure they get the maximum benefit from their purchase.

McAfee believes in delivering superior experiences and there are two means of doing so - technology delivery and relationship management. Its partners are also instrumental in taking the complexity out of its products and ensuring customers get the maximum benefit by aiding them with their technical expertise.

CYBER SECURITY A PRIORITY

Every device is network connected, and it is near impossible to own a device that doesn't have an IP address. Both consumers and enterprises need to be vigilant about what devices and information are connected to the internet.

As one of the largest device-to-cloud cybersecurity companies, McAfee is responsible for protecting 622 million total endpoints, 97 million enterprise endpoints, 525 million consumer endpoints along with 69,000 enterprise customers.

Through extensive global research, McAfee Labs Threats Predictions 2020 highlight that threat actors will increase the complexity and volume of their attacks and use the world's evolving technology to target users. Cyber criminals will target enterprise networks to exfiltrate confidential corporate information through two-stage ransomware campaigns.

Adding to these threats, less-skilled threat actors will have access and broader capabilities to create deepfake content. Deepfake videos or text will be weaponized to amplify information warfare and the spread of misinformation. Adversaries will leverage artificial intelligence to produce extremely realistic text, images, and videos capable of bypassing facial recognition technology to manipulate individual and public opinion.

Almost every company across the globe is on their journey to the cloud. With more and more enterprises adopting cloud services to accelerate their business, the need for cloud security is greater than ever. Consequently, the number of organisations adopting container technologies will continue to increase in 2020. Container technologies will help businesses modernize legacy applications and build new cloud-native applications that are scalable and agile.

DIGITAL INDIA MAKING STRIDES

Innovation is a key focus area for McAfee and the McAfee India Center (MIC) in Bangalore holds testament to this belief. This state-of-the-art research and development facility is the microcosm of global McAfee and is the largest McAfee development facility globally, employing close to 2,000 employees and over 1,500 engineers. Fostering a culture of innovation and fearless thinking has resulted in more than 50+ patents and 20+ product releases from the McAfee India Center.

Recent studies of McAfee suggest that many organisations still lack the technological sophistication and management support to detect and recover from cybersecurity attacks quickly enough to avoid damage. With the Government's push towards the Digital India initiative, it is thus imperative for businesses to build a secure and resilient cyberspace.

With one of the most comprehensive security portfolios in the industry, McAfee delivers proactive, integrated protection for networks, the web and cloud. Its solutions help enterprises manage risk and meet regulatory, industry, and internal compliance demands more effectively. With McAfee's integrated platform, businesses can optimize their security investments and proactively protect their most important asset, which is data.

MCAFEE BUILDING A STRONG CYBER SECURITY CULTURE TO PROTECT BUSINESSES FROM THREATS



SANJAY MANOHAR
MD - McAfee India





MICRO FOCUS HELPING ORGANIZATIONS TRANSFORM WITH BUSINESS-CRITICAL TOOLS

PROMISING 2020

As digital capabilities and connectivity become more ubiquitous, technology is quickly and radically changing nearly every sector of India's economy. The channel is aware that digital disruption is already underway, with customers adopting disruptive technologies like AI, ML, and the only way to be in business is to disrupt oneself. Moreover, executing a customer experience strategy can help increase customer satisfaction and boost the bottom line in today's time.

Micro Focus believes in the same ideology and looks forward to providing better solutions to its customers in 2020-2021.

As the year started with the coronavirus COVID-19 global pandemic impacting every aspect of our lives, from how we work to how we conduct our daily lives at home with our families. Micro Focus is standing firm in their company values in putting customers first, in teaming and working together for the best outcomes, in deciding and acting in a way that makes an impact, and in learning and adapting so that they can help their employees and customers adjust to this new way of life.

As businesses transition to allow their employees to work remotely, Micro Focus is helping by making it easy for organizations to ensure continuity of service to their customers. To that end, they are offering the following packaged offerings that are designed to help the teams.

- **Advanced authentication for remote employees** - As employees move to working remotely, they need secure access to the data and systems required for their job. Micro Focus is providing unlimited edition of NetIQ Advanced Authentication that offers multi-factor authentication for users. Organizations can secure their users coming in through VPN, RADIUS, web portals, etc., as well as any internal requirements they may have
- **Encrypt and secure remote employee email** - Many users, who are working from home, may be using unsecured email systems. Micro Focus provides Voltage SecureMail for both internal and external email encryption - from the originator to the intended recipient. Messages remain encrypted throughout their lifecycle until the recipient decrypts the message
- **Protect social media & mobile communications** - Micro Focus recognizes that many of the customers have more employees working from home at this time and need to collaborate virtually. They are offering Digital Safe customers the ability to use Social Media Governance solution to capture one of their collaboration channels (MS Teams, or Skype for Business or Slack) at no charge for 90-days from engagement. It simplifies the ability for customers to capture and centrally monitor communications of various types including social, collaborative, and mobile communications, while at the same time providing controls for real-time monitoring, discovery, and capture.
- **Ensure scalability of critical internal and external apps** - To handle the unprecedented influx of online traffic especially during these unprecedented times is critical. To enable quick detection in real time, Micro Focus is providing free-of-charge LoadRunner Family product licenses.

SET AS A DIFFERENTIATOR

Marketing plays a very strong role in today's digitized world - in terms of visibility, mind share, pipelines and acceleration. Micro Focus has been doing various kinds of marketing programs; one of the tickers was having the entire PR piece put in place, which gave the company a great visibility. It believes that a lasting, successful transformation will occur only by helping enterprises leverage Hybrid IT Management, Enterprise DevOps, Risk, Security & Governance, and Predictive Analytics. Hence, Micro Focus will continue to focus on Smart Digital Transformation in the coming years.

SMART DIGITAL TRANSFORMATION AGENDA

Micro Focus is at the execution phase of the company's transformation as it has established a company-level message that has its foundations in Smart Digital Transformation and is supported by four



SAURABH SAXENA
Country Director – India
Micro Focus

focus areas. In addition, they are continuing to streamline key product messaging and integrations, as well as deliver on augmenting its existing portfolio with new innovations (such as the addition of ML/AI to make portfolio data pragmatically actionable and Robotic Process Automation, or RPA, as part of their quality and operations portfolios).

Most of Micro Focus' 40,000+ customers are either on a digital transformation journey or headed that way, and many of these customers are wary of abandoning years of IT investments; they are looking for ways to compete in the new digital economy without jeopardizing current systems of record and putting business continuity at-risk.

CYBER SECURITY A PRIORITY

A holistic security framework along with immersive technologies is the need of the hour today in order to detect, protect, respond, identify and recover from cyber threats. Micro Focus therefore focuses more on an integrated approach. It integrates information, application, and data – the three pillars that are important for any organization. From an innovation perspective, Micro Focus is going ahead more from use case and application perspective rather than point solution. It identifies the problem, analyses, and addresses it with solutions that cut across verticals.

DIGITAL INDIA MAKING STRIDES

Micro Focus started its R&D in India in 1995 with the aim of locating a development center with top talent that has deep experience in global delivery. Its R&D team consists of over 1,500 employees in product groups and services. India is the largest development center for Micro Focus worldwide, with about 30% of this overall team based in India and has significant product development work being done out of India.

The focus of Micro Focus on Smart Digital Transformation plays well with what takes to make a very complex environment in a smart city, which is the infrastructure. Every region defines the smart agenda differently and focuses its efforts on varying aspects, from Internet connectivity to transportation.

Micro Focus is working closely with the government on initiatives like Digital India, Smart Cities, etc. Some of the mission-critical applications from the Government of India leverage its solutions. Out of the many Smart City projects under execution, majority of them use Micro Focus' solutions to ensure service availability, performance, and security.



MICROSOFT FOCUSES ON EMPOWERING PEOPLE TO ACHIEVE MORE WITH THE RIGHT TECHNOLOGY

HITU CHAWLA
Chief Marketing Officer
Microsoft India



PROMISING 2020

As we step into the second half of 2020, it is worth taking a moment to reflect on the impact technology has had over the last few months, and what that means for the rest of 2020. With a first-responder mindset, Microsoft has been enabling organizations all sizes to build the digital capability required to address challenges for business continuity and to reimagine their businesses. Going forward, its key priorities will revolve around two significant areas.

Firstly, to enable Microsoft's customers and partners as they reimagine their businesses and proceed on the recovery journey. The pace of tech adoption and innovation is already fuelling economic recovery. Computing power in the cloud and the edge are changing how different organisations are going to function remotely. Data & AI based decision making is helping governments and businesses to innovate and transform at scale. Accelerating this tech intensity will help Microsoft leapfrog into a post-pandemic future and it will continue to work alongside its customers and partners as their trusted digital transformation partners in this journey.

Secondly, one of the keys to a genuinely inclusive recovery is to provide easier access to digital skills to prepare the future workforce for tech-enabled jobs. With the move to a hybrid work environment, organizations will need to reskill their workforce, preparing them for an increasingly digital, contactless business environment. Microsoft is focusing on addressing the skills gap and is collaborating with the government, non-profits and other organizations to create a vibrant skilling ecosystem in the country.

In addition, providing AI for All will continue to be a core area of focus for Microsoft. The brand is committed to the government's vision of creating a vibrant AI ecosystem in the country and will stay focused on its mission to work with industry, academia and the Government of India to equip every stakeholder in the ecosystem with AI-ready skills for the country's growth.

SET AS A DIFFERENTIATOR

More than ever, people across the globe are now calling on brands to answer this essential question, "What does your brand stand for?" Customers want brands to lead with their business purpose.

Microsoft has always believed in leading with a human-centred approach, placing its mission & brand values at the core of how it does business. Authenticity. Core Values. Trust. Innovation: are integral to Microsoft's customer engagement strategy. However, the concept of knowing and living your purpose is being stress-tested right now. Because 'It's not just the values that you espouse, it's the values that you live.' Navigating the new normal requires a growth mindset, creative collaboration, agile problem-solving and a deep understanding of customers.

From a marketing perspective, Microsoft has not only shifted the way it works internally but also how it reaches out to its customers & partners. In the initial phase, it quickly realized how important it is to support the global community with Microsoft's technology and put together offers that get the technology to people for free, especially Microsoft Teams. Additionally, with the shift to virtual events, Microsoft's global production teams quickly mobilized to provide the support needed to make those digital transformations.

It developed a scalable framework and is sharing best practices that Microsoft is learning along the way, even with its customers to reimagine what's possible.

Microsoft also got creative—transforming its ads from on-location shoots with a crew to producing and shooting entirely through Teams, and rethinking how it can get together when everyone is staying apart. As an example, Microsoft recently released a series of customer stories that embody the spirit of resilience. This video is unlike any other that has been created hitherto. It had no director. No crew. No right lighting or fancy mics. It's just real people, connecting over real Teams meetings and calls, to share the impactful work they have been doing since they have had to work apart. Their stories capture the essence of why Microsoft exists in the first place: to empower every individual and every organization on the planet to achieve more.

As a platform and tools company, Microsoft has been helping educators and healthcare professionals connect with students and patients from anywhere, to help multinationals and small businesses stay productive, and to help people everywhere keep reaching higher—even in difficult times.

DIGITAL TRANSFORMATION AGENDA

COVID-19 has accelerated the pace of tech acceleration manifold and we saw years' worth of digital transformation happen in a matter of months. This applies to businesses across sectors - whether it's manufacturing or sales or customer service, businesses now are re-evaluating every aspect of their business operations with a digital-first mindset, finding new ways to develop and deliver their products, services and experiences.

As an example, before the lockdown, no educational institution would have dreamt of creating entirely virtual classrooms & virtual exams. So, there are new possibilities out there, maybe a whole new approach to education. Radical, but maybe a student won't graduate from an ivy league, but from courses offered by ten or so leading professors around the world, who knows!

Putting customers at the centre of the business is a long-established principle, but post-pandemic businesses across are deeply recalibrating of how customers make decisions. Companies are rethinking decision journeys to understand what customers now value and are designing new use cases and customer experiences based on those insights. Hence, being prepared with a more nuanced purpose-driven customer playbook is critical.

CYBER SECURITY A PRIORITY

With businesses and users across the world depending heavily on digital technologies, it is extremely important to ensure they are doing so safely and securely. Microsoft's security teams have recorded a rise in COVID-themed phishing attacks over the last few months. In order to counter these rising threats, organizations need strong tools, which have built-in security and advanced threat protection capabilities right at the PC, mobile and IoT level, powered by cloud-based threat monitoring and analytics to enable faster security patching and product updates. As we move to an increasingly digital environment, creating an ecosystem of trust is central for organizations and individuals to collaborate and connect in a secure and safe manner.

NEC ALIGNS ITS TECHNOLOGY AND APPLICATIONS WITH THE EVOLVING NEEDS OF THE MARKET

ENVISIONING A BETTER WORLD

Staying true to our core purpose of touching people's lives by addressing today's challenges has always been the essence of NEC's existence. Present across 160 + countries, NEC is engaged globally in discovering the answer to the question - What can future bring to us? How can we change the future for the better? NEC constantly endeavours to answer these questions and aims to touch people's lives with its innovative digital solutions.

For over 60 years, NEC has been working towards leveraging its expertise in ICT to benefit Large Enterprises and Government bodies in India. Our aim is to empower citizens of India and resolve social challenges through Digital Inclusion. We have touched billions of people in India through Aadhar programme with 1.3 billion unique registrations and working towards providing digital citizen services to 900 million citizens living in rural India; our undersea fibre-optic cable to the Andaman Islands is set to bring reliable broadband Internet to the archipelago; while our container tracking software is helping manage 95% of the country's EXIM traffic at Indian ports.

LIVING THE FUTURE

Our IT solutions, services and products cater to the diverse needs of the future for the industry, today. We align our technology and standards as per the evolving needs of the markets, consumers and end users. NEC Technologies India has the depth and breadth of experience and expertise to enable our customers exceed their business goals and become industry leaders.

Partnering with our customers and unlocking some of the critical digital applications whether its biometrics, predictive analytics, optimization of warehouse cost, leveraging IoT for logistics, next generation mobile carrier backhaul, logistics visualization centre, submarine cable system or telecom network services, we work on the cutting edge of mission critical technologies relevant for the future.

NEC India's core competency lies in ability to train and focus both established and evolving technologies for solving next generation business problems. Our team has the skill set of both open and OEM specific enterprise and mobile application development frameworks.

We deploy web technologies including software as a service and rich internet applications, transaction, workflow and database management based technologies along with enterprise application integration platforms.

NEC has a legacy of 121 years of working towards realizing a society that

THINKING BEYOND INCUBATION

NEC India prides itself in a culture of innovation, of incubating new technologies, products, platform solutions through its research and development centre - NEC Laboratories India. Our R&D efforts have enabled our 'In India- For India' strategy to develop innovative solutions that create social value and are globally scalable. NLI develops solutions across verticals such as biometrics, AI platform, Big Data, mobile communications and retail that can be deployed both locally and internationally.

We continue to push the design boundaries in field of public safety, digital e-government, cashless payment amongst others by co-operating with local universities and start-ups.

India is a key market for NEC's global growth strategy. With a pool of over 6000 engineering and technology talent, spread across various domain verticals, including public safety, communications infrastructure, aviation, logistics & transportation solutions, we are making significant contribution to people's lives by bringing new dimension in the field of digital transformation.

Our core DNA is to have an "External Focus", to think new innovative commercial models of engagement and create the right recipe for the market that cuts across various sectors. Our operations are spread globally catering to multiple market segments.



AALOK KUMAR
President & CEO
NEC Technologies India

embodies the values of safety, security, fairness & efficiency. This is why we are focussing our efforts on solutions that leverage information & communications technologies (ICT) to create advanced social infrastructure. These solutions are known as NEC's solutions for society. We have partnered with Government of India to provide below cutting edge solutions that will help in shaping India's future as a powerful economy:

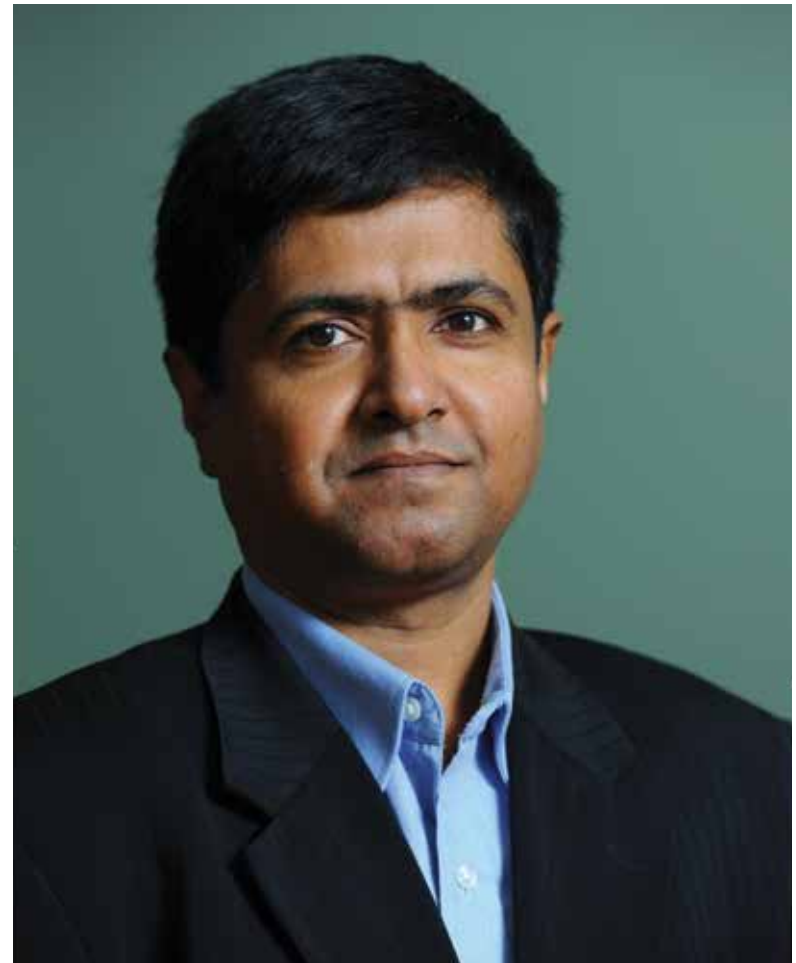
- NEC's contactless boarding solution enables a seamless airport experience for passengers
- Container tracking and optimization solutions deployed by DMICDC Logistics Data Services - a joint venture between the Government of India and NEC
- Setting up digital command and control centres for traffic management and public safety for number of smart city projects.
- Deployment of the optical submarine cable in a record time along with providing technical assistance during the turn-key implementation for connecting Chennai and the Andaman & Nicobar Islands (A&N Islands)
- Enabling better transportation planning and maintaining Bus Rapid Transit Systems at multiple smart city projects across the country

For more than a century, NEC has been at the leading edge of technology that enriches people's lives. Today, as a major provider of ICT solutions for society, we collaborate closely with partners and customers in India & around the world, bringing together sensors, computing, networking and analysis. We apply this expertise to create active data solutions that predict, monitor, and solve challenges, respond intelligently to adverse events, and turn unseen information into actionable wisdom. Through our multi skilled and talented workforce, NEC India is committed to partnering with key stakeholders in the journey to Digital India.

NTT NETMAGIC IS AN ESTABLISHED ONE STOP ICT SOLUTION PROVIDER

PRASENJIT ROY

Senior Executive Vice President and Chief
Marketing Officer, NTT-Netmagic



PROMISING 2020

NTT-Netmagic is extremely bullish on the immense opportunities that are present in the Indian market. India represents one of the fastest growing regions for NTT Ltd in the data center space. The company has recently announced that a substantial amount of the \$7 billion commitment will be invested in India. It is currently operating nine data centers in the country and has plans to double its capacity to meet the growing demand.

From a technology perspective, there are three key trends that NTT-Netmagic expects to accelerate in 2020. These include – Hybrid cloud, DR Automation & Dev-Ops and Containers.

SET AS A DIFFERENTIATOR

NTT-Netmagic wants to be positioned as a one stop ICT solutions provider to its clients in India. With its comprehensive range of managed services, it serves an organization's end-to-end connectivity, monitoring, security and continuity needs. This helps organizations ensure ease of operation and streamline management due to vendor consolidation.

From world-class managed services platform to in-depth industry solutions for its clients, NTT-Netmagic will seek to sustain its industry leadership position that gives clients access to a more comprehensive range and greater depth of skills across multiple technologies and capabilities.

DIGITAL TRANSFORMATION AGENDA

NTT-Netmagic's focus on customer experience and satisfaction has led it to win awards consistently. It continues to be chosen by India's CIO Community across categories for data center and cloud services. The company wants to continue building platforms that help it achieve a personalized, frictionless and effective medium for communication with its end customers. NTT-Netmagic has an end-to-end self-management portal, wherein customers have the ability to ramp-up, scale down or modify their cloud server, storage and network resources, anytime, anywhere and anyway they wish.

CYBER SECURITY A PRIORITY

In the last few years, several new security tools and technologies have come in. In 2020, customers are going to look at integrated automation and response systems. Automation of Security Operation Centre (SOC) is an important area that is really going to mature next year. There are a lot of technologies that people have adopted in the last couple of years from a security perspective. They need a common orchestration and automation platform which can correlate all these and give them instant alerts, remove false positives, and which will further automate the responses. So, if it sees an IP getting attacked, it will automatically block this and signal the firewalls. This is the automated response.

DIGITAL INDIA MAKING STRIDES

With the cloud empanelment initiative, NTT-Netmagic now has the capability to participate in a lot of state and central government led cloud projects and the smart city initiative. The government has made a lot of efforts towards improving the country's power infrastructure – although there is scope for more betterment.

NTT-Netmagic is India's first carrier-neutral data center and has every data provider on its facility. It is therefore important for the telecom industry to remain vibrant. This is because enterprise connectivity also depends on these large operators. For instance, when a large telco went out of business a while back, the transition was easier since there was enough time and choice in the market.

However, going forward, it will have a larger impact on the enterprise connectivity ecosystem. The digital services and allied market was already growing rapidly in India. However, the Reserve Bank of India's move in 2018 to push for data localization prompted many global MNCs to expand their presence rapidly in the country. Every client wants to be closer to the end customer; also with the arrival of 5G this boom is about to happen at an even faster pace. Several hyperscale cloud providers have been announcing partnerships for productivity solutions to small and medium enterprises (SMBs). NTT-Netmagic enables such partnerships for its enterprise clients, continuing to address all other markets through its partner ecosystem.



NETAPP VIEWS FY20-21 TO BE A YEAR OF TRANSFORMATION AND GROWTH FOR THE COMPANY

PROMISING 2020

We have entered a decade where technology is ingrained in daily lives of consumers. In the first half of the year, NetApp has already witnessed a change in the way emerging technologies played a key role in connecting people, processes and ensuring business resiliency. In this context, FY20-21 is slated to be a year of transformation and growth for NetApp.

NetApp also believes that in the long term, 2020 will be the year of AI, IoT, DevOps and Containerization. Keeping this in mind, NetApp has made some key strategic decisions. It inked a strategic partnership with Google Cloud Advance to help enterprises take advantage of the agility and benefits of the cloud. It also announced ONTAP 9.6 to help businesses maximize the value of their data, while also bolstering its hybrid cloud management capabilities with the acquisition of Spot, which happened to be the third acquisition this year, after the acquisitions of Talon Storage and CloudJumper.

SET AS A DIFFERENTIATOR

As agility, speed and resilience becomes paramount for businesses in the current situation, NetApp is truly redefining the way in providing a meaningful customer experience at every touchpoint. Starting with the web, down to the field, it ensures consistent and relevant experience tailored to personas at each stage of the buyer journey.

NetApp believes that hybrid cloud will be the dominant paradigm in the near future as it offers the best of both worlds. Its data fabric strategy enables NetApp to deliver the perfect hybrid multi-cloud experience and hybrid cloud infrastructure.

By pivoting towards digital channels, NetApp is now able to measure effectiveness on a real time basis of its marketing campaigns which help it in hyper personalizing customer experience.

DIGITAL TRANSFORMATION AGENDA

Today more than ever, digital transformation has become the holy grail of managing any business. While work-from-home is the fallout of the situation we are in today, the focus on digital transformation is the key to prepare for business continuity.

NetApp understood the need of the hour and as a company it decided to activate and execute its plan to deliver products and services, in a way that minimizes any disruptions that could impact businesses. Its primary objective is to keep employees, customers and partners safe and ensure that the workforce has support through digital collaboration tools to continue conducting business safely from their homes.

NetApp's key initiatives include - Supporting remote workers, Helping customers and partners in understanding if their infrastructure is ready for the next 30 days and Ensuring that data and applications are available and performing.

CYBER SECURITY A PRIORITY

NetApp believes cybersecurity to be of paramount importance for enterprises. Being a cloud-native company, its key priority has been to safeguard data from all places. As businesses continue to work remotely and limit interactions to only the digital platforms, individuals and organizations have recognized data as the new asset. NetApp believes that taking measures that hermetically seal the data against possible thefts is optimum.

At an enterprise level, enterprises need to be aware of what resides on the network, what is moving laterally across the network, what is extending out in the cloud, how it is accessed and how often, and then protect the data, both wherever it resides, and in transit. Apart from strict access controls and authentication to access data – at every level - organizations must also prepare for the unknown threat. A very strong incident detection and response capability is critical for zero-day threats and anomalies.



PUNEET GUPTA

Managing Director
NetApp India Marketing &
Services Pvt Ltd

DIGITAL INDIA MAKING STRIDES

NetApp has launched its India Global Center of Excellence (GCoE) to focus extensively on strengthening its R&D. With a 12,000-square-foot datacenter and an engineering laboratory, employees can access the latest and most sophisticated technologies across the world.

NetApp has also expanded its line-up of Data Fabric solutions and services, helping enterprises maximize control and secure the movement of data across the hybrid cloud.

Besides, the company has signed MoUs with Varanasi and Karnal for their smart city initiatives, wherein it managed the end to end storage, security and surveillance of these projects. NetApp also worked with them on building the right technology architecture. Also through NetApp's CoE with NVIDIA, it worked with the government for AI-led innovations. The company also provides its storage platform to Airport Authority of India (AAI) which enables them with cutting-edge video analytics at the Authority's 12 airports.

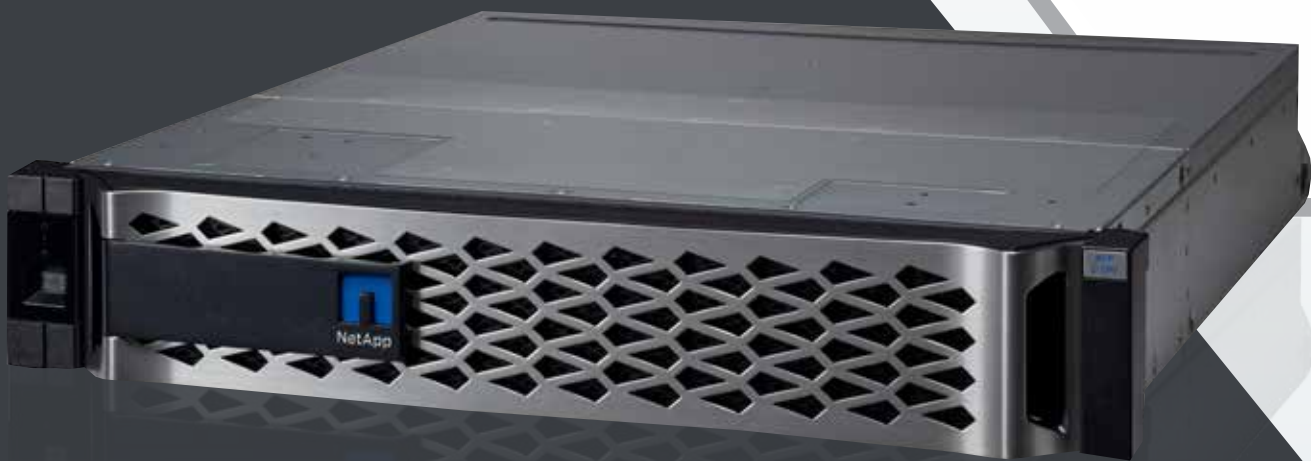
More recently, NetApp helped IIT-Jodhpur in setting up an AI Centre of Excellence (CoE) by designing the data pipeline architecture. The data pipeline has helped IIT Jodhpur for optimal ingestion, processing and archival of data generated by IIT – J as well as internal users and customers, helping them accelerate operations with unified scale-out storage.



A NEW ERA OF ENTRY-LEVEL STORAGE HAS ARRIVED

NETAPP AFF C190 ALL-FLASH STORAGE
SIMPLE | SMART | SECURE

Presenting an entry
level all-flash solution
with enterprise grade
features at an
affordable price



NetApp® AFF C190

It's SIMPLE.

Increase productivity and easily manage multiple workloads from a single system.

Provision storage in just minutes for applications such as VMware, Oracle and Microsoft SQL Server.

It's SMART.

Get more storage at a lower cost and get increased speed for accelerated applications with built-in efficiency technologies. Optimize client storage's availability and performance with NetApp's Active IQ® data-driven analytics.

It's SECURE.

Prevent data loss with fast, space-saving backups, and safeguard data from internal and external threats with software encryption.

For further information, please reach out to:



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2020 HAS BEEN NXTGEN'S YEAR OF DIGITAL TRANSFORMATION

A S RAJGOPAL
Managing Director and CEO
NxtGen

PROMISING 2020

NxtGen has been building and managing great IT infrastructure for over 1,000 enterprises and some of key government organisations as well. In the past couple of years, it has worked on building use-cases out of advanced technologies – computer vision, AI for speech, text and video analytics. NxtGen now has 54 use-cases across video, speech & text analytics.

Its key priority in 2020 is to use artificial intelligence to support its customers, and the company is almost there. NxtGen's L1 engineers are learning to become L2 engineers and handover their functions to an AI Ops engine.

Additionally, it is working using the AI Ops engine to do AISecOps, and should soon be launching a full-fledged service to protect the assets of an organisation from Cyberthreats.

SET AS A DIFFERENTIATOR

NxtGen positions and competes on price-performance – it delivers superior performance at lower cost. Typically, it encourages its customers to bench-mark its services against any of NxtGen's competition; typically the customers see up to 5 times better performance. NxtGen wants its customers to evaluate its price in-relation to the performance it delivers. Against all global players, NxtGen delivers far lower cost and stupendous performance.

NxtGen's marketing strategy is to leverage this performance at scale. India is a very large country, and since it is impossible to cover the geography on its own, the key for its growth is having great channel support.

DIGITAL TRANSFORMATION AGENDA

NxtGen has done a number of digital transformation efforts internally -

- Its collection is now entirely handled by a speech BOT and the same will now seek and capture customer satisfaction after every interaction with the team.
- NxtGen's customer operation is now completely transformed with AIOps engine, and it is able to automate many repetitive tasks done by individuals. NxtGen will now embark on promoting its L1 engineers to L2 and let the technology handle L1.
- NxtGen adopted many of the use-cases it has developed for its customers; for a simple example, it no longer marks its attendance, but its security cameras do, including opening doors. The same technology monitors social distancing, wearing of masks and other compliances. Now even fire incidents are monitored via security cameras.

2020 has been NxtGen's year of digital transformation. Usually one does one project after another, but in the last 5 months, NxtGen has done numerous digital projections within its organisation, preparing to serve its customers better.

CYBER SECURITY A PRIORITY

Cyber threat is taken seriously in pockets, mostly driven by compliance needs. Unfortunately, this is something no one acknowledges that they were impacted. With many enterprises, NxtGen is still making them do basic things right. It handles at least one serious threat a week, considering its customer base; in a year nearly 5% of them have some incident or the other.

India has a low penetration of insurance, we believe nothing would happen to us and when it happens we pay a very large price – 2.3Cr, Indians become poor due to lack of health insurance. It is the same thing with Cyber security; we don't take the insurance of certain services, thinking that we don't have much to lose. Perhaps many Indian enterprises are taking a great loss or sometimes succumbing to cyber incidents.

It is a paradox, but a small percentage insures themselves!

DIGITAL INDIA MAKING STRIDES

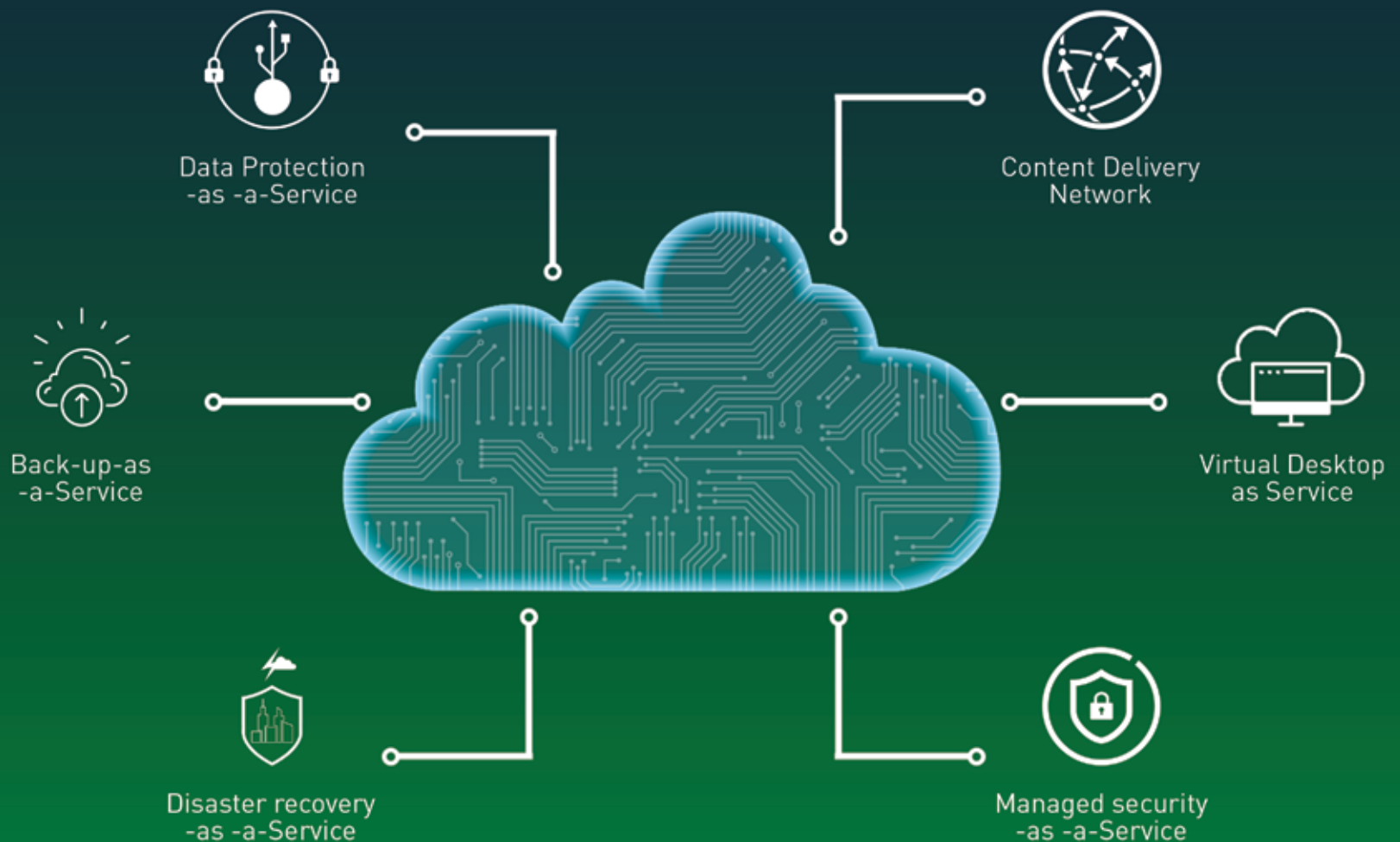
NxtGen believes not in just 'Digital India' but a 'Digital Independent India'. It launched a strong program 'made for India, powered by NxtGen', wherein it supported anyone, not just its customers to build digital projects and not charge till such time there is a commercial benefit to it. In some cases, NxtGen has even given some of the projects to the market by taking it to the customers.

In parallel, NxtGen is working on some exciting initiatives and it will make sure that it has a view of it before taking it to the market.

NxtGen[↑]

Infinite Datacenter

With NxtGen, Grow, Accelerate & Transform your business to digital ecospace!



CLOUD

NxtGen Enterprise Cloud Services (ECS)

DATACENTER

NxtGen High Density Datacenter™ (HDDC)

ABOUT US - Investing in a robust and reliable Datacenter is a critical decision that companies have to make to ensure business continuity. NxtGen is a leader in the space of Datacenter and cloud-based services. We understand both the business of technology, and the technology of business. Our primary aim is to help businesses of different scale grow substantially by creating additional capacity from their existing infrastructure, while reducing complexity and cost significantly. We believe that truly efficient technology is that which saves time, energy and cost.



NUMERIC®

A Group brand | **legrand**

NUMERIC LEVERAGING DIGITAL TOOLS FOR A STRONG BRAND RECOGNITION AND CUSTOMER ENGAGEMENT

PROMISING 2020

Numeric's key priorities for 2020 are to ensure that it mitigates the IMPACT OF Covid19, while also ensuring that its colleagues, business partners and customers remain safe. It is also making sure that it does everything to help grow the business operations of its business partners and customers while the tough times are on. Numeric realises that it has to be flexible and adapt to the 'new' business scenario by moving quickly to address the opportunities that some segments would offer and designing solutions (from product to delivery) that the 'New Normal' would demand.



SET AS A DIFFERENTIATOR

Numeric's brand positioning remains the same as it has been in the recent past. Innovation, Smart Solutions, Power to People and Pre-emptive Partnering remain the four pillars of its growth strategy.

Numeric's brand promise is simple and effective – 'Numeric has the unique capability to THINK BIG and provide NEED SPECIFIC INNOVATION and yet be HUMBLE & GROUNDED to DEVELOP products as per CUSTOMERS REQUIREMENTS, and being AGILE & RESPONSIVE to become a TRUE PARTNER'.

Numeric will continue to leverage all digital tools to build strong brand recognition and enhance customer engagement.

DIGITAL TRANSFORMATION AGENDA

Numeric strongly believes that customer experience will indeed be one of the two long term brand differentiators. The second being human capital.

The company has invested a lot in the processes within the organisation to ensure that its customers have a unique and differentiated 'experience' with Numeric. This starts from how it onboards customers, how it works with them to optimise and customise solutions, how it delivers those solutions and finally how it offers service or maintain those solutions through its lifetime.

To ensure this unique and differentiated experience Numeric is constantly investing in processes, technology, digitalisation and training. Enhancing customer experience is clearly one of the key focus areas for the company.

CYBER SECURITY A PRIORITY

Cyber threat obviously is one of the biggest challenges. In today's world with increasing digitalisation in all aspects of professional and personal life – data security and data privacy are clearly 2 major pillars of Legrand's strategy across the world. Numeric, being a part of the Legrand Group has the same priorities.

'Security by Design' and 'Privacy by design' is at the center of its product development process.

- Security By Design – Convinced of the need for an increasingly



PALASH NANDY
CEO - Numeric

demanding level of security, Legrand goes further than simply complying with current security standards by directly incorporating these security rules into the design of solutions; this is "Security by design".

- Privacy by Design - Because the protection of privacy is a priority, Legrand conducts PIAs (Privacy Impact Assessments) in order to incorporate respect for users' privacy from the design stage of connected products. In parallel, security audits and intrusion tests are also performed by leading cyber-security companies. They are conducted in the form of hacking simulations by different service providers, throughout a product's development and life.

DIGITAL INDIA MAKING STRIDES

Legrand as a group spends close to 5% of its revenues on R&D and product development every year. It keeps a close watch on all the mega trends. The consequence of these mega trends is that progressively the infrastructure (electrical & digital) within any building is becoming more and more enriched. This is true across Residential and Non Residential buildings. Also the infrastructure is becoming more and more 'smarter' and 'connected'. Within any building there is a need for solutions that enhance - Energy Efficiency, Comfort and Safety & Security. These consequences of the mega trends drive Legrand's R&D focus.

Additionally, Legrand works/invests on processes and platforms to ensure that its time to market is very short to enable its customers get the benefit of its R&D efforts quickly.





NUTANIX FOCUSES ON PROVIDING PIONEERING TECHNOLOGY AND SIMULTANEOUS CUSTOMER SUCCESS

PROMISING 2020

Nutanix believes that a new type of company will emerge from this pandemic. This environment makes Nutanix subscription transformation and its zero-touch products even more impactful as it helps its customers navigate and succeed across this period. Last year Nutanix identified the rise of the more flexible digital enterprise, while this year the trend will catapult into the mainstream with the rise of the intelligent enterprise and nation. It has always adopted a hybrid approach in this regard encompassing both remote and in person options to drive work outcomes. In one sense, it was better equipped to ensure that it delivered on its customer promises throughout the pandemic and into 2020-21 as this was not a net-new situation for the company to deal with.

SET AS A DIFFERENTIATOR

As enterprises look to increase their productivity and efficiency - despite a decentralized workforce and changing business models - Nutanix will continue to support them with the latest software-driven technologies. As a modern, cloud based software company Nutanix has been well positioned to navigate the pandemic. It will continue to ensure that its partners and customers have the right resources to survive and thrive during and post pandemic. This includes giving India's businesses a way to do more with less; supporting the Capex to Opex shift and continuing to build strategic alliances.

When it comes to Indian enterprises, smart trends will rule technology - namely more flexible businesses that are data driven, technology agnostic and software based that now function as self-learning digital enterprises. VDI (Virtual Desktop Infrastructure) and DaaS (Desktop as a Service) are perfect examples of how technology is keeping India's businesses running during a time of unprecedented disruption. Cloud technology has certainly helped with business continuity and it's a message Nutanix has taken to the Indian market to drive competitive differentiation.

DIGITAL TRANSFORMATION AGENDA

The COVID-19 pandemic has highlighted the need for businesses to be flexible and adaptable to survive during periods of increasing, and more frequent disruption. It has also demonstrated the importance of quality customer experience.

Nutanix has a relentless focus on pioneering innovative technology and customer success. Its goal is to make IT and cloud infrastructure so simple that it fuels innovation and business growth. Nutanix provides flexibility, not only via its products and solutions, but also from the freedom to choose the best Hyperconverged Infrastructure (HCI) consumption model for the business, including software subscription licenses that are portable across hardware platforms and cloud environments.

At a time when many organisations have struggled with the day-to-day realities of running a business remotely, Nutanix has remained squarely focused on its customers and partners. By delivering an IT infrastructure that is invisible and automated, the brand has allowed its customers to focus on more immediate business needs.

CYBER SECURITY A PRIORITY

As the world connects more and more devices and the demand for those devices to communicate with one another increases, so does the security landscape. However, as processing is done at the point data is generated, it increases the risks and the benefits. Adding more connected devices especially in physically remote and unmonitored areas can impinge on security. As the boundaries between infrastructure and applications blur, micro segmentation can provide secure zones within distributed cloud environments – and more readily isolate any real or perceived threats.

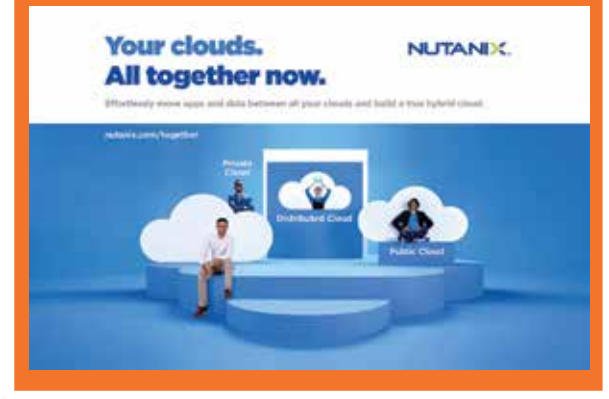
DIGITAL INDIA MAKING STRIDES

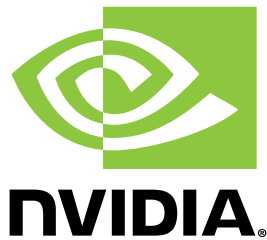
As cities grow in size and complexity, the Government understands that it will require a modern technology infrastructure to keep cities and economies running and to maximize the full value for citizens for today and well into the future.

Nutanix works with State and Central Governments in Tier 1 and Tier 2 cities across India. It works across a variety of initiatives – all designed to provide a modern, affordable, data centric platform and launchpad for a future Digital India. It is currently working on a number of affordable initiatives from smart city infrastructure to digital economy platforms to security and compliance.



BALAKRISHNAN ANANTHARAMAN
VP and MD-Sales, India and SAARC
- Nutanix





NVIDIA TAKING ACROSS THE RIGHT MESSAGE AND SOLUTIONS TO ITS CUSTOMERS DURING THE PANDEMIC

The relationship between a brand and a customer is one of the major factors to set a brand's success as well as customer satisfaction. A quality relationship with the customer is what NVIDIA as a brand tends to prioritize. It has taken multiple measures in order to ensure safety of its employees and customers.

Keeping in mind the current pandemic situation, NVIDIA started working from home and using tools for virtual meetings in the initial stage itself. Also, it has been focusing on providing the best solutions to its customers such as giving Covid-19 researchers free 90 day access to its Parabricks Genome Analytics Toolkit. NVIDIA is also working to supercharge the collaboration of technology, research, and the healthcare industry to develop new computing solutions that accelerate the understanding of the spread, scale, and severity of Covid-19.

Taking the right action and delivering the right message to the customers during this pandemic can become quite a challenge for brands. The NVIDIA team does thorough research to understand the needs of its customers and plan its actions accordingly. Enterprises are facing different workloads that have different requirements. By shifting to a virtual world, NVIDIA has been providing an accelerated virtual infrastructure to its customers to work and collaborate from anywhere.

Similarly, RTX Studio laptop has helped artists and creators to continue to share their incredibly creative work with the world using NVIDIA's high-performance system. These work from home resources and free tools have helped its customers maximize their creativity level in a minimal time span.

Apart from creating virtual business developments, NVIDIA's around the world came together to help those affected by the pandemic by donating more than \$10.6 million to nonprofits for supporting COVID-19 response efforts.

SECURITY ROADMAP

NVIDIA's business has evolved from focusing primarily on gaming products to broader markets, and from chips to platforms and complete systems. As an organization, it also empowers businesses to do more for cybersecurity through AI and Deep Learning. A significant portion of data is sensitive – whether as intellectual property, financial information, personal information, or other types of data for which unauthorized access or exposure could have negative consequences.

NVIDIA GPUs, CUDA, and RAPIDS are some of the critical building blocks being used to secure the future enterprise for anomaly detection, malware detection, credential misuse and more.

At a global level, NVIDIA invested in Deep Instinct, an Israeli start-up that leverages Deep Learning to mitigate cyber-attacks. Deep Instinct uses a GPU-based neural network and CUDA to achieve detection rates that are 99 percent accurate, compared with about 80 percent detection from conventional cybersecurity software. Its software can automatically detect and defeat the most advanced cyber-attacks.



VISHAL DHUPAR
Managing Director, Asia South
NVIDIA

COMMITMENT TOWARDS R&D

Innovation is at NVIDIA's core. Its invention of the GPU in 1999 defined modern computer graphics and established NVIDIA as the leader in visual computing. With the introduction of the CUDA programming model in 2006, NVIDIA opened the parallel processing capabilities of the GPU for general purpose computing.

This approach significantly accelerates the performance of the most demanding applications in HPC in fields such as aerospace, bioscience research, mechanical and fluid simulations, and energy exploration.

Globally, the NVIDIA AI Labs are a testimony to its commitment towards R&D. The world's top researchers are pushing the boundaries of artificial intelligence at the NVIDIA AI Labs, which helps the company to keep them ahead of the curve with support for students, assistance from its researchers and engineers, and access to the industry's most advanced GPU computing power.

India continues to remain a central part of the R&D success for NVIDIA with design centers located in Pune, Bangalore and Hyderabad. The researchers at NVIDIA challenge themselves each day to answer the "what ifs" that push deep learning architectures and algorithms to richer practical applications.



ORACLE FULLY GEARED TO SUPPORT INDIAN BUSINESSES EMBARKING ON THEIR DIGITAL TRANSFORMATION JOURNEY

SANJOY MUKHERJEE
SR. DIRECTOR & HEAD-ALLIANCES & CHANNELS, TECHNOLOGY AND CLOUD PLATFORM, ORACLE INDIA



PROMISING 2020

With more and more organizations realizing the need for a strong cloud-led digital foundation for their business in the last few months, Oracle has recently launched its second cloud region locally, to offer customers a variety of cloud services in order to address rising cloud demand in India. These include its flagship Oracle Autonomous Database; Oracle Exadata Cloud Service; and many more, while also helping customers meet local regulatory requirements for data privacy and residency.

SET AS A DIFFERENTIATOR

Oracle is amongst the world's top 20 most valuable brands. It is focused on offering customers a complete cloud portfolio across SaaS, PaaS and IaaS. In terms of industry sectors, it remains focused on Financial Services, Manufacturing, SMEs, global system integrators, born on the cloud companies, and the Public Sector in India. Also, the current business climate opens up a new market for Oracle - with education, services that engage in online streaming of large volumes of data services and the like.

With two Oracle Cloud regions live in India, the company is fully geared to support its 15000 plus customers in their innovation journey, with adequate support by nearly 1000 specialized Oracle partners. These data centers are equipped with capabilities to run the world's first and only Autonomous database, AI-based services, ML-integrated security, and automated analytics.

Partners account for about 80% of all Oracle's transactions in some way, especially in APAC. It will continue to strengthen relationships with its partner ecosystem while empowering partners through digital learning programs. The modernized Oracle PartnerNetwork 2020 (OPN 2020) was launched in December 2019, includes specialized Cloud Partner Tracks: (a) the CloudSell track, where cloud partners with great customer relationships join and participate in business development; (b) the Service track where partners focus on providing complimentary services around Oracle's cloud offerings and (3) the Build track – targeting ISVs that build applications/services on Oracle's cloud platform.

At the other end of the spectrum, Oracle has a dedicated set of partners supporting the license business or the hardware business through the License & Hardware Sales track.

A CUSTOMER-FOCUSED APPROACH

Everything Oracle does is based on customer-centricity. It is evident from the fact that customers are turning to Oracle Cloud to create incredible customer experiences.

Already, hundreds of Indian enterprises, large and small, are experiencing unique benefits by moving their core production workloads to Oracle Cloud. Some of them are already experiencing 2X-3X price-performance improvements. Some of these customers include: Allansons Pvt. Ltd., Bank of Baroda, Bata India, CRIF High Mark, IFFCO, Indian Oil Corporation, Kerala Financial Corporation, NITI Aayog, PayTM Payments Bank, Renault Nissan Automotive India Pvt. Ltd., Star Health Insurance among many more.

CYBER SECURITY A PRIORITY

Cyber business frauds are one of the biggest threats which include targeted phishing and business email compromise attacks. With use of the new age technologies, especially AI and ML, businesses can double down on their cyber security. It is critical that in order to effectively address these threats organizations need to make security an intrinsic part of their culture. A security-first approach is a business prerequisite.

DIGITAL INDIA MAKING STRIDES

Oracle has been a part of India's growth journey for over three decades. Very humbly, Oracle is at the heart of essential services - be it banks, telcos, public sector etc. This is a key market for Oracle, both in terms of market potential as well as top quality talent. Oracle is fully geared to support Indian businesses as they look to sharpen focus on their core business and accelerate their digital transformation efforts.

On the Public Sector side, Oracle works with a number of Central and State Govt departments on a variety of initiatives. It just announced its partnership with NITI Aayog for data-driven transformation of Aspirational Districts. A key project of the Indian Government, its purpose is to help improve the quality of life of citizens in 112 of India's most backward districts, constituting 28 percent of India's population of nearly 1.4 billion.

With a range of Oracle Cloud services in use, the company looks forward to supporting this programme's success and facilitating the creation of a new India.



ONEOTT ENTERTAINMENT FOCUSSED TOWARDS BUILDING A SCALABLE, FUTURE READY FTTH NETWORK

YUGAL KISHORE SHARMA
CEO - OIL

PROMISING 2020

The Future of ENTERTAINMENT powered on internet connectivity was coined as 'iNTERTAINMENT' three years ago by Mr. Yugal Kishore Sharma, CEO -ONEOTT iNTERTAINMENT LTD. (OIL). Today, OTT has already reached SEC B+ to SEC C+ Homes in a short period of time which explains the indispensable nature of a Robust, High Speed, internet connectivity.

The focus areas for this financial year for ONEOTT will be on:

1. Powering Entertainment Over Internet: iNTERTAINMENT

In 2020-21, there are plans to leverage OIL subsidiary, IN ENTERTAINMENT INDIA LTD (INE), which is into Teleshopping & Content acquisition to create a complete portfolio of services for the FTTH home user. OIL plans to increase the reach of the Teleshopping channel by leveraging the already existing CATV Network of Hinduja Media Group.

2. FTTH: Bringing 'Future-To-The-Home'

The long-term vision and strategy for OIL is to make the connection between technology and humans smarter, faster & better. The future is unrealised without the presence of fast, better & 24x7 near zero latency connectivity. This is where technologies like "Fiber-To-The-Home" (FTTH) are bound to play a critical role.

ONEOTT iNTERTAINMENT LIMITED (OIL) is focussed towards building a scalable and future ready Fiber-To-The-Home (FTTH) network that delivers speeds of up-to 1 Gbps to power the smart homes of today.

SET AS A DIFFERENTIATOR

Even before the pandemic, OIL introduced the MSO industry to its vision of providing robust, always-on-high-speed-internet-access to transform lives of customers for their ON-DEMAND ENTERTAINMENT and cater to the evolving youth by coining the term iNTERTAINMENT.

It has partnered with Local Cable Operators, who are also referred to as Last Mile Owners (LMOs). LMOs are an integral part of OIL's growth strategy. Its aggressive growth over the last year has been an outcome of building strategic-entrepreneurial-partnerships with LMOs who literally take forward the 'ONE' brand through their optical fiber connectivity deeper into their localities to open-up newer markets neighbourhood by neighbourhood, building by building.

'ONE' along with its sub-brands OneGigaFiber, OneExpress-WiFi and OneBroadband reflect the company's purpose and existence of providing connectivity Anywhere, Anytime on Any Device with ONE CPE powered through ONE Wire for ONE Family.

DIGITAL TRANSFORMATION AGENDA

Ever since the inception of OIL, the entire team is aligned towards customer responsiveness, as a core value, which is ingrained in all functions of the organisation. Evolving customer experience, hence, is a KPI of all who are part of Team ONE. Some salient efforts towards enhancing customer experience & its automation include Proactive Alerts, Accessibility & Response Times, and Resolution Time.

CYBER SECURITY A PRIORITY

As Working from Home becomes the new normal, it is important to educate the entire workforce, in-office & remote, on key practices of staying safe, even from cyber security threats. The IT Department at ONE has done commendable efforts to educate people on the best practices to follow, for securely work from home. This is an on-going effort in the organisation and should be the norm across all sectors. The company is also working towards incident planning activities to minimise the impact of any ransomware threat that might affect as everyone is trying to accumulate themselves to the new way of working, albeit securely.

DIGITAL INDIA MAKING STRIDES

Contributing towards digital inclusivity in India is OIL's organisational purpose. As a connectivity services provider, it is its endeavour to take high speed internet services to digitally underserved pockets of the country and make all strata of the society digitally equal.

As a company, OIL believes that high-speed internet services powered through next gen FTTH will be the backbone of Digital India. It is working towards building a scalable & robust network ecosystem to not just serve the ever-increasing data consumption of homes & enterprises in urban areas, but also take reliable internet connectivity to rural & underserved communities through Public Wi-Fi networks. The Internet today is no less than a basic right and OIL wants to build innovative technologies that power on-demand iNTERTAINMENT to bring Future-to-the-Home.



one

HOME
DIGITAL LIFE
GIGA FIBER



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HINDUJA GROUP

KP UNNIKRISHNAN
Vice President, Marketing, JAPAC, Palo Alto Networks



PROMISING 2020

There is no organisation today that is not vulnerable to cyber attacks. To ensure that cybersecurity companies remain a step ahead of attackers, Palo Alto Networks has a host of new technologies such as blockchain, AI/ML, and big data analytics.

The entire workforce is working from home due to COVID-19, but Palo Alto Networks believes remote working will continue even after the crisis is over. It means ensuring that employees can securely and rapidly connect to all their work applications remotely including SaaS, cloud and data center apps. Hence, ready-to-go cloud security solutions will continue to be of paramount importance in the days ahead.

SET AS A DIFFERENTIATOR

Palo Alto Networks' mission is to be the cybersecurity partner of choice, protecting its digital way of life. It does this through a multi-pronged approach -

1. Understanding the business challenges of its target audiences who could be DevOps and SecOps professionals or senior executives
2. Improving cybersecurity education
3. Running programs that allows its prospects to understand its technology, and see first-hand how it works
4. Working with companies to help them understand the need to act quickly and decisively
5. Steering clear of scare tactics

In short, the marketing strategy is to help the industry, academia and government organizations to be more cyber-savvy and improve their cyber prowess to have a breach prevention-based infrastructure.



PALO ALTO NETWORKS' MISSION IS TO BE THE CYBERSECURITY PARTNER OF CHOICE

DIGITAL TRANSFORMATION AGENDA

Palo Alto Networks is shaping the cloud-centric future with technology that is transforming the way people and organizations operate. Digital transformation will continue to alter the way companies evaluate their security needs. The vision is a world where each day is safer and more secure than the one before.

Palo Alto Networks is enabling its customers to do this through -

- o Securing the enterprise by delivering highly effective security in their on-premises infrastructure and breaking down existing silos
- o Securing the cloud by delivering unprecedented visibility into risks and consistently governing access, protecting data, and securing cloud applications as they are moved to the cloud as well as built in the cloud
- o Securing the future by harnessing the power of advanced AI and machine learning to redefine the security operations centre and leverage greater automation to reduce manual effort.

CYBER SECURITY A PRIORITY

The four areas to focus on are -

1. Securing remote workforce
2. Securing network transformation
3. Gaining comprehensive cloud security - full lifecycle, any cloud
4. Rewiring security operations - simply, orchestrate & automate remote SOC (Security Operation Centre)

Palo Alto Networks believes AI-enabled prevention and protection systems will be the future of cybersecurity. These systems allow humans to interact with the AI algorithm, thus making detecting much easier. AI-enabled systems also provide insights into potential threats.

DIGITAL INDIA MAKING STRIDES

Palo Alto Network's R&D is focused on shaping the cloud-centric future that is transforming the way people and organizations operate. The mission is to be the cybersecurity partner of choice, protecting the digital way of life. The R&D effort is to help address the world's greatest security challenges with continuous innovation that seizes the latest breakthroughs in artificial intelligence, analytics, automation, and orchestration. Palo Alto Networks delivers an integrated platform and is at the forefront of protecting tens of thousands of organizations across clouds, networks, and mobile devices.

All of this is applicable for and complements the Digital India initiative -

Cyber Surakshit Bharat - Palo Alto Networks is part of an initiative to provide training to senior government officers across India.

Cybersecurity Education - It has launched a number of global cybersecurity education programs with a strong presence in India.

Palo Alto Networks has created Zuky, a cybersecurity hero that stars in a series of animated videos to help children learn more about internet security. Over five years ago, the company has established the Palo Alto Networks Academy to equip university and college students with next-generation cybersecurity knowledge.

The company has also set up its fourth permanent Cyber Range facility in Sydney, the first-ever dedicated training space in Asia Pacific.

World's First ML-Powered Next-Generation Firewall

It's time for a paradigm shift in cybersecurity. Welcome to the era of intelligent network security. At the heart of the world's first ML-Powered Next-Generation Firewall is the new PAN-OS 10.0 - empowering you to stay ahead of unknown threats, see everything, including IoT, and reduce errors with automatic policy recommendations.

95%

of common file and web-based threats prevented inline.

<10

second signature delivery, resulting in a 99.5% reduction in systems infected.

3x

IoT devices detected, extending visibility and security to all devices including unmanaged IoT devices.

PAN-OS 10.0: Intelligent Network Security for All Your Environments



IoT Security



Unknown Threat Prevention With Inline ML



Container Next-Generation Firewall



Simplified Decryption



Real-Time Signature Streaming



SNORT Support



Fastest Next-Generation Firewall



Simplified Security That Scales With Your Environment



Automated Device Quarantine for Stronger Security



Flexible Monitoring for SaaS Applications

To know more about improving your firm's security posture, visit
www.paloaltonetworks.com



POLY LEVERAGING AI AND ML TO ENSURE SUPERIOR COLLABORATION EXPERIENCES FOR ITS CUSTOMERS

PROMISING 2020

Poly India's key priorities for 2020 is to -

1. Empower remote workers with Poly products— due to the pandemic, more people are working from home than ever before and organisations are trying to adapt their approach to remote working while ensuring that business continuity is not hampered. Collaboration technology helps bridge this gap, enabling employees to connect and collaborate. Poly has a wide array of solutions that allow employees to work remotely, starting from its range of headsets, desk phones, to USB Devices for audio and video conferencing solutions. One of Poly's top priorities for 2020 will be to empower employees to work from home with its solutions and provide them with boardroom meeting quality experience right at the comfort of their home.

2. Alliance partnerships – Poly will focus on expanding its partnerships with the Video as a Service (VaaS) partners. The transition to VaaS from on-prem video solutions has opened up a large new customer base that Poly now serves with the new PolyOS-based video product line. Poly has already announced partnerships with Zoom and Microsoft and a majority of Poly's growth is expected to come from continued organic growth through strong ecosystem alliances and partnerships.

3. Expand footprint in the government vertical - Ever since the covid-19 outbreak in India, there has been a huge upsurge in adoption of video conferencing solutions in the government sector. Starting from Prime Minister, Shri Narendra Modi, many ministers and government bureaucrats have been regularly using video conferencing to connect with people and govern the nation.

Government agencies across the country are huge adopters of Poly's solutions and the company further wants to focus on expanding its footprint in the government sector and help meet the growing demand for video conferencing solutions.



DIGITAL TRANSFORMATION AGENDA

The adoption of cloud services and video conferencing solutions has gone past the industry's expectations during the pandemic, making sure at the same time that the overall customer experience is smooth for end customers.

Poly wants to provide amazing collaboration experiences for customers and filter out any unwanted distractions. In order to achieve this, Poly uses artificial intelligence and machine learning to ensure collaboration experience is as 'human' as possible. Poly's products make it easier to hear what's being said by blocking automatically out the annoying noises that people make while they are talking – the typing, tapping, paper sliding, candy wrapper crinkling. It makes it easier to see what's going on in the room with the most advanced speaker tracking, framing, and adjusting in the built-in production rules. Also, Poly is uniquely positioned to be the only global provider offering comprehensive future of work, unified communications solutions across all headset, phone and video end points including services and analytics, thereby making sure its customers have the best collaboration experience.



ANKUR GOEL
Managing Director - Poly India



DIGITAL INDIA MAKING STRIDES

India is a very large and diverse country. To function efficiently, it is important that administrators i.e. ministers, government employees, and bureaucrats communicate and collaborate on a regular basis; technology is a great enabler to achieve this. For instance, ever since the covid-19 outbreak in India, Prime Minister Shri Narendra Modi has been regularly using video conferencing to connect with Chief Ministers and government bureaucrats across the nation.

In these troubling times when social distancing is the norm, the Indian government is turning to collaboration technology to ensure that day to day activities are not hampered. They are using Poly's video and audio-conferencing solutions, headsets and content sharing devices to collaborate efficiently and bridge the urban-rural divide to spread awareness among citizens. National Informatics Center (NIC), one of India's leading centers which supports the delivery of government IT services is also a prestigious customer of Poly; their solutions are being extensively used by the government to communicate and collaborate.



RAILTEL DRIVES THE DIGITAL TRANSFORMATION AGENDA BY IMPLEMENTING KEY PROJECTS

PROMISING 2020

RailTel has always been in sync with times to adopt technologies for growth of the company. The year 2020-21 will be challenging for the company due to unprecedented COVID-19 issue across the country and globe. However, RailTel has planned activities for the year and beyond for its growth, which will also act as a growth engine. The redefined key priorities which have been pencilled as the growth engine post Covid 19 are -

1. Implementing of e-office solutions across complete Indian Railways & other CPSUs to facilitate WFH
2. Enhanced penetration of retail Broadband service "RailWire" to scale-up from current 1 lac subscribers to 10 lac subscribers especially in these 2/3 cities
3. Implementing Station Wi-Fi at all Railway stations
4. Proliferation of High Definition Video conferencing solutions of RailTel
5. Health MIS including tele consultation & tele medicine
6. Implementing Video Surveillance system at 6000 stations and in 15000 train coaches for security of passengers
7. Modern Train Control System and computer based Interlocking system for improving safety and security for Indian Railways
8. Implementing Content on Demand service in 8700 trains
9. Implementing Railway Display Network for passenger engagement and information at 2000 stations

DIGITAL TRANSFORMATION AGENDA

With the world being forced to stay indoors, we are more and more getting dependent on technology to stay connected. Covid19 pandemic gave a push to India's Digital Transformation like never before. RailTel, being an ICT service provider, has tapped this opportunity.

To push forward the agenda of digital transformation, RailTel is planning to implement the paperless office concept in the Indian Railways (IR) and all PSUs. More than 1 lakh users of IR are enabled to work on the digital platform scrapping manual file processing.

Covid19 has changed the world in an unprecedented way. Work from home has necessitated extensive use of broadband for online classes, Video Conferencing, access to office database etc. In order to tap this demand RailTel has ramped up its effort to promote the retail broadband initiative RailWire to have a multi fold increase in its subscribers.

RailTel has already adopted paperless culture in all its day to day operations by implementing e-office solutions across all its offices and enhancing the functionality of already implemented Enterprise resource planning (ERP) system for all its operations and integrated interdepartmental functionalities. RailTel's majority of file work has already shifted to the e-office platform which has enabled the company continue to remain fully functional even during complete lockdown. It was already using its own HD video conferencing service for day to day meetings even before the pandemic. During the lockdown and post, the usage of HD video conferencing platforms for internal meetings has increased multi fold.

To further cope up with new requirements, some latest technologies are becoming essential and temperature screening in public places is one of them. RailTel is also in the process of providing Thermal scanning cameras for crowded places which will help in scanning a large number of people and identify those with high body temperature.

RailTel has also set up a Security Operation Centre in June-2020 and is further modernizing and upgrading its network to meet the challenges of enhanced data transportation with adoption of new IT solutions by the Govt & Private sector alike.

Furthermore, RailTel has developed a tele-consultation app for IR and implemented the same for Railway employees to fix appointments and virtually consult with the Railway doctor. Besides it is implementing the Hospital Management Information System for IR and has already implemented the same over South Central Railway successfully.

PUNEET CHAWLA

Chairman & Managing Director – RailTel



DELIVERING EFFICIENT PUBLIC SERVICES

RailTel is an ISO 9001, ISO /IEC 20000, ISO /IEC 27001, ISO /IEC 27017, ISO /IEC 27018 compliant organization. It has successfully implemented ERP solution and all modules like Projects, Procurement, Operations, Maintenance, Finance, HR, Sales and Marketing. RailTel has already resorted to e-tendering process in its procurement activities through GeM. It has implemented the Integrity Pact in the organisation covering tenders of more than Rs. 15 crores value. It has also appointed the Independent External Monitor (IEM) with the approval of CVC. In addition RailTel is providing information under RTI and complaint redressal is also done through CPGRAMS.

As far as improving public service is concerned, implementation of Wi-Fi at stations has helped bridge the rural urban divide by giving free access to the World Wide Web to the masses; implementation of e-office has enhanced transparency, efficiency and improved delivery; adoption of video conferencing has greatly reduced travel and help reduce carbon footprint; the Content on Demand service will help passengers have a enjoyable travel experience and provide access to host of e-commerce service.

DIGITAL INDIA MAKING STRIDES

RailTel's strength lies in its huge network across the country and the services it offers to every corner of the country by using its network. RailTel is complementing the Digital India initiative in a number of ways by adopting e-office initiative in its own offices and offering same services to Indian railways and other PSUs, providing video conferencing solutions and saving carbon footprints, Data storage services at its state-of-the-art data center and RailCloud, providing broadband services at remote locations across the length and breadth of the country, Digitization of Assets and providing services to Indian railways in the form of Wi-Fi for smart yards, data transport and storage for asset management and IoT services for Railway Track management, bridge management and Freight operations. It is also developing a indigenous solution for video conferencing which has been tested.



R&M CONTINUES TO LEAD THE TECHNOLOGY MARKET BOTH GLOBALLY AND IN INDIA

GAURAV AHLUWALIA
Managing Director - R&M India

PROMISING 2020

R&M has been a key player not just in the global market but also in the Indian region. It is now in the top two in India. Almost every big player in the market is an R&M customer. Its Swiss lineage has helped it to adapt to existing and newer challenges besides driving the company to come up with newer products that help enterprises to transform their business operations.

R&M has industry-oriented products being developed as a continuous process. For the telecom sector, it is producing products for 5G deployment and IoT (Internet of Things). For the data centers, R&M's bet is on ultrahigh-density solutions for EDGE data centers. R&M is also prioritizing other technologies like convergence in LAN cabling, focusing on automated infrastructure management (AIM) in data centers, leveraging on FTTH deployment in the telecom sector and leveraging in 5G networks. It has successfully penetrated all the enterprise segments such as IT, ITeS, BFSI, manufacturing and the government sector, besides telecom.

SET AS A DIFFERENTIATOR

R&M India's marketing and brand strategy is primarily driven by its centralized marketing team in the Switzerland based head quarter, and those are implemented in toto as well as localized by the marketing team in India.

The pandemic at global level forced organisations – big and small – to redefine their outreach activities as one could not go and meet customers as before. Innovation in R&M's marketing activities has been the steady constant in the last few months. It will continue to have a healthy mix of ATL and BTL activities, but with a dash of digital outreach.

DIGITAL TRANSFORMATION AGENDA

With a pan India presence, India is the third largest global market for R&M. R&M is widely accepted in the transportation vertical like metro rails, airports, etc. due to its wide range of Ingress Protected product lines. R&M India exports FTTH products like fiber access terminal, optical termination boxes or home termination boxes and IP 68 grade.

R&M India is not just preparing and focusing on enterprises but also on government projects and building smart cities. To that end, R&M has developed special product lines for copper, shielded or double jacketed cables with anti-rodent, anti-termite features specifically designed for the smart city market.

KEY TRENDS IN SMART ENTERPRISE INFRASTRUCTURE CABLING

R&M believes that there are two product range that are key trends in smart enterprise infrastructure cabling for not just 2020 but also further down the lane -

- Automated Infrastructure Management (AIM) - Today's data centers contain tens and hundreds of thousands of ports and patch cords. AIM solutions facilitate the management of increasingly large and complex infrastructures, represented in a consistent single database. This provides real-time insight into resources such as server ports, cabinet space, and energy requirements.

- 4-Pair Power over Ethernet (4PPoE) – The 4PPoE is the power supply that uses all four twisted pairs of a LAN cable with a power of a minimum of 50 watts and maybe even up to 100 watts. Having the power supply fed directly via a LAN cable simplifies professional building management like lighting control, monitoring, and access controls, and more as a sideline facilitates intelligent private home equipment.

DIGITAL INDIA MAKING STRIDES

Aligned to Government of India's flagship initiative 'Make in India', R&M had inaugurated a state-of-the-art production facility in August 2018 at Jakkur, Bangalore. The plant was started with the idea of supporting India operations and business, but now the company is investing in India to manufacture some of the moulds for the fiber to the home requirements. These moulds are 100% designed and developed in India. R&M is also exporting the products from those moulds, back to the high quality conscious European and Middle East markets.

With the trend going forward like Gram Panchayats and Smart Cities, R&M will be developing products catering to those segments too. Today it has the highest number of fiber terminations - around 40,000 per day. Going forward with investments coming in from R&M HQ, R&M may be looking at 750,000 man-hours in the next two years - giving job opportunities to local talent.

R&M today has fiber assembly lines and it might soon be looking at setting up copper assembly lines in India. Besides bringing a new product line on the 5G requirements, R&M is developing FTTH solutions, all in line with the 'Make in India' initiative. It has already started building the fiber components for the last mile and has invested hugely in R&D to bring technology-rich connectivity products.





PRIME ODF

The New Generation of Optical Distribution Systems

The compact and flexible PRIME optical distribution modules are suitable for the use of fiber optic terminations. They enable fast and simple installation in cramped environments as well as at sites with high fiber density. The tool-free system approach and the high modularity guarantee uncomplicated migration into new and existing network infrastructures.

RAH INFOTECH CONTINUES TO INVEST IN IT INFRASTRUCTURE AND CYBERSECURITY AS TWO KEY AREAS

PROMISING 2020

For most of the organizations including RAH Infotech, the year 2020-21 would redefine how technology was being perceived and adopted. The unprecedented event of Covid-19 has brought even many technology-heavy organizations across the globe to a crippling state, and companies who were using technology in a lesser form, are probably staring at a dead end. Going forward, it will be absolutely foolish for organizations if they do not prepare themselves well in advance for any unforeseen crisis like this.

As far as technology roadmap is concerned, RAH Infotech is well positioned to address the needs of its partners and customers with its futuristic and cutting-edge technology solutions. At the same time it is always in the lookout for complementing technologies that strengthen its portfolio and will keep on enhancing its solution offerings in 2020 and beyond.

IoT, an area that will see paradigm shift, Network and cybersecurity, data infrastructure and cloud, disaster recovery and back-up, and business continuity solutions will also remain key priorities for RAH in the years to come.

SET AS A DIFFERENTIATOR

RAH Infotech is focused on security – be it on the network or in cyber space –and has been its identity since inception. It is also its brand strategy to offer the best-in-class network and cybersecurity solutions to customers. Towards this end, RAH Infotech partners with the best names in the global security space and offers customised end-to-end security solutions to industries across verticals.

As far as marketing strategy is concerned, we primarily focus on these two areas- cybersecurity and IT infrastructure and it invests heavily in both. It adopts a holistic approach to reach out to its partners and customers. It tries to create awareness campaigns around security issues, be it endpoint, network or cyber for its partners; conduct roadshows, webinars, events, virtual events in partnership with its OEM partners for all its solutions. Besides, in partnership with its OEMs, RAH Infotech conducts training programs on all its solutions and organizes thought leadership sessions on various security and infrastructure issues faced by enterprises.

DIGITAL TRANSFORMATION AGENDA

The year 2020 and beyond are going to be game changing years for technology adoption. The world has started seeing a humongous growth in digital transformation in the last quarter owing to Covid-induced lockdown and restricted trade movements. Because social distancing and 'least human intervention' were forced upon during the lockdown, organizations were seen adopting WFH, IoT, cloud and security in a faster pace than ever before.



ASHOK KUMAR
MD, RAH Infotech

Though RAH Infotech is a technology-heavy company, it has also deployed many new collaborative tools, WFH and other solutions to help its partners and customers at this time of crisis. RAH Infotech is a value added technology distributor and besides technology solutions, its priority always remains to add value to its customer experience.

CYBER SECURITY A PRIORITY

Importance of Cybersecurity is a relative term and the threat perception varies from organization to organization. It also varies for business verticals.

However, there should never be a disagreement on the need of cybersecurity from a broader aspect but there can be debates on the type of solution one deploys. As organizations are becoming more reliant on technology and departments across organizations are getting transformed digitally, the attack area for the bad guys is also increasing significantly. More than that, the threat perception grows phenomenally when it is connected to cyber space. Hence, organizations need to do a proper assessment of the probable vulnerabilities, select right partners and choose the right solutions that help them keep their organizations and digital assets safe.

DIGITAL INDIA MAKING STRIDES

RAH Infotech is not a product company and its exposure to R&D is less as far as product development is concerned. Its focus on R&D goes towards connecting and securing the Digital India infrastructure the government and private organizations are building. The company works with industries of all sizes - big enterprises, SMEs and startups - and along with its technology partners, RAH Infotech helps them get access to the best-in-class security, cloud and data management solutions at economically advantageous propositions.

While You Focus on Your Core Business...

We Take Care of Your Core Digital Infrastructure—Data, Security and Network!



Cybersecurity

Digital Infrastructure & Cloud

Data Management & Disaster Recovery

Application Performance & Security

Networking

OUR TECHNOLOGY PARTNERS

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RED HAT HELPING ITS CUSTOMERS ON THEIR DIGITAL TRANSFORMATION JOURNEY WITH ITS BROAD PRODUCT PORTFOLIO

MARSHAL CORREIA
Vice President and General Manager,
Red Hat India, South Asia



PROMISING 2020

Red Hat is well positioned to serve its customers' needs for IT innovation and support their digital transformation, throughout the entire IT landscape - from core to edge, spanning across Infrastructure and applications. Given the emphasis on remote work and operations and the increasingly critical nature of on-demand and online services, hybrid cloud would remain a preferred architecture for enterprise. Organizations are also focusing on adopting automation, integration and development methodologies like cloud native application development.

Businesses are now at the stage where their choice of cloud computing models is vital to their long-term sustainability and profitability. Most organizations today have hybrid IT environments - on-premises, private clouds, and public cloud. Customers want a flexible cloud environment that provides them agility and choice to adopt new workloads, maintain existing IT investments, while giving them control of the data and applications architecture. As a result, they are embracing open hybrid cloud environments.

Red Hat's open hybrid cloud solutions including Red Hat OpenShift, the industry's most comprehensive enterprise Kubernetes platform deliver interoperability across cloud continuum economically without any vendor lock-in. It also has an ecosystem of hundreds of Red Hat Certified Cloud and Service Providers including IBM Cloud, Microsoft Azure, AWS and Google Cloud, and an Operating System like Red Hat Enterprise Linux.

Red Hat Ansible Automation Platform and a comprehensive applications services portfolio deliver extensive capabilities to developers and IT teams to focus on innovation and automation while Red Hat Enterprise Linux provides a consistent, stable foundation across hybrid cloud deployments, along with built-in manageability and integration.

DIGITAL TRANSFORMATION AGENDA

Organizations that have embraced and invested in digital technologies are better prepared to operate effectively during the pandemic. The current situation has further accelerated the need for digital transformation to maintain business continuity across verticals. Open source is the foundation of all new technologies which drive digital transformation. It is a steady source of innovation that hardly any company can afford to ignore these days.

Red Hat through its broad portfolio of products, consulting, training services and partner ecosystem has worked with clients across industries on their DX journey and is well prepared to continue supporting them. Whether it's co-creating a disruptive product, accelerating cultural transformation in the enterprise, or discovering what's possible with a suite of proven and open tools and methods, Red Hat Open Innovation Labs residency is designed to jump-start organizations' most innovative ideas.

CYBER SECURITY A PRIORITY

With the constantly evolving digital landscape, new vulnerabilities emerge regularly from external attacks and internal issues caused by human error or malice. Public and hybrid clouds are redistributing responsibility for regulatory compliance and security across multiple vendors. Therefore, it is imperative that Enterprise Security should be an architectural decision and not an afterthought. It should be integrated throughout the IT lifecycle by ensuring proactive and reactive security with automation, and by using data and analytics to anticipate, detect, and respond to maintenance issues in order to evaluate and manage risk.

Red Hat offers a tested, supported portfolio of stable open source infrastructure and application development solutions for enterprise adoption of emerging technology. With Red Hat products and services, organizations can take advantage of security built into each phase of the application life cycle.

DIGITAL INDIA MAKING STRIDES

Red Hat is well poised on the digital transformation value chain. It is a trusted advisor for enterprises on the platform front, and also in high-performing cloud, middleware, storage, and virtualization. Red Hat has grown on a power of collaboration with its partner ecosystem, customers and open source community.

The company is engaged in many mission critical projects under 'Digital India' like UIDAI, EPFO, GSTN and many more. It has also partnered with clients across verticals like Vodafone Idea for building their universal cloud, supporting banks in their digital banking initiatives, insurance companies in enhancing their customer experience journey, to name a few.

```
1995 const fetchingBlueprints = (state = false, action) => {
1996   switch (action.type) {
1997     case FETCHING_BLUEPRINTS:
1998       return true;
1999     // We went from selling boxes of Linux®
2000     case FETCHING_BLUEPRINT_NAMES_SUCCEEDED:
2001       // if 1 or more blueprints, fetching is true because we're still waiting
2002       on the contents)
2003       return action.payload.blueprints.length > 0;
2004     case FETCHING_BLUEPRINTS_SUCCEEDED:
2005       // to operating servers around the globe
2006     case BLUEPRINTS_FAILURE:
2007       return false;
2008     default:
2009       return state;
2010   }
2011 };
2012 const errorState = (state = null, action) => {
2013   switch (action.type) {
2014     // to giving new life to virtual machines
2015     case FETCHING_BLUEPRINTS:
2016     case FETCHING_BLUEPRINTS_SUCCEEDED:
2017       return null;
2018     case BLUEPRINTS_FAILURE:
2019       return action.payload.error;
2020     // to pioneering a new era in containers
2021     default:
2022       return state;
2023   }
2024 };
2025 // to powering over 90% of the Fortune 500*
2026 const blueprintList = (state = [], action) => {
2027   switch (action.type) {
2028     case CREATING_BLUEPRINT_SUCCEEDED:
2029     return [
2030       ...state.filter(blueprint => blueprint.present.id !==
2031       action.payload.blueprint.id),
2032       {
2033         past: [],
2034         // to bridging every kind of cloud
2035         present: Object.assign({}, action.payload.blueprint, {
2036           localPendingChanges: [],
2037           workspacePendingChanges: []
2038         }),
2039         future: []
2040       }
2041     ];
2042     // And we were able to do all this because
```

Our code is open_





REDINGTON INVESTS AS AN INDIRECT SOLUTIONS PROVIDER TO ENABLE PARTNERS

RAMESH NATARAJAN
 CEO - Redington Distribution

GEARED UP FOR THE NEW NORMAL

When the lockdown was first announced, there was a swift transition to Work-from-Home (WFH) model. Redington worked with the ecosystem of vendors, partners and customers for a seamless transition from physical to virtual business processes. This resulted in minimizing disruption to business and transition to the new normal.

While remaining fully connected with its Vendors & Partner eco-system, Redington was fully geared up to execute all its critical requirements even during the complete lock-down periods (when only mission-critical deliveries were allowed by the regulatory authorities). Its warehouses worked through the highly restrictive periods, executing all deliveries which met the regulatory guidelines.

Contributing in the fight against Covid, Redington's teams engaged actively in supporting the communities by providing essentials and protective equipment, especially for the Covid warriors and other needy sections to help cope with the crisis.

KEY FOCUS AREAS IN FY20-21

In the Enterprise business, Redington's key focus areas include Infrastructure, Networking, Software, Security, Cloud and Emerging technologies. As it continues to invest in supporting partners as an Indirect Solutions Provider (VAD++), Redington is driving several key technologies such as Digital Transformation, Hybrid Cloud, AI & ML, Cyber Security Services, Cloud & Containers (App modernization), Cloud Security, Cloud Migration, Enterprise DevOps, OnPremise Cloud, IoT, Big data Analytics, SaaS and Data Centre modernization.

The cornerstones of Redington's business are its Channel Partner and Vendor relationships. Its endeavour is to partner with world-class brands to offer the best of technologies to its Channel partners as a Value-Added Distributor and facilitates its Channel Partners in their "last-mile" implementation of these technologies for their customers.

In this effort, Redington's approach is multi-pronged – it has dedicated technical teams that help partners design solutions, offer PoCs and Demos to their customers. For instance, as part of the "Watchover" initiative, it offers services across a wide spectrum of security offerings.

This would be especially relevant for nascent technologies requiring significant resources for implementation and management.

Redington's portfolio of services include -

- Redington Managed Cloud Services
- Redington Managed Cyber Security Solutions
- Redington Managed Hybrid Cloud

- Consulting Services

It also offers a strong Digital Marketing capability to help Partners in driving their Demand Generation initiatives (including Digital Campaigns, Technology Events, Trainings, Webinars etc.).

CYBER SECURITY A PRIORITY

It is worrisome that even now, despite increasing evidence of the threats most Indian organizations have still not upgraded their threat-awareness levels. Even the biggest of organisations across the world are not immune to cyber attacks and identification and mitigation of such attacks continues to be a huge challenge.

With the outbreak of Covid, most organisations have accelerated their digital transition. The increasing digital footprint necessitates substantially higher investments in cyber security.

Redington's portfolio in this domain spans the entire spectrum of cyber security - Infrastructure security, Network security equipment, Consumer security software, Data security, Cloud security etc. complemented by deep expertise in Security Solutions. Redington therefore is best equipped to support Channel Partners in addressing the enormous opportunities in this space.

CLOUD ROADMAP

Cloud and Cloud Managed Services is the fastest growing business in Redington's Enterprise portfolio. Its Cloud Platform has been a key backbone enabling partners to provision, consume, take monthly billings, take subscriptions, and manage customers' utilization effectively.

Going forward Redington will continue to build on its Consulting and Managed services to equip partners in enabling customers' cloud adoption. Major areas of thrust here would include SAP on cloud, containerisation, ISV offerings, App modernization etc.

Redington is very encouraged by the use-cases and services offered by ISVs and it looks forward to expanding its partnerships.

With the belief that the trend of Capex-to-Opex shift has passed the tipping point in India and is going to be even more pronounced in future, with a rapidly expanding customer base and increasingly critical workloads being moved on to the Cloud, Redington's Cloud offering would ensure that its partners are well equipped to address the customer segments in the evolving scenario.

Redington's Enterprise portfolio encompasses the entire gamut of products and solutions to equip partners in solving business problems of their customers.

KICKSTART YOUR CLOUD MSP BUSINESS WITH REDINGTON

CLOUDCOVER

ONE STOP SOLUTION FOR PARTNER CLOUD BUSINESS



What we offer

Cloud Assessment
Cloud Architecting
Cloud Migration
Implementation
24*7 support

Partner Benefits

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New services business line
Higher profit margin
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Customer retention & satisfaction
Market development fund
POC credits
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Consulting services*

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*Addon services

Custom packs available as per partner needs.

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Watchover
Redington Managed Security Services

**PROTECT your Customer's Data,
Network & IT Infrastructure**



Covid-19 has brought many of the attack vectors traditionally used by cyber criminals to the fore, and employees have become much more susceptible.

**PHISHING
ATTACKS**

**MALWARE
ATTACKS**

**RANSOMWARE
ATTACKS**

With remote working, where access rights may not have been adequately scrutinized, the chances of a cyber attack are far greater.

Phishing

Malicious Actors

Data Theft

Leads to

Leads to

Leads to

Cyber Attacks

Malware Scripts

Unsactioned Access

Redington believes that a new approach is needed to deliver security in this new normal and it centres around the three aspects:
Plan, Prioritize and Protect

Enabling Partners offer end-end Cyber Security Services

What we offer:

Threat Assessment services
Consulting – led solutions
Security Audit services

Why Redington:

Technical expertise
Pan India presence
Implementation & Support

Partner Benefits:

End – End cyber security solutions
White labelled services
Future ready security solutions

Contact us: https://bit.ly/Redington_Watchover | Avail **FREE** threat assessment with Watchover

RP TECH INDIA SEEKS TO BECOME THE PREFERRED DISTRIBUTION PARTNER FOR EVERY KEY VERTICAL



RAJESH GOENKA
Director, Sales & Marketing
RP tech India

PROMISING 2020

RP tech India, a division of Rashi Peripherals Pvt. Ltd, is one of the top 5 distributors in India. The company has partnered with over 9000+ partners, retailers, and customers in over 750 towns and cities. To cater to this vast customer base, RP tech India has branch and service operations in over 50 locations in India. The company has created a strong IT infrastructure and unique marketing platforms that have helped to put their partners on a pedestal. At 20+ % CAGR YoY, RP tech India is one of the fastest-growing companies in India.

RP tech India continues to expand its distribution infrastructure including SAP operation, which is very critical to scalability. It has implemented video conferencing systems across all 50 branch offices for more effective meetings and reviews. The company's core focus verticals are Consumer, SMB and Enterprise/Government and it is working objectively for each of the verticals to be the preferred distribution partner. In fact, RP tech proudly states that a lot of end-users and corporates today demand components and peripherals sold and service by the distributor.

Some of their key vendors include AMD, APC, ASUS, ATEN, Belkin, Google Chromecast, Colorful, Crucial by Micron, DDN, Dell, ECS, Fitbit, HP, Infortrend, Intel, Lenovo, Linksys, Logitech, NVIDIA, Optoma, Plantronics, Samsung, SanDisk, Supermicro, Toshiba, TP-Link, Ubiquiti, Western Digital and many other world-renowned brands.

SET AS A DIFFERENTIATOR

Since it brings a lot of innovation in its business, RP tech India is known as the only true value-added distributor in India. It continues to invest in RP tech branding and improving system and processes. The distributor is willing to support new vendors who wish to launch their brands/products in India.

DIGITAL TRANSFORMATION AGENDA

The good thing about the company is that it is always ready to take up new challenges. Being an Indian company with a robust infrastructure, RP tech is quite flexible and adaptable. Therefore, changes at the time of needs are relatively easier at RP tech India.

CYBER SECURITY IS IMPORTANT

While cyber security risks cannot be ignored, RP tech believes that this is currently over-hyped and thus causing a huge amount of excess expenditure on digital security infrastructure by large enterprises.

DIGITAL INDIA MAKING STRIDES

Being India's leading distribution house, RP tech's biggest asset is its manpower and infrastructure. It continuously strives to upgrade the skills of its marketing team and conducts quarterly training workshops/seminars for them. The company is also very bullish on leveraging the power of digital means for RP tech brand awareness and establish a connection with masses.



‘DIFFERENTIATION’ IS THE KEY MARKETING STRATEGY FOR SATCOM INFOTECH FOR 2020-21

PROMISING 2020

Satcom Infotech is gearing towards cloud offerings and shifting away from on premises for most of its security solutions. The focus will also be on the MSP model to serve smaller users and give flexibility on cash outflow to the partners, while giving benefits on volume discounts by taking advantage of serving multiple customers. Though almost everything is moving towards the cloud to make the management and access easier to manage and use, the customer cannot only rely on the security provided by the cloud solution provider. The end user using this solution also become equally responsible to add better and additional securities to secure their infrastructure which again gives the opportunity to the partners to do incremental business by providing more security offerings. This process will also involve increased interaction between the partner and customer and will help both the partner and a company like Satcom Infotech to have longer business relationships with end users.

SET AS A DIFFERENTIATOR

The marketing strategy of Satcom Infotech for the year 2020-21 is “Differentiation”. It starts right from the initial engagement with partners, enablement, training, doing POCs, and delivery of product or service. The company is working on each aspect to offer a seamless experience to its partners. Satcom Infotech being a Value Added Distributor, it is making sure that its partners act as consultants to the end user and instead of selling the Product they should focus on giving the Solution by analyzing the pain areas of the customer. Satcom Infotech believes that the delivery of product, delivery of service, delivery of trainings, the way it conducts POCs, deal protection and flexibility with margins - all become important and crucial to demonstrate this differentiation.

DIGITAL TRANSFORMATION AGENDA

Digital transformation is now an essential part of any organization for survival and growth. And a good customer experience not only ensures repeat business but also referral business. As a result, Satcom Infotech is fine tuning all the components of its business to effectively measure, monitor and improve the quality of the experience at each step of the supply chain. This activity is done in a mix of both manual as well as system oriented approach.



VINOD KUMAR
Managing Director
Satcom Infotech

CYBER SECURITY A PRIORITY

No area of cyber security can be ignored as less important. The approach towards cyber security should be like binary logic, either you are secure or you are not. There is no mid path and shortcuts. Any small breach in security has a cascading effect on the organization and its employees and the external community with which the organization interacts with. The entire concept of cyber security keeps getting more important because the quality of threats are only going to get more evolved and the adoption of technology and the internet in every aspect of the day to day life is only going to increase. Cyber security is one of the important aspects of every organization to be successful as currently everyone is more prone to cyber-attacks; so they have to make sure that they are checking each and every vulnerabilities in the environment and remediate each and every vulnerabilities with the best effective measures they can take to make their environment secure and running smoothly which will eventually help in the company growth and productivity. Also decision makers will have to make sure that they are not compromising with security and closing all the loopholes in the environment and taking necessary precautions to keep the environment secure. This will help to keep themselves ready for the next level of advanced cyber threats and not judge any assets of the organization as less critical based on their assumptions.



**ENDPOINT
PROTECTOR**

by CoSoSys

GFI Software
Aurea SMB Solutions



PROMISING 2020

SAS' key priority in 2020 is to improve customer experience while focusing on business outcome. SAS looks to extend its leadership and market presence in analytics to the AI space in 2020 and beyond. It continues to build an environment to operationalize Analytics with its Cloud-first approach that gives customers the power and freedom to innovate, manage risk and be agile in the cloud.

SAS also has a very strong partner ecosystem. Its aim is to drive 100% of its revenues through these partners as it continues to improve investment in its partnerships through 2020. The company has built the roadmap for long-term success, and the steps it will take in 2020 should position it for big things in the years ahead.

SET AS A DIFFERENTIATOR

SAS believes that with analytics it can create something new, better, purposeful and lasting. In 2020 it continues to place its marketing bets on building the SAS brand which is a long-term investment for SAS. It have moved to a more digital approach which essentially means increased customer engagement through webinars and social platforms and with the help of analytics taking the customers through a journey that is more personalized to his needs and business requirements. SAS' machine learning capabilities and ability to leverage the cloud has helped it create a hybrid marketing platform (SAS Customer Intelligence 360) that brings together functionalities of both online and offline marketing.

SAS understands that AI, IoT and cloud are driving the future and are what businesses across industries need to be prepared for the future.

- **Cloud:** SAS has re-tooled its architecture to be "future fit" for customers seeking a secure, portable approach to software deployment in the cloud. It works with major cloud infrastructure providers – Amazon, Microsoft, Google, Oracle and others – to streamline SAS deployments in public clouds.
- **Artificial Intelligence (AI):** SAS has made AI more transparent and accessible and has embedded AI into each of its most recent software releases.
- **Internet of Things (IoT):** SAS continues to analyse high-velocity data from IoT devices, networks and applications so that enterprises can take immediate, meaningful action.

DIGITAL TRANSFORMATION AGENDA

SAS continues to be customer-centric rather than only product-centric with help of R&D. With SAS analytics, its customers experience a seamless journey right from tailored content that suits their requirement right through their onboarding as SAS customers. SAS has developed products like Customer Intelligence 360, Visual Analytics, Enterprise Miner, amongst others that are laying the foundations to make the needed connections for integrated planning, integrated execution of marketing plans, and deriving the insights that enable experience-driven marketing.

CYBER SECURITY A PRIORITY

In today's rapidly-evolving digital world of the Internet of Things (IoT), analytics can enable real-time detection of security events and take decision on how to handle them, automating manual processes and routine decisions.

To extract optimal value from fraud & security investments and boost investigation efficiency and effectiveness, organisations must consolidate their data and analytics capabilities into a single hub. SAS's pedigree in analytics and the ability to execute from a business perspective is the biggest differentiator in this space.

SAS CONTINUES TO ADVANCE ANALYTICS AND AI CAPABILITIES FOR ITS CUSTOMERS



NOSHIN KAGALWALLA
VP & Managing Director
SAS India

DIGITAL INDIA MAKING STRIDES

SAS's customer satisfaction survey results are on the rise. It reinvests 27 percent of its revenues back in R&D efforts against an industry average of 12.5 percent. Early last year, SAS announced investing \$1 billion in AI over the next three years to drive the future of analytics. The \$1 billion investment in AI focuses on three main areas - Research and Development (R&D) innovation where SAS continues to build on the success of its global AI efforts; education initiatives addressing customer needs to better understand and benefit from AI; and expert services to optimize customer return on AI projects.

Additionally, new investments include a dedicated SAS Analytics Center of Excellence where customers engage with PhD level experts in AI, machine learning, natural language processing, computer vision, optimization, simulation and related data science skills to aid with AI implementations.



Microsoft

WELCOME TO THE EMPOWERED CLOUD

**Better together: We're accelerating the
power of AI for everyone.**

SAS and Microsoft are joining forces to define the future of analytics in the cloud for our customers. This strategic partnership integrates SAS® analytics and AI with Microsoft cloud solutions: Azure, Microsoft 365, Dynamics 365 and Power Platform. Our shared vision enables customers to easily run their analytic workloads in the cloud to meet business goals faster and drive innovation cost-efficiently. Now our customers can unlock even more critical data insights on the path to digital transformation. It's time to reimagine analytics in the cloud.

sas.com/microsoft



savex



SAVEX WELL POSITIONED TO MAXIMISE EVERY OPPORTUNITY ON DIGITAL TRANSFORMATION

RAUNAK JAGASIA

**Director, Enterprise Business and Alliance –
Savex Technologies**

PROMISING 2020

Savex had a great FY20 with over 25% YoY Growth. As part of its long term planning, Savex has identified Cloud, Analytics, Software, IoT, Automation and Security as key investment areas. It has already made large investments in people, technology and platforms for these areas as well as a host of new OEM relationships.

In addition, Savex is closely working with Indian Start-Ups and will soon launch a formal Start-Up Incubation Program. It already has two start-ups with whom Savex is working in the IoT Space. The response from the channel has been tremendous and even during the lockdown, Savex has successfully conducted multiple successful POCs and closed meaningful business.

Savex also completed its first acquisition, Uniserved (www.uniserved.com), which it likes to call the Human Cloud. It's a platform for enterprise IT Services – sort of an Urban Clap for IT Services. Uniserved has over 200,000 engineers from over 20,000 System Integrators with over 700 OEM skills in 45 countries. Especially during lockdown, Uniserved has helped Channel Partners execute multiple projects and hundreds of services – from a simple installation of servers / storage / networking in a different city when their engineers couldn't travel due to Covid-19 restrictions to the most complex cloud migrations for critical applications.

Uniserved is an extension of every Channel Partners team and being a neutral service provided by Savex. Channel Partners can be rest assured that their customer relationships are intact and we are here to complement them. Unlike some of our peers in the distribution industry who are building a services organisation to go direct to large end customers / SMB, Uniserved and Savex will always work with our channel partners

SET AS A DIFFERENTIATOR

Savex was an early adopter of digital marketing and with the onset of Coronavirus, it is doubling down on this medium. With traditional ways of reaching customers restricted, the teams have been working overtime on digital ways of connecting with its channel partners and helping them

with their demand. Savex has conducted numerous workshops, trainings, seminars, end-customer meets – all digitally. Additionally for its consumer side of the business, Savex has piloted unique omni-channel marketing and technologies to ensure that while retail footfalls are restricted/limited, it will help its channel partners maximise their sales.

DIGITAL TRANSFORMATION AGENDA

With covid-19, digital transformation has gone from a strategic advantage to an existential need. Today, Savex is running entirely on digital; in fact July was the biggest month in the history of the organisation and was conducted with less than 3% of its workforce in office!

Savex also made huge investments in terms of acquisitions, people, technology and believes that the company is extremely well positioned to maximise all opportunities on digital transformation. The Prime Minister has given us a clear goal of being a \$5 Trillion economy by 2025 and digital transformation will play a crucial role in this growth.

CYBER SECURITY A PRIORITY

With the IT environment being turned upside down due to Covid-19, security is more important than ever. Most organisations have had to enable remote access with work from home and this brings a lot of new potential threats.

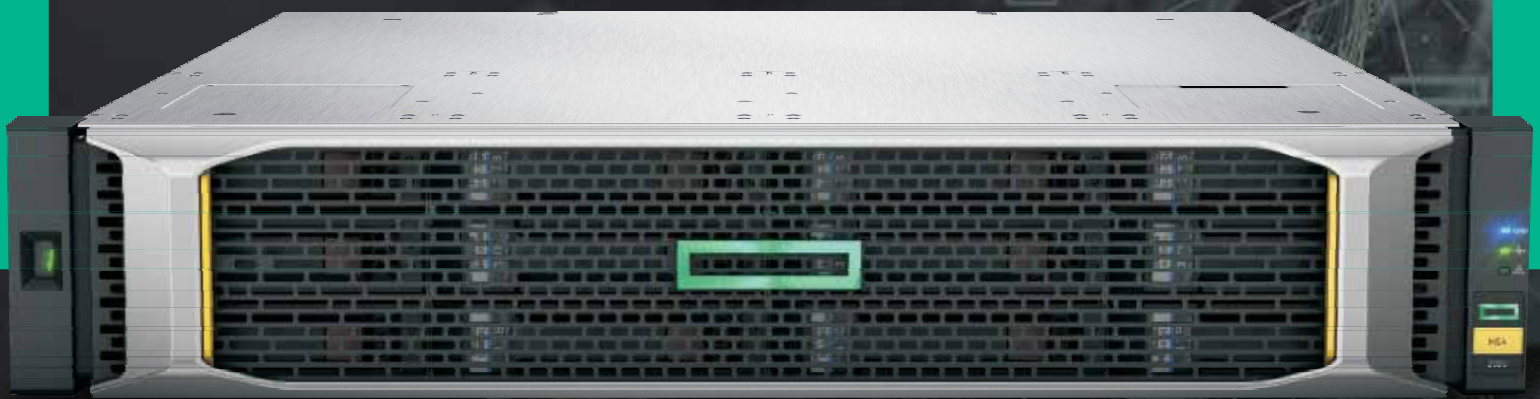
Savex has been working very closely with its OEMs and is focussing on educating its Channel Partners on the host of new threats. The company is likely to bring a host of new solutions to help secure its customers' environment.

DIGITAL INDIA MAKING STRIDES

Savex is a firm believer in the Digital India initiative and continually looks to make investments in the same. It strives to make an impact in its communities and made multiple investments for great causes such as laptops for underprivileged children to provide free WiFi for villages. Savex has always been a big supporter of Digital India.

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BIDISHA NAGARAJ

Vice President, Marketing
Schneider Electric India



PROMISING 2020

The year 2020 has brought with it challenges, which have impacted the world economy dramatically. The current situation is an unprecedented one, the depth and impact of which will become visible, gradually. What has been unique about the situation is the creative innovation that it has fostered and has had people safety and wellbeing at the heart of it.

Schneider Electric has explored various avenues and innovations throughout 2020 and has kept 'Digitisation' and 'people Safety' at the core of each of its breakthroughs. Through technology, it has been revolutionising and offering solutions to business challenges coming its way as an organisation or are being faced by its customers and partners. Schneider Electric is also empowering its channel and partner community in their journey of digital transformation by hosting various digital engagements to help them acquire the skill sets required to navigate through this time. It has witnessed growth in critical segments such as Healthcare, CPG, Cloud, data center, telecom and Service Providers and is focused on innovating solutions for segments which are going through challenges due to the pandemic, such as, infrastructure, hospitality etc.

SET AS A DIFFERENTIATOR

The common purpose of Schneider Electric is to empower everyone on this planet to make the most of their energy and resources, ensuring Life is On everywhere, for everyone at every moment. Sustainability is at the core of its vision, mission and go to market programmes and Schneider Electric achieves this through using the right mix of traditional and digital marketing tools to transform its business practices.

Schneider Electric's marketing strategy in 2020 has been focused upon digitisation and sustainability. It has looked at the marketing function holistically and has strategically used digital marketing tools with the right use of data analytics and consumer insights to drive growth. Schneider Electric has mapped its entire customer journey and then introduced a dashboard called the Brand to Order (BTO). The Brand salience, Digital engagement and Influence on Revenues are the 3 measurement pillars of BTO.

Amidst all of this, the company has also marketed internally which is equally important and educating the internal teams on brand proposition is as important as marketing externally to customers.

DIGITAL TRANSFORMATION AGENDA

The year 2020 has altered all the existing norms in the playbooks of all functions. Most of the organisations have relooked at their strategies and have focused on basic survival during this global pandemic phase. Digitisation and Communication are the two key drivers which Schneider Electric has been using to ensure Business Continuity, Deeper Customer Engagement and Accelerating the Sales funnel. With the majority of industries and specific verticals going through challenges owing to the economic challenges, it is on the lookout for business opportunities from anywhere and everywhere.

From a people perspective, while the company has opened its offices in a staggered manner, Schneider Electric has heavily invested in ensuring trust and a sense of well-being amongst its employees by implementing stringent measures of safety and hygiene and encouraging no-contact daily functioning, interaction and contact-less operations.

DIGITAL INDIA MAKING STRIDES

As an organisation, Schneider Electric's focus has steadily been around supporting the Digital India initiative by keeping digitisation at the forefront of its strategy, as it continues to address the current energy requirement through intelligent energy efficient solutions and products. It has made a strong case for digitisation in the manufacturing sector through its smart factories and the grid network in the power sector to make distribution more efficient. Schneider Electric is helping organisations to be more resilient and respond to disruptive measures to ensure business continuity.

Bridging the digital divide has been the vision of the Digital India project. Schneider Electric has deeply invested in Skill building itself through its training centers and has trained over 1 lakh electricians over these last few years to support the journey of efficient energy usage in the country.

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SAMEER BHATIA

Director of Asia Pacific
Consumer Business Group and
Country Manager for SAARC & India
Seagate Technology

PROMISING 2020

There is a surge globally in data creation and consumption - a trend that is only set to grow further in 2020 - 2021. According to the recent Data Age 2025 study commissioned by Seagate, the sum total of all data generated by the year 2025 will be an astonishing 175 zettabytes—a tenfold increase from 2016 levels.

Addressing these emerging trends and catering to the resulting rise in demand from customers in the age of IT 4.0, Seagate is banking on its continuous research and innovation to build future ready solutions that deliver meaningful success. One such innovation is Heat Assisted Magnetic Recording (HAMR) technology, which delivers higher capacity in the industry's standard form factor. Using HAMR technology, Seagate recently built and tested the world's first formatted and fully functioning 16TB enterprise hard drive platform in a standard 3.5-inch form factor.

Seagate's another innovation is the Multi Actuator technology (MACH.2), which can double the data performance of future generation hard drives.

SET AS A DIFFERENTIATOR

Seagate's marketing initiatives are ubiquitous, from empowering its partners and distributors to enabling them with the right set of knowledge and tools, improving their businesses, and delivering compelling results of Seagate's full suite of enterprise and consumer data solutions.

Seagate also organises activities to address the right audience and customers, including participation in trade shows, event sponsorships, sales staff trainings, and certification programs, as well as reaching out to its community through social messaging groups.

DIGITAL TRANSFORMATION AGENDA

Customers are at the heart of everything Seagate does - from designing solutions to its go-to-market strategy. Backed by a robust partner network, Seagate continues to address their burgeoning demand for smart and secure data management solutions by bringing to market innovative technologies that will meet evolving business and consumer needs.

It connects with its customers and partners in the markets through the Seagate Insider partner program that underpins the ecosystem of technology, programs, and channel partners, altogether driving its multi-billion dollar business around the world. Seagate has been continuously building a strong partner base through this programme, providing comprehensive training sessions and seminars as well as working on co-marketing initiatives to help partners in effectively delivering solutions that enterprises and consumers need.

CYBER SECURITY A PRIORITY

Data is a vital business asset in today's digitally driven environment, and companies are in turn responsible for protecting the data their customers have entrusted to them to manage. Safeguarding "data at rest" starts with implementing cyber hardening protocols for hard drives and SSDs. Moreover integrators have a critical responsibility to understand which technologies yield the highest performance and reliability. Software encryption, pseudonymization, hardware encryption and secure erase are the most effective mechanisms to secure data.

At Seagate, security is embedded throughout the product lifecycle, from the conceptual phase of design to deployment and final retirement or reuse. Its Self-Encrypting Drives (SEDs) make sure that only authorized users can access the data when the drives are in use.

Seagate has also achieved Common Criteria accreditation for security features in select products across its Nytro, Exos, and BarraCuda portfolios. Seagate Secure, a stringent collection of security features rolled out across Seagate's Enterprise Datasphere Fleet, ensures every drive complies with the top industry standards for security, with two feature sets - Essential and Certified - to meet different application requirements.

DIGITAL INDIA MAKING STRIDES

Launched in July of 2015, the ambitious "Digital India" initiative will complete five years in 2020, with proven outcomes of digital transformation across the board - from e-governance and smart cities to digitally powered businesses in every vertical. Data is and will continue to be the bedrock of India's booming Digital Economy. Seagate remains committed to help enterprises and businesses of all size leverage the potential of data deluge and maximize the payout of their digital transformation initiatives. The company will continue to bring to Indian market innovative solutions that solve its local customers' most critical business problems as their storage workload gets heavier than ever before.

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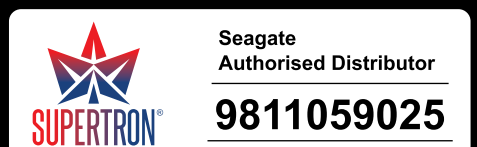
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SONICWALL'S INVESTMENT IN THE BOUNDLESS CYBERSECURITY MODEL IS THE NEW BUSINESS NORM

DEBASISH MUKHERJEE
VP - Regional Sales, APAC, SonicWall



PROMISING 2020

2020-2021 is a crucial year from a technological and security standpoint. Hence, SonicWall is geared up towards working and creating solutions which can combat threats that will rise as a result of Internet of Things and 5G. In terms of prioritization, the company is going to aggressively invest in technology, which is boundless, beyond perimeter.

With virtual private networks (VPNs) becoming more critical than ever before, SonicWall has seen a 1,766% increase in VPN-SSL customers quarter-to-date. It addresses this new challenge with the scalability and flexibility of its Secure Mobile Access (SMA) series, which has experienced a 2,348% increase of user licenses since February 2020 and adds both security and performance characteristics.



SET AS A DIFFERENTIATOR

SonicWall has taken up its marketing into a different leap from re-establishing its brand as a product company to a futuristic solutions company. It has started moving its customers from a product centric approach to a proactive security aware approach and further moving them to a predictive layered solution approach. SonicWall's

strategy is to increase awareness about Boundless Security where the modern, security-conscious organization should be headed.

SonicWall's Boundless Cybersecurity Platform is providing remote workforce with Secure Mobile Access, and Defense in 'New Business Norm'. The company's modern Boundless Cybersecurity model is designed to protect and mobilize organizations, large enterprises, government agencies and small and medium-sized businesses (SMBs) operating in a 'new business normal.'

As organizations work closer than ever with their security providers, the SonicWall SecureFirst partner program has seen an influx of 1,100 new additions since February 2020, bringing its total to more than 21,500 globally.

DIGITAL TRANSFORMATION AGENDA

Digital transformation has indeed been central to businesses over the last couple of years and it is going to become further crucial in 2020. It is going to start playing a critical role to enhance overall customer experience. While SonicWall is focused on delivering advanced digital security solutions to small and medium sized businesses (SMBs), enabling them to embrace digital transformation, it is also focused on building and strengthening its partnerships to create network security and improve its overall customer experience. The company is also aiming to run awareness campaigns amongst its partners who are one of the key components of SonicWall, especially when it comes to dealing with its customers.

SonicWall's Boundless Cybersecurity Model will give further impetus to company's record performance. IT departments are moving swiftly to operationalize in the new business normal while defending against threats across a range of attack vectors, including networks, email, mobile and remote access, cloud, SaaS applications, endpoints, IoT devices and Wi-Fi. SonicWall has seen record growth in Secure Mobile Access (SMA) hardware (+342%), SMA virtual appliances (+451%) and pooled licenses (+1,006%).

CYBER SECURITY A PRIORITY

There is no denying the fact that cybersecurity will be more important than ever in 2020. The need of the hour in a country like India is to bring about a behavioral shift – especially among SMBs. With SMBs forming a major cluster in tier-II towns, it becomes imperative for a collective emphasis on protecting their systems and data.

As there is going to be an increase in cyber threats in 2020 due to the remote work model and as workers prove to be less secure when working from home, leaving companies more exposed than ever, SonicWall's Boundless Cybersecurity approach will help solve this cybersecurity business gap.

DIGITAL INDIA MAKING STRIDES

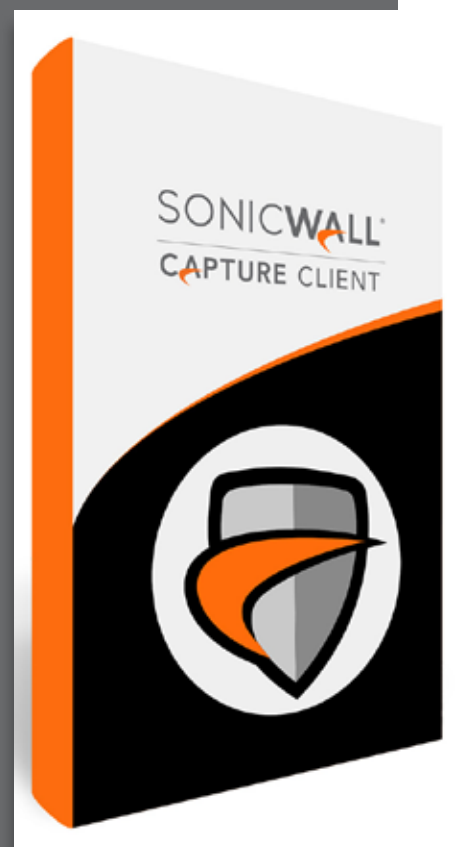
Technologies that organisations deploy or spend on R&D are important in the context of how a business is relevant to the present situation and how futuristic a solution is. Recent Covid-19 outbreak has exposed many organisations on their preparedness to deal with pandemic like situation and their business continuity plans.

SonicWall Boundless Security model's ability to support businesses anytime, anywhere is a testimony to mature and futuristic thinking of SonicWall as an organization.

In the age of digitization, threats are enormous. The Cyber threat landscape continues to evolve as threats become increasingly evasive - it's file less, it's encrypted, and can take the form of phishing.

SonicWall's way of solving these problems is "Boundless Cybersecurity", which is based on three core principles -

- Know the unknown: Detect evasive and cutting-edge threats with SonicWall's innovation in technology, like Capture ATP and RTDMI, and threat intelligence
- Unified observability and control: No more management silos. Gain unified visibility and control that integrates the technology, services and solutions organizations need for end-to-end security.
- Disruptive economics: During the last 3.5 years, SonicWall has architected how to leverage truly disruptive and scalable economics to make it cost-effective to protect businesses



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CYBERSECURITY

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LIMITLESS,
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SONICWALL BOUNDLESS CYBERSECURITY BRIDGES THE CYBERSECURITY GAP

Leveraging our global threat intelligence, seamless real-time protection and scalable low TCO, SonicWall can bring you into the Boundless Cybersecurity era.



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Management



Email
Protection



Wireless
Security



Advanced Threat
Protection



SaaS
Security



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Access



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Firewall



Endpoint
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OPEN SOURCE ETHOS AND VALUES OF INNOVATION ARE DEEPLY ROOTED IN SUSE

RAJARSHI BHATTACHARYYA
Country Manager
SUSE

IMPACT OF DIGITIZATION ON ENTERPRISES

The COVID-19 pandemic has certainly caused many enterprises to grapple with business continuity. Enterprises, however, that have a head-start in digital transformation and continue to innovate during this unprecedented period, can even fast-track their digital transformation with open source technologies and solutions because of the apparent benefits of cost savings, flexibility and scalability. These advantages allow customers to react faster to market conditions even in situations like COVID-19.

SUSE wanted to ensure that the company is doing their part to combat the virus. It provided free technologies to medical device manufacturers, offered special programs to help businesses fast-track their digital transformation, and provided access to free online training for customer IT staff. Customers have responded positively, as thousands of them have accessed SUSE training since the offer went live. Additionally, together with Microsoft, SUSE is offering medical research customers with typically large HPC on premises installations, to quickly scale additional compute resources using Microsoft Azure and SUSE Linux Enterprise for HPC.

OPEN SOURCE AGENDA

For SUSE, it all starts with the customer relationship. Meeting with customers at all levels is an integral aspect of working at SUSE. These relationships help SUSE understand how today's solutions are working, and more importantly, what it needs to develop to set them up for future business challenges.

SUSE is deeply rooted in its open source ethos and it takes this knowledge into its engagement with the broad ecosystem of open source communities. Within these communities, SUSE participates in the development of next generation technologies and understands how to deploy and manage them in the context of customer needs. So, whether it's next generation GPU-enabled container infrastructure or helping data scientists more easily develop and deploy solutions for IoT use cases, SUSE stays tightly in the mix.

IT leaders are increasingly looking to leverage the cloud to innovate and drive digital transformation, and SUSE works to deliver a comprehensive portfolio that provides great customer choice with no vendor lock-in, setting them up for success not only for today but tomorrow's business challenges. As the world's largest independent open source company, SUSE is proud to offer strong operational excellence, which is guided by its commitment to customers, partners, community and employees, and the strength and power of the open source community and innovations. This ensures SUSE has a holistic approach to its products and solutions, and as open source solutions are community-led and community-driven, it brings a diverse set of people, geographies, industries and backgrounds coming together to innovate, solve problems and drive innovation.

By leveraging existing or low-cost commodity hardware, cloud computing architectures, centralized management built using open source software to avoid vendor lock-in, SUSE software-defined infrastructure (SDI) solutions enable IT departments to achieve innovation with greater agility, automation, service availability and at reduced costs. It provides a full SDI reference architecture that is modular and flexible, supporting adoption of DevOps methodologies and processes.

EMPOWERING VARS

SUSE works with partners from around the globe to bring complete solutions to its customers, making their businesses more efficient and cost effective. Its partners are diverse, ranging from a service provider, hardware or software vendor, reseller or cloud provider. Partners are an integral part of SUSE's strong operational excellence and the latter tries to make these relationships work through collaboration and innovation that already is in SUSE's DNA and lifeblood.

A great example of a partnership for SUSE is its long relationship with Microsoft. It is constantly broadening its solutions for Microsoft Azure, designed with mutual customers in mind. SUSE shares the same understanding of its customers who are imperative to transform and grow, both securely and efficiently, in today's environment. Interestingly, it's not just Microsoft who shares SUSE's values of open collaboration and innovation. Dell, SAP and many others share these values, too.

STULZ SEES THE GROWING HYPERSCALE DATA CENTER MARKET AS ITS GROWTH OPPORTUNITY



SURESH BALAKRISHNAN
Co-Founder and Jt. Managing
Director - STULZ CHSPL India

PROMISING 2020

Stulz anticipates that in 2020-2021, post COVID scenario, more and more clients and businesses, small and large, will operate in the online/work from home space. It expects its highest growth to be from

- a) The fast digitizing industrial and healthcare segments especially pharma, hospitals, and semiconductors
- b) BFSI
- c) Government
- d) IT/ITES
- e) Education.

These segments represent the greatest opportunities for Stulz's fast growing i-CSR and i-AHU product lines. The growing hyperscale data center market is the other large growth opportunity it will focus on this year, especially for its precision air conditioning range.

SET AS A DIFFERENTIATOR

Germany based STULZ Group is the global leader in data center cooling solutions, offering a wide range of air temperature and humidity management products in room, enclosure and rack configurations. In the last two decades since its entry, Stulz has rapidly grown to market leadership in India.

Stulz India hosts the company's largest research, design and development center outside Germany. Its state of the art manufacturing and one of its kind simulated product performance testing facilities in Navi Mumbai are also among the company's largest. Its award winning product range is supported by a 24/7 pan-India service network with over 350 factory trained technicians connected over a smart mobile app. It has an installed base of over 250 megawatts across India's largest captive and co-located data centers, several of the upcoming ones being hyperscale.

In 2020-21 the focus is on leveraging growth on the back of the fast growing hyperscale data center market opportunity and market penetration for the i-CSR in distributed networking environments, fast digitizing SMEs and the government's Digital India initiatives. Its marketing initiatives is spread across a series of partner training initiatives across tier 1, tier 2 and 3 markets, product range showcase at major IT/ITES & industrial segment events and experience centers at some of its other locations in India, other than the one hosted at its factory in Navi Mumbai.

DIGITAL TRANSFORMATION AGENDA

The customer has always been at the center of Stulz's engineering, innovation, product development and support initiatives. Given the economic impact of the COVID-19 pandemic on all segments, its focus would be to ensure that networks and premises with Stulz installations have the highest possible uptime. Stulz solutions are installed across all major telecom, BFSI, IT/ITES captive and co-located data centers across India. Even through the lockdown and curfews across the country, it ensured that Stulz technicians were provided with the required protection to work around the clock.

CYBER SECURITY A PRIORITY

Data and identity protection have emerged as areas that threaten not just corporations but also increasingly each connected individual. The sophistication of cyber attackers is directly in proportion to the rise of the monetary value of the damage. 2019 witnessed some major data breaches that compromised sensitive personally identifying information, access control and financial data. As the economy continues to digitize, the importance of cybersecurity and its protection via distributed networks designed better for safety can only be expected to rise.

DIGITAL INDIA MAKING STRIDES

The Digital India initiative is a prime driver for the growth of the i-CSR. The need of the hour to make the dream of Digital India a reality is the ability to host networks literally anywhere. i-CSRs with inbuilt modular precision cooling from as little as 3.5kW to as high as 40kW per rack computing loads can be placed in any covered space without additional room air-conditioning. This makes them extremely convenient to set up, as well as space and energy efficient. STULZ i-CSRs can house all components of traditional brick and mortar server rooms. So instead of building a brick and mortar server room with water proofing, sound proofing, wiring, fire protection and room access security, one can just plug in a ready i-CSR which has all of these placed in a highly secure, access monitored, modular, high quality cabinet with fire safety, precision cooling systems and climate controls.





V. K. BHANDARI
CMD
Supertron Electronics Pvt. Ltd.

SUPERTRON SEES AN OPPORTUNITY BOTH IN CONSUMER AND COMMERCIAL SPACE FOR IT REQUIREMENTS

IT INDUSTRY POST COVID-19

Hit by the Covid-19 slump followed by social distancing and a nationwide lockdown, businesses have experienced major impacts, no matter how established they are and are having to re-look at how they manage and operate their business.

The challenge for most businesses is to keep their financial wheels turning during the lockdown period due to less revenue churn. This unprecedented situation brings challenges and likewise new opportunities. From an IT prospective, businesses are slowly coming on track after the lockdown period is over.

Supertron sees there is opportunity both in consumer and commercial space for IT requirements. These opportunities are mainly due to unprecedented cultural change of 'Work From Home' and 'Online education' and these opportunities are expected to continue.

There are supply chain issues with most of the vendors during lockdown and post lockdown but each vendor/distributor is trying his level best to manage the show effectively and efficiently.

Positivity is going to play a vital role in overcoming the challenges. With the economy opening up, IT infrastructure investment is going to increase for most of the organisation as usage of technology is the key for driving the business. The Govt. is looking to invest heavily on health, education and other related sectors which would open up opportunities for all the partners to play a role. A few important aspects that everyone needs to change in the thought process and approach are -

- Accept the change as positive
- See the change as an opportunity
- Adapt plans as necessary
- Quickly master new technology, process & approach
- Need to be flexible in implementing certain action which has not been experimented with earlier.

Global Tie Ups National Network Limitless Growth Avenues

Outsmart Competition

Supertron empowering deep network of 11000 retailers across 57 locations in the country manned by trained and passionate workforce, Supertron empowers global brands to exploit the full potential of the Indian market. Supertron has a robust presence across all formats of the business including traditional retail, large format retail outlets and online marketplace.

57 Locations, 11000 Retailers

Supertron enjoying a bouquet of leading global brands, a dedicated 24x7 logistics support, unparalleled on-time delivery and transparent business practices, Supertron empowers its channel partners to make the most of IT & Telecom revolution that's sweeping the Indian market. Add to this an immense wealth of goodwill earned with 27 years of ethical and transparent business practices. No wonder, Supertron enjoys a long standing relationship with most of its channel partners.

Boundless Potentials

Supertron recently ventured into Value Added Distribution vertical with a prime focus is Unified Communication, AVS (Audio, Video and Surveillance) and DCS (Data Centre and Storage) domain. Focusing with a Consultative approach to understand and work together with System Integrator as well as their Customer by providing unique solutions based on future technology deployment Audio, Voice, Data, Networking and Application (DNA of every business) protection and management offerings.

Supertron Electronics Pvt. Ltd.

"Supertron House", 2, Cooper Lane, Kolkata- 700 001, Ph: 03340371000, frontdesk@supertronindia.com / www.supertronindia.com



TEAMVIEWER REMOTE CONNECTIVITY PLATFORM ENABLING MILLIONS OF USERS FOR SECURE WORKING IN INDIA

KRUNAL PATEL

Head of business, India and South Asia - TeamViewer

BRAND PROJECTIONS 2020

TeamViewer is continually innovating with one mission of connecting anything, anytime, anywhere and anyone. Its solutions are simple, secure and scalable. In the current scenario when companies are exploring solutions for remote working and remote support of employees working from home, TeamViewer with its secure remote connectivity platform enabled various customers in India to support their work from home and remote support requirements.

TRANSFORMING CUSTOMER JOURNEY

With new packaging and solutions suitable for customers to adapt in the current scenario, TeamViewer is moving forward to support its customers more than ever now. It has been a chosen solution in remote support, remote working, and collaboration requirements.

For instance, a large conglomerate selected TeamViewer after a details evaluation for remote working and the latter enabled around 900 users on work from anywhere in less than one week time with high processor intensive applications like design and engineering

ACTION PLAN – VIDEO CONFERENCING AND IOT

While Remote support and remote working are primary use cases for TeamViewer application, TeamViewer Blizz and TeamViewer IoT are also new innovative solutions now available in India.

Blizz (from TeamViewer): Blizz is a video conferencing software and collaboration solution developed by TeamViewer. With the aim of boosting productivity and simplifying remote teamwork, Blizz is the perfect tool for any-size team collaboration.

TeamViewer IoT: TeamViewer Internet of Things enables the user to instantly connect, monitor, and operate machines and devices securely — from anywhere. By getting full visibility into all IoT devices with real-time status alerts and early insights, one can react quickly to mitigate risks and proactively solve issues, before they impact the business.

SECURITY ROADMAP

Security is one of the most important focus areas for TeamViewer. All TeamViewer versions use full encryption. Encryption is based on 2048bit RSA private/public key exchange and 256 Bit AES session encoding. This uses the same security level as https/SSL and is considered completely safe by today's standards.

As the private key never leaves the client computer, this procedure ensures that interconnected computers—including the TeamViewer routing servers—cannot decipher the data stream. Not even TeamViewer, as the operators of the routing servers, can read the encrypted data traffic.

All TeamViewer servers are housed in state-of-the-art data centers that are compliant with ISO 27001 and leverage multi-redundant carrier connections and redundant power supplies. As an additional security feature, all of its software is signed by VeriSign Code Signing. In this manner, the publisher of the software is always readily identifiable.

TeamViewer is a global organization and it believes that it is important for them that the personal information of its customers and its own people is handled in accordance with GDPR.

Become



TeamViewer
Internet of Things

Partner Today!

and get access to **2 IoT endpoints for free**

TeamViewer IoT enables you to instantly connect, monitor, and operate machines and devices securely — from anywhere. Get full visibility into all IoT devices with real-time status alerts and early insights, so you can react quickly to mitigate risks and proactively solve issues, before they impact your business.



Remote Operations

Remotely control and centrally manage IoT endpoints, saving field force costs and boosting daily operational efficiencies.



Remote Assistance

Detect, analyze, and resolve issues on your IoT endpoints remotely reducing mean time to repair (MTTR) and cutting maintenance costs.



Remote Alarming

Remotely monitor, set alarms, and trigger automated actions, increasing revenues, improving customer satisfaction, and mitigating damages.

Write to us

marketing_india@teamviewer.com

Kuldip.Jani@teamviewer.com

TECH DATA CONTINUOUSLY FOCUSES ON DRIVING INNOVATION AND TRANSFORMING ITS BUSINESS

PROMISING 2020

There has been an industry-wide focus on key technologies that include big data and analytics, artificial intelligence, Internet of Things (IoT) and next-generation security. Businesses in India are enthusiastically embracing these technologies because they recognize the need to transform their businesses to become more efficient and agile, and drive high-growth opportunities.

Tech Data is continuously reviewing and expanding its portfolio in strategic areas, while ensuring that it is providing the most comprehensive and forefront solutions for its channel partners. In alignment with market demands, cloud, analytics, IoT and security are key areas where Tech Data India is investing.

SET AS A DIFFERENTIATOR

Marketing is an integral part of Tech Data's business. The marketing team at Tech Data is focused on driving enhanced results for its channel partners. It achieves this by creating innovative programs and services focused on high-growth markets and driving demand-creation and lead-generation initiatives, all of which enable its partners to grow their businesses and unlock new revenue opportunities.

Tech Data's marketing approach centers around understanding the business, technology and vertical markets, and using this knowledge to develop strategies that help partners grow as well as move into new technology and vertical segments.

DIGITAL TRANSFORMATION AGENDA

Digital transformation is creating immense opportunities for businesses today. Businesses in India are leading the charge by embracing next-generation technologies to transform their businesses.

Innovative platforms like Tech Data's eCommerce sites – Shop and StreamONE Cloud Marketplace – enable the company to connect with and support its channel partners in new ways while unlocking high-growth opportunities. Shop is coming to India this year and will supercharge Tech Data's eBusiness capabilities, offering partners benefits including - Comprehensive online product catalogue; Account and credit status information; Visibility into online orders and quotes; Featured promotions; 24/7 accessibility; Warranty add-ons to recommend support and warranty uplifts on hardware & software; and 'Any device' ease of access.

To further capitalize on digital opportunities, Tech Data will also be driving process redesign, automation, advanced analytics and other enhanced user interfaces.



SUNDARESAN KANAPPAN
Vice President & Country General Manager
Tech Data, India

CYBER SECURITY A PRIORITY

As cybercriminals find new ways of attack and with threat surface areas increasing, it is no wonder the frequency of attacks is increasing, and so is the complexity. With data as the new currency in this digital era, there is definitely a sense of urgency.

IT analyst forecasts are unable to keep pace with the dramatic rise in cybercrime – the ransomware epidemic, the refocusing of malware from PCs and laptops to smartphones and mobile devices, the deployment of billions of under-protected IoT devices, the legions of hackers-for-hire, and the growing sophistication of cyber-attacks aimed at businesses, governments, educational institutions and consumers globally.

Given the status quo and the likelihood of continued rapid growth, India should aspire to build a cybersecurity product and services industry of \$35 billion by 2025 and generate a skilled workforce of one million in the security sector, in order to meet the rise in global demand.

DIGITAL INDIA MAKING STRIDES

Digital India is the incumbent government's flagship program to ensure government services are made available to citizens electronically by improving online infrastructure and increasing internet connectivity.

Tech Data is continuously focused on driving innovation and transforming its business in order to better serve its customers. Investing in next-generation technologies, strengthening its end-to-end portfolio, transforming digitally and optimizing its global footprint are some of its market strategies.

Research and development play an important role in determining Tech Data's approach, uncovering what is working and not working, and evolving the strategy to ensure that it delivers the best possible service and outcomes for its channel partners.

Tech Data recently announced its plans to invest approximately \$750 million in digital transformation initiatives over the next five years. This investment will power Tech Data's strategy to accelerate innovation in ways that will deliver improved experiences and greater agility for businesses across.



TENABLE IDENTIFYING BUSINESS RISKS AND PROVIDING INSIGHT-BASED SOLUTIONS



ADAM PALMER
Chief Cybersecurity Strategist
Tenable

PROMISING 2020

Digital transformation has created a complex computing environment of Cloud, DevOps, mobility, and IoT, where everything is connected as part of the new, modern attack surface. This expanding attack surface has given rise to an unrelenting barrage of new exposures and vulnerabilities which are inundating security teams.

As a result, traditional vulnerability management (VM) solutions of the past are no longer fit to handle today's dynamic computing environments nor the increased threats organisations now face, leading to a vulnerability data overload problem. Organisations need to understand vulnerabilities in the context of business risk, and use that data to prioritise efforts.

Tenable believes that the cybersecurity industry is already shifting towards a risk-based approach to vulnerability management which uses machine learning analytics to correlate vulnerability severity, threat actor activity and asset criticality to identify and manage issues posing the greatest business risk.

This innovative approach will help Indian organisations focus on the vulnerabilities that matter most and address the true business risk instead of focusing on flaws that have a low likelihood of being exploited.

DIGITAL TRANSFORMATION AGENDA

Digital transformation and customer experience go hand-in-hand. Organisations deploy digital technologies to operate more efficiently and deliver greater value to customers. So Tenable does not view them independently of each other. With more systems being interconnected because of digital transformation, organisations need to have the ability to calculate, communicate and compare their cyber exposure at all times.

To that end, Tenable unveiled its Cyber Exposure analytics capabilities in Tenable Lumin. Tenable Lumin enables organisations to answer four critical questions about their security posture — 'Where are we exposed?', 'Where should we prioritise based on risk?', 'How are we reducing exposure over time?', 'How do we compare to our peers?'

Additionally, its advanced analysis and risk-based exposure scoring calculate and weigh asset value and criticality, vulnerabilities, and threat context – providing clear guidance about what to focus on. Last but not the least, Tenable Lumin allows customers to compare their effectiveness for internal operations and against peers, thereby helping customers identify areas of focus and optimise security investments according to business context.

CYBER SECURITY A PRIORITY

Many organisations are waiting for the next high profile breach to happen. Almost all data breaches and attacks are the result of known, but unpatched vulnerabilities.

At a very basic level, practicing basic cyber hygiene such as patching systems and using strong authentication can significantly reduce the risk of compromise on critical networks. Doing so will ensure that organisations can identify vulnerabilities and exposures before they can be compromised. This allows organisations to make the necessary corrections to mitigate those weaknesses. Patching is not exciting but it is necessary for organisations.

DIGITAL INDIA MAKING STRIDES

For a project as massive as the Digital India initiative, the underlying infrastructure would contain a complex mix of digital computing platforms and assets which represent the modern attack surface. To ensure the integrity of the initiative, CISOs need to be prepared for greater scrutiny from executives and board of directors on cybersecurity and be able to present cyber risk in business context highlighting the areas that impact the organisation.

Tenable's Cyber Exposure platform is a perfect example. It is designed to help organisations secure the full range of modern assets and accurately manage, measure and reduce their risk holistically – providing the visibility and insight needed to prioritise threats and vulnerabilities against business context to thwart attacks.



Tenda

TENDA POSITIONS ITSELF AS A GO-TO-BRAND FOR ALL KIND OF NETWORKING REQUIREMENTS

PROMISING 2020

Tenda is elated with the overwhelming responses it is getting in the current year. The company has come up with a new passive product range at the beginning of the year. The new security camera Tenda C80 is getting a great response as well. Tenda's base station and sector antennas are in high demand and will continue to get out of stock in spite of regular supply. The company is also planning to bring in high-end gaming routers and new PoE switches in the coming months.

SET AS A DIFFERENTIATOR

Tenda is comfortably pitted as a value for money brand in the SMB router category and PoE switches. The company plans to position Tenda as a go-to-brand for all the SME and household networking requirements. And in terms of marketing strategy, Tenda is apparently engaged in a series of ad campaigns, promotions, product launches and many other activities like any other established brand. The motive behind such campaigns is to offer a comprehensive experience to its customers, be it quality or quantity at competitive pricing.

DIGITAL TRANSFORMATION AGENDA

For the year 2020-21, Tenda is all prepared for the transformation and is presuming a shift from N300 and AC1200 in the router category and also expecting a shift in fiber technology. It has anticipated the same in the past and has been planning and deploying for all such developments.

CYBER SECURITY AT HIGH

Cyber threat is a big concern globally and with every passing day, new form and type of cyber threats such as new malware, viruses and many more keep getting discovered. Tenda's routers come with IPv6 which helps to prevent such threats by keeping them at bay. Besides this, it is always recommended to take preventive measures and create data backups and use strong antivirus software.

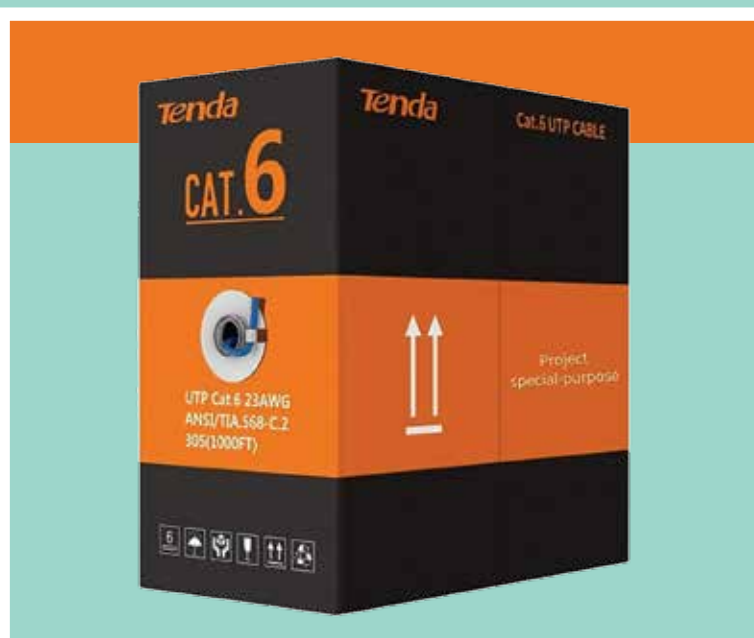
DIGITAL INDIA MAKING STRIDES

The Digital India initiative is one of the greatest initiatives by the Government of India. As a brand that deals in digital services, Tenda's products are a right fit for this initiative. Tenda is testing quite a few of its products such as SIM base routers, specifically designed for this project.

Tenda's products clearly embody the research and development that goes behind in the manufacturing and it also consolidates that its products are way ahead in comparison with other players in the market. The company will continue to spend a considerable amount of funds in the R&D of innovative products and technology for the Indian market.

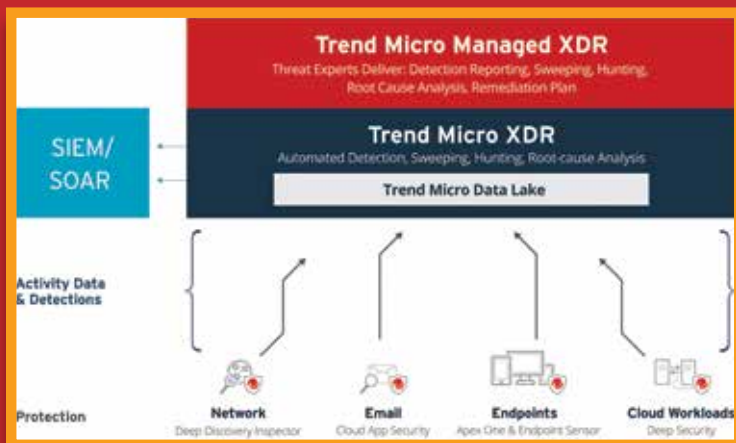


JOHN DONG
Director - Tenda India





TREND MICRO ENVISIONS MAKING THE WORLD SAFE FOR EXCHANGING DIGITAL INFORMATION



PROMISING 2020

Trend Micro's 2020 prediction report states that organizations will face a growing risk from their cloud and the supply chain. The growing popularity of cloud and DevOps environments will continue to drive business agility while exposing organizations - from enterprises to manufacturers - to third-party risk.

To address and pre-empt these issues, Trend Micro recently launched the 'Trend Micro Cloud One' security services platform for organizations that are building applications in the cloud. Designed to help organizations meet their most strategic cloud priorities, it allows customers to migrate existing applications to the cloud, deliver new cloud-native applications and achieve cloud operational excellence. The security platform supports the leading cloud providers, including Amazon Web Services (AWS), Microsoft Azure and Google Cloud.

When it comes to the India market, Trend Micro's top three priorities would be – first, focus on hybrid cloud customers who are looking to grow aggressively; second, build on existing customers including those who are sitting on the fence evaluating prospective options; and, finally, to recruit and grow its partner ecosystem.

SET AS A DIFFERENTIATOR

The marketing objectives for the year 2020 would be to strengthen the brand awareness, grow market share, enhance customer relations and finally increase the bottom line. Trend Micro plans to run varying campaigns and activities to achieve this, which would span across government marketing, channel and alliance and regional accounts. Banking & PSU, IT/ITeS, energy and telecom would be the key verticals it would be focusing on.

Finally, around channel marketing, Trend Micro will have partner initiatives which would include activities spanning partner engagement, trainings, certifications and incentives.

DIGITAL TRANSFORMATION AGENDA

Customer experience keeps changing with the evolving digital landscape. A real challenge that Trend Micro especially sees in India is that while

many customers are considering outsourcing complex security tasks to cybersecurity professionals, many are concerned about their sensitive data leaving the country. This is where Trend Micro has stepped in to make the transition seamless for customers, wherein the company has launched its locally managed XDR datacenter service in India to solve the data sovereignty issue.

Also, to enhance the overall customer experience, at Trend Micro, the engagement around cybersecurity is no longer limited to CISOs and CIOs. It has taken the engagement to the next level by speaking to the application team and the operations team. Trend Micro is also looking at initiatives like Community Day to deepen its interactions with the DevOps professionals.



CYBER SECURITY A PRIORITY

The fact which is very relevant in this digital era is that – in the near future, every company would become a technology company and every technology company would have to become a cybersecurity company in order to successfully and securely navigate the digital transformation that is underway.

In this context, cyber security would be of paramount importance for all stakeholders, whether external or internal, to an organization.

DIGITAL INDIA MAKING STRIDES

Trend Micro has always been a digital-first company. For over 30 years, the company's unwavering vision has been to make the world safe for exchanging digital information. So, whether it's in India or globally, Trend Micro has always complemented the Digital initiative of the respective market/region where it operates in.

Furthermore, to give the Digital India initiative a fillip and to groom the next generation of cybersecurity professionals within the industry, Trend Micro launched an industry-ready certification program in IT security (CPITS) initiative in India last year.



Empowering businesses with turnkey after-sales service solutions – TVS Electronics.

PROMISING 2020

TVS Electronics upholds its belief in the culture of infinite evolution in order to deliver cutting-edge solutions and services that are relevant, backed with futuristic technology to deliver best-in-class customer experience. A key business vertical for TVS-E is After-sales customer service for leading consumer brands; it partners with global giants in the IT, Telecom, and Consumer electronics category and delivers after-sales customer service on the behalf of these brands through various delivery models.

TVS Electronics has spent the last 24 months building a state-of-the art cloud-based digital platform (CRM) backed with AI and ML to simplify customer interactions of any kind (be it transactions, tech support, inquiries, estimation) across delivery models. From a technology stand point this is a breakthrough for TVS-E to reassure its partner brands of its commitment to provide customer service and experience of global standards. It will continue its focus with renewed vigour and vitality.

SET AS A DIFFERENTIATOR

TVS-E has a 2-pronged strategic focus that stems from its in-depth understanding of global consumer brands and audience and its own wealth of experience which spans over 3 decades.

The first part of its strategic focus is to stay differentiated in the market by positioning itself as an After-sales customer service provider with a pure-play specialization.

Today the most critical part of any CX initiative is “After-sales customer service”, which is not a core specialization for most global product companies. The cost-effective and safest approach to fix the most critical layer of any product company’s CX initiatives is to outsource them from a pure-play After-sales customer service organisation like TVS Electronics. TVS-E offers differentiated and specialized layers of services to product lines through various delivery models like exclusive service centers, multi-brand service centers, onsite support, and L3/L4 repair factories. Also, the company offers a plug ‘n play Supply chain management solution including warehousing, manufacturing, logistics, and parts management, all backed by a robust custom-built digital CRM platform for easy integration with partnering brands.

The second part of its strategic focus is to leverage its wealth of experience in customer service to deliver a digitalised service product to the home user segment, through a B2C model. It has recently launched its consumer facing brand “TVS-E Assure” – a range of preventive maintenance plans for home appliances, a lifeline for everyday living. The service covers multi-branded and out-of-warranty appliances and is value-for-money package in terms of the one-time fee that works out to be 30 to 40% economical than other aggregator brands.

DIGITAL TRANSFORMATION AGENDA

TVS-E has created an After-sales customer service platform encompassing a wide spectrum of services with deeper layers of specializations. This puts the brand in a much



SANJAY KAWLE

Chief Operating Officer, TVS Electronics Ltd

better position to play the role of a partner to global consumer brands, which can strengthen the crucial building block of their After-sales customer service. Global consumer brands can hop on to TVS-E’s platform to deliver a better Customer Experience through their brand. This in turn helps TVS-E to gain equity among customers for its service excellence.

During these difficult times, delivering service with absolute care and safety precautions has become a way of life at TVS Electronics. Across its delivery models, the company follows very stringent safety precautions to put customers’ and staffs’ safety at the forefront.

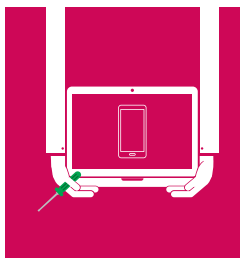
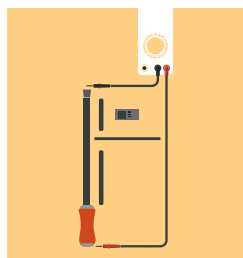
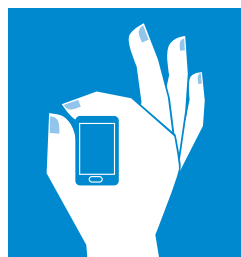
CYBER SECURITY A PRIORITY

TVS-E is an electronics company and technology is at the core of its being. It has laid down very futuristic and thought through IT framework and policies which encompasses Cyber security as one of the major component. It puts in lots of efforts in proactively gathering Cyber Intelligence through various credible sources in order to negate or subvert any threats.

DIGITAL INDIA MAKING STRIDES

The scope of research and development is not just to perform research to come up with new product ideas; rather it’s a curiosity that should be embedded into every function of the organisation. An organisation that sees R&D with this view delivers best-in-class end-customer experience and delight.

Digital first is TVS-E’s approach to the business, be it by minimizing physical customer interactions through various digital interventions like UPI payments, remote trouble shooting, and online service requests or a custom-built cutting edge digital platform (CRM) for seamless and intelligent flow of information across functions to deliver delightful customer experience. TVS-E is truly embracing the vision of Digital India.

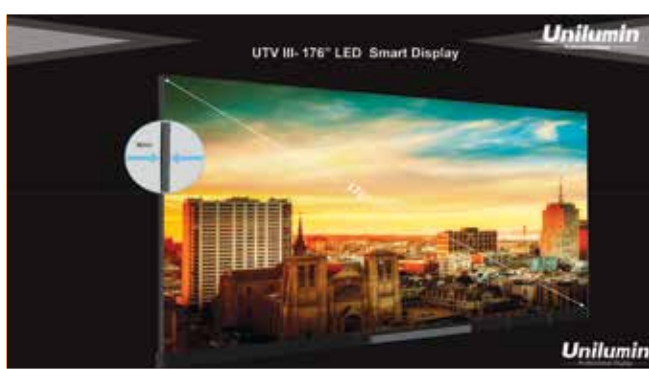




UNILUMIN CONTINUES TO DELIVER TAILOR MADE SOLUTIONS FOR THE LED DISPLAY MARKET

VINEET MAHAJAN

Director-Unilumin Group (India Market)



DIGITAL TRANSFORMATION AGENDA

As enterprises look at opportunities for digital transformation, display technology and digital signage should be a big part of their thinking. While artificial intelligence, intelligent apps and blockchain might be the trending technologies but audiovisual (AV) has proved again and again to be a powerful way to streamline operations, spur collaboration and deliver innovative customer experiences.

Display technology has advanced rapidly in the past five years with new solutions coming into the market that are smart, connected, interactive and more immersive than ever before. Looking at the new opportunities for innovation across multiple industries, the next few years promise to be a golden age for display and digital signage technology.

Unilumin has been the market leader in LED display technology for many years and is committed to deliver the best tailor made display solutions for its valuable customers.

BIG OPPORTUNITIES

In 2019, globally the total LED display market was valued at USD 5.7 Billion with a growth of 34% over previous year. Major contributions came from narrow pixel pitch range of 1mm-2mm which generated a growth of 65% over previous year.

In India, there has been a gradual shift to Active LED technology in recent times but the market in India is still in a nascent stage with the organized market pegged at USD 60 Million. The market will grow at a pace of 30% once the market opens post Covid-19. The market for Videowalls, Cubes and High end projector is gradually shifting towards active LED.

Unilumin has Active LED solutions for both an indoor as well as outdoor market covering all applications and avenues like board room, Conference halls, Control room, Auditoriums, Home Cinema, Retail segment, Rental, Stadiums & sports complexes, OOH and transparent LED. It has recently launched a plug and play 176" and 136" LED TV (UTVIII) for corporate meeting room and home cinema applications.

Unilumin adopts a vertical strategy and has tailor made solutions for various verticals like Meeting Rooms, Control Room, Broadcast, Lobby's and Open Spaces, Leisure and Entertainment, Transport, Retail and Advertising, House of Worship, Visualization and Simulation, Home cinema, and Stadiums.

SET AS A DIFFERENTIATOR

Unilumin has been a pioneer in active LED business for many years and has been ranked at the top position for the last three years worldwide. It is a technology-based company committed to providing LED displays and solutions for corporate, public security, broadcast, commercial business, entertainment, sports and landscape lighting.

Unilumin invests a lot in R&D, having 1113 patents against its name. It has the largest manufacturing base of LED display in the world, spanning across 400,000 sqm at Shenzhen with a production capacity of 500,000 sqm per year. Unilumin's competitive edge lies in the fact that it offers best in class LED solutions, to its customers with latest technological advancements at Competitive price, flexible and Suitably tailor made.

Another area of opportunity is the information screens in Smart cities. They are visual communication platforms, specially designed to broadcast messages and advertising in urban environments. Informative screens are increasingly present in urban environments. Within a Smart City, an LED screen is a fundamental tool to communicate with pedestrians and drivers.

Unilumin's screens offer endless possibilities to communicate alerts, optimize traffic, broadcast advertising, cultural promotions and much more.

Unilumin offers outdoor screens with high Luminosity (10000 nits) which are weather resistant to an extent of IP67. They provide great visual appeal and can be monitored remotely.

FUTURE ROADMAP

Unilumin believes that there will be new market opportunities post Covi-19. With an increased demand for Remote Learning and Virtual Training Rooms, there will be a need for extra large LED screens. Some of the other areas which will grow are Corporate Broadcasting (that is bound to grow), Corporate Data Centers will get larger, Cybersecurity Control Rooms will become more common, Emergency Response Centers will grow, and Education Sector will develop further. Unilumin will continue to offer cutting edge technologies in its best solutions.

UIPATH DRIVING RPA ADOPTION IN MID-MARKET AND SMALL BUSINESSES

MANISH BHARTI

**President
UiPath India and South Asia**



PROMISING 2020

The Indian IT industry has gone through a major phase of transformation and has moved towards delivering new age technology solutions, resulting in tremendous opportunities across Global Capability Centers of Fortune 500 companies, Business Process Outsourcing organizations and Indian Enterprises.

A big revolution is underway where several emerging technologies like artificial intelligence and machine learning are converging with RPA to drive innovation and agility, making automation a strategic priority for enterprises. The fact that UiPath doubled its customer base in India in 2019 is a testimony to organizations realizing the true potential of RPA.

SET AS A DIFFERENTIATOR

While there is a rise in the adoption of RPA, organizations want to move beyond task-based automation to include support for more complex processes and long running workflows. UiPath's hyper-automation platform combines the leading RPA solution with a full suite of capabilities, including process mining and analytics that enable every organization to scale digital business operations at unprecedented speeds and provide end-to-end automation.

Software robots can now interact with business users across core business processes, directly impacting customer experience and satisfaction.

In addition to that, RPA solutions help companies decrease their turnaround time, ensure effective customer redressal, and increase response time by automating redundant processes. This leads to error free and cost-effective operations and a premium customer experience.

UiPath's focus is also on the integration of ROI measurement capabilities that would help its customers expand adoption of this technology, companywide.

RPA - A CATALYST FOR DIGITAL TRANSFORMATION

The potential of automation across a wide spectrum of industries - BFSI, manufacturing, healthcare - and use cases is immense. With RPA solutions, banking institutions can break free from the previous limitations of inefficient and complex legacy operations, along with compliance issues, while healthcare providers can get rid of redundant tasks, making more time to focus on patient care.

In fact, in the wake of the COVID - 19 crisis, UiPath is working with businesses, healthcare providers to see how automation can help. It has developed bots to help organizations monitor employee health, Governments track potential COVID - 19 cases and healthcare providers reduce the wait times for testing and obtaining the results of COVID - 19.

Looking at it from a marketing perspective, UiPath has had a unique opportunity to build the RPA category. The company's efforts in the last two years have helped create awareness around UiPath and RPA, universally, at an enterprise level. UiPath's focus is to get organizations to scale deployment of this technology company wide.

The company has successfully taken automation to large enterprises and it is an endeavour to drive adoption among midmarket and small businesses. The focus now is to get organizations to look at this technology as a catalyst for their digital transformation to realize their vision.

To achieve this, UiPath will be working with various industry associations to roll out easy to deploy, defined scope solution offerings jointly with its local partners. It is a core part of the marketing strategy to build a broad set of partners, and to cover all industries and geographies.

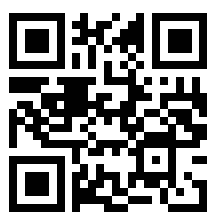
The company wants to engage the largest ecosystem of developers and trained professionals in the RPA industry to build capability & capacity to service its fast-growing client base on a sustained basis.

Our robots put the 'R' in ROI.

UiPath® makes Robotic Process Automation, or RPA, to automate dull, repetitive tasks. Freeing you to get the real work done. Looking for digital transformation? **Your robots are on it.** Start today at **uipath.com**



"We're the bosses of banality!"



Scan the QR code to know more



Veeam gearing up its customers for the 'Always-On Enterprise' era

PROMISING 2020

With a laser focus on data innovation to drive business acceleration, new challenges have emerged in ensuring all data is agile, available, and connected. The main concern for businesses now is that 100% of their data is protected, available and that a full recovery is possible within minutes. In 2020-2021, while addressing this concern, Veeam has taken data management and protection to the next level with the launch of the New Veeam Availability Suite v10. With an innovation-first approach, Veeam aims to continue helping customers leverage their well-managed data to unlock greater business value.

SET AS A DIFFERENTIATOR

Veeam's vision is to be the most trusted provider of Backup solutions that enable Cloud Data Management. With innovation at the heart of its business strategy, Veeam offers the most complete solution to help organisations evolve the way they manage data, making it smarter and more self-governing while ensuring its availability across any application or cloud infrastructure. Veeam is committed in supporting organisations on the journey to modernizing their Backup practice, accelerating hybrid cloud, and adhering to data security and regulations. Veeam's marketing strategy is unchallenged as it continues to lead the industry with an exceptionally solid roadmap through 2020 and beyond.

DIGITAL TRANSFORMATION AGENDA

India is going through a massive digital transformation. The pace of technology evolution is outstripping the ability of businesses' existing solutions to keep up. Veeam's focus is to eliminate the fundamental shortcomings of traditional approaches to save time, reduce costs, ensure reliability and increase the value of data protection and disaster recovery to the next level. The Veeam Availability Suite v10 enables business continuity and help organisations to be in better control of their data to exceed recovery objectives. The solution also provides greater platform extensibility, increased data availability and portability, data mining through APIs, and more than 150 major enhancements. v10 is built to help businesses and enterprises of all sizes and ensure that their data is always available, portable, and protected across any cloud or platform. Veeam continues to work on scaling its technology roadmap to create compelling data management product enhancements for its customers.

CYBER SECURITY A PRIORITY

Data is the most critical asset in any organisation but protecting it against threats – both external and internal – is becoming more complex. As India speeds up its mission to transform into a truly digital economy with the increasing inclusion of Artificial Intelligence, Machine Learning, data analytics, cloud and Internet of Things, cyberspace is expected to become a complex domain. Cyber threats will increase rather than diminish and businesses will



SANDEEP BHAMBURE

Vice President and Managing Director,
India and SAARC, Veeam Software

look to Cloud Data Management to guarantee the availability of data across all storage environments.

Veeam's newly launched solution, Veeam Availability Suite v10, addresses the evolving data protection needs for organisations by providing 100% bulletproof data protection against ransomware, insider threats and malicious admins. Cyber security is a top concern for business leaders, which is why they look to Veeam to ensure that their data is managed and protected no matter where it resides.

DIGITAL INDIA MAKING STRIDES

As Indian organisations adopt hybrid cloud strategies to fuel rapid digital transformation, data is now trading as a valuable currency. Adding an impetus to the digital evolution is the Government's 'Digital India' initiative and the private sector digitizing its offerings. This digital environment demands access to information and applications any time and from any device, with no tolerance for downtime or data loss.

Veeam believes that this is an era of Always-On Enterprise. It is looking to seize the momentum of rapidly expanding Digital India with upgraded solutions, and redefining data availability with a single intuitive approach to avail business continuity. The company is set to support the initiative with its best in class Cloud Data Management solutions, built to help businesses solve their real-world IT challenges and improve operational efficiencies.

veeam

Cloud Data Management

Unlock the power of your data and transform IT



[veeam.com](https://www.veeam.com)



VERTIV CONTINUES TO OFFER THE LATEST ADVANCEMENTS IN DATA CENTER TECHNOLOGY

DR. A.S. PRASAD

**General Manager, Product & Marketing -
Vertiv India**

PROMISING 2020

Vertiv aims to be the preferred brand when it comes to critical technologies and vital applications. The company continues to ensure that it is equipped and prepared for the latest advancements in data center technology. It has streamlined its operations, offerings and, strategies to be more focused on customers, with reduced response times, faster development of new solutions, and improved services.

As architects of continuity, Vertiv collaborates with its customers to deliver reliable, safe, and uninterrupted operations. Vertiv's portfolio of power, cooling, and IT infrastructure solutions and services extends from the cloud to the edge of the network.

Giving further impetus to its progress, Vertiv is now listed on the New York Stock Exchange (VRT). As Vertiv forays into the public market, it is in a strong position to generate stakeholder value and capitalize on growth opportunities.

Vertiv's goal is to create a distinctive position for itself in the customers' minds, so that they identify with the brand attributes and offerings that set it apart from competition.

SET AS A DIFFERENTIATOR

With regard to Vertiv's marketing strategy, it believes that successful marketing hinges on excellent products and services. The company is focused on delivering only the best quality products to ensure that the brand image and recall with customers always remains high. Vertiv today includes leading industry brands, such as Geist Liebert, Trellis.

DIGITAL TRANSFORMATION AGENDA

Vertiv views its relationships with customers as partnerships, and makes a conscious effort to listen carefully to their wants and needs and work collaboratively with them to create a distinguished brand experience.

Vertiv firmly believes in empowering its channel partners and addressing their needs and provides them 360-degree support through the enhanced 'Vertiv Partner Portal'. To help them drive business growth, the portal allows partners access to the latest online and face-to-face training courses and partner-only

events. The company also conducts regular training sessions for partners to create awareness around energy efficiency and showcase the advantage of its leading energy efficient solutions. Through lucrative schemes like 'Warrior Programs', Vertiv encourages its partners to sell more and win more, keeping them motivated at all times.

CYBER SECURITY A PRIORITY

Businesses now demand a clear understanding of existing cybersecurity provisions and situational awareness. They need to have a comprehensive plan that addresses every aspect including firewalls, threat detection, anti-virus management, tools, patches, and software revision control.

As reliance on IT services increases, data center outages have the potential to cripple a business. Various points of access within the data center – wire, fibre, airwaves, etc. need to be protected from intrusion, as threat actors can use them to access valuable data. According to Vertiv, investing in comprehensive data center security will be far less costly, both in financial terms and customer and reputational damage, as opposed to dealing with the fallout from a successful cyber attack.

Vertiv is of the opinion that each of its employees is part of the 'cybersecurity defence system'.

DIGITAL INDIA MAKING STRIDES

Vertiv believes that it is not just about the investment in R&D, but it is also about where and how one spends it. Vertiv constantly listens to its customers, understands their needs, and works closely with the product management and R&D teams to ensure market demand is uninterruptedly met. Vertiv engineers hold patents of many innovative and efficient technologies and are constantly working to solve the challenges of infrastructure.

To align with the operating environments in the country, Vertiv regularly conducts quality testing specific to India. The company ensures that its global products are customized and well suited to the Indian market. The aftereffects of the Digital India and Smart City initiatives have resulted in great traction for its products. As a result of these initiatives, intelligent green building designs, cloud computing, and colocation data centers have witnessed increased demands.



What's Your Edge?

Your Edge is rapidly evolving to wherever your customers are and whatever they need. Delivering that edge is different for every business. Vertiv partners with you to find your edge, enable your critical infrastructure and assure your business stays ahead of what's next.

The Edge is
an evolution.
Not a revolution.



Sharpen Your Edge with Vertiv Infrastructure

Your business is looking to IT to support new edge applications and migrate computing and storage closer to customers, associates and devices. But you can't do it alone. As the Architects of Continuity, Vertiv delivers a broad portfolio of intelligent infrastructure systems, software and services that address the reliability, scalability and management challenges you face as you edge evolves.

No matter what your challenge, Vertiv has the solution.

Explore solutions at [Vertiv.com/en-in/campaigns/whats-your-edge](https://www.vertiv.com/en-in/campaigns/whats-your-edge)

Call Tollfree : 1-800-2096070
E-mail : marketing.india@vertiv.com

Corporate Office : Plot C-20, Rd No.19,
Wagle Ind Estate, Thane (W), 400604. India





VMWARE HELPING ENTERPRISES INNOVATE FOR A BETTER TOMORROW

PROMISING 2020

The technology landscape is growing increasingly heterogeneous and complex with multiple devices, solutions, and even clouds. VMware is focused on delivering cutting edge solutions to simplify the complexities of this “Tech in the Age of Any”.

VMware does this by prioritizing five key elements -

- Accelerate innovation by leveraging consistent infrastructure and operations
- Help customers manage cloud operations across hybrid clouds as well as native public clouds
- Build modern apps with VMware Cloud using existing development methods, containers and micro-service technologies for faster development
- Deliver apps and data as employees need to work across any device through Digital Workspace
- Transform networking and security with Virtual Cloud Network and Intrinsic Security

SET AS A DIFFERENTIATOR

Despite the current economic downturn, Indian CXOs are more focused than ever on leveraging technology for accelerated growth and development. VMware has been an integral part of India’s digital transformation journey and is set to help enterprises innovate for a better tomorrow. VMware’s roadmap for India revolves around multi and hybrid clouds, cloud-native apps and containers, networking and intrinsic security. The company offers organizations a unified multi-cloud environment through a common platform that can be managed using existing teams and processes. In addition to AWS, VMware has partnerships with leading public cloud providers including Microsoft Azure, Google Cloud, IBM Cloud, and Oracle Cloud. VMware also offers a managed hybrid cloud platform on Dell EMC hardware.

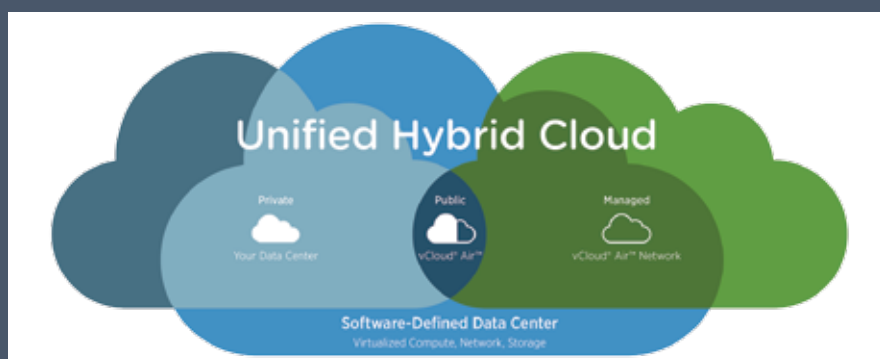
DIGITAL TRANSFORMATION AGENDA

Most Indian organizations are well on their digital transformation journeys today and VMware has empowered their digitalization strategies with security, agility, and flexibility. At this juncture, VMware is focused on its vision 2020 – deliver any app on any device, on any cloud with intrinsic security architected into every layer.

CYBER SECURITY A PRIORITY

As the risk landscape evolves, VMware is focused on driving a holistic approach to enterprise data security. With the acquisition of Carbon Black, VMware is set to transform and simplify the security model with intelligent, proactive, and AI-powered security models. In the next phase of India’s digital transformation story, multi & hybrid clouds, mobility, digital workspaces, and security will emerge as the key technology trends with the power to impact business and life itself. VMware’s security solutions are well equipped to provide a zero-trust security model with micro-segmentation that prevents breaches and allows for more device flexibility and use.

Going ahead, VMware will continue to help organizations strengthen data security, minimize risks and cyber threats with secure devices and improve threat detection.



MANISH ALSHI
Director, Partner Sales
VMware



CHANNEL ROADMAP

VMware Partner Connect program launched on February 29th, 2020, provides partners a single and consistent program experience with the flexibility and choice to realign their business models to meet their customers’ most pressing needs. Partner Connect delivers simplified engagement with VMware for partners, making working and growing with the company easy, intuitive and profitable.

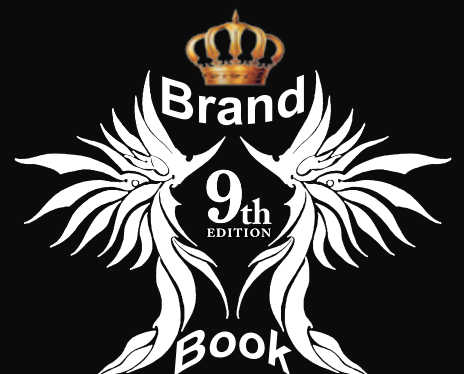
With VMware investing in new technologies, the program will give its customers the flexibility to leverage their IT business models on a secure platform where the customers can grow their business with VMware’s trusted partners. Customers will also be able to identify and implement ideal VMware solutions in a much simplified manner.

Controlling their destinies

Recognizing Women
Entrepreneurs who
hold the key
to success



Today, women are marching ahead and making in-roads to careers that we all have just dream of ! We take huge pride in recognizing the enormous efforts of women leaders who are the trendsetters in leading revolutions in the Technology world. Women entrepreneurs began their entrepreneurial journey surpassing all the challenges thrown their way and emerging victorious, thanks to their never-say-die attitude.





WEB WERKS CONTINUES TO OFFER DIGITAL SOLUTIONS THROUGH ITS MISSION CRITICAL DATA CENTERS



NIKHIL RATHI
CEO and Founder - Web Werks

PROMISING 2020

The key priorities for 2020 for Web Werks include helping organizations that have faced the brunt of the pandemic to restore business through its offerings and services.

Web Werks plans to open data centers in multiple locations across the country, which includes the metro cities and fibre landing locations such as Bangalore, Chennai, Hyderabad, and Kolkata with 10MW facilities along with a 20MW in Mumbai for hyper-scale play to be able to serve any kind of customers across the nation. Web Werks will also go into renewable energy powered data centers.

SET AS A DIFFERENTIATOR

Web Werks will continue to provide dynamic digital solutions to businesses through its mission-critical cloud services or data centers. For the last 24 years, it has successfully supported businesses through its offerings which include Reliable hosting services on Dedicated Servers, Cloud, Virtualization, Co-location, and Disaster Recovery Services along with 24x7 Rapid Action Support and 99.995% Uptime Guarantee. It believes in ensuring that its clients thrive in any given environment and situation and improve profitability.

Web Werks has already moved from being a regional player to a national player through its data centers in Mumbai, Pune, and Delhi. While being proud of its international data centers, Web Werks intends to expand to Tier-II cities to build on its presence.

Web Werks is also launching more cloud services with specific industry focus such as government cloud, banking cloud, automotive cloud, retail cloud, SAP HANA cloud, Tally cloud, etc. to name a few. These would be targeted to specific industry verticals and clusters, where each industry-specific compliance requirements can be met.

DIGITAL TRANSFORMATION AGENDA

2020 has proved to be a year of digital acceleration across the globe. While connectivity and agility are now paramount to success, data and technology are now deeply embedded in almost every aspect of human life. There is a high demand from enterprise customers who consume data center capacity including BFSI, Government, Education, Healthcare and Pharma, E-commerce, etc.

In addition to operational data centers in Mumbai and Pune, Web Werks launched a data center in Delhi NCR in November 2019 to support the increased demand and as a disaster recovery zone for the existing Web Werks data centers based in Mumbai and Pune and vice versa. Its investments into data centers and the most connected ecosystem in the country paid rich dividends, as it offers the best infrastructure for Colocation and Cloud. Ensuring uptime and strict compliance to the security parameters help Web Werks meet the most demanding requirements from clients belonging to a variety of industries.

CYBER SECURITY A PRIORITY

With more and more digital transformation and a push towards an online presence for almost every application or transaction happening, the threat will always be there.

Every city growing digitally attracts cyber threats. Attacks on Public clouds from within the cloud will increase and hence defense from within becomes critical. A data center is a unified location from where one could fight cyber threats through tools like firewalls, SIEMs, DDOS protection, etc rather than deploying it all across.

DIGITAL INDIA MAKING STRIDES

Data centers and the cloud within India form the basis for the Digital India initiative. It is the only way businesses can ensure management of their digital work, their digital launches as well to keep in check if their policies, goals, and activities are in line with the Digital India initiative.

Web Werks is part of the MeghRaj cloud initiative and one of the 1st few players to be empanelled by the Government of India (MEITY) to provide Cloud & Data Center services for smart cities & the digital India push. Web Werks actively supports the State government department of Maharashtra, Haryana, as well as the central government departments across the country.

Being an Indian born company, Web Werks is promoting the 'Made in India' initiative by indigenously building cloud technologies and data centers using best of breed international know-how and partnerships.

HOST YOUR BUSINESS CRITICAL APPLICATIONS IN **INDIA'S MOST CONNECTED** **DATA CENTER**



MUMBAI



DELHI NCR



PUNE



1.5 LAKHS
SQUARE FEET AREA

25 MW
POWER CAPACITY

UPTIME
TIER III CERTIFIED



www.webwerks.in



+91 8828 33 5555





Western Digital.

WESTERN DIGITAL'S DATA-CENTRIC SOLUTIONS TRANSFORMING CUSTOMERS' DIGITAL LIVES

JAGANATHAN CHELLIAH
Director, Marketing - Western Digital India



PROMISING 2020

With innovation being Western Digital's DNA, it is continuously introducing innovative products for different needs and segments. Recently Western Digital launched the fifth-generation 3D NAND technology, BiCS5 that continues its leadership in delivering the industry's most advanced flash memory technologies.

Enterprises across every segment understand that data can unlock new opportunities. Data can lead to smarter decisions, breakthrough discoveries and deeper connections. Enterprises are undergoing digital transformation and, in the process, treating and leveraging data as a strategic capital asset. At the same time they are continually looking for enterprise-class storage solutions that are customized for their requirements i.e. devices customized for big data and fast data. Western Digital is uniquely positioned to help enterprises with their various data storage requirements. The company has been continuously innovating in the areas of areal density and the industry's highest capacity points – delivering more value and TCO at scale to its customers. The recent announcements of 18TB CMR and 20TB SMR HDDs are the proof points. Additionally, the OpenFlex is the NVMe-oF foundational building block to help enterprises optimize their data storage environments. The company continues to develop and execute across the data technology stack – from NAND components to devices to platforms – to enable enterprise data to unlock even more value.

SET AS A DIFFERENTIATOR

Western Digital has an integrated marketing strategy to communicate unified messages to various stakeholders, such as consumers, enterprises and channel partners at every touch point. Based on the research and understanding of the market, Western Digital has designed a customized SanDisk Dual Drive campaign, heavily skewed towards video based communication in many regional languages. Western Digital has in fact come up with a catchy "Mobile ki Pendrive" tag name for the product, as in India USBs are popularly called pen drives. The key to the integrated marketing strategy is Western Digital's ability to understand the market, trends, and to have just the right products. Also as Western Digital is a channel-focused organization, it runs comprehensive partner programs to educate, update, upskill and reward its partners. It imparts training and education through comprehensive tech-based platforms such as TechTalk, which is an app-based training module for mobile retailers to ensure that they are updated with the latest products and technology to cater to their customers.



DIGITAL TRANSFORMATION AGENDA

Data is a competitive differentiator. Companies that are able to extract value from data are the ones that have the potential to disrupt industries and markets. It would not be an exaggeration to say that data is enabling companies to reinvent themselves and accelerate the process of digital transformation. In today's global digital economy, companies will have to make better, faster and future-proof decisions, and data and analytics will enable them to do so.

Western Digital thus creates environments for data to thrive. Data lives everywhere, from advanced data centers to mobile sensors to personal devices; Western Digital's industry-leading solutions deliver the possibilities of data. The company is honored to offer consumers, commercial and enterprise customers one of the most comprehensive portfolios of data storage solutions in the world.

DIGITAL INDIA MAKING STRIDES

Western Digital creates purpose-built solutions for every type and use of data – from big data to fast data to personal data. Western Digital's data-centric solutions are helping India's consumers transform their digital lives, while its enterprise and commercial-grade solutions are helping them extract value from data.

Various products and solutions of Western Digital that are helping customers are -

- The HDD and SSD drives, USBs, micro SD cards, SD cards, My Passport and My Cloud storage devices – along with consumer electronic solutions
- The flash storage is found embedded in PCs, smartphones and tablets and increasingly in connected devices such as sensors, surveillance cameras and other products as part of the growing Internet of Things movement
- Data-Centers are being built with a mix of Western Digital's leading HDDs, SSDs and flash storage products.



No Blind Spots

A broad portfolio of storage solutions for smart video surveillance

**WD PURPLE™
SURVEILLANCE HARD DRIVE**
Capacity Range: 1 – 14TB
Limited Warranty Period: 3 Years

**WD PURPLE™
microSD™ CARD**
Capacity Range: 32 – 512GB
Limited Warranty Period: 3 Years

**WD GOLD™
ENTERPRISE CLASS SATA HDD**
Capacity Range: 1 – 14TB
Limited Warranty Period: 5 Years

We see what's next. Smart security is advancing faster than ever. Be ready with our thoughtfully calibrated storage solutions designed for smart video. From raw video to AI, endpoint to cloud, our products deliver reliability and longevity, support multi-streams and offer scalable capacities and built-in analytics—all from Western Digital.



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Yealink

YEALINK COMMITTED TO DELIVER AND INVEST IN BEST IN CLASS ONE-STOP CONFERENCING AND COLLABORATION SOLUTIONS

Yealink is a global leading provider of enterprise communication and collaboration solutions, offering video conferencing service to worldwide enterprises. Focusing on research and development, Yealink also insists on innovation and creation. With the outstanding technical patents of cloud computing, audio, video and image processing technology, Yealink has built up a panoramic collaboration solution of audio and video conferencing by merging its cloud services with a series of endpoints products. As one of the best providers in more than 140 countries and regions including the US, the UK and Australia, Yealink ranks No.1 in the global market share of SIP phone shipments.

Yealink is committed to deliver and invest in bringing the best in class One -Stop Conferencing and Collaboration solution, thereby creating a differentiated space in NEXT Generation Audio & Video Technology.

BRAND PROJECTIONS 2020

Yealink continues to lead the market with its Video, Audio Conferencing and VOIP solutions. Its brand legacy, emphasis on innovation, unique business approach and customer-centric value has led to the company to emerge as a leading Voice, Video and Collaboration brand in the world. Yealink has deep domain knowledge, skilled workforce, delivery capabilities and efficient sales force to help retain its competitive positioning amongst peers. Yealink focuses on business communication and the target is to make customer enjoy communication. Yealink Sip phones and video conferencing hardware have been used and accepted by many top organizations across the globe.

Yealink is devoted to satisfy Yealink Customers better by finding an easier way to share and describe ideas, and connecting different platform and device. So Yealink Meeting is designed in such a way to satisfy these customer needs.

Yealink closely monitors the market needs, technology trends and then provides cost-effective solutions to help customers build up a highly efficient and reliable video and voice communication. This approach has led to Yealink being regarded as a premium Video and Voice brand in the country. Recently it ventured into USB Camera, Speakerphone and all in one VC desk phones and has diversified its product portfolio that includes both consumer and enterprise solutions.

Yealink has a strong network with a healthy mix of Regional distributor, Tier -1 Business Partner & Channel partner. At present Yealink has 4 Regional Distributors & over 120 + System Integrators catering to the VC & Telephony needs of customers present across the length & breadth of the country.



SHIRISH MOGHE

Country Manager – India & SAARC, Yealink (India)

TRANSFORMING CUSTOMER JOURNEY

Yealink has invested in empowering customers through product innovation and superlative customer experience. Being a technology driven organization, Yealink has been present across various digital platforms and is leveraging on technologies like Artificial Intelligence (AI) and Analytics to expand sales, customer acquisition, analyze buying trends and improve customer experience.

Yealink has been actively working towards understanding the evolving market needs and enabling customers with customized solutions. With its marketing campaigns, Yealink seeks to extend its innovative networking solution to the masses as well as business enterprises, and help differentiate the brand positioning basis the product and service offerings.

Yealink has invested in providing high featured products at very cost effective price points for enterprise, SMB / SME and consumer.

SECURITY ACTION PLAN

The group of engineers at Yealink have been working relentlessly on developing solution that enable businesses to protect their data and ensure reliability. Yealink Business Cloud is one such solution that is based on the latest in cloud technology. It is an ideal solution for small and medium sized enterprises, service providers and partners as it easily scales the capacity to grow business and aids growth. Yealink is extremely focused on securing its offerings from the ground up, rather than looking at security as an after-thought. It has decades of extensive experience in safeguarding personal data and helping its customers that must comply with the highest standards of security.

NEW TECH & R&D INITIATIVE

As technology continues to become more prominent for every business irrespective of industry and sector, they have to adopt newer technologies to continue to be relevant today. Technology is the core of business strategies and organizations across the world. Yealink invested in building technologies such as Artificial Intelligence, Voice to text conversion, Data Science etc. The most traditional businesses such as Education, healthcare etc. have been seen using technology for greater innovation.

Yealink is extremely committed towards R&D and Invested 50 % of the work force for new technology development.

TRANSFORM YOUR OFFICE WITH PROFESSIONALLY DESIGNED VIDEO CONFERENCING SOLUTION

MeetingEye 400

Remarkable Intelligence for Immersive Meeting in Middle Rooms



Cloud-based Video Collaboration Infrastructure

MeetingEye 600

Remarkable Intelligence for Immersive Meeting in Middle Rooms



- Yealink Meeting Server is a distributed cloud-based video conferencing infrastructure tailored for HD video conferencing collaboration in the modern workplace.
- Combining an MCU, registrar server, traversal server, directory server, meeting and device management server, this all-in-one device provides users with an enjoyable meeting experience while cutting costs and improving efficiency.
- Seamlessly working with multiple devices such as room systems, video phones, mobile apps and PC software, the Yealink Meeting Server brings people together at any time from any location just with the touch of a button.



UVC30-CP900-BYOD

VC800-VCM-CTP-WP

VP59-VCS

Making Meeting Simpler

- Cutting-edge Cloud-based Distributed Architecture
- Security and Reliability
- Rich Meeting Functions Enable Easy VC Collaboration
- Anyone, Any Device, Anywhere

Yealink Management Cloud Service (YMCS) to simplify the process of managing Yealink video and voice communication endpoint devices. YMCS delivers a host of capabilities and integrated functionality to enhance the user experience and to increase user adoption rates while consolidating customers under a cloud management platform.

www.yealink.com

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7 IT SECURITY BEST PRACTICES FOR ORGANISATIONS IN THE NEW NORMAL

When the COVID-19 pandemic hit India, organisations across the country had to think quickly about how to ensure business continuity and keep employees safe. The solution: Work From Home. Previously, this was more the exception than the norm, but companies were quick to adapt and many had to do so almost overnight. Today, remote working has become widely accepted as a business best practice whatever the circumstances. In fact, some of the biggest names in business today, such as Google, Facebook Inc., and Twitter have announced that they are open to the concept of allowing employees to work from home permanently. This has led other organisations to consider its feasibility.

One important factor that has stood out during the pandemic is the heightened vulnerability of widely dispersed computing devices, networks and systems, coupled with an increase in the number of cyberattacks targeting them. In addition to fighting the COVID-19 pandemic, businesses found themselves scrambling to secure the critical data on their networks as hackers around the world looked for loopholes to exploit a decentralized workforce. With homes looking set to remain offices for some time to come, IT managers are having to get to grips with new security priorities.



SUNIL SHARMA

**Managing Director- Sales,
India & SAARC, Sophos**

HERE ARE 7 TIPS TO HELP YOU AND YOUR DISPERSED ORGANISATION TO STAY SECURE

1. Ensure devices and systems are fully protected

Go back to basics – ensure all devices, operating systems and software applications are up to date with the latest patches and versions. All too often malware breaches an organization's defenses via a rogue unpatched or unprotected device.

2. Encrypt devices wherever possible

When people are out of the office there is often a greater risk of lost or stolen devices; for example, phones left in cafes, laptops stolen from cars. Most devices include native encryption tools such as BitLocker – be sure to use them. You also need to be able to lock or wipe devices should they be lost. Implement application installation restrictions and a Unified Endpoint Management solution to manage and protect mobile devices.

3. Enable web filtering

Applying web filtering rules on devices will ensure that users can only access content appropriate for 'work' while protecting them from malicious websites.

4. Create a secure connection back to the office

Using a Virtual Private Network (VPN) ensures that all the data transferred between the home user and the office network is encrypted and protected in transit. Plus, it makes it easier for employees to do their jobs.

5. Make sure people have a way to report security issues

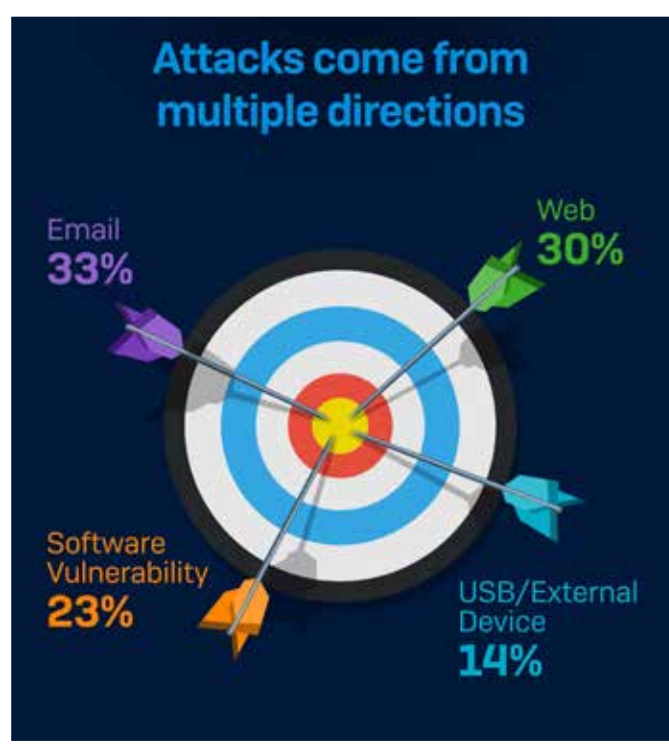
With home working people can't walk over to the IT team if they have an issue. Give people a quick and easy way to report security issues, such as an easy-to-remember email address.

6. Manage use of removable storage and other peripherals

While working from home, there is a heightened chance of employees using portable, and often unsecure storage devices on their official systems. Given that 14% of cyberthreats get in via USB/external drives*, it is recommended to enable device control within your endpoint protection to mitigate and manage such risks.

7. Scan and secure email and establish healthy practice

Home working will likely lead to a big increase in email as people can no longer speak to colleagues in person. The crooks are wise to this and already using the coronavirus in phishing emails as a way to entice users to click on malicious links. Ensure your email protection is up-to-date and raise awareness of phishing.



*The Impossible Puzzle of Cybersecurity, Sophos, 2019



Technology is advancing and reshaping the industries globally. CIOs are responsible for the management, implementation, and usability of information and computer technologies, with this the role of the CIO has increased in popularity and importance. As newer technologies emerge and businesses are increasingly entering into the digital era with evolving IT strategies, enterprises are demanding that senior IT leaders possess skills that go

beyond traditional technology management, with this CIO are helping the company to grow and become a data-driven enterprise.

As digital transformation efforts progresses, the successful CIOs become business leaders of digital business units or have empowered organizations to create the digital backbone to accelerate the move towards hybrid cloud environments and new operating models. The CIO's role is also seen as a return of decision-maker with vendors and consultants in digital transformation work, versus line-of-business heads. It is also true that CIOs are increasingly being handed the keys to drive digital transformation throughout the organization, including areas that have been traditionally outside their purview.

A Gartner report on emerging risks shows that while companies continue to prioritize and fund digital initiatives, two-thirds not only fail to deliver on their promises but also reveal "enterprise weaknesses, causing organizations to see a gap between expectations and results. Digital technology in the enterprise creates challenges in other areas as well, and tech leaders say that their most difficult problems revolve around security threats and data privacy, as well as a shortage of top talent with high-tech skills.

Our survey finds, ninety percent of CIOs speak on the customer experience as the top priority in their digital transformation efforts. The next three priorities cited—improving existing products/services, new products/services and growing new markets such as analytics, automation and cloud, which will always stay ahead of the curve and need to be customer-centric. Secondly, they would increase the budget for digital transformation from this year.

CIOs are enthusiastically embracing business-led IT, with 65 percent reporting moderate to heavy adoption. However, they admit that they still need to advance to higher maturity levels with respect to aligning IT with the business. When asked to place their organizations into one of the four levels of maturity, only 24 percent rated themselves as equal partners in the business—the highest level.

TAMING NEW AND DISRUPTIVE TECHNOLOGIES

While digitally transforming their companies, CIOs are adopting new technologies. Seventy-nine percent say that their top-planned technology adoption for 2020 is public cloud, and most are taking a multi-cloud approach to maximize the flexibility and avoid vendor lock-in. Artificial intelligence is in second place at 72 percent. Other technology priorities include containers, robotic process automation, serverless architectures and blockchain.

These are all disruptive technologies. Consequently, they present both challenges and opportunities. Public cloud, for example, offers unparalleled agility, scalability, economy and reach. However, it also complicates security and governance. CIOs consider cybersecurity to be an essential element of any digital transformation initiative and report that protecting apps and data in the cloud is their top cybersecurity concern. Eighty-four percent of organizations plan to invest more in cloud security in 2020, with 45 percent planning significant increases.

New and disruptive technologies combined with the need to support multi-cloud requires a combination of skills that is lacking in many IT organizations. CIOs are responding with a variety of approaches, with primary emphasis on upskilling and re-skilling current employees to provide them with the needed skills and, in some cases, to move them into entirely different jobs. In addition, they are turning increasingly to external sources.

These are the CIOs from 100 different organisations who have driven their organisations with various technology innovations. The honorees will be recognised at the annual Infotech Forum & Awards ceremony in September 2020.



ATUL GOVIL



ANIL SHARMA



VIJAY SETHI



DR. SUSHIL KUMAR MEHER



CHANDRA MOULI



DR KESHAB PANDA



RISHI MEHTA



MILIND MUNGALE



NANDKISHOR DHOMNE



KERSI TAVADIA



SANDIP PRADHAN



SURESH KUMAR



ADV. PRASHANT MALI



AJAY SRIVASTAVA



AJAY YADAV



AMBUJ BHALLA



AMIT DHAWAN



AMIT JAOKAR



AMIT KAPOOR



AMRUT URKUDE



ANAND RUHELA



ANIL NAMA



ANIL SHARMA



ANURAG SAXENA



APARNA GUPTA



ARIJIT DASGUPTA



ARINDAM PAUL



ARINDAM SINGHA ROY



ARVIND GUPTA



ARVIND KUMAR



ASHISH BANSAL



ATUL GOVIL



AVNEESH VATS



BHASKAR RAO



BIBHAS SEN CHOUDHURI



BIPRADAS BANDYOPADHYAY



S. CHANDRA MOULI



VARINDIA CONGRATULATES



CHIRAG BOONLIA



CHITRANSHAN KESARI



COLLEEN BERUBE



D V SESHU KUMAR



DEEPAK SINGHAL



DINESH KAUSHIK



DR. KESHAB PANDA



DR. MUKESH MEHTA



DR. ASHISH BHARADWAJ



DR. HAROLD D'COSTA



DR. HARSHA THENNARASU



DR. KARNIKA SETH



DR. MAKARAND SAWANT



DR. RAJEEV PAPNEJA



DR. SUSHIL KUMAR MEHER



DR. VINEET BANSAL



FARHAN KHAN



GYAN PRAKASH



HARIHARAN SUBRAMANIAN



IAN HOOPER



JAIDEEP KHANDUJA



JITENDRA SINGH



JYOTI CHOPRA



KERSI TAVADIA



KIRAN BELSEKAR



THE EMINENT CIOS OF INDIA



EMINENT CIO'S OF INDIA

- 1 ACCIOMANGO PVT. LTD.
- 2 ADLABS ENTERTAINMENT LTD.
- 3 AEGON LIFE INSURANCE COMPANY LTD.
- 4 AIR WORKS INDIA (ENGINEERING) PVT. LTD.
- 5 ALL INDIA INSTITUTE OF MEDICAL SCIENCES (AIIMS)
- 6 ANDRITZ
- 7 ARSHIYA RAIL INFRASTRUCTURE LTD.
- 8 ASHIANA HOUSING LTD.
- 9 BARISTA COFFEE COMPANY LTD.
- 10 BATLIVALA & KARANI SECURITIES LTD.
- 11 BEING HUMAN CLOTHING
- 12 BESTOW INFOTECH COMPANY
- 13 BIBA APPARELS PVT. LTD.
- 14 BIRLASOFT
- 15 BSE LTD.
- 16 BUSCH VACUUM PUMPS AND SYSTEMS
- 17 CAPCO
- 18 CAPGEMINI
- 19 CAPITAL SMALL FINANCE BANK LTD.
- 20 CK BIRLA GROUP
- 21 CLOUDNINE GROUP OF HOSPITALS
- 22 CLOVER INFOTECH
- 23 CRISIL
- 24 CTRLS DATACENTERS LTD.
- 25 CYBER LAW CONSULTING (ADVOCATES & ATTORNEYS)
- 26 CYBER SECURITY CORPORATION
- 27 DEEPAK FERTILISERS AND PETROCHEMICALS CORPORATION
- 28 DESHPANDE FOUNDATION (GLOBAL), INDIA
- 29 DIGITAL INDIA FOUNDATION
- 30 DR LAL PATHLABS LTD.
- 31 EAST INDIA UDYOG LTD.
- 32 EMBASSY GROUP
- 33 ENERGY EFFICIENCY SERVICES LTD.
- 34 ESDS SOFTWARE SOLUTION PVT. LTD.
- 35 ESSEL MINING & INDUSTRIES LTD.
- 36 EVOLVE DIGITAS
- 37 EXIDE INDUSTRIES LTD.
- 38 FIDELITY INFORMATION SERVICES INDIA PVT. LTD.
- 39 GAINWELL COMMOSALES PVT. LTD.
- 40 GENISYS INFORMATION SYSTEMS (I) PVT. LTD.
- 41 GLAXOSMITHKLINE PHARMACEUTICALS LTD.
- 42 GRANT THORNTON ADVISORY PVT. LTD.
- 43 GREENPANEL INDUSTRIES LTD.
- 44 HERITAGE GROUP
- 45 HERO MOTOCORP. LTD.
- 46 HFCL LTD.
- 47 HKIT SECURITY SOLUTIONS
- 48 IDEMIA
- 49 INDIA GLYCOLS LTD.
- 50 INDIA POWER CORPORATION LTD.
- 51 INDIABULLS GROUP
- 52 INDIAN BANK (EALLAHABAD)
- 53 INTERGLOBE AVIATION LTD.
- 54 INTEGREON
- 55 IRIS SOFTWARE
- 56 ISOAH DATA SECURITIES PVT. LTD.
- 57 JAQUAR GROUP
- 58 JBM GROUP
- 59 JINDAL SAW LTD.
- 60 JK CEMENT LTD.
- 61 JYOTHY LABS LTD.
- 62 L&T TECHNOLOGY SERVICES
- 63 LAUREATE EDUCATION SERVICES
- 64 MANIPAL HEALTH ENTERPRISES PVT. LTD.
- 65 MAZARS INDIA
- 66 MINDA INDUSTRIES LTD.
- 67 NEOTIA HEALTHCARE INITIATIVE LTD.
- 68 NIIT LTD.
- 69 NKGSB BANK
- 70 NSDL E-GOVERNANCE INFRASTRUCTURE LTD.
- 71 ONEOTT ENTERTAINMENT LTD.
- 72 ORIENT CEMENT LTD. (CK BIRLA GROUP)
- 73 ORIENT ELECTRIC LTD.
- 74 PEPSICO INC.
- 75 PRINCE PIPES AND FITTINGS LTD.
- 76 PRISTINE LOGISTICS & INFRAPROJECTS PVT. LTD.
- 77 QUEST RETAIL PVT. LTD.
- 78 RADICAL MINDS TECHNOLOGIES PVT. LTD.
- 79 RADICO KHAITAN LTD.
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- 81 RPG ENTERPRISES LTD.
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- 84 SANKARA NETHRALAYA
- 85 SAR GROUP
- 86 SCADA GEOINFORMATICS PVT. LTD.
- 87 SDG SOFTWARE (I) PVT. LTD.
- 88 SETH ASSOCIATES
- 89 SHARDA MOTOR INDUSTRIES LTD.
- 90 SHRIRAM PROPERTIES
- 91 SHUBHALAKSHMI POLYESTER LTD.
- 92 SIKKIM MANIPAL UNIVERSITY
- 93 TECH 4 LOGIC PVT. LTD.
- 94 THE INSTITUTE OF CHARTERED ACCOUNTANTS OF INDIA
- 95 VASAI VIKAS BANK LTD.
- 96 VERIZON BUSINESS GROUP
- 97 ZENDESK INC.
- 98 ZF GROUP
- 99 ZUARI INFRAWORLD INDIA LTD.
- 100 GLOBAL TECH EXPERT- RISHI MEHTA



JAIDEEP KHANDUJA
CTO
AccioMango

AccioMango leveraging new technologies to achieve Accessibility and Cloud

KEY PRIORITIES OF 2020

Key priorities for us based on our business goals for the year 2020 are accessibility and cloud. We are leveraging newer technologies to a large extent to achieve this. We are very choosy about vendors, professional development, and technologies to adopt. We prefer to consolidate most to each vendor rather than procuring technologies in isolation. We do not allow pass-the-buck among vendors. If it is about a solution in which more than one vendor is involved then each one has an equal say in contribution and ownership so that the targets are met within the stipulated time frame.

BREAKTHROUGH & FUSION APPROACH

Without a fine combination of breakthrough and fusion approached in our technology strategies, it is going to be difficult for any organization to survive. It is completely going to be a game of innovation, initiatives, and incorporate. There are two ways of doing it in an organization. The first way that most of the organizations adopt is a kind of very formal approach focussing more on controlling and driving from the top. The better and less adopted way is to build a culture of each person irrespective of the position becomes an equal partner and has complete freedom of expression. Acceptability and inclusivity need to take an edge over individual egos and personal successes.

DEFINING R&D

Just merely having clarity of defining it is a lot more in the same direction towards carving a crisp roadmap and a concrete plan to achieve it. Spending money and spending intellect are two separate things. Both are very important to achieve targets. But, this spend needs to go in a very matured and balanced way. A good level of maturity is required at each step. Right from the inception of the ideas to concrete planning is not sufficient. The journey, for that sake, has just begun. It is the clear cut definition of each milestone in this regard that matters most. And then achieving each of those milestones is critical. Every milestone needs loud applause and a small celebration to keep up the momentum to achieve the next milestones.

"Without digital transformation, customer experience is very difficult to attain and sustain. We are completely on it. 2019 was a year of realization, alignment, and a strong readiness towards transformation in a collaborative manner. 2020 is the year of gearing up the momentum and achieving organizational success by engaging deeply with the customer. It is a kind of give more, get more. The more you add value to customer experience, the more is the rate of business growth in a uniform manner. That richness in the experience has to begin from within. Every unit whether within the organization or the external units that are part of an organization's ecosystem matters a lot."



LAKSHMANA VADAGA
Head - IT
Adlabs Entertainment

Adlabs entertainment using technologies to transform customer experience in amusement parks

The common guest pain points are all too familiar to anyone who has been to an Amusement park: long lines, high ticket costs, anxieties about losing the kids, weather-related closures, and mechanical over-scripted staff. Here are the technologies with the most potential to transform the overall customer experience -

• WEARABLE TECHNOLOGY

We noticed that the park experience needed shaking up. 'Intent to return' numbers were declining along with other key guest metrics. After a thorough evaluation of the entire guest experience, we developed the MagicBand, an RFID bracelet that lets guests pay for food and merchandise, be identified, and even help Cast Members locate the parents of lost children.

• TIME AND LOCATION MANAGEMENT

Most guests are aware that they will need some sort of a strategy in order to make sure they are using their time effectively. Reducing the time spent waiting in lines and finding the quickest ways to get between rides and food are both key strategies to getting the most value out of their day. We incorporated time management in our Mobile app. If the waiting times at each ride is taking more time, it suggests them to upgrade the ticket or guide them to go for another ride which is taking lesser time or direct them to go to other activities.

• ARTIFICIAL INTELLIGENCE

Artificial Intelligence (AI) offers a way for theme parks to have 'conversations' with guests when people aren't around. By using vast amounts of data, machines can make intelligent recommendations and offer useful information based on a guest's query. We have implemented chat-bot in our mobile app which uses AI for answering to the guest queries.

• REAL TIME GUEST ENGAGEMENT ON SOCIAL MEDIA

There was a point in time where even the existence of social media seemed to be threatening the future of theme parks – the current generation simply has more entertainment available to them all the time through technology. Theme parks, however, have come to realize that there is an opportunity to make the experience richer by incorporating the same technologies that people use at home and while at the park.

• MANPOWER MANAGEMENT

Digital Business Transformation is disrupting businesses in every industry by breaking down barriers between people, businesses and things. We are able to create new products, services and find more efficient ways of doing business. These innovations are happening across organizations of all types.

Project: We implemented, automated manpower deployment application, which enables existing staff to re-locate them based on Guest movement or crowded areas. And also this tool tells us in advance guest arrival at the park for next two days based on that, we hire the manpower as per the requirement. This tool works on GPS based application (IoT).



KIRAN BELSEKAR

Chief Information Security Officer
Aegon Life Insurance Company

Cyber Security: A crucial aspect post lockdown

KEY PRIORITIES OF 2020

As the world goes back to the new normal, many challenges lie ahead, particularly related to constructing a healthy work environment and how to achieve compliance with the governmental regulations. Cybercrime has increased during the past few days. How to keep employees safe in the 'Post-Pandemic Era'? Organizations are drafting plans on how to bring everyone back to the office. In such a context, the company's cyber security factor is a crucial aspect.

The focus must shift to cyber security. There are several aspects that organizations will have to keep in mind and they will have to primarily be more vigilant to prevent vulnerable machines from being connected to the corporate network.

SEVEN CYBER SECURITY GUIDELINES FOR ORGANIZATIONS AFTER THE LOCKDOWN

1. Network Access Control (NAC): NAC solution to prevent unpatched machines from being connected to the network. Access to business applications is allowed once devices are compliant, fully patched and updated.

2. Password Change: As password is the first line of security, users must reset/change the password before they login into their system. As many organisations would have relaxed the password policy, this needs to be reset to the previous level.

3. Desktops: Before users go back to the office, the IT department needs to ensure the systems are kept up to date with antivirus signatures, patches, and software versions. They should also ensure full AV scan and make sure that health checks of DLP and other technologies have been performed.

4. Laptops: Similar measures need to be enforced for desktops as well. A walk-in center\clinic can be set up for users to submit their laptops to get their systems updated.

5. Data Hygiene: For users using their personal devices while working from home, it would be good to have them clean their organisation data from personal machines.

6. Exceptions: Risk team must review all the risk exceptions for employees and revoke them once employees start reporting to the office.

7. Physical Security: No employees or support staff should be allowed within the office premises without an authorised ID card.



RAMKUMAR MOHAN

CIO
Air Works India (Engineering)

We will continue to invest into tools and technologies to enable our employees to be productive virtually from anywhere”

KEY PRIORITIES OF 2020

We will continue to evaluate and implement emerging technologies to enhance our business processes and improve productivity. In fact, impact of Covid-19 will accelerate our automation drive and will fuel transformative values to business and offer innovative services through technology initiatives such as Predictive Maintenance, Paperless/Digital MRO, 3D Printing, VR/AR based simulated training, real-time tracking of tools/parts using RFID/BLE, Digitized Job Cards and Maintenance Manuals, Analytics, and so on, to enable our business to continue to be the leader and stay ahead of competition.

Having a data-driven approach, security safeguards integrated with business are paramount for our company, to ensure that information - the lifeblood of the organization - remains protected, customer interests are safeguarded and compliances, met. Besides providing a secured environment, we will continue to invest into tools and technologies to enable our employees to be productive virtually from anywhere with consistent end-user experience, meets their needs for work-life balance and support our rapidly growing business demands.

We have recently implemented a complete cloud native EDR solution to protect endpoints with ease, stop breaches and improve performance with the power of the cloud, artificial intelligence

(AI) and an intelligent, lightweight agent. Currently working on zero trust implementation and cloud native single DLP platform that provides information leakage protection, employee productivity and proactive unified user behaviour analytics.

COMBINING BREAKTHROUGH & FUSION APPROACH

Whether to consider technology 'breakthrough' approach or 'fusion' approach or 'hybrid' approach combining both breakthrough and fusion in technology strategies depends on business needs and other aspects, as one strategy/solution does not fit for all. Having said that, contemplating the hybrid approach has its advantages as marrying both breakthrough and fusion complement with each other and provides business the benefits of both.

ACHIEVING DIGITALIZATION

Digitization and digital transformation in Indian MRO industry is not as old as it is in other industries. However, government recently announcing measures to boost the country's domestic aviation sector and steps to make the country a hub for Maintenance, Repair and Overhaul (MRO) of aircraft, will accelerate the digital transformation initiatives in aviation MRO industry, in sync with the growth of aviation being witnessed in the country. Technology as a business enabler and driver plays a crucial role for our business and digital transformation helps us to remain competitive, agile, effective and to be always on the edge.



DR. SUSHIL KUMAR MEHER

CIO, Department of Computer Facility, All India Institute of Medical Sciences (AIIMS)

“A successful CIO will have the vision to create solutions that meet the real needs of clinicians”

KEY PRIORITIES OF 2020

There has been a notable shift in healthcare clouds from simple data storage to using the technology to lower costs, gain efficiencies and even move on to tasks such as personalizing patient care. Efficient and crisp adoption of cloud IaaS/Platform/SaaS models in healthcare require adaptation from both the cloud service provider and the healthcare organization.

AIIMS is planning for an hybrid (Public and Private) cloud in their own premises.

In addition to security to our patient's clinical data, multiple EHRs within the same health system can cause problems in patient identification and patient safety. At the same time, the promise of Blockchain technology for security and records is getting ripier, and can meld into the cloud. Simply put, forward-thinking healthcare organizations must embrace technology at every point of the patient's care. Specifically, those web-based technologies that allow us to comprehensively engage at the clinical level with the provider and the patient. This must include EHR strategies certainly but should also extend to complementary mobile applications and Internet-based access points that integrate information from the entire clinical ecosystem to capture and support the needs of the patient. Make the whole system robust and get high performance and secure: i. Up-gradation of Existing old network backbone and infrastructure, ii. Host based end point security solution, iii. Up gradation and expansion WiFi of the campus and iv. Backup & Recovery Solution

CYBER SECURITY

Healthcare data security is a major element of Health Insurance Portability and Accountability. HIPAA-covered entities must also implement appropriate administrative, physical, and technical safeguards to ensure the confidentiality, integrity, and availability of electronic protected health information.

Over the year, several breaches impacted up to millions of patients, caused by insiders, phishing, third-party vendors, and hacking. And while ransomware may not necessarily cause actual data breaches, the disruptions to patient care make it one of the biggest threats to the healthcare environment.

With technology comes the threat of cyber-attacks. It is a huge challenge for all healthcare institutes to keep the hospital data in safe. In healthcare, the sensitive and personal nature of data involved. Most healthcare organizations are so wary of the repercussions that they hesitate to take the digital plunge.



NAREESH K PATHAK

CIO - India & South East Asia
ANDRITZ

Managing Technology in Difficult Situation

PROCESS TECHNOLOGIES, EQUIPMENT, PLANTS, AND SYSTEMS

ANDRITZ provides a comprehensive product portfolio for special industries all over the world. With its technologies and service solutions, ANDRITZ is the world leader in all major business areas. Customized solutions are the key to success.

Our Hydro Projects and O&M sites are situated in a very difficult location where connectivity is always a bigger challenge. Due to connectivity issues managing following activities becomes really difficult –

1. Preparing new client computer from central SCCM server in case machine needs to rebuilt.
2. Patching of computers
3. AV update
4. Access to Design Apps
5. Access to Enterprise App
6. Data exchange
7. Access to other entries solutions which are hosted either in cloud or in India DC or globally.
8. Access LMS etc.

Apart from conventional connectivity like ILL, we are heavily dependent on Mobile connectivity. In future, 5G will definitely play an important role for us and businesses similar to us. In order to get rid of above problems, we tried a couple of solutions and finalized / deployed following solutions.

A. ADAPTIVA

The Adaptiva OneSite content distribution engine securely speeds enterprise-wide software deployments with its breakthrough peer-to-peer technology. Now we can reliably distribute any software at unparalleled speed and massive scale without the need for costly server investments, bandwidth throttling, or time-consuming manual efforts. It has helped us a lot in content delivery for all our difficult location.

Adaptiva's Windows 10 Accelerator Program provides a stress-free, cost-effective way for enterprise IT professionals to plan, test, deploy and maintain Windows 10. The program delivers an end-to-end ecosystem of all the products, tools, and training our need to speed zero-touch Windows 10 deployments at scale. Windows 10 is a very high priority project for us globally as we have to upgrade numerous computers by Dec 2019.

B. DEPLOYING SD-WAN

CloudGenix software defined WAN (SD-WAN) with AppFabric connects our sites securely with application awareness to seamlessly integrate cloud, take advantage of Internet connectivity, align WAN management with business priority, and it has reduced our remote office hardware and operational costs. With these two solutions we have been able to resolve our IT Operational issues and achieve better performance for remote / project locations.



AJAY YADAV
Regional Head IT-North
Arshiya Rail Infrastructure

“We need a more holistic approach to IoT security, combining traditional and new controls to protect ever-growing networks”

KEY PRIORITIES OF 2020

We are planning to implement Robotic Process Automation in accounts and tax related processes to eliminate time consumption and manual process along with saving employee's time and effort. We will start the invoice generation and digital signing process for the billing division to save 12 man hours per day. We will also setup SD WAN and implement SG boxes for all branches.

ACHIEVING DIGITALIZATION

We are investing in technology for many years and it is time to integrate everything from all IT investment which we have made. We have to move to hybrid cloud so that in addition to our own datacenters we can use Cloud which enables us to be faster in operations specifically in logistics and sales.

We are basically reconsidering our IT investments to get the right technology to cater to our business needs. We are also bringing out RFID, CCTV and QR code based solutions for container tracking to better control our inventories.

CYBER SECURITY

As 5G networks roll out, the use of connected IoT devices will accelerate dramatically, massively increasing networks' vulnerability to large scale, multi-vector fifth generation cyberattacks. IoT devices and their connections to networks and clouds are still a weak link in security. This ever-growing volume of personal data will need security against breaches and theft. We need a more holistic approach to IoT security, combining traditional and new controls to protect these ever-growing networks across all industry and business sectors.

“Digital means not an end result achieved by provisioning some interfaces and apps, it is a continuous evolving journey which requires 360 degree views of business process and new models revenue stream, controlling expenses using technology as enabler to drive business change. We will also focus on training and awareness sessions with users on digitization journey. We will make it possible doing the business “Anytime Anywhere”.



SANDEEP JAMDAGNI
Head – IT
Ashiana Housing

“Moving to digital will improve service/product delivery and end user happiness, resulting in overall growth of organisations and country”

KEY PRIORITIES OF 2020

T2020-2021 will be a crucial year for us. Data protection and security will be one of the major priorities for us. We had already begun our journey to cloud adoption a few years back, this year we will be focusing more on cloud adoption and SaaS will be our preference. Considering information security there are plans which will be implemented to make our data and services more secure.

ACHIEVING DIGITALIZATION

It is not important how much one is spending on digitalization, important is how much digitalization happened and what benefits are achieved by doing this, what benefits realized by their respective customers and how much process/business efficiency increased. Improving customer experience, whether its internal customers or external and bringing efficiency in business processes is the true digitalization. Moving to digital will improve service/product delivery and end user happiness, resulting in overall growth of organisations and country.

CYBER SECURITY

Organisations, which do not consider cyber threats as important to act on, later on they pay more than the cost of prevention. Most of the organisations believe that they are not on the hit list of hackers or data breaches as they are small or they are not having any data/application on the

internet. Here the only issue is, either they are not aware about their breaches or just not having any data classification done. For them no data is as important as to save from competition/unauthorised access, until and unless they are hit by some cyber-attack or have a big data breaches which results in financial loss.

It is not on one's belief, cyber threats are not only for big or mid or micro segment organisations, hackers look for least secure systems most of the time. Nowadays, cyber threats are critical even for individual persons. People have to be careful about their cyber footprints, cyber security and personal financial data.

“We are rated number one on customer care by many autonomous bodies. We are among the few real estate players who play 100% transparent. Our all project details and customer transactions are visible to respective customers always. We have transformed our system digitally to keep our customers updated round the clock, about their financial transactions, the status of their project, their individual unit. We are in the process of bringing the customer feedback system fully automated.

Bringing a smile of satisfaction to our customers is the purpose of our organisation and transparency is one the core value of our organisation, working in this direction, to give customers an experience in real estate buy, our NPS is 80%.”



YOGENDRA SINGH
Head-IT/SAP
Barista Coffee Company

“Our understanding is do not open multiple gates for attackers and hackers”

KEY PRIORITIES OF 2020

Barista is having two priorities for 2020-

- AI based Mobile Ordering System to maintain social distancing and to provide contact less payment gateway and also to allow flexibility to order according to the past experience on the basis of your past feedback. Mobile ordering system also save customer valuable time. Even customers can book or schedule order as per their wish without any queue. The beauty is, there is no need to install any app on the mobile. Customers can order with a single QR code Scan.
- Go Green - every manual process should be automated to agile business decisions and also to contribute our part to save trees and environment. Currently everybody is talking about digital transformation so we think it is the right time to minimize or remove paper work from the industries.

ACHIEVING DIGITALIZATION

Every business needs investment but some taste success and some taste failure so we cannot say that investment is a supplement for success and failures. It is about the drive, how business owners drive their business and how they are maintaining business processes as per running and future trends. Present trends are depending on the technologies and ecosystems with the right direction. New innovations can open the right way to make a business successful. Be ready to evaluate new technologies and be open for new innovations.

CYBER SECURITY

we agree that cyber security is more important than ever before. Even in the future security concerns will be more important than anything in technology. Everybody is into the race to digitize their manual business process. It is more critical to find out a 100% secure way to protect technologies by threats. Our understanding is do not open multiple gates for attackers and hackers. Use single technology in full frame. Real-time monitoring, IT Policy, SOPs implementation, and user awareness programmes are the key pointers to keep away breaches and threats.

“Around the globe, the COVID-19 outbreak is changing the way people work and learn on a massive scale. To reduce the risk of contagion and keep people healthy, organizations are reducing in-person interactions in favour of greater use of virtual platforms and here Covid 19 Situation is a point break where we need to step up to live with digital transformation. Digital transformation is a very long journey but a few weeks and months back, digital transformation was just a point to discuss for many organizations. Many industries are still thinking to digitise their work process. Most awaited thing is 5G and we should keep ready to evaluate 5G to integrate with IOT devices and I am sure that 5G will change business strategies drastically.”to drive business change. We will also focus on training and awareness sessions with users on digitization journey. We will make it possible doing the business “Anytime Anywhere”.



DR. MUKESH MEHTAH
CTO
Battilvala & Karani Securities

“In 2021 the focus would be revisiting and strengthening core trading platform”

KEY PRIORITIES OF 2020

During 2020 we revamped the entire technology infrastructure and moved to a 10G network and upgraded our SOC-NOC. So in 2021 the focus would be revisiting and strengthening core trading platform. 2021 would be time to rewrite all the Algo trading engine and HFT Business Line.

This is expected to give a huge push to the execution capabilities of the trades and will put a step ahead of the competitors. While our internal software development team will continue to deliver innovation and we will keep using more and more Open Source technology. We will continue to evaluate new products on Info Security, we strongly believe that any good and new product should be explored as hackers are always one step ahead of the curve.

COMBINING BREAKTHROUGH & FUSION APPROACH

We always prefer for technology fusion instead of breakthrough, fusion is nonlinear, complementary, and cooperative. It blends incremental technical improvements from several previously separate fields of technology to create products that revolutionize markets.

In technology fusion, one plus one equals three. The companies add one technology to another and come with a solution greater than the sum of its parts. As it combines rather than replaces technologies, fusion requires a different mind-set and a new set of management practices.

ACHIEVING DIGITALIZATION

It is almost three to four years that we all are riding on the Digital India drive. It is time to look and move ahead in the curve. While India is the fastest growing digital nation across the globe, we are also keeping ourselves ahead of the competitors by adopting mobile first practice across all business verticals. We have a huge technology infrastructure available and this is the right time to use the same for our success and indirectly helping India in making a \$5 trillion economy.

“As a first step for better CX (Customer Experience), we will be migrating to a complete new version to our one LOB. We are targeting to bring Transaction, Research, Operation, CRM and Customer Reports to a single platform, this is expected to change the business operations and take it to the next level. We are already at the advanced stage of preparedness. Focus is to bring more openness and transparency in the processes, deliver a consistent customer experience.

Another step is to improve our customer facing team. From the customer's point of view, we plan to bring more-more Self Service Options for customers (which indirectly eliminates errors or slippages by support staff) and also offer each customer unique personalized experience.”



TANMOY MUKHOPADHYAY
CEO
Bestow Infotech Company

AI, Mobile Commerce, 5G, RPA, Blockchain, ML and Chatbots – Technology trends to bring innovation

TECHNOLOGY TRENDS

Here is a closer look at the technology trends that will bring considerable innovation the next year and in the coming decade.

1) Artificial Intelligence: Artificial Intelligence or AI has already created a lot of buzz in the past few years, but in our day to day life its effects are still in its raw stage. Soon it will become a trend to watch out for.

2) Mobile Commerce: Mobile Commerce is now shifting its target from big brands to startups.

3) 5G Mobile Network: From the beginning of this year (2020) 5G has become the driving factor in wireless technology.

4) Robotic Process Automation or RPA: Like Machine Learning and AI, Robotic Process Automation is another technology that is automating jobs.

5) Blockchain: Although most people think of blockchain technology as cryptocurrencies such as Bitcoin, blockchain also offers security that is useful in many other ways.

6) Machine Learning: It is an application of computer programs that is capable of making decisions, making algorithms and is capable of providing outputs without man power.

7) Chatbots: It enables businesses to answer any type of inquiries related to customer service at any time of the day. It is globally accessible even on holidays when customer support staff is not available.

R&D

Role of Research and Development in Software Innovation Process

Three aspects which are very important in any software product are innovation, quality and technology.

Role of Research and Development

Research and Development is very vital for any organization and its future sustainability.

Sustained Product Development

Sustained Product Development can be defined as the long term support requirements during the design and development of a software. There are various key target areas of sustained product development.



ANURAG SAXENA
Head-IT
BIBA Apparels

BIBA Apparels focusing on technologies like Robotic Process Automation, Blockchain and Unified Commerce

KEY PRIORITIES OF 2020

To sustain in today's competitive marketplace, it has become quintessential for every industry to utilize innovative technologies that make their technology landscape more powerful. These innovative technologies are bringing revolutionary changes especially in retail industry.

Therefore, the adoption of these upcoming technology trends in the business will give an edge above the competitors and will give an anchor to remain relevant in the competitive ocean.

Some of the technologies including Artificial Intelligence, Machine Learning are already implemented to enrich customer experience, real customer insights and decision making on offers specific to customer segmentation. We are also using visual analytics and heat maps to understand customers better and recommend products as per their likes and taste.

We are also working on implementing the use cases on Robotic Process Automation, thus improving work efficiency with speed. Also, we are exploring how blockchains can help us in addressing the problem statements, which are common to the fashion industry.

COMBINING BREAKTHROUGH & FUSION APPROACH

The breakthrough with fusion approach in technology strategy will definitely introduce radically new capabilities, but at the same time, we have to be double sure on the feasibility and adoption path of these technology strategy along with associated challenges, so be cautious.

"We are always ahead of the competition in adopting technology and transformations; we have already started our digital transformation journey almost 18 months back, some of the initiatives have already given us great results in terms of ROI. Further, we are focussing on technologies like Robotic Process Automation, Blockchain and Unified Commerce journey adoption and its usage in our business."



AMIT DHAWAN
CISO & DOP
Birlasoft

5G – The Security Challenges and how to make sense of it all?

THE TENANTS OF 5G

There are two facts that we face today – First, amongst all the demands that we see in the world today, the highest is of faster data. The major drivers are Businesses and people transitioning to the digital bandwagon, the speed, bandwidth and latency expected by the devices, and systems demanding autonomous processing. Second – 4G is not able to cope up with the existing expectations. Enter 5G to manage the expectation for the always-on and high speed data. Largely speaking, 5G is not an independent technology but a suite of technologies built on top of 4G and thus it is not a simple replacement. The technologies being introduced are expanding the horizons of 4G.

The basic solutions comprise of the following components -

- Millimetre Waves - As the existing spectrum chokes, the aim is to add higher frequency spectrum. The added bands will improve the bandwidth of communication.
- Smaller Cells - Higher the frequency, lesser will be the distance travelled. Thus millimetre waves will navigate at roughly line-of-sight and will not be able to navigate through buildings etc. You must have realised this when you use Bluetooth as it uses a still higher RF spectrum. Smaller cells means more complexity in the network and more hand-offs of a moving user.
- Increased MIMO (Multiple Inputs Multiple Outputs) - Presently, the two communications (transmission

and reception) are switched. 5G would include more number of antennas on the base stations and will result in reduced latency and higher spectrum efficiency.

- Beam forming - Majority of the modems at home use Beam forming technology. This process is also used in traffic signalling for cellular base stations. For implementation in 5G scenario, it would help in conserving energy by not transmitting in all directions but focussing low energy beams where the handset or the user is. MIMO and Beam forming will be used together for better throughput.
- Full Duplex - will permit transceivers to send and receive information at the same time.

SECURITY CONCERNS IN THE NEW PARADIGM

We can see that we are adding a large amount of complexity in the newer model of operations. At a lower level, we are not changing the core security concerns of 4G, but adding a new suite of concerns in the bucket. Breaking down the security architecture between technology and operations, let us review the threats that each would pose.

The operational threats would include 1. Standardisation of the technologies, 2. Network Design and Configuration, and, 3. Network Deployment and operation. In fact the 3GPP group is working on the technologies that would suffice with the requirements provided in the IMT-2020 Standard. From technology standpoint, we are increasing the complexities in the system. They are increasing in the number of touchpoints / handshakes being done at the various network levels viz. Radio access network, Core network and foreign network levels. Also the communication within service planes will see increased complexity for the same reasons. Another aspect that 5G brings in is an all-software networks and flavours of virtualization, which are nothing but applications having their own share of SDLC based vulnerabilities. One of the primary outcome of 5G implementation is coming of age of IOT devices and high end automation like cars etc. These vulnerabilities, if not checked will result in catastrophic damages.



KERSI TAVADIA
CIO
BSE

BSE: A frontrunner in technology adoption

KEY PRIORITIES OF 2020

ABSE has already implemented some of the most talked about newer technologies, such as Artificial Intelligence, Machine Learning, Automation etc. Our focus for the year 2020-21, is to extend these technologies into more service oriented domains that will help in meeting the compliance requirements, enhancing the end user experience, improve the business processes and turnaround time for our customers through automation.

We also plan to make our services more flexible by on boarding these services in form of mobile applications, mainly in the area of compliance, customer engagement, and enhanced trading interfaces. Together, we have also started introducing micro services in our important business applications.

As regards the security, we are pro-actively and continuously upgrading our cyber security infrastructure to meet the never ending challenges of cyber threats. To name one such major activity that we recently performed during the ongoing lockdown period was replacement of our core enterprise firewall, with all teams working remotely from home.

CYBER SECURITY

BSE has been identified as the most critical infrastructure by the National Critical Information Infrastructure Protection Centre. Today, BSE is the custodian of information of more than 5500 listed companies and an equally enormous amount of trading and related data it is holding

since inception. At no point of time this can be compromised. For this, three years back, BSE procured a total of 27 niche information security technologies, including all advanced technologies like deception technology, NTAPT, forensics, user behaviour analysis, predictive analysis, cognitive tools, Machine Learning tools, SIEM, etc.

ACHIEVING DIGITALIZATION

On the technology front, BSE has implemented many innovative solutions as a leader in the industry and companies are inspired to follow our model. BSE's StarMf platform is just one such example, which has revolutionised the mutual fund distribution business in India. We have shared our implementation in the BigData domain and how effectively the use of different technologies has been extended in our business and compliance requirements. We are also creating our own solutions developed by our in-house IT team, which will be offered as a service. Another example of our engagement in this area is offering Cyber Security expertise to our Trading members as a service viz. Member SOC. In this model, BSE will invest in the infrastructure and technology and this will be available as a service on subscription basis to trading members to analyse their security posture and guide them.

"We at BSE, have almost digitalised all our processes by providing a web-based interface for our customers such as submitting documents in form of eKYC, engaged with third parties for digital payments, submission of compliance documents, companies can submit their announcements, financial results, etc. online and same is immediately disseminated on our website."



MANISH SINHA

Global Application Manager SAP
Busch Vacuum Pumps and Systems

“The idea is to make security, productivity and integrity an integral part of each of the program we start”

KEY PRIORITIES OF 2020

We started early and adopted a hybrid approach for most of our business applications and now when we look back, all decisions were taken at the right time. Of course there are some learning experiences too in the areas of business applications. It cannot work in silos both and IT must align together to make it a success. Which means alignment does not really mean team formation and assigning work, but it means regular collaboration, follow ups and a kind of bridge building. This year a lot of initiatives have been planned but the focus area is organising whatever is already available inside our organization and leveraging that to the full capacity. The idea is to make security, productivity and integrity an integral part of each of the programs we start.

COMBINING BREAKTHROUGH & FUSION APPROACH

When we look ahead to our journey then we do find that a lot of other technology adoption is required but the major challenge is some of them are still evolving, struggling with talent crunch and a buy in from management. Business cannot be stopped in those scenarios so a step by step or a phase wise approach is required. Which gives strength to the organization in defining clear goals or short milestones, its evaluation monitoring

and governance. Then only a real Return on Investment can be achieved.

ACHIEVING DIGITALIZATION

This signifies a belief that Knowledge is Power, but application of knowledge is power. There are various organizations who have a good amount of R&D budget but most of the time their products do fail. It is not all because the budget was less or more as there are organizations who try to evolve with baby steps, failing fast and being more adaptive towards going agile. Yes there are risk factors too but when the Business scale is small then experiments could be done but when the size of the organization is large then they have to be very proactive, innovative not only with their R&D but with their collaborative business partner at each functional level. As this plays a key role in getting your innovative product and services to the right audience.

Going social this year is a significant step organization has taken that will evolve as the time will pass, it is a kind of new experiment and experience too. But as we learnt from some other business failures that creating a digital is very easy but to maintain, monitor and govern with prompt responses is a challenging task. We all at each organizational level at various multicounty locations-gearred up for it to serve our customers.



IAN HOOPER

Partner and Head of Banking &
Payments, CAPCO

COVID-19: Winners and losers in payment

The coronavirus pandemic has demonstrated just how vulnerable our business and financial services landscape is, with the world now preparing for its first recession triggered solely by a pandemic since 1870. We know that business recovery will be slow and could continue to be painful for many, and so financial institutions must make payments as seamless as possible to facilitate circulation – and remain relevant.

As banks give consideration to segment propositions and product features, they should take into account the winners and losers in payments.

LOSERS

1. Bad news might travel fast, but FX, leisure, hospitality and travel-related card businesses won't: It is no surprise that COVID-19 pressures have had severe repercussions for foreign exchange (FX) transactions, and revenues and profits for card and payments providers, and those that focus on the travel industry therein.
2. Cash comes with a health warning.... Literally!: The cash supply chain has slowed down dramatically since the coronavirus crisis took hold, with reports of cash going without the green for an average of 44 days. While cash is not proven to carry coronavirus, financial and retail industry bodies certainly encouraged contactless use by increasing the limit on contactless spending from £30 to £45, just in case.
3. Plastic is not fantastic: There was already a perception that credit cards were not as popular with younger generations as they used to be. For millennials and Gen Z, debit, digital wallets¹⁶ and buy

now pay later (BNPL) schemes like Klarna are gaining prominence. Since the COVID-19 lockdown took hold, almost a quarter of 18 to 24-year-olds (23 percent) have been using BNPL to fund purchases.

WINNERS

1. E-commerce is booming (unsurprisingly): For card networks, acquirers and banks, there has been a significant increase in online spending which has helped to offset the impact of the decline in lucrative FX. However, there have been sharp falls in point of sale transactions and therefore a net reduction in payment volumes.
2. As is contactless (obviously): Like online transactions, contactless payments have also had a good spell, with a 44 percent increase in tap-and-pay transactions since the week of 23 March. Sixty-two percent of consumers over the age of 65 are now using contactless methods.
3. Digital wallets, in-app purchases and tokenized payment services could be in their heyday: Food delivery businesses with in-app purchase systems such as Uber Eats and Deliveroo have not only been able to continue through lockdown but thrived off their commissions. Meanwhile, Visa Token has been gaining significant traction in the US, and reduced fraud rates by 26 percent.
4. Faster payments and BACS: As speed of payment has become more important, the volume of government disbursements increased, and more consumers and businesses chose to settle bills online, the average daily value of Faster Payments transactions in the UK rose by over 10 percent from Q4 2019 to the end of Q1 2020.³¹ With BACS, which is slower and often less expensive than FPS, daily transaction values have marginally increased in the same period.
5. Cheques are not dead yet: While cheques are considered an old-fashioned payment method (well, over 361 years, to be exact) some banks have seen a resurgence in the number of cheques being digitally deposited during lockdown. Back in April, HSBC UK reported an increase of 30%.



DEEPAK SINGHAL

Enterprise Architect Director for
DEMS Business, Capgemini

Cloud-powered Connected Vehicles technology is ushering in the new era of smart mobility solutions

So far, cloud computing has been a buzzword for most of the emerging technology trends, across sectors. Internet of Things (IoT) and the surge in connected devices leading to smart homes, smart cities, and AI powered innovations, is all said to be driven by Cloud. The same now holds true for the Automobile Technology segment. Automobile segment has not seen much innovation in last century after Ford; but this decade would cover up all that shortfall. From building stronger, higher capacity engines to now changing focus on creating smarter cars, EVM and even AI powered driverless cars, the segment has been now innovating in real sense, and adopting the best in the emerging technology, at a fast pace. Vehicle-to-everything (V2X) is a term used for group of technologies powering innovation that is set to transform not only the automobile segment but the very concept of smart travel!

WHAT IS V2X OR CONNECTED VEHICLES?

Simply put, Vehicle-to-everything or V2X is an integrated communication system that allows a smart automobile to be connected to its environment, always. All the communication cannot go via Cloud always because of possible high latency and un-availability of internet. Advent of 5G will reduce this problem to great extent. These are also known as Connected Vehicles and typically comprise of automobiles with Interactive Advanced Driver-Assistance Systems (ADAS's) and Cooperative Intelligent Transport Systems (C-ITS) and are designed to enhance 'situation awareness' and to identify and avoid traffic accidents. In other words,

Connected Vehicles deploy intelligent communication that can be useful to solve traffic woes, enhance road safety, and offer seamless in-transit infotainment, advanced parking assistance and roadside assistance. It is also useful for remote diagnostics, and telematics for autonomous self-driving vehicles, and global positioning systems (GPS).

ROLE OF CLOUD IN THE CONNECTED VEHICLE ECOSYSTEM:

One of the key features of connected vehicles is the two way communication that translates into a lot of data, exchanged consistently over a seamless network. Connected vehicles not only share information about themselves but also capture lots of sensory information from its surroundings, especially data generated by cameras, and radars, all of which needs to be adequately aggregated, analysed, and shared in real-time to maintain a consistent V2X dynamics. If done singularly or in a disconnected method, it can reduce the efficiency of the network and render the entire technology redundant.

This can be avoided by employing Cloud connectivity, to ensure the data collected is not only effectively stored and utilised but can also be a game changer in designing future technology innovations. Using intelligent insights into the geographical, environmental and consumer usage patterns, over a long period of time, Automotive V2X communication systems connected to cloud can fuel the future innovations in automobile technology. It also helps deal with cyber-security concerns, while helping automotive manufacturers a real time information feed on varied parameters of vehicle performance, so as to assist efficient technology development.



VISHAL MADAN

Executive VP & CTO
Capital Small Finance Bank

Chatbots, Blockchain, AI, RPA, Cloud Computing, Cyber Security, Big Data Analytics & Open Banking may disrupt banking services

KEY PRIORITIES OF 2020

Presently, we live in a digital era where technology is driving change in almost every industry including banking. Using technology smartly has become the integral part of the business.

We have to get enormous benefits and improve business by keeping in mind the latest technologies. Few technology trends that may disrupt the banking services are Chatbots, Blockchain integration, Artificial Intelligence (AI), Robotic Process Automation (RPA), Cloud Computing, Cyber Security, Big Data Analytics & Open Banking using APIs.

COMBINING BREAKTHROUGH & FUSION APPROACH

With the introduction of new technologies, the face of banking has changed enormously in the recent years. Banking is faster and reliable than before. A well designed strategy involving breakthrough and fusion approach, having a flexible suite of solutions connected together will deliver frictionless banking experience. It should have a right mix of technology, design and engineering experiences that are fused together to deliver unimaginable results.

ACHIEVING DIGITALIZATION

Financial institutions are spending millions to upgrade their systems, protect their data and improve digital customer experiences. Spends on technology will be of lesser use if it does not involve innovation. Fintechs in India can bring along a change in a very cost effective manner and bring innovative improvements in the front-end and back-end systems.

A well-defined bank-fintech partnership in India will have reciprocal value where fintechs can benefit from the bank's existing pool of clients, their established trust and security and ingrained industry knowledge. Banks on the other end can lead the evolution by not only embracing the digital change but driving the transformational change to the benefit of the customers.

"Financial institutions are under more pressure than ever to transform. Improving the customer experience ensuring safer and convenient banking will be at the forefront for the financial sector in 2020. The newer technologies should be implemented keeping in mind the scalability, flexibility, security and convenience."

The power of information technology has made banking easy and the Indian Banks have incorporated the innovative solutions for digital transformation as an efficient tool to meet customer's needs and improve experience."



PUNEESH LAMBA
Sr. VP & Group CIO
CK Birla Group

CK Birla Group focusing on technologies like AI, Computer Vision, Predictive Analytics and IIoT

KEY PRIORITIES OF 2020

The drivers that we have for our digital journey, are: Growth, Productivity and Experience which means anything that we do, will hit one of these three drivers. Our priorities for 2020-21 are leveraging new-age technologies to attempt changing business models, challenge status quo in processes and to make the organization more efficient and customer friendly.

The technologies, we are focussing on, are artificial intelligence (AI), computer vision, predictive analytics, IIoT etc. and focus is towards encouraging all round innovation in the group.

COMBINING BREAKTHROUGH & FUSION APPROACH

We have divided our journey into three areas viz. foundational or hygiene, desirable and disruptive and the focus is not that lets fix foundation first and then go for disruption, rather it is simultaneous and the percentage of each approach depends on maturity of the organization.

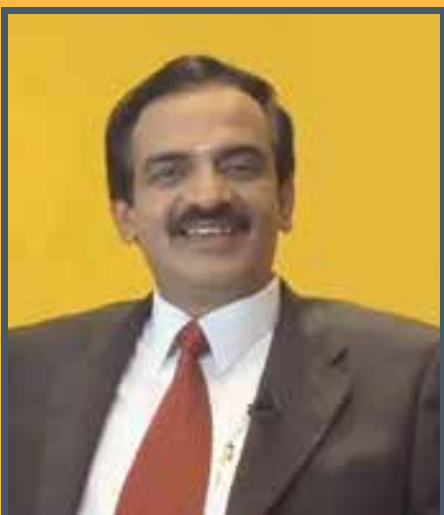
ACHIEVING DIGITALIZATION

Digital India initiative revolves around innovation and making things simpler and transparent. This is the same approach we have when we look at existing processes.

We have invested heavily in managed innovation where we have enabled each employee of group companies to share their ideas through an easy to use app and earn rewards.

The second step will be to extend this app to our other stakeholders like customers, suppliers etc. and then the rest of GIG economy partners to make this one of the biggest crowd sourced digital programs in the world.

"Experience is one of our key drivers and it includes customer experience too. We have seen that several businesses have blossomed recently across the globe that were focused on improving customer experience, so this remains our highest priority in this year."



N BALASUBRAMANIAN
GM & Head IT-Applications & Support
Cloudnine Group of Hospitals

Technology Adoption @ Cloudnine

Every year, 2.6 million babies die before turning one month old. One million of them take their first and last breaths on the day they are born. Another 2.6 million are stillborn. A vast majority of these deaths are preventable. More than 80% of newborn deaths are the result of premature birth, complications during labour and delivery and infections such as sepsis, meningitis and pneumonia. This has to be addressed.

HOW?

Digital Transformation at Cloudnine is a continuous journey both on the commercial and clinical fronts. In pursuit of its vision to provide premium quality health care to women and children, constantly excelling to surpass the higher than the highest standards set in maternal and neonatal care, Cloudnine embraces and adopts technology to the core, in all its operations, continuously, extending best customer experience, most satisfying customer service and impeccable quality clinical care.

Some of the Clinical – Digital areas where digital cutting edge technologies like IOT, Cloud and Mobility have been widely adopted include Fetal Monitoring, Neo Natal intensive care and Pediatrics' vitals monitoring with due integration with the HIS and updating the Customers' Electronics Health Records.

All the three projects have one common goal – Saving Life – at different critical stages, namely before delivery, during delivery and after delivery. Cloudnine believes every Life is precious and it is its duty to save, protect and comfort each one at all costs.

1. Fetal Monitoring/ Non-Stress Test - It involves continuous monitoring of the fetal (baby's) health through a device attached to the abdomen of the woman, recording the heart rate of the baby in the mother's womb and the uterine contraction of the mother, sending pro-active alerts on adverse conditions to the Nursing staff and Doctors for their timely intervention and decision that could save the Pregnancy and health of the mother, which might result in loss, otherwise. Harnessing the IOT, Cloud and Mobile technologies the monitoring could be done from the comforts of the Home / Room / Bed of the mother avoiding traffic and travel to the center and at the same time not restricting her normal movements too.
2. Tele-NICU - Cloudnine centres are equipped with NICUs with latest equipments and devices and expertise to extend care and save the low birth weight (lbw) babies and babies falling sick on delivery. Thanks to these facilities, the neo-natal mortality and morbidity rates at Cloudnine are near-zero.
3. Vitals Watch : Cloudnine has also successfully piloted a project to continuously monitor the temperature and other vital parameters invoking the trending technologies like IOT, Cloud, Mobility with due integration with the HIS updating the Health records of the child.



KUNAL NAGARKATTI
COO
Clover Infotech

Clover Infotech focused on solutions that enables clients to stay ahead of the technology curve

KEY PRIORITIES OF 2020

Post the COVID-19, a new normal will emerge with respect to technology. Customers would lay more importance on Technology (both application and infrastructure) modernization, and factor in risk parameters such as global lockdown scenarios, macro-economic risks etc. This will reinstate the need for robust disaster recovery and business continuity plans, cyber security, and digital adeptness. The areas we plan to address is as below:

1. Application Modernization: Through our managed services model, we are enabling organizations to stabilize their application landscape, enhance performance with automation and analytics driven AI as well as cloud enablement.
2. Technology footprint optimization: We are also enabling them to optimize their technology footprint by leveraging Cloud environments and using "pay-as-you-go" OPEX models
3. Digital customer engagement will be vital now and we are enabling enterprises with seamless customer outreach and digital engagement solutions such as Oracle Content Experience (OCE) Cloud. We will also enable organizations to seamlessly integrate these new technologies with their existing landscape with our middleware and integration capabilities.
4. Robotic Process Automation (RPA): We are also enabling our clients to automate efficiently and channelize resources, time and efforts towards core-businesses through our RPA initiatives.

5. Cyber security: The new normal will also lay strong emphasis on enterprise security. We are engaged as Managed Security Services Providers (MSSPs) and are offering Cyber security services to our critical customers including those in Banking.

CYBER SECURITY

Security should not be an afterthought. We live in a digital society; security of data and personal information is extremely critical. Every day, we wake up to the news of data breaches happening across the globe.

The immediate need is a shift in mindset and approach when it comes to data privacy and security. Products and services need to be designed with security as an added feature. It should not be incorporated post the design. Our approach needs to be more proactive than reactive to safeguard the privacy and security of both enterprise and personal data in the digital era.

ACHIEVING DIGITALIZATION

We have been constantly transforming Indian enterprises since 1994. In the last twenty-five years, we have been predominantly India focused. All through, we have had our best consultants and engineers work in our internal Centre of Excellence (CoE).

Despite the cost and margin pressures of serving Indian enterprises, we have ensured that our best talent focuses on our CoE initiatives and comes up with solutions that enable our clients to stay ahead of the technology curve.



RAMESH LAKSHMINARAYANAN
CIO
CRISIL

"Our investments in business continuity ensured we were able to switch to WFH mode easily once the pandemic struck"

KEY PRIORITIES OF 2020

With the Covid-19 pandemic compelling organisations to adopt work from home (WFH), their strategic lens on technology has shifted over the past four months. CRISIL has been agile in adapting to the situation. Our investments in business continuity ensured we were able to switch to WFH mode easily and in quick time once the pandemic struck.

We had invested in remote working technologies such as virtual desktop infrastructure (VDI), virtual private network (VPN) and collaboration tools. These were used in a limited manner before the pandemic, with the focus largely on ensuring a few employees could work from home in emergencies or contingencies. The pandemic meant 100% WFH, which required massive scaling. Fortunately, we had built decent capacities and were able to move to 95%+ productivity from day one.

The second phase threw up a lot of challenges around IT infrastructure with poor home internet connections and lack of end-user computing power. Here again, we acted swiftly to enable most

of our employees to switch to broadband connections. We came up with some innovative workarounds such as Wi-Fi adapters for desktops so that employees could use desktops in the absence of laptops. During this phase, we experimented with a number of new solutions such as cloud workspaces (AWS and Azure) and bandwidth optimisers. The cloud workspaces solutions worked well for us and helped us to tide over cases involving onboarding of new employees or breakdown in office devices. Another aspect we focused on during this phase was to introduce collaborative technology solutions that could converge email, chat, video, and secure document transfer through a unified interface. A lot of emphasis was also placed on avoiding digital fatigue. More importantly, we have kept our guard up. We continue to introduce solutions that are a sine qua non for CRISIL, such as data extraction, data mapping, and data summarisation through machine learning and deep learning models. Most of these solutions help cut down the mundane tasks of data organisation and data harmonisation and provide a significant productivity uptick.

CYBER SECURITY

Today, attacks such as ransomware have shown it is not just the financial institutions that are at risk. Instead, any organisation carrying critical data can find its business model severely disrupted. While there is sharper focus on spending on fortification tools, we feel it is time to look beyond these. Therefore, we have recently gone for a very innovative deception technology that is proactive in identifying potential threats. Usage of ML (Machine Learning) for security analytics instead of rule-based detection is also rapidly evolving. A 24*7*365 role of security operations centres is becoming key with a focus on dark-side threats.

ACHIEVING DIGITALIZATION

At CRISIL, we have leveraged CHI-2 to effectively build solutions, both on the conventional application development side (programme explained above) and also on the data sciences side by working with a small but niche set of data scientists.



ANIL NAMA
CIO
CtrlS Datacenters

CtrlS Datacenters prioritizing technologies like security, business continuity, collaboration tools, cloud technologies and managed services

KEY PRIORITIES OF 2020

The Year 2020 has begun on a different note. Half of humanity is now confined to homes due to global lockdowns. Offices have staff working from home. We too have taken proactive steps to ensure our people are safe. To enable them to work from home we have equipped them with collaborative and productivity tools, ensured they have good quality bandwidth at their place of residence and VPN based access ensuring the access is secure. Our SOC team works round the clock to monitor and mitigate security threats. In terms of technologies our priorities have been security, business continuity, collaboration tools, cloud technologies and managed services.

COMBINING BREAKTHROUGH & FUSION APPROACH

There are several possibilities, one approach is that a company invests in research and development to replace an older technology with a breakthrough approach. The second approach is to combine existing technologies such as mechanical and electronics leading to mechatronics, combining optics and electronics to create optoelectronics, AI and automation in bio technology in the area of gene synthesis etc. leading to technology fusion. According to us, breakthrough approaches may not be sustainable, while fusion technologies have a bright future.

CYBER SECURITY

With 70% of the global population accessing the internet in a form or the other, security has become a key area of focus. The root cause for all security breaches is data. Data such as email, credit/debit card details, patient data, airline passenger data, ecommerce customer data, country citizen data etc. are under major threat. Cyber security is key to protecting data in the online world. Access controls, perimeter security, vulnerability management, compliance are key from an organization point of view. Moreover in a 24x7 online world, security vigil is key to proactively addressing security threats through monitoring, governance, risk assessment and management.

ACHIEVING DIGITALIZATION

Services that eliminate the pain points of customers, help them gain a competitive advantage and will be successful in both short term as well as long term. For example, we have designed World's first Banking Community Cloud and today we power 20 banks across two continents. This was born out of our Cloud R&D – focused on innovation. Likewise, we have enabled the GST services on our platform in the initial stages. Our banking community cloud has powered 5 million Jan Dhan accounts as a part of Pradhan Mantri Jan Dhan Yojana. We have several other such initiatives which support the Digital India initiatives.

"At CtrlS and Cloud4C, we have automated 95% of all our manual processes through RPA to eliminate manual tasks and leveraging AI/ML in other areas. We are providing access to our customers to self-service through both web as well as mobile, where they access the dashboard, get an insight into the infrastructure consumption patterns, order for scaling/de-scaling of resources, obtain billing insights, engage customer support teams instantly- the idea is to deliver customer delight through digital platforms."



ADV. PRASHANT MALI
President & Founder
Cyber Law Consulting
(Advocates & Attorneys)

Artificial Intelligence And Legal Framework In India

First India needs to adopt a legal definition of AI. I propose, The Companies Act, 2013 allows creation of "One Person Company" so it can be amended for the creation of "Zero Person Company" and similar entity structures under which an AI system can be given the functional equivalent of legal personhood. AI may be granted the status of a 'person' under the law because unlike corporations, AI is indeed autonomous because after a point, the programmers of AI do not control it and all activities are performed on its own intelligence. Is Algorithmic entity possible in India? Well time and need will tell.

But, this can be handy because importance of "intention" in India's criminal law jurisprudence, it is essential to establish the legal personality of AI i.e. AI will have a bundle of rights and obligations, and whether any sort of intention can be attributed to it. To answer the question on liability, since AI is considered to be inanimate, a strict liability scheme that holds the producer or manufacturer of the product liable for harm, regardless of the fault, may be an approach to consider, but then that again questions AI's individuality. Messages from automated systems should be regarded as 'originating' from the legal entity on behalf of which the message system or computer is operated said an explanatory note by the UNCITRAL Secretariat. Privacy is another aspect of legal framework around AI. Since privacy is now a fundamental right as held by Hon. Supreme Court, rules to regulate the usage of data processed and controlled by an AI entity can also be a part of the Personal Data Protection Bill, 2019. This privacy bill or rules under it will also have to address more complicated questions. I would caution the law makers by saying that there is a trade-off between accuracy and explainability in machine learning and that need not be dictated by a one-size-fits-all approach embodied in law. I say this, because many machine learning programs

raise new issues of explainability. Models derived from machine learning are hard to explain, even if the underlying algorithm is transparent to the user, because the pattern of interactions is very complex and often uses clusters of factors that make no intuitive or theoretical sense.

In India, NITI Aayog released a policy paper, 'National Strategy for Artificial Intelligence', in June 2018, which considered the importance of AI in different sectors. Going forward it will be important for the Indian government to develop an intellectual property framework that encourages innovation. AI systems are trained by reading, viewing, and listening to copies of human-created works. AI designs conflicts with tenets of copyright law in India, it poses the latest challenge to copyright law. If I was asked whether a copy made to train the AI algorithm is a "copy" under the copyright law, and consequently whether such a copy is an infringement, my answer in the light of current law as it stands is a big yes and in some cases even data theft within the meaning of section 43(a) read with section 66 of The IT Act, 2000. AI companies should also be cautioned of newly enacted The Consumer protection Act, 2019, I would specifically draw attention to the Section2 (47). This has the definition of "Unfair Trade Practice" which includes false representation, misleading facts etc and doesn't include any reliefs to automated decision making algorithms of AI. This can leave AI makers or organizations using the commercial AI open to consumer protection complaints which by the way can be filed sitting at the comfort of home online. Barring disclosures under law or in public interest, the definition as per the Act includes the disclosure "to any other person any personal information given in confidence by the consumer."



DR. HAROLD D'COSTA
President
Cyber Security Corporation

“2020 shall define and unveil cyber security threats, either it shall mature us to handle the threats or the game is completely lost”

KEY PRIORITIES OF 2020

Organizations today are nonplussed on the implementation of new technologies and their success rate. For us the most important drivers shall be focussing on big data and block chain, while cyber security remains a bigger concern. To stay in the business, it is very important to be efficient and effective. Data analytics shall serve as a bigger business competency. Systems have to be transparent and the visibility of the products provenance shall be justified through block chain. Robotics is also playing on our minds which shall create huge business opportunities through automation. Business coupled using Artificial Intelligence to augment an increasing number of roles and independently manage and execute evermore complex and emotionally human-like tasks. Our bigger task is cyber security and resolving the “human factor” will be our top priority. Most of the data breaches are caused by human error and hence we are working on solving people problems, to protect the data and systems. One of the ways to combat this is through “Machine learning, which can analyse data, spot patterns, identify potential threats and warn users in real time, shall prove invaluable in preventing cyber-attacks

COMBINING BREAKTHROUGH & FUSION APPROACH

The pace of technological innovation is quickening. Companies today cannot afford to miss a generation of technology and expect to remain competitive. Organizations are adept at using a diversity of technologies to create new products that transform markets. But many others are floundering because they rely on a technology strategy that no longer works in such a fast-changing environment. The difference between success and failure is not how much a company spends on research and development, but how it defines it.

There are two possible definitions. Either a company can invest in R&D that replaces an older generation of technology—the “breakthrough” approach—or it can focus on combining existing technologies into hybrid technologies—the “technology fusion” approach.

CYBER SECURITY

The coronavirus pandemic has virtually made us WFH (Work from Home). Trillions of bytes of data are churned out on a day to day basis. From business and economy perspective cyber security shall become a game changer with more businesses now succumbing to cyber threats. Economy shall have a negative effect with serious data breaches. For us the cyber threats which shall govern us in 2020 are: Phishing attacks, Compromise of IOT devices, Cloud Jacking, Mobile malware, Remote working access attacks, Targeted Ransomware, Wi-Fi vulnerabilities and more towards introduction of 5G, Deepfakes, Breaches through Dark Web, Data theft and leakages.

All in all, 2020 shall define and unveil cyber security threats, either it shall mature us to handle the threats or the game is completely lost. There is no middle way out.



SUBBARAO HEGDE
CTO & CMO
Deshpande Foundation (Global),
India

Deshpande Foundation aiming for Rural Transformation by creating livelihoods, employability, and entrepreneurship through technology

As we grapple with the COVID-19 crisis, We at Deshpande Foundation repurpose our strategy to collaborate and co-create with local administrative authorities in Hubballi, Karnataka and government for larger good of the society while deploying various technological intervention, which includes driving digital transformation. Our vision is Rural Transformation by creating Employability & Entrepreneurship for New India through Technology at Speed, Scale & Sustainability. Our Sandbox ecosystem has four impact units called “MASS”- Micro Entrepreneurship, Agriculture, Skilling, and Startups.

KEY PRIORITIES OF 2020

AMicro Entrepreneurship (MEDP): Our key priority is to focus on technology driven Micro-entrepreneur development program and provide digital power to our Micro-entrepreneurs. Enable India's MSMEs (Micro, Small, and Medium Enterprises).

During this challenging times, our MEDP team has trained 100 + women micro-entrepreneurs to make mask “stitching together initiative” that aims to make them self-reliant. We have created a “Safe 3P” mask, dispenser, sanitizer brands and showcased to the public over various social media channels, which give them the chance to earn their livelihood with dignity. We have also helps our other Micro-entrepreneurs to get an organized marketing, santhe, development training, bank/financial credit support; linkages to several online platform owners (e-commerce); access to local retail markets/Shops including data analytics with modern technological support.

Agriculture: Our key priority is to focus on building Unique Beneficiary Life Cycle with Impact Monitoring platform to reach our vision “Rural Transformation” faster (To Do More with LESS perspective). This platform will leverage Data Driven Agriculture and enables to improve the efficiency in farming practices, farm pond construction process with impact analysis of beneficiary. Also indicate farm pond viability to the rain-fed farmer's areas with a stable livelihood by building farm ponds to store rainwater for multiple crop produce. The execution model has been taken up through Satellite Imagery based GIS analytics and remote sensing products, auxiliary services, training & digital advisory to farmers. We do geo-tagging of farm pond over google map with digital display board covering date of construction, individual farmer name, ID, village, pond size & its donors name over and above physical RCC signboard at each farmpond site.

Developing an affordable sensor based IoT-driven precision farming system for small and marginal farmer communities. Real time monitoring through AI-enabled predictive analysis for developing a commercially viable technology package. We would like to bridge the digital divide, reduce the gaps between Urban Vs Rural, demand Vs. supply so as to uplift the rural India (make it Smart Village) and creating a multiple sources of income to farmers & develop him as an entrepreneur.

CYBER SECURITY

As innovation explodes into every area of our lives, cybersecurity is providing the glue that can enable the good and disable the bad for implementing cutting-edge innovation as well as reducing risk from older vulnerabilities. We also see cybersecurity continue as the top priority during this COVID19 crisis with Work from Home (WFH) scenario.



ARVIND GUPTA
Head and Co-Founder
Digital India Foundation

India is at the Forefront of the Next Digital Revolution: Digitally Atmanirbhar Bharath

A policy think tank working in areas of Digital Inclusion, Smart Cities, Internet Governance, Data Privacy & Cyber Security, and Electronics Manufacturing. Mr. Gupta has played a critical role in bridging technology and democracy.

The discussion is centred around 'Digitally Atmanirbhar Bharat' wherein Mr. Gupta laid special emphasis on the fact that India, and Indian models both in private startups and the way government has innovated to deliver services to citizens has become an aspirational model for the world. India is at the forefront of the next digital revolution and will contribute extensively to the next billion on the internet.

KEY HIGHLIGHTS:

- The holy trinity of Jan Dhan, Aadhar and mobile networks now a model for governments across the world in the effective delivery of services to citizens

- India has successfully delivered services worth \$80 billion on an investment of just close to \$2 billion. Praising Aadhar and its ability to deliver government services in real-time to users, while eliminating pilferage, Gupta said that Aadhar is a case study for the world.

- What we are seeing today is that data and digital economies are key economies by which neo-economies are being built. It is also one of the biggest wealth creators in the last 10 years. Out of the

4.5 Billion people on the Internet, India contributes 700 million users. We have seen many of the users move from alphabetical illiteracy to digital literacy. In this context, India has taken a leap".

- India has built to scale and at the lowest cost at the highest quality. This is the mantra of Atmanirbhar Bharat. The innovation for the next six billion will come from Bharat. India has shown great agility in policymaking and governance

- India is now solving global problems essentially on the back of its own great R&D capabilities and innovations, and these solutions are being adopted by the world, according to Gupta. He cited the example of India's payment stack set up, especially the United Payments Interface (UPI), on which several new payments apps and businesses have been built.

- The National Health stack will be built out on the same line as India stack and the educational Stack. Healthcare and education, these are two very important societal problems. We need the brick and mortar infrastructure while simultaneously filling the gaps using Tele-medicine, distance education and online education. The new education policy allows for that and Ayushman Bharat has enabled this health stack.

- See the example of PPE Kits. From producing 0 kits in March, we now make 1 lakh kits per day. That is unison in vision and execution when India decides to do something. India is built at scale and at the lowest cost and at the highest quality. This is our mantra towards Atma Nirbhar Bharat".



MUNENDER SOPERNA
CIO
Dr. Lal PathLabs

The global healthcare scenario presents a contrasting landscape

Below are some of the best practices which need to be followed in order to provide the best in class services to end customers and patients

- | | |
|---|--|
| 1. Use of emerging technologies to enhance CX | quality healthcare to end customers |
| 2. Standardization of equipment & Gadgets | 4. Healthcare for everyone – Affordability & scalability |
| 3. Presence everywhere - Accessibility of | |

CHALLENGES

At one end there are advanced medical devices, qualified medical professionals, and well-equipped hospitals and clinics, at the other end there is the rising cost of medical-care and ageing population trying desperately to fit in the complexity of the future. In the midst of all, there are lives whose hopes and struggles totally depend on how efficiently the healthcare companies combat the healthcare challenges and reduce this contrast to deliver better medical care.

The list of healthcare industry challenges today goes like this -

- | | |
|---|----------------------------------|
| 1. Harnessing Advanced Health Technology | 4. Rising Healthcare Costs |
| 2. Information and Integrated Health Services | 5. Healthcare Regulatory Changes |
| 3. Cybersecurity | |

SOLUTIONS

1. To harness the potential of healthcare technology to transform the health systems and develop a connected healthcare environment, healthcare leaders and clinicians need to forge closer ties with medical manufacturers and software application development companies.

2. A transition from relational to the non-relational database could help healthcare service providers handle large and unstructured data.

3. Some of the measures required to manage cybersecurity are -

- Limit connected medical equipment access to trusted users
- Structure proprietary networks and spend on segregating external and internal medical devices on enterprise networks
- Follow application development security protocols

4. Here are a few things healthcare providers can do to reduce the healthcare costs for patients -

- Provide local price variations to patients, either by healthcare providers or insurers

5. A lack of effort in following regulatory compliances by healthcare service providers could lead to entanglement in complex lawsuit and penalty. Healthcare providers need to create a platform to raise awareness and share information quickly with all the bodies.



ARINDAM SINGHA ROY
Head-IT
EIUL

EIUL utilizing the power of S/4 HANA to reduce operational risk and enhance digital capabilities

KEY PRIORITIES OF 2020

As organizations move beyond the immediate response to COVID-19 and reset business strategy, the pandemic is forcing many executive leaders to make decisions regarding employee and customer safety, business strategy and other critical issues at a pace and risk level they have never experienced before. The technology leaders have to decide how best to contribute in this hour. While we continually re-evaluated operations during the pandemic, now focusing on the more strategic priorities: making enterprises more resilient and better able to respond to uncertainties, capturing value from new digital opportunities and enabling digital business outcomes.

This year we are implementing S/4 HANA to take advantage of the potential benefits of reduced operational risk and enhanced digital capabilities.

COMBINING BREAKTHROUGH & FUSION APPROACH

Even in global pandemic, to remain in business and employ people, organizations must generate revenue, reduce risk and costs. While these are not the only metrics that matter, at the core, it must generate revenue to remain in existence. Traditional business criteria needs to be considered when making decisions for the organization, even if those criteria do not have the same weight as they would under normal conditions. To deal with this, enterprises must revisit their core competencies. Determine what the core organizational competencies are, and decide how to leverage those to continue to generate revenue while also considering safety, continuity and resilience. Technology fusion is that it is both complementary and cooperative. Past strategic choices clearly shape existing organizational structures and processes, and these structures and processes may constrain future strategic options.

ACHIEVING DIGITALIZATION

Ultimately, digital technologies will realize their full potential only if they are widely adopted as an industry norm. It is crucial to create a fertile environment for the digitalization of the E&C sector. The ongoing transformation of the construction industry will rely increasingly on BIM and the other digital tools. The potential is there—both for coordinating all the stakeholders of construction projects and for facilitating construction processes on-site. The use of big data and analytics: algorithms generate new insights from the huge data pools created both on construction projects and during the operations phase of existing assets. New methods of simulation and virtual reality help to identify interdependencies and clashes (clash detection) during the design and engineering stages, and enable a virtual experience of the building even in the early design phase. By exploiting mobile connectivity and augmented reality, companies can engage in real-time communication and provide workers with additional on-site information.



CHIRAG BOONLIA
Group CTO
Embassy Group

Smart surveillance, IoT and AI driven predictive and prescriptive asset management to be the game changer for real estate industry

KEY PRIORITIES OF 2020

Essentially, there are two facets to this. First and the foremost, everything invariably boils down to the business value realization and then comes the technology selection exercise and needless to say, it's pertinent for all CIO's/CTO's to ensure that the advancements in technology are leveraged to the maximum keeping aside the hypes and social compulsions.

Second, with the unprecedented evolution of the new technologies, it is paramount that digital transformation in and around the existing businesses are looked upon holistically and also add a layer of forward and backward engineering to make sure that breakthrough makes sense with the new levers provided by the advancements in the new tech. We are completely sold on AI/ML driven smart surveillance, IoT and AI driven predictive and prescriptive asset management which could be a game changer of sorts for the real estate industry as a whole.

CYBER SECURITY

With the advancement and evolution of new technologies, comes a caveat of evolving threat to

manage the ecosystem holistically. Classic example is IoT-ization that we have embarked into to capture assets data. It is extremely pertinent for us as a CIO/CISO to make a full-fledged, comprehensive plan of action on the security threat that comes with these.

ACHIEVING DIGITALIZATION

The \$5 trillion Indian economy dream which we aspire can happen if we can take giant strides towards creating an amenable ecosystem in place for everyone to come together and contribute and this cannot happen by spending alone. The ideas are not proprietary of the innovation department but can come from the bottom of the pyramid to the top echelons of the business. Hence, the innovative culture and do away with 'fear of failure' notion are one of the few imperatives of a modern organization.

"For any business transformation to commence, the technology and innovation should be at the core of the strategy and every other function needs to revolve around. So, it's pertinent to keep all the stakeholders in mind and no better than customers to start with as they are the fulcrum of all the activities that we as a business perform or strive for. Customer expectations have been growing at an unprecedented pace and experiences can make or break the organizations. With the launch of a single app from the time the customer buys an apartment till they move in and to be launched app for extended employees of our business park to cater to any and every engagement with us, its time, we focused on the experiences in this experiential and shared economy."



AVNEESH VATS
DY. GM-IT
Energy Efficiency Services

Digitalization enabling EESL to provide value added services

KEY PRIORITIES OF 2020

Currently we are undertaking in-house skill building in the area of emerging technologies like Business Analytics, Blockchain, AI, ML and Data science which can integrate with various existing business functions and enable business with more data driven insights for better and on time decision making.

COMBINING BREAKTHROUGH & FUSION APPROACH

EESL is implementing the world's largest non-subsidised energy efficiency portfolio across sectors like lighting, buildings, e-mobility, smart metering and agriculture at a scale which no organization has been able to achieve. EESL focuses on solution-driven innovation with no subsidy or capital expenditure (CAPEX). It is able to do so using its Pay-As-You-Save (PAYS) model. The entire investment by EESL is recovered through monetised energy savings over a scheduled project period.

CYBER SECURITY

As we embark in 2020, cyber security is one of the most important areas to look into. As we are moving to a new decade, there is no doubt about it - attackers will use more innovative ways to harm the ecosystem. If we see the trend, data breaches and ransomware attacks, most enterprises have to rethink their security solutions that are implemented. Wherever we are in terms of security and security solutions, the weakest link in this chain is insider threat which is considered

to be one of the most important challenges for any organisation.

As far as EESL is concerned overall security is classified in two ways one for internal application, infrastructure (Cloud) and the other for various project where IT is majorly involve like smart meter, IOT based centralised Control and Monitoring system, e-mobility and electric vehicle control infrastructure, where we have implement end to end security solution and continuously improving the same.

"Recently we had implemented an EESL's first of its kind weportal for Selling Energy efficient ACs, considering the customer mindset we had made it customer friendly."

"So, customer friendly applications which will offer comfort, convenience with AI based tools which will help customers to make a choice/decision quickly to buy a product will be a trend . EESL has implemented and operational more than 12 lakhs of smart meters in various states. For better customer experience, we are trying to incorporate analytics, as a result EESL can provide value added services to the customer. As far as the backend system is concerned, we are planning to build a common platform for overall scheme where latest cloud base technology can be leveraged like Hybrid / Multi cloud, container based system (Kubernetes) etc. The container orchestrator often then becomes the fabric enabling them to extend applications across disparate cloud infrastructure—delivering on the multi-cloud promise."



DR. RAJEEV PAPNEJA
Chief Growth Officer
ESDS Software Solution

ESDS Embraces SOAR to Fortify its Security Operations

KEY PRIORITIES OF 2020

ESDS is a leading Digital Transformation catalyst delivering advanced technology solutions to fulfil business needs. Automation is the key to productivity at ESDS. Automation has helped us free the resources at various levels. Alongside, ESDS has created an environment for greater collaboration amongst its employees that helps bridge communication gaps amongst teams. ESDS promotes innovative venues for employees to come together and discuss ideas, create something new, and/or collaboratively find a solution to challenging problems.

When we talk about Security, it is a no brainer that in today's world, threats are more dynamic, fast-moving, and highly unpredictable for legacy and manual approaches to keep up with, than ever before. In the digital world, success requires organizational speed and agility and for that, we need to take a different approach—one that embraces a comprehensive view of security architecture with new technology assumptions to make our organizations more secure, even as we use technology to surface new business opportunities. Cloud models (IaaS, SaaS, PaaS) and anywhere/anytime connectivity are changing the technology paradigm, delivering breakthrough capabilities faster, cheaper, and with a smaller technology footprint.

Taking an automated, software-based approach to security is in keeping with one of the important trends rippling across the technology spectrum today, which is the shift to "software-defined" models. Datacentres have evolved from a "physical, active-passive device" approach to "always-available software-defined solutions" at each layer and we are keeping up with the trend. ESDS has embraced SOAR to make its Security Operations even more robust.

CYBER SECURITY

There may be disagreement amongst the most important cyber security threats, but what is more important is the part which everyone agrees on, and that is about the increase in the number of attacks, frequency of attacks and severity of attacks. "As AI adoption in cyber security expands, security concerns around AI bias will grow. As security teams' use of AI continues to grow, they will need to monitor and manage potential bias in their AI models to avoid security blind spots that result in missed threats or more false positives.

We will see threat actors use deep fakes as a tactic for corporate cyberattacks and that's where the money is for cyber crooks. Organizations will need to keep validation technology up-to-date; the same tools that people use to create deep fakes will be the ones used to detect them, so it'll be an arms race for who can use the technology first. Cybercriminals will turn to blockchain platforms for their transactions in the underground while the good guys are trying to do the same to protect their transactions. Vulnerabilities in containers, serverless, IoT and other emerging technologies is definitely a major concern. Organizations need to embrace SOAR as part of their SecOps.



SOURAV DAS
CIO
Essel Mining & Industries

Cyber security - The most crucial aspect than ever before

KEY PRIORITIES OF 2020

The year 2020-21 comes in with the backdrop of the pandemic, which means that business and economy is quite disruptive and this is also setting in a New Normal, therefore there is a very keen requirement to leverage technology to build differentiation. On this front, there are three main areas where we are focusing.

- Cloud – Cloud is something definitely very big in our landscape, we have lots of plans of migrating most of our applications. We have recently moved out our primary application ERP-SAP from On-Premise to Cloud.
- Information & Infra Security – What is important is VAPT and phishing, so phishing is something that we do on a regular basis. We believe that majority of vulnerabilities start from phishing, so initially when we started, we had a very high rate of 35% and above, including very senior, with accounting-banking profile falling prone to it. But through regular assessment as well as training we have gradually been able to build an end user awareness and bring this rate down.
- E-mail security and M365 – So Office 365 which is now Microsoft 365 has really been a game changer in terms of collaboration, storage, workflow, video streaming and what not. We are

gradually moving towards a paperless office with all digital innovations like E-Signature, hosting important documents on personal cloud, VDI Technology, etc.; therefore, in 2020 we have a lot of digital and IT priorities and as we speak currently working on 30+ projects.

CYBER SECURITY

Indeed, there are lot of threats, which are ever increasing, therefore we have taken a three tier strategy for this.

- Phishing - We believe that most of the vulnerabilities start from phishing, therefore we have been continuously working on that front. User awareness is extremely critical, so that mistakes committed are minimal in nature and there is no vulnerability at that front.
- Security operations & monitoring – We have upgraded our security operations (SOC) at ABG (Aditya Birla Group) level and now we have the security monitoring and threat protection (SOTIC-SIEM). There is a 24x7 logs and threat monitoring, and we are dealing with it on a proactive basis. This is also equipped with the latest threat intelligence to deal with any kind of crisis.
- Endpoint security – We believe that the end user is also vulnerable, when it comes to endpoints. For which, we have deployed anti-virus consisting of threat and ransomware protection, guard against phishing etc. For mobile devices, there is an MDM (Mobile Device Management) in place.



APARNA GUPTA
MD
Evolve Digitas

Digital Transformation is more about reimagining experiences for customers, employees and partners

KEY PRIORITIES OF 2020

We have been sensitive to the current situation and have opted for WFH for all employees till things get better. Besides that we are currently working on softer policies to help employees use more tools that help them collaborate with colleagues being at home. Being Digital first, security is a key concern for us as well as our customers and even pre COVID we had deployed all tools needed to provide the same to our workforce.

COMBINING BREAKTHROUGH & FUSION APPROACH

As technology becomes the catalyst for transformation of business strategy, the lines between business and technology functions are blurring along with the shifting expectations of IT leading to many organizations like ours to reimagine the role of technology and rethink traditional operating models including our organizational structures. With that being said, one should always remember that too much of everything may also lead to failure therefore I believe that a company in order to thrive, need to include a mixture of both breakthrough and fusion approaches in their strategy.

CYBER SECURITY

2019 saw cybersecurity as a massive issue, both for the technology industry and the general public. Between ransomware attacks, credit card fraud, and a tsunami wave of new app releases (some of them with little to no security measure in place), cybersecurity has never been more important for organizations. This is set to continue in 2020 and well into the future.

In 2020, cyberattacks is on the rise and while organizations are now more aware than ever before as to the importance of cybersecurity, many (if not most) are struggling to define and implement the required appropriate security measures. In my opinion, some of the threats facing the cybersecurity industry in 2020 are –

- Ransomware and malware
- Cloud Computing
- Mobile apps

"Digital transformation is becoming less about traditional benefits like cutting costs and more about reimagining experiences for customers, employees and partners. More organizations will realize the importance of human-centric design, leading transformation initiatives with experience. The goal is to have less friction and add new value for people both working for and interacting with an organization. Employee and customer satisfaction and retention then go up, and experience becomes a differentiating value proposition and driver of top-line growth. Benefits like reduced costs are still there, but they become inherent in the overall transformation."



SANDIP PRADHAN
Chief-IT
Exide Industries

IAB: The next revolutionary product of Automobile industry

In the fast-changing digitized world, customer needs information in various formats coming to them rapidly in a real time environment. It has been observed that the customers of the automobile battery are mainly concerned to assess the preventive maintenance needs of their automobile battery. IoT (Internet of Things) enabled Automobile Battery (IAB) as a product is capable of handling some of the key issues of the automobile battery segment that multiple stakeholders related to the product encounter.

CHALLENGES BY THE STAKEHOLDERS IN BATTERY INDUSTRY:

- Head of service struggles to ensure timely service delivery to the customers, categorize customers' complaints, monitor and control the service personnel working on the ground, arrangement of management of logistics for the disposal of scrap batteries, reduce process delay for warranty claims, management of scrap batteries, and reduction in service cost.
- Head of sales of the manufacturing firm would like to have the visibility and control of data related to health of the batteries on the ground so that the customer needs can be addressed before they reach out to the dealers or call centre to register complaints.
- Head of SCM would like to identify causes of high time and cost of transportation of battery from customer location to service centre for warranty claims. They need to forecast the demand on a monthly basis based on different factors.
- R&D Engineers currently don't have access to enough data for analysis for value addition to customer relationship management.

PROPOSED SOLUTION:

The proposed IAB solution comprises the following components - IoT enabled device, GPS device, IoT Platform on the Cloud, Apps for Customers, Technicians and R&D Engineers etc., Analytics / Dashboards.

This is a device mounted in the lead acid automobile battery either on the inside (integrated with battery) or on the outside (retrofit) performing various sensing functions of the battery and battery parameters and communicating wirelessly the information through GSM (Global System for Mobile) network to cloud platform.

A retrofit or in-built IoT unit can be fitted within the battery during assembly of the batteries in the manufacturing line. As soon as the battery gets charged, IoT device will be alive to start capturing the data from the charged battery. The IoT device would be able to transmit the vital parameters like voltage, charging current, discharging current, temperature, electrolyte level, and electrolyte specific gravity. GPS device would be a part of the IoT unit and will provide the Geo parameters like locations of the installed battery, region, district, state etc. Captured data will be transmitted through a communication network to a cloud platform to establish a Connected Battery Cloud Platform (CBCP). This platform becomes capable of communicating various modules of ERP (Enterprise Resource Planning) system including Customer Relationship Management (CRM) and Supplier Relationship Management (SRM). CBCP establishes access to install base information, service contracts, inventory and financial posting etc from the back-office applications. The captured data on the Cloud platform is then analysed for Remote Diagnostics, Predictive Analytics, Condition-based maintenance, Asset and Inventory tracking and Warranty tracking. IAB includes a few Apps/web portal for Customers, Field Technicians, R&D Engineers, Head of Sales, Service and SCM.



UPKAR SINGH
Director-IT
Fidelity Information Services India

Organizations leveraging on IoT, VR, AR, Cybernetic CX, Voice of Customer Tools, DXP

KEY PRIORITIES OF 2020

Virtual Desktops, Unified Communications and video meetings are the most favoured technologies by enterprise organizations. Companies deployed Analytical tools to get deeper insights into issues like interoperability, more in depth collaboration, among others.

COMBINING BREAKTHROUGH & FUSION APPROACH

With regards to cloud transformation, financial services organizations have up-leveled the perspective of cloud as a computing platform designed to transform their business with a focused cloud governance strategy as the foundation to their success.

CYBER SECURITY

Improved Data Security was the number one key area. Centralized management and easier BYOD roll out were on second and third priority for the organizations.

Next on the priority list were Centralized Document Systems and a Robust DR and BC Support.

ACHIEVING DIGITALIZATION

The highest priority of most organizations is maximizing business revenues and profits with a focus on topline and bottom line. Faster diagnosis of business problems and resolution is the next key priority followed by enhanced service delivery as another business priority that really define the research and development strategies.

Accelerated digital functionality by adopting micro service based cloud native development and agile methodology for faster delivery for time to market are few of the key priorities of R&D.

"At LTTS, we offer innovative design and development solutions to clients across the entire value chain of product development and cater to all major industries. Our goal is to increase access to resources, foster equality, and enhance efficiency."

Our researches have led to the development of a compact, cost-effective surgical robot, India's first indigenous blood cell counter, the smartest campus in the World, World's first autonomous welding robot and the world's first hybrid aircraft engine.

We are also tapping into upcoming technologies like 5G, artificial intelligence, collaborative robots, digital factories and autonomous vehicles, which have huge potential and are essential for the benefit of the people."



ARVIND KUMAR

GM-IT

Genisys Information Systems

Security tools along with awareness and training programs for users required to make organizations secure from cyber threat

KEY PRIORITIES OF 2020

Now a day's security is a major concern for any organization, as a proactive action we are prepared with our basics i.e. first and foremost proper backup solution for all relevant servers, network and user data, test them on regular basis by restoring in test environment and most importantly security awareness and training programs for all users to let them understand security needs better on "what to Do and What not?", since Human resource is weakest link in IT / cyber security of an organization.

Key priorities for 2020: Implementation of remote user patch management and security response landscape, in line with business requirements and GRC.

COMBINING BREAKTHROUGH & FUSION APPROACH

Breakthrough and fusion approaches vary from one organization to other but we agree on this approach, as breakthrough approach will provide new innovation in technology transformation, whereas fusion approach will enhance more of user experience and business performance within an existing environment.

CYBER SECURITY

Cyber Security or "Digital Security" is very important for any organization to protect them from cyber threats / attack or any data loss. We hope everyone will agree that cyber-attacks have raised their bars in the past decade and threaten almost every industry sector. Since now we have more connected / smart devices everywhere, after implementation of IoT/IloT devices. It became more important to make them secure, not just only for data but also for business operation hijacking. To make organizations secure from any external threat, it is not just only implementation of sophisticated security tools / devices, which can have better control systems in place. But also to do regular security awareness and training programs for all users who all are working with IoT and data processing to let them understand security needs better on "What to Do and What not?", since human resource is the weakest link in IT / cyber security of an Organization.

"Almost every organization went through their digital transformation journey, but how many successful projects have been delivered, is a question and how? If you see the history and do some analysis on this, you will find the key reason is "Customer Experience" for their success, not just technology implementation. For any organizational project, always take input from end users on their prospective, thoughts and requirements, so that a holistic solution is delivered rather than just another digital tech tool."



SURESH KUMAR

Partner & CIO
Grant Thornton Advisory

GrantThornton's key business goal: To take client experience to the next level

KEY PRIORITIES OF 2020

During 2020-21, we will be further increasing our investments in digital technologies. We will be migrating more business applications to cloud and develop new mobile apps to enhance productivity and people experience.

This year, we will use bots to automate certain repetitive processes and enhance productivity. Another important area where we will be investing in digital technologies is enhancing client experience. We will maintain hybrid cloud strategy and keep client and business confidential information on private cloud and other data on public cloud. We believe this approach will help us manage security well while mitigating security risks.

COMBINING BREAKTHROUGH & FUSION APPROACH

In the current volatile and uncertain business environment, companies need to have flexible business strategies.

The technology strategy needs to be in sync with the business strategy. Businesses need to experiment with breakthrough technologies which can offer them significant advantage while ensuring operations to continue with proven technologies. It is imperative to have

a fusion approach.

CYBER SECURITY

Cyber security will continue to be high priority for organizations. As businesses depend more on digital technologies for their operations, the threat of cyber risks has increased many fold. Organizations need to have cyber security as very high priority and invest in people, processes and technologies to manage the threats proactively.

ACHIEVING DIGITALIZATION

We are working with central and state governments on Digital India initiative and various e-governance initiatives. We are the primary consultants for various smart city projects such as Varanasi Nagpur, Namchi and many more on building vibrant Bharat.

"For us, taking client experience (Cx) to the next level is one of the key business goals during 2020. We will be rolling out new applications, including mobile apps, to enhance client engagement delivery and giving clients easy access to any required information. Clients will be able to give feedback easily through the app. Our business process for client experience is also being redesigned which along with digital solutions will take our client experience to the next level."



DR. VINEET BANSAL
CIO
Greenpanel Industries

“Digital transformation is the only solution to get the better experience and touch base the customers”

KEY PRIORITIES OF 2020

Most of the businesses get affected due to Covid-19 pandemic. Main priority before everyone will be to streamline their business. New technologies which can take business to online and help business grow by virtually reaching the customers. Technologies which can help businesses to bring productivity will be on demand. Security will also be another side of it because security for these platforms will be equally important to secure data from competitors.

COMBINING BREAKTHROUGH & FUSION APPROACH

Fusion and breakthrough approaches along with optimized cost will be most important in this situation. Breakthrough approach can give innovative technology to the business which can offer exponential growth wherein fusion approach can give cost optimized solutions to help business to operate.

IT budgets will shrink, so optimization of cost will be the most important factor and selective approach of solutions will be the need of the time. Business will expect more with less and with no compromise on quality. So Technologies need to be cost effective and affordable for business.

CYBER SECURITY

As more businesses are starting their digital journey, cyber threats will also increase. This will be the time where businesses have to focus to protect their online data / Emails from cyber threats. Protecting

from cyber threats will be most important and will be part of the digital journey. CISCO has a bunch of solutions to protect businesses from cyber threats and business has to make these solutions part of their digital transformation journey.

ACHIEVING DIGITALIZATION

The success and failure of the company depends on how best they are doing in their businesses, what is their customer experience. Someone can do better than others without using technology also but this needs a different thought of skills which now seems impossible without using technology. So, technology has become the heart and soul of businesses. Latest lesson of Covid-19 cannot keep businesses away from technology which is secure, cost effective and helps business to increase productivity and overall customer experience.

“This is true that year 2020 will be focused on overall customer experience. But this will happen only when business will start adopting digital transformation. Businesses who have not started their digital transformation journey yet, they will be forced to start because there will be no other option left for them. Digital transformation is the only solution to get a better experience and touch base the customers. We have started our digital transformation journey long back and it's time now to focus on customer experience.”



MANIKKAM SUBRAMANIAM
Sr. VP
Heritage Group

Heritage Group leveraging technologies for best possible results

KEY PRIORITIES OF 2020

As a CIO there are a series of responsibilities. The priorities staying abreast of the recent trends. With the importance of a web presence taking up the limelight, businesses have been moving to the digital world in the hopes of increased exposure and rapid growth. Increasingly, more companies are investing in IT solutions for improved performance.

While an online presence is a basic technology needed for businesses, the efficient and organized management of data and information requires the implementation of specific technological tools. These are some of the technologies that we have implemented in our business for the best possible results.

INVENTORY MANAGEMENT SYSTEMS

Keeping track of where our stock is located and the exact contents of the warehouse is vital. This is where inventory management becomes relevant. An efficient inventory management software through which we have automated the inventory routines. It has also helped in ensuring that we have the right inventory on hand at the right time. Integrating the Inventory Management System with our back office and accounting operations has made the implementation even more effective. This enables us to make well-informed decisions, provide services predictably to the customers, minimize errors in the operations and reduce labour costs considerably.

CUSTOMER RELATIONSHIP MANAGEMENT (CRM) SOFTWARE

The interactions with our customers are highly valuable for our company. Effective communication with clients is key to increasing our profits. Our CRM systems can keep track of customer interactions, help in providing improved access to customer data, manage sales pipeline, optimize financial opportunities, analyse performance and so on. These systems are easily accessible and highly affordable.

WEB-BASED TELECONFERENCING

Many companies have a global presence. With teams scattered across the world, it may become financially difficult for small business owners to conduct conferences where employees would need to travel to and from the location. Web-based teleconferencing tools make it easy to conduct long-distance meetings with multiple people any time. Various conference tools are already available in the market for free download and these do not require any special equipment.

NETWORK SECURITY

With technology becoming a valuable part of businesses, we have become vulnerable to cybercrimes. As small businesses start to shift their data and valuable information to the cloud, a rapid implementation of network security to prevent any data breach becomes extremely crucial. Network security is being made a priority to protect both, the company and the customers. Our company has implemented data encryption, mobile and Email security and so on. We also have a backup and disaster recovery system in place.



VIJAY SETHI

CIO, Chief Human Resource Officer &
Head Corporate Social Responsibility
Hero MotoCorp.

Hero Moto Corp. enhancing customer experience with new relevant technology

KEY PRIORITIES OF 2020

2020-21 has brought about a new set of challenges for all of us and a corresponding set of opportunities. We have already implemented a lot of technologies this year which are helping us sail through the current times smoothly. Enabling people to virtually connect and collaborate has been the major focus over the past few months. We are now looking at scaling up the capabilities of all our stakeholders so that technology can support during such times. Also, security and ensuring continuity has been our constant endeavour for which we have also strengthened our security ecosystem this year.

COMBINING BREAKTHROUGH & FUSION APPROACH

Both the approaches have their own significance in the overall scheme of things. Fusion is required to keep the business running while breakthroughs are required to gain the competitive advantage and the edge that technology provides. Both the approaches are important, although the focus on one could be more than the focus on the other considering the business scenario and environmental dynamics. When we look at a strategy for a company, we focus on the three areas - Run, Grow and Transform. Run and Grow is where the fusion approach works and Transform is where we definitely need breakthroughs.

ACHIEVING DIGITALIZATION

The digital transformation of industries will be an integral component for the digital economy. We at Hero have been doing a lot of work towards using new relevant technologies and making sure that our use of technology is also helping improve the experience for all our stakeholders be it customers, channel partners or suppliers.

For instance, from a customer experience enhancement perspective, we have started selling our two wheelers, parts and accessories online. The whole process of buying a two wheeler starting from evaluating a product to purchasing it, getting it registered and taking delivery can now be done by the customer sitting at the comfort of his/her home. For the supplier community, we did a collaborative project which connects suppliers and OEMs and ensures that data exchange between them happens in a consistent digital format.

"We started focussing on digital transformation and customer experience much before 2019. We have streamlined the experience that our customers get both offline and online and a lot of effort has gone into making this experience consistent. That said, nothing is ever enough since technology and customer expectations are always changing and with that, we will also keep on working towards enhancing experience. Customer experience cannot be a trend for one year, enhancing it has to be a sustained, focussed and consistent effort."



AJAY SRIVASTAVA

Head-IT
HFCL

Cyber security to remain a top priority for CISOs

KEY PRIORITIES OF 2020

We are excited to adopt these technologies, empowering the enterprise - Robotics Process Automation (RPA), Artificial Intelligence (AI), Machine Learning (ML), Industrial Internet of Things (IIoT), Analytics, Enterprise Mobility.

COMBINING BREAKTHROUGH & FUSION APPROACH

There are two possible approaches, either a company can invest in developments that replaces an older generation of technology—the "breakthrough" approach—or it can focus on combining existing technologies into hybrid technologies—the "technology fusion" approach. The former is a linear, step-by-step strategy of technology substitution like the semiconductor replaced the vacuum tube, the CD replaced the record album. Technology fusion, on the other hand, is nonlinear, complementary, and cooperative. It blends incremental technical improvements from several previously separate fields of technology to create products that revolutionize markets.

CYBER SECURITY

As innovation explodes into every area of our lives, cyber security is providing a glue that can enable the good and disable the bad for implementing cutting-edge innovation as well as reducing risk from older vulnerabilities. We also see cyber security to continue as the top priority for Chief Information Security Officers (CISOs) in 2020, just as it has been for most of the past decade. But even as cyber security solutions offer a way forward to ensure privacy protections are workable and effective, most people see the data breaches, ransomware, identity theft, denial-of-service attacks and other cyber

attacks as proof that cyber security has not become the saviour, for new innovations.

ACHIEVING DIGITALIZATION

A digitally connected India can help in improving the social and economic condition of people through development of non-agricultural economic activities apart from providing access to education, health and financial services. It can play a key role in macro-economic factors such as GDP growth, employment generation, labour productivity, growth in a number of businesses and control revenue leakages for the Government.

"An outstanding customer experience is one that keeps customers coming back, while spreading the word about their experience. One of the ways to make sure your customers are completely satisfied is to give the employees the resources and authority to deliver on the promise of excellent service."

Customer service trends in coming years:

The 'M' factor using smart phones.

Customers will contact thru social media.

Intelligent self-service tools - AI (artificial intelligence) based chatbots to replace manual queries.

Machine learning can change the whole customer experience."



VIVEK AHUJA
Director-IT - MEA & India
IDEMIA

Endpoint security enhancement, the major priority of IDEMIA

KEY PRIORITIES OF 2020

Endpoint security enhancement is a key priority, maintaining and ensuring compliance to our standards / certifications. Some other key priorities are reducing opex on day to day IT services by bringing automation in the IT Service desk. We are testing with Service Desk BOTs to support users in frequently used common tasks where they can manage with support from bot and not ask for IT support (onsite or remote).

COMBINING BREAKTHROUGH & FUSION APPROACH

It is always a mix, just like organizations grow organically and with mergers / acquisitions; similar to that IT should be using both approaches to support the organization and take the organization to the next level with technology initiatives which help the business in overall growth and being more nimble to manage changing market conditions and customer needs.

Our organization invests heavily on R&D to ensure that we are at the top of the curve and able to predict productions which are fitting for our market.

CYBER SECURITY

For cyber security the important things to focus on in 2020 are end user awareness and ensuring our surface area which is open to threats. We should constantly ensure that we focus to keep reducing our surface area which is prone to attacks. No doubt cyber security is very important. We live in a connected world and everything which happens in the world, cyber security teams have to keep a watch on how it can be a risk and how to mitigate the risks as quickly as they can.

ACHIEVING DIGITALIZATION

We have started a new initiative within our various business unit verticals, we have setup an innovation center where a dedicated area is exclusively meant for cross functional teams to work on projects to develop new solutions, and most of the people working in this will be fresh college graduates who can better define product needs and be critical testers and evaluators of the products we develop.

"From our point of view, we are prepared for new market trends, new technologies and always on the lookout to see how we can make best use of technology to improve our process as well as our customer products. Since we are into providing technology solutions to our customers, we are usually part of the digital transformation of our customers and always ready to be the market leader in what we do."



ATUL GOVIL
Chief Transformation Officer
India Glycols

"We have taken a fusion approach on technology initiatives, considering exorbitant costs and efforts associated with rip and replace option"

KEY PRIORITIES OF 2020

The current Pandemic, linked lockdowns, labour availability issues has brought in a sharper focus, acted as a catalyst for our digital enabled business transformation initiatives.

Three years back, we initiated series of interventions as a part of a Smart Factory "Lakshya" having defined business expectations and outcomes, adopting technology including IIoT, Smart Sensors, Analytics, moving on the latest version of SAP S/4 HANA with embedded analytics and mobile enablement, deployment of SD-WANs, Smart Warehouse solutions, amongst others. As we speak, these initiatives are on an accelerated mode, in addition systems and pockets of users who were not forthcoming on technology adoption, today have gone virtual. With forced isolation, physical (not social) distancing restrictions, Video conferencing and e-meetings are the sole means of engagement across the enterprise and our business partners. Touchless employee Attendance, Mask and health monitoring system has been deployed for employee health and safety.

COMBINING BREAKTHROUGH & FUSION APPROACH

We have taken a fusion approach on technology initiatives, considering exorbitant costs and efforts associated with rip and replace option. Every initiative is weighed on whether it is a "Must Have", "Good to Have" or simply "Set Aside" category and accordingly a call is taken. The "Must have" have ones are further prioritized based on the validated purpose. It is almost akin to ZBB (Zero Based Budgeting). One clear realization has sunk in to domain business heads also that cloud technologies provide highly flexible options, solutions can be implemented /tested quickly. Many of the cloud based collaboration tools enabled us and the world around us to be effortlessly up and running through this pandemic.

ACHIEVING DIGITALIZATION

The next year(s) of most enterprises will be shaped by our response to the current crisis. Digital, beyond doubt is a critical means to remain relevant and charter higher growth to create new business models, innovate faster, provide a superior Customer experience, Rationalise Costs and supplement Employee Health and Safety aspects. We are leveraging skills of select Start-ups to scale our IoT driven initiatives and also leverage AI to set up a digital twin for our key plant processes.

"Customer value drives an organisation's operating model, including ours. Over the last six months, the vendor-customer partner ecosystem has changed significantly. While some segments of our business are performing well, for others -recovery to pre-COVID levels are underway. At the outset of the crisis, we had started working on different scenarios considering different economic, supply chain constraints, people centric points, and governmental aspects, so that with these set of ideas we are better prepared to serve the Customer's requirements."



SANJEEV SINHA
President – IT & Digitization
India Power Corporation

India Power Corporation transforming itself into a smart utility

KEY PRIORITIES OF 2020

India Power Corporation Ltd. (IPCL) introduced several digital initiatives last year like implementation of IoT, Smart Meters etc. and worked towards creating a data repository for all data generated so that using various applications, benefits could be passed on to the stakeholders which are consumers and its own self. The initiatives have been well accepted.

However, these implementations were done on only a small section of the grid. Hence, key priority for 2020 would be to roll out the successful implementations to the rest of the grid. The scalability of the implementation would be the key area to handle. The objective is to extend it to more consumers and more stakeholders.

CYBER SECURITY

Being a power company, we come under the purview of Critical Information Infrastructure of the country. Section 70 of IT Act 2000 recognizes energy as one of the critical sectors. Hence, the responsibility of taking care of security of our network is of prime importance to us.

While we have most often focused on security of IT, OT has often been the relatively neglected area and can be the weak point for most hackers. Hence, as we head into 2020, we plan to bring OT too under security measures. We plan to conduct IT – OT Security review and ensure that we develop Cyber Security Crisis Management Plan (CCMP) as per NCIIPC and MeitY guidelines.

ACHIEVING DIGITALIZATION

In line with Digital India initiatives, we have focussed on making India Power a smart utility and it has become so to a large extent. It started with our customers where we switched from old analog meters to smart meters. To have better control over our network, we have implemented SCADA (Supervisory control and data acquisition) in our distribution business. To monitor its distribution transformers, IPCL installed smart meters and IOT devices which send data to the cloud so that engineers can see the parameters almost at real time.

This has reduced outages significantly thus benefitting our customers. IPCL is climbing up the maturity ladder to handle its data more efficiently. Going forward, customers will get SMS of any outage and get their power usage patterns on their mobile phones. We at IPCL are digitally linking the entire network from feeder to customer. Customers have a portal and mobile app to see their information and even make payment. This has been extended to even industrial customers today.



ROHIT KACHROO
CISO
Indiabulls Group

“CISO has one of the most difficult and challenging jobs”

KEY PRIORITIES OF 2020

To upkeep the technological pace ensuring the enhanced security posture, we have geared up for embracing state-of-the-art technologies. Our key priorities to embrace followings but not limited to:

- 1) Asset protection with Encryption and Zero Trust Model – to secure both external and internal networks and operate under the assumption that the networks cannot be trusted.
- 2) Amalgamation of Predictive Analytics – to ensure the proactive identification of incident trends through analysis of various existing data sets in cyber security such as server logs, applications, storage devices, network devices and so forth.
- 3) Inclusion of Machine Learning – which allows the use of algorithms to allow a computer system to use models of cyber security behaviour and provide analysis and/or predictions based on data evaluated such as logs, real-time communications and transactions.
- 4) Real Time Assessment Tool Integration - to assess interdependent cyber activities, services and systems along with data sets such as analytics in order to present a cohesive depiction of events such as a cyber-attack.

COMBINING BREAKTHROUGH & FUSION APPROACH

With the changing dimension of development, we need to change our approach to upkeep the business objectives.

Breakthrough approach – where an organization invests in R&D that replaces an older generation technology and fusion approach is combining existing with hybrid technologies. Technology fusion blends incremental technical improvements. Breakthrough is a linear, step-by-step strategy of technology substitution. We cannot rely on “One Technology- One Industry” approach. Applying only breakthrough strategy will be insufficient; blending of both, the breakthrough and fusion approach in their technology strategies will be essential. Heavy reliance on R&D effort and ignoring the possibilities of combining technologies will keep us behind with pace. On the cautionary measure, while embracing any approach, business objectives and models need to be kept in the mind and need not be followed blindly.

CYBER SECURITY

With the volcanic explosion of technological innovations which have touched every walk of life, cyber threat is one of the emergent concerns. Growing reliance on technologies have made every organization exposed to cyber threats that can occur at any time and from anywhere. Considering this, various companies have raised the priority level of cyber security, increased investment, and now including their CISO on the executive board. The CISO has one of the most difficult and challenging jobs. CISO has to keep themselves in the background of the organization, working vigorously with their security and operation teams to keep the critical systems including the ever-growing compliance and regulations that the business must comply with.



VIVEK GUPTA
DGM-IT
INDIAN BANK (eALLAHABAD)

Coronavirus pandemic enhanced the scope of digital transformation manifold in the world of banking

KEY PRIORITIES OF 2020

Being in banking services, we have upgraded our servers with the latest OS along with database and also enhanced storage capacity. For strengthening the security, we have a dedicated Cyber Security Operation Centre with 12 modules activated for multi-layered security.

Key IT setups have been protected with dedicated firewalls with a mechanism of continuous review and updation of rules. "Work from Home" is widely being adopted and we are taking care of the same through hardening of HW, OS, and configuration, which are further fortified with the use of VPN, MDM, updated A/V, WAF, Anti-APT and SIEM monitoring.

CYBER SECURITY

With the introduction of new technologies in the banking sector; convenience of the customers has gone up as never before. But at the same time, multi-layered risks have also gone up both for the customers as well as for the banks.

Therefore, in such a fast-changing environment of technology, security is the most important aspect for adoption of the technological advancements.

ACHIEVING DIGITALIZATION

The internal work culture, HR matters, giving due importance to the issues at all levels in the organization and also the priority attached to key issues is more important than really improving investments and funding for projects or the number of projects running in the organization. Digital India movement is more dependent on the banking sector and therefore banks have adopted not only the newer technologies in a secured manner, but also regularly undertake introspection of their working, improving in terms of quality and timelines, enriching their HR policies and practices for their technical and functional teams and making new standards of customer support and services, with pride and value addition, as a true bonus!

"Now, the outbreak of the Coronavirus pandemic has changed the world of business and banking. Scope of digital transformation has grown up manifold and we are expecting major development in this direction in the world of banking, which needs to be highly customer-centric, enriched with all types of facilities & ease of operations and fool-proof security. More adoption of digital currency would also help in the pursuit of global digital transformation."



SANJEEV JAIN
CIO
Integreon

"Adapting to digital is more than an afterthought in business today"

KEY PRIORITIES OF 2020

We continue to drive several initiatives for the year 2020-21.

Key initiatives are:



Cultivating best practices on Cyber Securities including making use of Artificial Intelligence



Explore and building private cloud of critical business applications



Standardize operational processes and leverage existing tools and technology



Digital Transformation and Automation will be one of key priority

As the role of technology changes, so will the technology function. Due to the appearance of Hybrid cloud, Robotics, and Artificial Intelligence, among other technologies, work that was previously the domain of the Information Technology function and primarily performed by humans is now being augmented, distributed, and undertaken by service providers and machines. This opens an incredible opportunity for the technology function to shift its time, efforts, and energy from managing daily IT operations to delivering creative, substantial, and strategic business outcomes.

To deliver the new technology work, businesses will likely need fresh skills and capabilities. Leaders are increasingly using the open talent field to acquire, retain, and curate these skills. They have at their disposal an array of talent options, from full-time and contract workers to managed services.

Adapting to digital is more than an afterthought in business today. To remain competitive in the market and relevant, it is crucial for every company to begin and progress their transition to digital transformation. With digital disruptors breaking at the heels of many corporates, success will come to the business that ensures their Employees are skilled in the best practices of the digital age.

Customers need a quick turn around from their vendor and it does not matter which industry they support or work for. As a result, the primary focus of digital transformation is to use cutting-edge technology to improve customer experience. Customers are always looking for valuable solutions to their problems. Companies at the lead of the digital revolution will earn much more authority, trust and respect from customers.



AMBUJ BHALLA

Director IT Security and CISO
InterGlobe Aviation

“Cyber security measures matter more than ever”

KEY PRIORITIES OF 2020

Due to the sudden change in the business landscape caused by COVID-19, the key focus remains on three critical traits of digital businesses – Agility, Elasticity and Mobility. After the pandemic declaration, the main focus remained on remote working solutions to enable task force and support mobility. Some of the key factors behind the security architecture principles to this initiative were:

- Device Integrity checks to ensure cyber hygiene of the end points connecting our enterprise ecosystem before allowing access.
- 24*7 monitoring of the remote access gateway to detect any unusual behaviour
- Evolving the Incident Response capabilities by create run books to handle incidents effectively..

COMBINING BREAKTHROUGH & FUSION APPROACH

There are several new concepts proposed by the innovation research scholars – independent and in chronological sequence: technology fusion, digital convergence, disruptive technology; open innovation and IoT (Internet of Things). Various initiatives are being taken in Aviation sector are as follows:

1. Frictionless/touchless digital experience such as –

- DigiYatra is an initiative by DGCA and all aviation company's are participating
- Automating the Boarding pass and Baggage management at the check-in counters

2. Making security agile to the evolving needs of digital businesses:

- Data centric security through automated document classification.
- Reducing the attack surface by adoption of devsecops and container security to live up to the event driven (serverless) application architectures..

CYBER SECURITY

With adoption of technology and automation in almost every aspect of the business and its operations, the fact remains that “Digital Business”, will evolve and at an ever fastening pace. This means that ever-more sophisticated cyberattacks involving malware, phishing, machine learning and artificial intelligence, cryptocurrency and more have placed the data and assets at constant risk. Also, that damage related to cybercrime projected to hit \$6 trillion annually by 2021 according to Cybersecurity Ventures, and additionally, as the pandemic continues, there is another unseen threat rising in the digital space. And so, cyber security measures matter more than ever.

Automation and Integration in cyber security – The top priority of IRIS Software

KEY PRIORITIES OF 2020

Key priorities for 2020 would be below.

- Automation and Integration in cyber security would be the biggest priority for us. Security professionals, developers, and engineers are all under pressure to do more with less, so automation and integration are essential across the board. By incorporating security into agile processes such as CI/CD and DevOps, organizations can effectively manage risk while maintaining the required pace and quality of development
- Awareness of the importance of cyber security for employees and leadership would be our priority task so we can bring information security in organization culture.
- We can see mobile devices as a major cyber security risk so implementing a MDM solution would be the next big item for us.

COMBINING BREAKTHROUGH & FUSION APPROACH

We totally agree that companies need to invest in R&D that replaces an older generation of technology—the “breakthrough” approach and also need to focus on combining existing technologies into hybrid technologies—the “technology fusion” approach. Both are needed for good strategy.

CYBER SECURITY

There is no doubt that cyber security will be the most important area in 2020. As a CISO, we need to assure our clients that how customer data is stored – including health and financial information – will be a focus for regulators and most notably in the form of Europe's General Data Protection Regulation (GDPR) and the California Consumer Privacy Act (CCPA)

CISO needs to ensure that the company is complying with these regulations and that any future changes to systems will continue to comply. The risk of non-compliance can be hefty penalties and other legal issues, as well as negative publicity and reputational damage.

ACHIEVING DIGITALIZATION

As leaders of technology we think we must contribute to the great initiative – Digital India. We can help to improve online infrastructure and by increasing internet connectivity or making the country digitally empowered in the field of technology.

“We are completely ready in 2020 with all new IT initiatives, data analytics and cyber security, customer experience (EX), focus on right IT and security skills and most important organizational agility.”



RAVINDER ARORA

CISO
IRIS Software



SANDEEP SENGUPTA
MD
ISOAH Data Securities

“Data Protection & Privacy regulation will rule 2020”

KEY PRIORITIES OF 2020

Being an Ethical Hacker and Auditor with an experience of over 20 years, it is understood that security depends on “People, Process and Technology”.

Since we ignore the first two “P” and only focus on “Technology”, companies are falling in front of cyber criminals. Anything that we invest in 2020 will be focused on “people”. And when we will visit the clients / auditee, we will recommend them to do the same.

COMBINING BREAKTHROUGH & FUSION APPROACH

The winning companies will be those, who will bring disruptions while being equally adaptive. First they have to adhere to industry benchmarks for business continuity (ISO 22301) and resilience (BS 65000). While their research team will strive to create an industry benchmark for their core business.

CYBER SECURITY

Most of the organizations do not have a Red Team, who is dedicated to identify the risks. Most of the organizations are poor in risk identification and assessment. They only follow industry trends.

So they are over spending on risks which they do not have, and not spending enough to mitigate the risks which are important for them. They are putting a lock on the wall, while keeping the doors unlocked. Ideally, a company should allot a risk identification job to a dedicated team (who will work with everyone else in the company, along with the SOC team).

Hire a CISSP to head the team. Then get a different team or consultant to assess and mitigate the risks. While getting a neutral third group of external auditors to audit the entire information security management system and report to top management.

ACHIEVING DIGITALIZATION

Research on how to do the current job more efficiently? Or research on understanding what this world would be like in future. Understanding the future and making own company future ready is the most vital.

“Data Protection & Privacy regulation will rule 2020. Companies have to align their strategy to get compliant. Those who cannot, may not survive. We are aligning ourselves for the same. Our adoption to cloud & open source will balance security & data protection principles.”



MANSI THAPAR
IT Leader, Head - Information
Security, Jaquar Group

“A viable tool for disaster recovery and business continuity is the cloud”

CLOUD BRING OPPORTUNITY

Besides keeping critical data, applications and processes secure and the network running 24x7, modern IT departments are under constant pressure to implement new technologies that enable the business. Due to this, business continuity planning and disaster recovery often takes a back seat to the day-to-day challenges of managing IT for an enterprise. But failure to prepare adequately for technological or natural disasters that disrupt the business could lead to financial disaster. A viable tool for disaster recovery and business continuity is the cloud. Because cloud computing relies heavily on hardware-independent virtualization technology, it enables enterprises to quickly back up data, applications, and even operating systems to a remote data center (or cloud). Faster uploads and downloads of important computing elements naturally translate into faster recovery times for the business.

Cloud based business continuity has made achieving operational resiliency easier, faster and more economical. Organizations now have the luxury of tackling downtime – the bane of any business that can stall production and impact revenue – seamlessly. And the benefits for organizations who take business continuity to the cloud are immense. Availability, easy restoration and back-ups, anytime / anywhere and cost effectiveness has paved the way for cloud acceptance for business continuity planning in various organisations.

CLOUD: A CATALYST OF GROWTH

Fast pace of digital disruption demands that businesses must respond promptly to changing customer and employee needs. But often, a major hurdle is the need for huge capital investments in technology, longer time to market, and the operational overheads like IT staff etc. needed to maintain such systems. In all the above cloud computing comes to the rescue especially during this COVID time when many companies are seeking increased agility, flexibility, scalability with cost effectiveness. Cloud Computing has the flexibility of offering a “pay per use” feature that enables businesses to pay only for services in use, helping lower operating costs, run their infrastructure more efficiently and scale as business needs change. This has made a huge impact on adoption of cloud. Other benefits include Security, disaster recovery, mobility, insight, increased collaboration, quality control, loss prevention, automatic software updates, competitive edge and sustainability.

HYBRID CLOUD

If an organisation has a hybrid cloud they have to deal with security. Whether it is pairing private and public cloud or running a complex, multi-cloud architecture, security is one of those areas where organisations can throw a lot of technology at the problem without getting results. What is needed is the precise mix of strategy and planning, followed by technology selection. Also, a key component in the mix is a single security toolset that covers public, private, and on-premises systems.



V RANGANATHAN IYER
CIO & EVP-IT
JBM Group

Digital initiatives are important to increase Success rate

KEY PRIORITIES OF 2020

There is a clear cut plan available for us to combat the situation. It is really encouraging for IT folks including CIO, CISO and Digital Team to think differently, to contribute and to enable business processes. As business demands are really different and now ready to adapt any technology, we can harness the already available technology.

As the efficiency has been broken down into two parts, during Covid-19 time we focussed on employee efficiency. In the process, we have identified and benefitted employee efficiency related technologies specifically collaboration tools and we are really happy about it. But in the process of learning to cope with different kinds of business challenges, we are opting to cope with available solutions and identified areas of improvements on security related areas.

As new technology is concerned, we are deploying SDWAN on war footing so that the visibility is there for WAN infrastructure and strengthening fall back. This should help us take a call on understanding the consumption pattern, to take a commercial decision, which will happen without compromising performance.

CYBER SECURITY

Being a manufacturing organization, we were less exposed to the external world. As we are harnessing the benefits of IoT, IIoT and Industry 4.0 across manufacturing domains, we are more focussed on security as one of the important pillars for our organization.

As we are expanding to new business segments where it is customer centric which is outside in kind of interaction, we are compelled to bring in security as our basic hygiene.

ACHIEVING DIGITALIZATION

R&D is must, to stay ahead of bringing different new ideas to grow the top line of the business, or bringing in new technology no one has tried achieving. To increase the success rate, digital initiatives are important or one can say a new way of doing the same business with different ways of handling, to ensure customers getting the benefit in cost without compromising on quality. But is it not guaranteed that if digitally enabled chances of success are ensured because digital initiative should bring transparency to organization, which is contributing to decision making, ease of doing the process so that efficiency is increased and adds value to the bottom line.



SUNIL TRIPATHY
AGM-Manager-Corp IT
Jindal Saw

Jindal Saw aims to increase productivity by embracing new technologies

KEY PRIORITIES OF 2020

Last year we completed SOH migration and from April 2020, we have started S4HANA migration from ECC 6 EHP8 to S4HANA. We are expecting to complete the migration process by September 2020 and from October 2020 we will go-live with S4HANA, Fiori, CPI, IBP, SCP and ECM.

We are targeting to improve productivity by 25-30% and within two years the organization is expecting to increase revenue by 30%. Online accessibility of approval process through Fiori, HR process access, SCM integration with business and able to get current online reports through IBP, Export import process integration which helps material transport across the world.

ECM implementation also plays a very important role for centrally storing digital copy of all company related data, any authorized person can access department wise data from anywhere. We are planning soon to go with an organization, who are good in cyber security assessment and network penetration testing for assisting us on security, fill all security holes and help us to get required security certificates.

CYBER SECURITY

We are taking it very seriously, we have faced this challenge and have been targeted by intruders. Now we have implemented new security products with patches, every day we scan all systems

through auto scanning, check firewall logs, antivirus logs, anti-spam logs and anti-Ransomware logs. We also have Sand-storming features. We are evaluating CMM level 5 company in security for assisting us.

ACHIEVING DIGITALIZATION

Digital initiative was launched by the CEO with an objective of connecting far end plants with high-speed internet networks and improving digital connectivity. The vision of Digital India initiative is inclusive growth in areas of electronic services (like PR, PO creation in SAP), products, manufacturing and job opportunities. It is centered on three key areas – digital infrastructure as a utility to every employee, governance and services on demand, and digital empowerment of employees.

E-Governance plan aimed to bring all the front-end corporate services online. E-Sign framework allows top management to digitally sign a document online using E-Signature software.

Digital attendance: Attendance.jindalsaw.com was launched by IT on 1 April 2015 to keep a record of the attendance of company employees on a real-time basis. This initiative started with implementation of a common Biometric Attendance System (BAS) in the central offices located in Motinagar and Bhikaji (DELHI). We are also using E-Training, VC between offices, Group call facility, Zoom connectivity, Facilities to digitally empower employees.



RAVI RAZDAN

Head- IT & HR
Jyothy Labs

IoT, RPA and Business Intelligence/Analytics part of Jyothy Labs technology roadmap

KEY PRIORITIES OF 2020

As part of the technology strategy, we define roadmap for us to follow, which is defined in alignment to the Business goals and priorities. A lot of priorities are being redefined due to COVID-19. There will be certain upscaling of the existing projects and some new initiatives. The areas like Cloud, Robotic Process Automation, Business Intelligence/ Analytics will be on cards.

COMBINING BREAKTHROUGH & FUSION APPROACH

Breakthrough innovations are linear, and R&D driven with a varied percentage of success. Being inherently path breaking these are more rewarding. However, in the fast-changing world we are in, we quite often need shorter time to market. Fusion approach helps to plug the available technologies into hybrid model and allows us to get going faster. In Business we need both.

"Customer experience is the key for the business and it is going to be of utmost importance in the days to come. The increasing use of chatbots which allow you to remain connected to the customer 24x7 is demonstrative of the fact."

There needs to be an omnichannel interaction between business and the customer, be it Mobile, Web, Social including Facebook, Whaspp, Instagram etc.. and it needs to be 24x7, 365 days.

HOW TO GIVE GOOD CUSTOMER EXPERIENCE

- *Be Available Be Transparent: This is very important. How so ever tech enablement we do, if we are not available when the customer wants, it will lead to customer dissatisfaction. Also, customers appreciate businesses being transparent to the consumers in all ways.*
- *Human Touch: Human touch along with Chat Bot Enablement is must to have best customer experience*
- *Personalized Experience: The interactive simplified UI/UX for the apps which should be rendered basis the customer usage pattern for personalization. AI/ ML plays a very important part here.*

TRUST & SECURITY

Customers are conscious of the data leakages happening from various businesses and it is very important not only make them aware of the security measures you have taken but also walk the talk by taking these measures."



DR. KESHAB PANDA

CEO & MD
L&T Technology Services

L&T Technology Services tapping on upcoming technologies that have huge potential and essential for people's welfare

KEY PRIORITIES OF 2020

The world has undergone a massive transformation in the past few months - during these unprecedented times, companies globally are rapidly evolving to have the right technology, operational strategy and innovation plan in place to adapt with the changes. With virtual becoming the new normal at LTTS, we have laid down detailed guidelines for handling office equipment, confidentiality and data privacy norms, work hours, and expectations on productivity. We are constantly engaging in virtual meetings and presentations with our customers and supporting our employees with the necessary infrastructure for minimal business disruption and smoother transition of employees from worksites to homes.

LTTS has rolled out services and solutions aligned to F.R.U.G.A.L Manufacturing in order to deliver services remotely through data and cloud platforms, reduce design timelines, and increase production throughput for manufacturers. We are also exploring new models for the future, known as WFX or Work from Anywhere, which will allow employees to work from anywhere on the planet as long as they are connected with the company network.

COMBINING BREAKTHROUGH & FUSION APPROACH

"Fusion" and "breakthrough" are the stepping stones to technological evolution. It is because of these factors, humanity has been able to take massive technological strides and flourished in a very short period of time and today, without it, we cannot imagine a future. As such, technology companies need to be explorers and innovating better products and services. We call this approach Renewing the Old (Fusion) and Building the New (Breakthrough).

CYBER SECURITY

At LTTS, we have set up a full-fledged cyber security practice to integrate cyber security with all our services and solutions. For example, our engineers are offering end-to-end vulnerability assessment and penetration testing for automotive products, at vehicle and software based components. We help our customers across industries to evaluate attack surfaces for their products, create threat models, define security requirements, design security architecture and help them in implementation and verification (penetration test) of their products. LTTS follows the DevSecOps approach to ensure security is embedded throughout the life cycle of the product.

"At LTTS, we offer innovative design and development solutions to clients across the entire value chain of product development and cater to all major industries. Our goal is to increase access to resources, foster equality, and enhance efficiency. Our researches have led to the development of a compact, cost-effective surgical robot, India's first indigenous blood cell counter, the smartest campus in the World, World's first autonomous welding robot and the world's first hybrid aircraft engine. We are also tapping into upcoming technologies like 5G, artificial intelligence, collaborative robots, digital factories and autonomous vehicles, which have huge potential and are essential for the benefit of the people."



DR. ASHISH BHARADWAJ

Director of IT, Laureate Education Services Australia & New Zealand

Improving digital experience for stakeholders- Key focus of Laureate Education Services Australia & New Zealand

KEY PRIORITIES OF 2020

Laureate Education Services Australia & New Zealand (like the rest of the world) has been impacted by the pandemic and that has resulted in our accelerating the adoption of remote working and digital teaching learning. We are fortunate to have had a cloud-first approach for several years and therefore have managed to shift to the above models with minimal issues on a technology front. Change management for us has been a bigger priority as 100% of the workforce has had to be trained/re-trained on the 'new normal.' In a nutshell, some of the key focus areas for us include personalization systems for digital experiences, mapping the journey to the next wave of digital transformation, increasing automation, agility and intelligence for 2021 and beyond, and replacing a few major legacy systems with newer generation ones.

CYBER SECURITY

The more people go digital, the more threats emerge. Gone are the days of defending the perimeter, and hoping for the best. The threat landscape has evolved significantly and we now deal with intelligent malicious bots and wire-speed threats and attacks that run 24x7. A judicious mix of people, process and technology is required to maintain a reasonable security posture in this environment. We undertake several initiatives on a sustained basis such as the regular skilling/training of employees on awareness and defending against present day attack vectors with mandatory

certification at regular intervals. We also conduct random, simulated targeted organization-wide attacks to monitor the alertness levels. Last but not least, we deploy several initiatives organization-wide to harden and make our systems and access more secure, auditable and compliant.

ACHIEVING DIGITALIZATION

The many initiatives we take align with Digital India initiatives – from skilling, e-governance, and electronic delivery of services for all perspectives. Our objective is that a digital experience should in no way be sub-par from its physical face-to-face counterpart, but should significantly leverage technology to exceed and surpass it manifold. Examples are initiatives around personalized learning and leveraging data science to gain insights into student performance and behaviour that significantly increase student success.



NANDKISHOR DHOMNE

VP & CIO

Manipal Health Enterprises

Manipal hospitals treads its digital journey through a host of new technologies

7 years ago Manipal Hospitals started digital transformation journey which includes Patients, Nursing, Doctors and Management..

PATIENT:

- A comprehensive digital platform patient app, allows patients to book, reschedule and cancel their appointment. Patient can have prescription, diagnostic reports, family health records, e-consult, health library, pay bills and personalised health related notifications/alerts.
- Self-service Kiosk allows Pre registration, Visitor pass, Health check booking, hospital tour etc. on one touch.
- World class enterprise Health care information system across Manipal hospitals which caters to 10 million patients every year along with their health records. Which includes Clinical Modules, Billing, Lab, Radiology, Blood Bank, MRD, Corporate Billing, Registration, OT, OBG, Emergency and so on.
- Feedback (Zykr) application has been enabled to capture the Patient feedback. This application provides feedback data for further analysis.
- Privacy and security of the patient data: We are taking highest possible security controls to ensure the confidentiality, integrity and availability of the patient data.
- Automated diagnostic reports via email and SMS, Homecare service, e-receipt, etc.

DOCTOR:

- Clinical module to maintain patient data electronically.
- Computer on wheels (COW) provide bed side patient care.
- HIS on mobile platform to access patients records/information.
- Decision support system allows doctor to provide enhanced patient care.
- Watson for Oncology for providing scientific way of treatment to Onco patients.
- Automated alerts/SMS, reminders for admission, critical lab value, code blue, medical emergency etc.
- RIS/PACS: This application is specifically designed for Radiology with host of features for Radiology reporting. This application has been implemented to store the Radiology images for life.

NURSING:

- Nursing module in HIS allows nurses to carry out Orders defined by the doctors.
- Nursing shift handover through HIS
- Drug administration, patient care, discharges etc. in HIS
- Bed management like bed request, transfers etc.
- Maintain ward stock electronically.

MANAGEMENT:

- MIS/Reports/Dash board: Real-Time dashboards for Traffic, Registration, Admission, Revenue and so on has been created, which provides real-time insights to the business.
- CQI Quality dash board: This application was developed to capture the Quality Indicators.
- Privacy and security of the patient data: We are using the latest cyber security tools and processes, including encryption and data leak prevention to ensure data security.
- IOT/Medical device security: Medical devices are increasingly connected to the Internet, hospital networks, and other medical devices to provide features that improve health care. These same features also increase the risk of potential cybersecurity threats.



VINEET LOVE

Director - Cyber Security & IT
Governance, Mazars India

Seamless connectivity in virtual environment and threat protection – Key priorities of Mazars India

KEY PRIORITIES OF 2020

While 2019 was all about digital transformation, the year 2020 has to date been all about survival of the fittest with minimalist technology spend and maximum return of investments. With the onset of Covid-19 at the start of 2020, our organization was ready to evoke business continuity based on the technology investments for virtual environments done in previous years. We were already at the optimal productivity and security zone operating out of client locations with a team spread out geographically.

Covid-19 bought together our focus to further strengthen our security controls including encryption, data leakage protection across various security layers. Our key priorities remain for seamless connectivity in a virtual environment, enabling the internal threat protection mechanisms along with threat protection from external actors.

COMBINING BREAKTHROUGH & FUSION APPROACH

The timing of technology strategies is vital to choose whether the approach is breakthrough and or fusion. For short-term strategy on the business problem, at times

a tactical level strategy is required to be executed. For example, a simple order to cash process optimization can be achieved by infusion of a simple RPA solution and does not require a heavy dollar investment. At the same time, a long term strategy to deal with insider threat protection will require a series of breakthrough process optimization along with usage of various technology enablers.

CYBER SECURITY

At an organization level the cyber threat has always been looming large in the last decade or so. While 2020 has brought a unique challenge of remote working which has left many organizations exposed and have pushed the unprepared into making last-minute technology decisions. Cybersecurity is not a process optimization or a technology investment but it's a culture that has to be embedded into the organization with the tone from the top at board level. It has often been treated as a large chunk of CAPEX investments but with the right technology leader who must act as an evangelist within the organization - cyber security is now at the forefront of all organization because in today's digital world no one is immune to cyber threat whether it comes as part of an insider threat or an external actor.

"Customer experience starts right from the point we engage with them - right from the first contact to experience during engagement delivery till closures. The biggest touchpoint to the customer experience in our industry is people. Enabling at the grass-root level for effective delivery, closure on the sales cycle has been of paramount importance."



PARNA GHOSH

VP & Group CIO
Minda Industries

"Our focus is to continuously innovate in all areas of IT to transform the organisation digitally"

KEY PRIORITIES OF 2020

UNO Minda has started the journey of Digital Transformation for the last three years and post COVID-19, we are putting huge focus into digitisation in every aspect looking at the new norms of WFH (Work From Home), remote working, and maintaining social distance. Focus is on complete digitisation of shop floor and supply chain area, analytics through AI based tools for visibility in working capital and cash flow, predictive and prescriptive analytics through real time dashboards and alerts. Investments and spend is expected in the areas of Smart Manufacturing, IoT, Mobile services and apps, Cloud platform, touchless processes and operations, Facial recognition based attendance and social distancing solutions.

COMBINING BREAKTHROUGH & FUSION APPROACH

Due to this new normal in difficult times, where resources are scarce and availability of funds is a big issue, the focus is on innovation and startup. Board is asking for a faster payback or outcome based model for all projects. Breakthrough innovation is the talk of the day and top management is continuously adapting technology through innovative cost effective routes.

CYBER SECURITY

Cyber Security is one of the top three challenges and focus areas in IT for all industry verticals and it is the same in our organisation. This year, due to huge threats on cyber space, we are looking for SOC solutions and offerings, DLP, EDR, APT prevention solutions to mitigate risks within and outside threats.

ACHIEVING DIGITALIZATION

Digital India and Startup India initiatives are helping us leverage support from large technology startup ecosystems to get low cost but highly innovative solutions and providing us both innovative and cost advantage. Make in India (Atmanirbhar Bharat) will further accelerate the availability of more startup low cost solutions to keep our budgets on a lower side in this difficult time.

"UNO Minda Group being in B2B space in the automotive industry, our focus is to continuously innovate in all areas of IT to transform the organisation digitally. We have five pronged approaches for Digital Transformation – Smart Manufacturing, Smart Supply Chain, Smart Process, Smart People, Smart IT – these are the areas in our Operations, HR and Process innovation. For the customer satisfaction and customer experience, we are continuously focussing on product technology to stay ahead of the competition and industry. Bringing latest technology in our product offerings, we wish to keep ourselves relevant in the market space. Digital Twin, Virtual Reality and 3D printing technologies are the areas we are leveraging our strength to stay relevant with faster innovation. As customer choice is continuously changing, we wish to have more innovations and bring newer technologies in our future roadmap."



BIBHAS SEN CHOUDHURI
AGM IT
Neotia Healthcare Initiative

Neotia Healthcare Initiative evolved its technology during Pandemic COVID-19

Neotia Healthcare Initiative [NHIL] a public holding company and Park Hospitals [Park], was formed to consolidate all healthcare activities of Ambuja Neotia Group under one corporate division. This article highlights the technological evolution we have brought into our healthcare system during this Pandemic COVID19 and how this can change the way healthcare functions in this fast age of technological adoption. Technology upgradation which will help to provide efficient service by following proper social distancing, minimizing physical touch, reduce travel etc. During this Pandemic COVID19 lockdown period we have done following rectification and adoption to improve the IT / ITES services;

Multiprotocol Label Switching (MPLS), Service Provider Change and Bandwidth upgradation done in March 2020. Since a dedicated bandwidth connection can send and receive data at the same high speed. Besides our healthcare units have numerous data and the databases need to be stored in real-time and backed up regularly. Through MPLS & ILL connectivity, along with registering faster connectivity facilities, our patients will be able to reach us in their needs remotely and can maintain social distancing.

Mobile App based Tele-Medicine & Tele-Consultation, implemented in April 2020 – Total seven units and 75 fulltime and visiting consultants are connected in this platform. Till the first week of July 2020 we have done 1500 plus consultations. Appointment booking as per available slot,

Appointment Confirmation, Doctor Consultation over Video call, Sending Lab Reports to the doctor for better review and followed by doctor's sending the digital prescription to the patient, reminder for next follow-up are some of the main features of this mobile app.

Upgraded Patient Mobile APP, NeoHealth launched in June 2020, to minimize the interaction with hospital staff, unnecessary touch for various documentation and to minimize the hospital visit, various services are available in Patient Mobile App. Online Registration and Payment, OPD bills, Laboratory Reports, IPD Final Bill, Pharmacy Bill, IPD Interim bill and Online payment option are new features of this APP.

Adoption of MS O365 for management staff in April 2020, to provide them the facility for WFH and to avoid unnecessary travel. Other staff directly involved in patient service and patient care are coming to hospitals and clinics as usual.

Email Service Provide changed in May 2020, we were struggling with our existing service provider and considering the security feature, we have changed the service provider in May 2020, total number of users is 600 at present.

Users Data Backup, implemented in February 2020, on premises NAS has been implemented for users' data, medical images and branding images. Total 100 users are connected to the NAS for their data backup.

Upcoming implementation, upgradation of Network Security and End-Point Security and Changing the Cloud Service provider.



SUNIL SIROHI
VP
NIIT

Future Of Work Is Changing - #Befutureready

New age technologies like artificial intelligence (AI), machine learning (ML), Data Science and robotic process automation (RPA) are changing the way work is going to happen. Coming to more hardcore technologies, there's a strong move towards Self-Driving Network (SDN2). Similar to a self-driving car, SDN2 is the next frontier — an autonomous network that is predictive and adaptive to its environment. It simultaneously increases economies of scale and efficiencies, while decreasing operating costs and delivering an optimized and customized quality of experience inexpensively to the end-user. In this changing scenario the current way of work will make a dramatic shift, with the adoption of these mentioned technologies, hence the current workforce with current skills will not serve the purpose any longer. With future of work changing, it is better to #BeFutureReady.

In the new digital era human potential and technology adaptation can be a perfect recipe for growth. Technology advances create opportunities of job transformation. If machines take over the mundane tasks of running a network, what is the human role? There is a misplaced fear of job reduction due technology adoption, however one needs to know that technology enables more jobs than it eliminates. A Gartner report on Artificial Intelligence suggests that there is a potential of net increase of jobs to over two million by 2025. That includes not just software engineers but a variety of positions that will train Artificial Intelligence systems to recognize objects, human activity, among others. While Digital Transformation is one of the important agenda of each enterprise, upskilling, cross skilling and reskilling of workforce is the key focus area for L&D leaders.

For example - RPA is helping in process automation of standard tasks and releasing people time for better and complex jobs thus providing an opportunity to upskill. The workforce that is employed for today's work, will need reskilling to take up new roles in an organization.

One of the big job / role shifts, in history happened during the industrial revolution, today we are at a cusp of similar job/role shift due to the new age technologies. As per a report of McKinsey Global Institute, by 2030, as many as 375 million workers—or roughly 14 percent of the global workforce—may need to switch occupational categories as digitization, automation, and advances in artificial intelligence disrupt the world of work. An estimated 40% of IT professionals in India must upskill to nurture the country's digital reality. With Artificial Intelligence expecting to add \$957 billion to India's GDP by 2035, we will face a demand-supply gap of more than 200,000 data science, analytics, Artificial Intelligence, Machine Learning and robotics professionals by 2020. Learning and Development (L&D) Leaders have an interesting challenge to skill people for future work environment. The staff members have a key challenge of keeping themselves employable. Each person who wishes to be employed, must "learn what matters" and align his/her skillset to what the future workplace demands.

One should select the right institute and right course that makes one future ready.
#BeFutureReady.



AMIT JAOKAR
CISO & CDO
NKGSB Bank

NKGSB Bank focusing on improving agility and responsiveness

KEY PRIORITIES OF 2020

Technology is the backbone for any business and the most important factor is when it comes to captivating the business to newer heights. Our focus is on improving agility and responsiveness. To remain competitive, we need to respond quickly to marketplace changes and customer demands. Using analytics to better understand customer experience, we need to adapt products and services, marketing programs, and other elements based on what we learn.

We are anticipating this shift towards digital banking courtesy COVID-19, and taking relevant measures. By implementing completely digitized and remote customer transactions, banks can ensure that both every day and exceptional processes will be carried out seamlessly.

Currently with COVID-19 crisis, banks / financial institutions are facing various challenges, let us assure people one thing that, whatever the eventual outcome, Banks will learn many valuable lessons about their customers, their own competences, limitations and what is required to overcome. These things will serve them well in the years ahead.

COMBINING BREAKTHROUGH & FUSION APPROACH

NKGSB Bank is a 102 years young bank & renowned brand in the cooperative bank segment. We have various age groups as our clients; the key differentiator between the private banks and cooperative banks is the relationship with the client. Cooperative banks are very closely integrated with their clients and that integration plays a very crucial role in retention. Generations of clients remain banking based on this relationship. Having said this the younger generation will not rely only on the relationship, they will also look for the comfort and easiness which other banks are providing. We have to cater various age groups right from brick and mortar to millennial and to maintain the poise we have to find the right balance and same goes with the technology adoption. In the fast-changing digital world, it will be difficult to scale the immediate client demands, unexpected growth without adopting the latest technology.

“The “Software defined everything” approach allows businesses to leverage anything and everything over the internet. It gives the liberty to create state of the art software defined elements like Virtual storage, Virtual network, Virtual platforms etc. with all in one software defined management console to manage everything seamlessly. It is becoming an enabler that leads the transformation and sets up the right base on which the new age user experience can be built to give them the UX that will hover around gen next offerings such as Fingertip Availability, Real-time Collaboration, Prescriptive Systems, Real-time Demand-Supply match, Ease of Use, Self-service. Further, this approach can be leveraged to reduce / control the outflow, simplify the IT management, to gain virtually limitless control. It brings automation into the picture, adding value to your operations right away.”



MILIND G. MUNGALE
Executive VP & CISO
NSDL e-Governance Infrastructure

“Strengthening the security posture of the organisation is on the top of the list”

KEY PRIORITIES OF 2020

An approach for 2020 is going to be multi-pronged. Strengthening the security posture of the organisation is on the top of the list, recent incidents have also drawn attention towards the possible personal losses of the employees and their family members. Therefore certain initiatives towards the enhancement of awareness about Information / Data / Credential security in day to day life is also one of the focus areas. While we have talked about the posture, definitely it would not be sufficiently covered by just technology. Deployment and appropriate use of technology would need some changes in practice. Reviewing the current practices and mapping them to the evolving threat landscape will be on the radar. As an outcome, wherever changes are required, the same would be institutionalised along with proper training and knowledge transfer.

COMBINING BREAKTHROUGH & FUSION APPROACH

If we carefully look at the current scenario, almost all are going through some or the other transformation with varying degrees. This is a transition phase for most of the organisations. Transition which is necessary for progress, can be handled only by disruption of old ways. However, the fact remains that moving out from old and moving in the new is not a completely “stop” “jump” “start” mechanism. One has to migrate gracefully and it takes time. As long as the approach is not adopted for the glamour of it and it suits the priorities of the organisation and provides a vehicle for smooth crossover, it can be seen as a good approach.

CYBER SECURITY

Cyber security to business is like air containing oxygen to human life. We cannot imagine human life without oxygenated air, similarly any business cannot / should not imagine their existence without cyber security equipped with appropriate technology and controls. Disagreement may be prevalent because the baseline and benchmark, to determine “most important” cyber threat, is static across the cross section of the business ecosystem regardless of the industry vertical that they belong. Disagreement will get replaced with mutual respect if the phrase “Most Important” is replaced by “Most Relevant”. This change will offer flexibility to any organisation / industry vertical, to look rationally at the cyber threats most relevant and hence most important to their business. However, any business would not be able to thrive on its own in the ecosystem which could comprise of vendors, sub-contractors, regulators and customers. The disagreement will evaporate in thin air and mutual respect will evolve as soon as there is awareness that even though the cyber threats most important to certain stakeholders in the business ecosystem may not be directly impacting, it certainly would have indirect impact. Hence while certain cyber threats prevailing in the ecosystem may not be most important to everyone, they will be relevant to everyone in the same ecosystem. This will guarantee co-operation and support between the entities of the same ecosystem.



RAKESH UPADHYAY
CTO
ONEOTT ENTERTAINMENT

“We believe that high-speed internet services powered through next gen FTTH will be the backbone of Digital India”

KEY PRIORITIES OF 2020

The key focus of ONEOTT ENTERTAINMENT LTD. (OIL) towards upgrading its systems would be on automation and enhancement of IT Infrastructure. This is done through:

- System Enhancement & Process Automation to improve the customer experience
- Adopting mobile-friendly technologies to increase employee efficiency and productivity and improve company's overall productivity
- Enhancement in existing mobile apps – enabling customers and employees to have instant access to relevant data, quickly
- Online tracking and analyzing performance on key indicators across systems

CYBER SECURITY

As employees are divided into essential and non-essential categories, and working from home becomes more acceptable, it is important to educate the entire workforce, in-office and remote, on key practices of staying safe, even from cyber threats.

Our IT Department has done commendable efforts to educate people on the best practices to follow, for securely work from home. This is an on-going effort in our organisation and should be the norm across all sectors. We realise this is a team effort and every member of the organisation, at all levels has to be educated and made aware about these.

We are also working towards incident planning activities to minimise the impact of any ransomware threat that might affect us soon as we are all trying to accumulate ourselves to the new way of working, albeit securely.

ACHIEVING DIGITALIZATION

Contributing towards digital inclusivity in India is our organisational purpose. As a connectivity services provider, it is our endeavour to take high speed internet services to digitally underserved pockets of the country and make all strata of the society, digitally equal.

As a company, we believe that high-speed internet services powered through next gen FTTH will be the backbone of Digital India. We are working towards building a scalable and robust network ecosystem to not just serve the ever increasing data consumption of homes and enterprises in urban areas, but also take reliable internet connectivity to rural and underserved communities through Public Wi-Fi networks. Internet today is no less than a basic right and we want to build innovative technologies that power on-demand ENTERTAINMENT, Anytime, Anywhere, on any device.



D V SESHU KUMAR
Asst. VP – IT Head
Orient Cement

A Note on : The year 2020 new challenges that are more disruptive than most have ever faced

The coronavirus COVID-19 pandemic is the defining global crisis, and it is the greater challenge to the world. In just a small period, it is transformed people's lives on an unprecedented scale, impacted every industry, and impacted the companies' growth. The need for innovation is greater than ever, driven by new challenges that are more disruptive than most have ever faced. The question for enterprises is to how fast they can act, considering this new reality and new imperative, Enterprises are revisiting Technology Vision for 2020 and exploring possibilities during and in the post-COVID world. Our technology trends explore how people's values are shifting, and digital-age technology models are increasing, and some of the models are meeting the business needs and some are mismatching with business needs above that COVID-19 issues it exacerbates it. Now more than ever, it is critical that businesses think about overcoming today's uncertainty.

The need for digital platforms and experiences will continue to accelerate in the future also, as businesses and consumers seek alternatives to in-person gatherings in a post-COVID world. The enterprises that start building personalized, interactive, and shared virtual communities today can carry that success far into the future. Many studies say that roadblocks to scaling the technology is lack of employee adoption. A recent study shows that younger and older employees are more likely to embrace change, while those in the middle years are more resistant. But the pandemic

could push this past. If enterprises invest in explainable Digital, AI & other tools that support and enable the experience of technology at its best. Success today could open new possibilities for businesses to reimagine their enterprise and workforce in the future.

Keeping up with security: The pandemic has created an enormous challenge for businesses worldwide. To continue operating despite massive shutdowns of offices and other facilities. The information technology on which having long dependency. Data centres, cloud systems, departmental servers, and the digital devices. Now employees used to stay connected remotely to each other and to access the company's data becomes even more vital. Overnight, the demands placed on the digital infrastructure have skyrocketed.

This kind of current scenario become a much bigger and more lucrative target for cybercriminals. Cybersecurity efforts need to be upgraded to prevent a second crisis from emerging on the digital devices and networks that have become substantially more vital to companies in current scenario. Work from Home (WFH) and Business Continuity has become a mandate. Major cybersecurity breaches are in the news in recent times. Studies says every 14 seconds a business will be victim to a ransomware attack. In 2021 it is predicted to be 11 seconds. Having robust cybersecurity in place is a necessity. Social engineering attacks like phishing have always been used by attackers to trick victims into surrendering sensitive information like login details and credit card information. Though most organizations are enhancing their email security to block phishing attacks, cybercriminals are coming up with sophisticated phishing kits that aid in data breaches and financial fraud. Adoption of security parameters may be an inconvenience sometimes, but now it's a necessity all the time.



PUNIT RASTOGI
CIO
Orient Electric

Innovation is the Differentiator

PROCESS TECHNOLOGIES, EQUIPMENT, PLANTS, AND SYSTEMS

A distinguished name in the Indian fan industry for more than 60 years, Orient Electric has today established itself in the market as a one-stop brand for lifestyle electrical solutions which include Fans, Lighting, Home Appliances and Switchgears. One of our philosophy is to learn and grow. We also focus a lot on Innovation. We have a separate R&D Department which keep on providing lots of innovative solutions Recently, we have launched EyeLuv LED Bulbs which is first and unique in India till date. We have realised that lots of people are complaining of headache in the office and at home. That means, What you can't see may be hurting your Eyes.

DO YOU KNOW THAT LED LIGHTS HAVE INVISIBLE FLICKER?

Flicker is constant fluctuation of light output. It can be divided into two kinds: Visible and invisible. While visible flicker can be seen by naked eye, invisible flicker cannot be seen and is harmful to your overall eye health.

ADVERSE EFFECTS OF INVISIBLE FLICKER IN LED LIGHTS

LED lights with high flicker rate may lead to various health complications. Prolonged exposure to flicker emitted by LED lights leads to:

1. HEADACHE

It is common to experience throbbing headaches when you're exposed to invisible flickering of LED lights. Prolonged exposure can aggravate these headaches and lead to even migraine. These conditions may often be accompanied by nausea and visual disturbances

2. EYE STRAIN

Prolonged exposure to invisible flicker of lights can cause asthenopia. The symptoms of this condition are eye strain, fatigue, blurred vision, and diminished sight-related task problems. In the long run, this can have serious impact on your eye health.

3. MENTAL FATIGUE

Pupil in our eyes are like the focus lens in a camera. It keeps on adjusting to the invisible flicker of the LEDs and this constant adjustment causes stress and adversely affects your mental health and capacity. It can tire you out and reduce your cognitive abilities. Not only does it slow you down mentally, but it also makes you sluggish physically.

4. OPTICAL EFFECTS

It is no secret that exposure to flickering lights for an extended period of time has negative optical effects. The most common symptom is reduced visual acuity, which leads to weak temporal vision, frequent headaches and eye pain.

Since, this product reached to mass population by marketing & advertisements (MS Dhoni is our Mascot). As we learned recently in the "Finance for non-finance executives" program in DMS, IIT Delhi, we now realised the true power of Innovation for any organization. This product has high potential to impact Organization's top line in this financial year.



ANIL SHARMA
CTO Lead AMENA
PepsiCO INC.

"Our technology strategy is driven based on organization priorities and the problem required to be solved"

KEY PRIORITIES OF 2020

In general, we continue to find out opportunity to automate our process and use new tools and technology to replace repeated work / function performed by teams. This not only helps in process efficiency but also generates productivity by reducing man hours spent on the manual process. As a large corporation security is part and parcel of our corporate life and we keep enhancing our security postures continuously.

Our focus now is to deploy technology by which we can isolate a location remotely if needed. As part of this program we are deploying new generation firewalls on each location connected to the network with remote management and monitoring capabilities.

COMBINING BREAKTHROUGH & FUSION APPROACH

EBelieve in the concept of slow and steady wins the race, being an end user organization does not like to be ahead of adoption of technology on large scale and like to only adopt on use cases basis.

Our technology strategy is driven based on organization priorities and the problem required to be solved and not for adoption of latest and greatest. If there is a business case to adopt the latest technology, then it will find a place in our strategy otherwise not.

CYBER SECURITY

Cyber Security is a key element of our strategy and our investment on cyber security is ahead of industry trends. Our strategy will continue to be the same without any change.

ACHIEVING DIGITALIZATION

In my view companies need to take extra risks and adapt new disruptive business models and digital should be part of company's strategy to the benefits and convenience to digitally literate consumers of the companies. Also companies need to increase their investment in building digital capabilities on a year and year basis.

"Customer is king and continue to dictate their requirements and force businesses to revisit their strategy and priorities to provide customers world class services / products on their convenience. I see this journey continues with the customer in mind and riding the digital wave."



AMIT KAPOOR

DGM-IT/Application
Pristine Logistics & Infraprojects

Pristine Logistics & Infraprojects making process paperless, lean and automatic with recent technology trends

KEY PRIORITIES OF 2020

The key priorities are:

Driving and embedding digital transformation in the company business strategy

Being responsive to internal clients

Dealing with disruption

Increasing focus on cyber security

Increasing focus on privacy and security of customer data

COMBINING BREAKTHROUGH & FUSION APPROACH

Today, there is a drastic change in technology therefore to align the business with the current change one cannot be dependent on a certain approach but it is open and can be suitable, based on the model one is going to adopt.

CYBER SECURITY

Cyber security has top priority. Cryptojacking, Cyber-physical attacks, sophisticated Phishing, evolving Ransomware strategies, State-sponsored attacks are IoT attacks - these areas which require more attentions.

ACHIEVING DIGITALIZATION

Every company is focusing on digitization and it is an important requirement of the business too. We are making process paperless, lean and automatic by using the current technology trends and also considering the lean methodology to cut out the useless steps.

"We shall be ready to adopt the changes which are vital for the business to run and we have developed things that are flexible and scalable."



TARUN BALI

AVT & Head-IT
Quest Retail

DIGITAL TRANSFORMATION CONTINUED.....2019

Digital transformation (DT) is not a conversion of technology but it requires complete makeover from traditional way of working towards customer centric agile approach of doing business, increase speed to market, Anytime Anywhere simplified access to the organizations resources and applications. This has to be built on three important pillars -Platforms, People and Processes with strong responsive foundation of cloud, Apps & Integrators. Technologies like Artificial Intelligence, Internet of Things, Blockchain, AR/VR will continue to revolutionize business models of established and start-up industries in the digital space.

Below are the some key differentiators to make DT a success story -

Business Strategy is not a Digital Strategy: DT drives changes in three capacities: Customer experience & interactions, Improved and responsive business operations and creating new business models. But it cannot be merely drive by system tools and there is no single technology that will deliver "speed" or "innovation" or "optimization" to entire business verticals. Technology should be blended with business strategy and can vary from one vision to another.

People & their skills still matters: Organizations should have right mix of external partners and internal resources while seeking to build the ecosystem. Every organisation has unique way of working and one size fit for all concept cannot be implemented by the external resources who does not know the nitty gritty of organization from inside. Until insiders takes the lead it cannot be a success story by the external partners who generally followed standard best practices.

Customer Centricity is the only reason for the business: After all we are all here for the customer not customer is for the business. The products, solutions and the services should be developed outside in not inside out. The system and process should be agile to the change and remain in sync with customer's feedbacks, surveys and escalations.

Fear Factor: When employees perceive that DT & Automation could threaten their jobs, they may consciously or unconsciously resist the changes. It is critical for top management & leaders to recognize those fears and to emphasize that the new process and technology is actually an opportunity for them to upgrade their expertise to suit the new business models. They should be trained time to time with new skill sets and technologies.

Agility, flexibility and Adaptability: The success story of start-up sis for their agile decision making, rapid market research and development and flat working philosophy. The scope of DT is fundamentally always remain undefined and will keep on changing. The change what we initially thought might change again and should be adjusted and tweaked as per the market scenarios. So we should always keep in mind that everything that has been built is being developed provisionally and has to or should be realigned quickly as per new trends.

Success is a conscious chain of decisions by the people: Digital transformation successfully worked for the organizations if their leaders and people stay back to their original business fundamentals while focusing on the current trends and new practicing with changing mindset and quick decision making. It's only the people and their will which will drive the technology, not the other way around.



RP RATH

CTO

Radical Minds Technologies

Going Digital: The mantra for future success

KEY PRIORITIES OF 2020

Considering the change in the business environment due to Covid-19, multifaceted geo-political situations, conflict between two super powers etc. leading to trade wars between countries, regulated logical boundaries between countries etc. The future belong to those companies who are prepared to counter worst of any or all of these. We at Radical Minds are fully geared up to cater to such unpredictability's of business by having flexible people, process and technology modes of operational model with increased focus towards domestic market segment which is paying desired dividends. Further adoption to Cloud, Digitisation, RPA, BI, Simplified Collaboration and UC, Centralised People management and Productivity monitoring and enhancement tools and systems are some of the key investments lined up to boost revenue growth. Review of the entire security layers and architecture from end-point to cyber security is scheduled to address security threats and challenges arisen due to the Work From Home distributed computing requirements.

COMBINING BREAKTHROUGH & FUSION APPROACH

Every Company is under tremendous pressure to optimize size and cost and CIO's are playing a very crucial role in this journey. Covid-19 has further dictated and enforced terms of new business and operational models for business houses. Every business is pressurised with issues like serious losses at client end leading to business closure or lowered business volume or reduction in cost has made organisations take tough decisions. All organisations will be looking

for scalable, flexible, optimized, digitized, pro-cloud, user friendly, collaborative, ease of deployment and use and low cost solutions coming from a vendor who acts as a true-partner in difficult times and focus solutions originating from either domestic-home grown or from friendly nations. Solutions that meant to address client challenges, optimizes revenue, makes complex processes to simple, automate manual efforts, convert work hours to revenue hours will be the key to success.

ACHIEVING DIGITALIZATION

Ideation and innovation will be key to success. This has more relevance now due to competitiveness among companies on factors like ease of doing business at a lower cost. In order to accomplish 'ease' and 'cost' every company need to explore new approaches and skill sets who would be key to bring in new ideas and thought process of modern day business models with newer technological advantages of AI, ML, DL, IoT, BI, Blockchain, RPA, Digitization and DS which will act as the game changer.

"Henceforward, Digital transformation is not going to be treated in isolation, it is the new normal. One big lesson Covid-19 taught us is "survival of the digitalized". Organisations those who have adopted digital processes and automated their service delivery mechanism are most successful ones during the work from home scenarios. The more the Cloud adoptability the greater the success! In fact for some organisations like us who's critical services are hosted in the Cloud did not find any disruption and could extend services to their Clients quickly without any degree of hassles. With these learnings, now Clients will force us go digital and that will be the "mantra" for future success."



FARHAN KHAN

Sr. VP-IT

Radico Khaitan

RPA Helps Radico Khaitan to Smoothen Its Operational Process

Radico Khaitan has corporation market where all sales are managed by state government. State government is managing the entire supply chain through portal. Portal login id has been provided to all the manufacturers to get the relevant information like orders, inventory at depot, brand wise inventory, finish good received, secondary sales to distributor, minimum inventory norms etc.

The company has people at different state are downloading information from portal and converting in excel and providing information to management. Downloading specific information from portal and conversion took time because some state's access of portal is limited.

They provide time bond windows to access information. Other challenge is that the portal is very slow, we need to keep trying so that desired information can be managed. The information provided by portal is critical in nature. As we need such information to be produced and dispatched. Information at all level is very much needed.

We deployed RPA to mitigate the challenges. We run the pilot system in one of the state and we study the impact on information. We found that such system help to provide business information on time so that respective department can take business decision on time. The desired solution is running all the reports with in time windows provided by state. Conversion of all desired information has smoothen the whole process. Information is being provided at all level. Availability of information is very fast. RPA is providing information.

Deployment of such system always creates challenges within the workforce. The deployment of Robot is always challenged by Human. The human's understanding of Robot is that it is more intelligent than human and this is where insecurity starts and number of issue start coming in.

First and foremost, mind-set to establish the acceptance of new technology. Acceptance and successful deployment has direct relationship with technology adoption. If such sophisticated point are being taken care off. Deployment of technology will become more challenging.

Now RPA is very much in control start with 80% accuracy and now reached 98% accuracy and helping people to be more productive. Information is available for business. Business is also start trusting information and consuming for business.



SAYED PEERZADE
Group CIO
Reliance Entertainment

Reliance Entertainment always adopted Fusion approach towards technology

KEY PRIORITIES OF 2020

World knows pace of R Entertainment's adaptations to new technologies: since we are sitting on major breakthroughs on digital transformation, we are clear and our concentration is now on next breakthroughs and innovations like:

Extended Reality — this umbrella term, which describes a continuum between everyday physical reality and fully immersive digital reality, includes virtual reality, mixed reality and augmented reality.

Automating Trust — this involves ensuring data authenticity, verifying identities, and creating seamless and fair multi-party transactions by using blockchain, AI and IoT.

Immersive Interfaces — these are natural and frictionless communication techniques between humans, computers and digital environments, including ones that use voice, touch and emotion.

Hyperconnected Networks — they leverage the infrastructure of agile, purpose-built networks and pervasive IoT to intelligently connect everyone and everything to enable seamless interactions between humans and autonomous systems.

COMBINING BREAKTHROUGH & FUSION APPROACH

All of our approaches from the beginning are fusion approaches. We have never gone overboard in selecting technologies. We analysed the need, and brought them step by step with proper planning. That is why we are able to see major results on our transformation. For example, we adapted Hybrid model of Cloud adaptation from beginning and bifurcated data considering security from day one. We have seen organisations adapt cloud models then make corrections post disaster. We have in-house analytics now gone to serverless and cloud native, avoiding costs from day one. These are some examples. Again each transition is a business need, not just tech adaptation objective alone.

CYBER SECURITY

For data driven, data dependent and B2C digital businesses, security should be prime important strategy in overall digital strategy organisation design. Without that the transformation is incomplete and it will fail. As stated above we have taken care of this aspect from day one, so in better position to move ahead.

"We are in the next level of transformation, so I can think of new innovations. However organisations which are now adapting digital and on the middle way, my advice is to first make sure your transformations are well planned and yielding you results. Then take the next step. Yes, the world has moved far in technology and everyone is falling behind."



ARIJIT DASGUPTA
Head-IT
Rupa & Company

Rupa & Company to focus on AI and ML powered Chatsbots and RPA

We have planned to incorporate a few items in our technology assessment bucket this year like AI and ML (Artificial Intelligence and Machine Learning) powered Chatbots, RPA etc. to boost the areas like Employee Onboarding, Customer Engagement, Demand Forecasting.

These areas will definitely enhance productivity along with minimizing the working capital and business lead time.

CYBER SECURITY

The IoT (Internet of Things) is actually appearing hugely every day. It includes laptops and tablets, routers, webcams, household appliances, smart watches, medical devices, manufacturing equipment, automobiles and even home security systems.

Connected devices are easy to operate widely nowadays to save money by collecting immense amounts of insightful data and streamlining business processes. More connected devices means greater risk which is making IoT networks more vulnerable to cyber invasions and infections. Once controlled and manipulated by hackers, these devices can be used to generate havoc overloaded networks or lock down the essential equipment for unethical gain.

R&D

In every case, technology deployment is required for industrial purposes which is available in this era. Before embarking on the expensive and risky process of expediting its own R&D, a company can perform rather a "make or buy" analysis to justify an R&D project in-house. Factors that influence the decision include the ability to protect the innovation considering time, cost and risk.

If developed technology can be safeguarded as proprietary and protected by patents, trade secrets, nondisclosure agreements, etc. — the technology becomes exclusive property of the company and its value is much higher. It sees the fitment, usually to maximize sales and profits, product quality etc. In this case, every high-level of R&D effort is justified for a relatively long period with an acceptable risk of failure.

On the contrary, if the technology cannot be protected, as is the case with certain software programs, expensive in-house R&D is not justified since the outcome of R&D may be replicated among the competitors or "stolen" by a disloyal employee. Inherently, technology development is always riskier than technology acquisition because the technical success of R&D cannot be guaranteed. On the other hand, if the market is growing very fast and competitors are rushing in, the opportunity window may close before the technology has been developed in-house. In this case, it is better to acquire the technology and related know-how, in order to enter the market before it is too late. Finally it varies, depending upon the projects influenced by its objective.



JYOTI CHOPRA
Director IT
Sakshem IT Solution

“It is time to keep creativity and innovation as the key strategies to develop disruptive solutions for the businesses”

KEY PRIORITIES OF 2020

Sakshem IT plans to come up with advanced AI-based solutions and expands the footprints to the international world in the year 2020. We are launching our new products our HRMS- end-to-end HR suite, EduDeck School ERP, PMS- Project Management System & Helpdesk- Ticketing system. The start-up anticipates major market share in 2020. With its business knowledge and technical skills, the company strives to engage more customers for digital transformation in different verticals. Sakshem IT puts a focused approach around the security aspect in all IT solutions, starting from the requirement to the realization of the product.

COMBINING BREAKTHROUGH & FUSION APPROACH

It is time to keep creativity and innovation as the key strategies to develop disruptive solutions for the businesses. Do not always try to go with the tried, tested and trusted. We must use Predictive Analytics which states the overall stakeholder experience in the business with their realistic or demanding future expectations. We must take the risks of trying something new and innovating.

CYBER SECURITY

Advanced technologies have changed the modern way of life and our working styles. We have become more vulnerable to a wide range of threats. Every day new cyber-attacks are striking the internet world. We must take cyber security on top priority in 2020 and must be vigilant while making our choices of technology.

ACHIEVING DIGITALIZATION

India is establishing itself as a major presence in the digital economy. Still the digital adoption among businesses has been uneven across all sectors. Large organizations are far ahead in terms of digital transformations. Sakshem IT is supporting SMEs in their journey of driving their digital journeys. All stakeholders need to respond effectively if India is to achieve its digital potential.

“In today’s world of digital transformation change is the only thing which is constant. We must adapt to the agile way of working in IT. To have a healthy and rewarding relationship with our Customers, Sakshem IT reaches out to the Customer’s feelings while developing solutions for them. Sakshem IT puts feelings in the technology which makes us sit-fit.”



S. CHANDRA MOULI
Chief Information & Technology
Officer, Sankara Nethralaya

Sankara Nethralaya hasten adoption of contact less automation after COVID-19

KEY PRIORITIES OF 2020

Covid-19 saw the use of main streaming of disruptive ideas in healthcare. Over 7000 patients were seen in less than 40 days using TeleMedicine for free.

COMBINING BREAKTHROUGH & FUSION APPROACH

As a pioneer in the adoption of technology in Eye care, Sankara Nethralaya has pioneered the use of AI for clinical practice and developed the world’s first AI on Diabetic retinopathy. We continue to focus on digitisation and automation to drive operational excellence - leading to enhanced patient care and consistent quality in providing health care services.

CYBER SECURITY

Cyber threats continue to grow. With more automation and pervasive methods of collecting data the vulnerabilities keep increasing. We keep a heightened watch on the threats and has developed a lot of practical proactive measures to mitigate any kind of risks besides building resilience in case of any disruption

ACHIEVING DIGITALIZATION

The mission of Sankara Nethralaya is to provide Total Eye-care solutions of highest standards to all sections of the community through a team of competent, committed and compassionate professionals in a patient-friendly environment.

Sankara Nethralaya is also committed to create a Centre of Excellence for ophthalmic professionals for continuously updating their knowledge through education, training, and carrying innovative India centric research to benefit the entire ophthalmic community.

Our technology lead solutions integrate our best practices in clinical and hospital management. We co work with innovators and industry leaders in developing innovative and cost effective solutions. The solutions include award winning clinical management solutions used widely by many hospitals in India, Low Vision aids for vision impaired etc.

“Frictionless and contact less automation becoming mainstream post COVID-19 and we have fast tracked adoption of these in many areas which are prone to human touch and engagement and to reduce any contamination of workplace due to infection.”



GYAN PRAKASH
VP-Enterprise IT
SCADA Geoinformatics

Industry 4.0 – A Revolution with new Ecosystem

Technological advances change the way humans produce things & do services. The present steps into production technology, which is completely different from the past, is called the industrial revolution. The new production technologies fundamentally change the working conditions and lifestyles of people. We have witnessed a drastic change from the First Industrial Revolution to Industry 4.0 - the era of Industrial Revolution. The Fourth industrial revolution or Industry 4.0, the advent of Internet of Things (IoT), and application of advanced technologies at production level brings new values and services for customers and organization.

The smart world which is subset of Industry 4.0 is set to enhance everyday things with abilities of sensation, communication, computation and intelligence so that many tasks and processes could be simplified, more efficient, and enjoyable. Smart world ecosystem with enablers will be as follows –

CAPABILITY

- Sensors
- Connectors
- Communication
- Data

TEAM

- Solution Offering
- Go-To-Market
- Capability Integration

OUTPUT (4E'S)

- Enrich Customer Experience
- Enhance business growth
- Enable operational efficiency
- Ensure cyber security

INDUSTRY 4.0 BEST PRACTICES INCLUDES

- Define Objective
- Select Strategy
- Identify Requirements
- Investigate Current Landscape
- Design & Architect Solution
- Best-Fit Solution
- Proof Of Concept Implementation
- Review & Evolution
- Revitalization Loop

INDUSTRY 4.0: THE CHALLENGES & STRATEGIES

As Industry 4.0 continues to change the way we interact with the world around us, new challenges arise. Here are the main challenges which are currently present with Industry 4.0 approach:

1. New business models — the definition of a new strategy
2. Rethinking on organization and processes to maximize new outcomes
3. Understanding business case
4. Conducting successful pilots
5. Helping organization to understand where action is needed
6. Change management, something that is too often overlooked
7. Examination of company culture
8. The genuine interconnection of all departments
9. Recruiting and developing new talent

INDUSTRY 4.0 BENEFITS

1. Enhanced productivity through optimization and automation
2. Real-time data for real-time supply chains in a real-time economy
3. Greater business continuity through advanced maintenance and monitoring possibilities
4. Higher quality products as a result of real-time monitoring, IoT-enabled quality improvement and COBOTS
5. Better working conditions and superior sustainability
6. Personalization opportunities that will earn the trust and loyalty the modern consumer



MEETALI SHARMA
Head - Risk, Compliance &
Information Security, SDG Software

COVID-19 accelerated adoption of digital transformation of businesses

KEY PRIORITIES OF 2020

With the change in the threat landscape due to COVID-19 pandemic that has hit us, priorities to implement and adapt new technologies have changed. Focus now is more towards adapting technologies which can enhance and ease the remote working for employees. At SDG, we conduct risk assessment on a periodic basis, and based on the results of risk assessment, we decide upon the new tools/technologies that need to be implemented.

COMBINING BREAKTHROUGH & FUSION APPROACH

Technology strategy for any organization would depend on the risk appetite and threat landscape for the organization. Some organizations may want to use the breakdown technology due to the nature of the industry vertical and domain that they are in, while for others, fusion approach may work best.

This would completely depend on the threat landscape of the organization. For example, Healthcare may need to work with the latest and sophisticated technology considering the pandemic, however, for IT/ITES sector, technology that promotes secure remote working will take precedence.

CYBER SECURITY

With more organizations and workforce moving towards remote working culture, cyber security has become of a paramount importance now. There are new threats, sophisticated and targeted attacks, data breaches, phishing attacks which are emerging every day. Organizations have to now come up with more innovative methods around data security. Since the employees are no longer working from a secured office premises, they need to be trained, more than ever, on the new methodologies that are being adapted by hackers. CISOs/Compliance Leaders/CIOs have to constantly reinvent and relook at their compliance posture and keep enhancing the implemented controls to build cyber resilience.

“Digital transformation has been there in the industry for quite some time now. However, we can say that COVID-19 has really accelerated the digital transformation for many organizations as they prepare for a remote working environment. At SDG, we have always worked towards digital transformation and we have been doing it in a phased manner. We also partner with our customers and help them in their digital transformation journey by designing the right strategies for them.”



DINESH KAUSHIK
CIO
Sharda Motor Industries

"Intranet helps automate operations and daily workflows to enable better decision making"

KEY PRIORITIES OF 2020

Technologies that are currently developing, or that are expected to be available within the next five to ten years, and is usually reserved for technologies that are creating, or are expected to create, significant social or economic effects- Internet of Things (IoT) One of the biggest tech trends to emerge in recent years is the Internet of Things, Machine learning, Virtual reality (VR), Touch commerce, Cognitive Technology, Artificial intelligence, 3D printing, Gene therapy, Cancer vaccines, In vitro meat, Nanotechnology, Robotics, Stem-cell therapy.

CYBER SECURITY

There are always some or the other threats that affect the intranet of a company. We should always keep a tiger which gets raised when there is an attack. Some of the most common threats include virus, malware, weak passwords, spam, phishing. In Information Security, threats can be like Software attacks, theft of intellectual property, identity theft, theft of equipment or information, sabotage, and information extortion. Software attacks means attack by Viruses, Worms, Trojan Horses etc. Intranet helps automate operations and daily workflows to enable better decision making. Document management has many benefits and is important for an organization. An intranet allows the company to keep documents up to date and enable hassle-free sharing among the employees throughout the organization.

ACHIEVING DIGITALIZATION

Digital strategy focuses on using technology to improve business performance, whether that means creating new products or reimagining current processes. It specifies the direction an organization will take to create new competitive advantages with technology, as well as the tactics it will use to achieve these changes. Digital India is a campaign launched by the Government of India in order to ensure the government's services are made available to citizens electronically by improved online infrastructure and by increasing internet connectivity or by making the country digitally empowered in the field of technology. A digital strategy, sometimes called a digital media strategy, is a plan for maximizing the business benefits of data assets and technology-focused initiatives. A successful digital strategy requires a cross-functional team with executive leadership, marketing and information technology (IT) members

Five infrastructure investments to support digital business

- Information of Everything - everything in the digital environment is generating, using and communicating with immeasurable amounts of information
- Advanced Analytics
- Smart Machines and Automation
- Software-Defined Everything
- Integrated Systems
- Computer hardware - this is the physical technology that works with information
- Computer software - the hardware needs to know what to do, and that is the role of software
- Telecommunications
- Databases and data warehouses
- Human resources and procedures.



HARIHARAN SUBRAMANIAN
VP-IT
Shriram Properties

Shriram Properties believes in early adoption of disruptive security solutions to leverage advantages associated with them

TECHNOLOGY TRENDS

With plans to expand across Indian Markets, IT infrastructure and IT security become key integrators for consolidating our businesses, which are spread across multiple geographies. With that in mind, we have recently implemented SAP and ZTNA solutions to connect our site locations from private cloud DC, third party vendors and our own users through centralisation of IT Infrastructure and more importantly to ensure increased security. Collaborating with cloud based ZTNA security solutions provider based out of India has helped us reduce costs by almost 43% while provisioning increased security for SAP applications access to only pre authorised and pre authenticated users. ZTNA solutions that we use are hardware free, zero configuration solutions, which facilitate ease of connectivity and high potential for scalability as well. Apart from moving to Azure for O365 usage and sales process automation to seamlessly integrate all users and departments under one IT service set up, thus reducing the cost drastically.

In addition, implementing SDP based security has also helped us protect our application from any kind of DDoS, APT, MITM or Credential Theft attacks through integrated Zero Trust Network Access Solution. Now we can connect all our users to the network over the Internet and manage granular access to the application on our DC. Our priority has always been centred around safe and secure access, and our belief is that since technologies like Zero Trust security are the future, early adoption of such disruptive security solutions ensure an opportunity to better exploit the advantages associated with them.

CYBER SECURITY

With the adoption of multi cloud and hybrid cloud environments and the business demands of 24x7 availability, cyber security challenges have witnessed a manifold increase. Some of the most spoken about cyber threats are from DDoS, APT and Ransomware attacks. While the insider threat or credential theft through phishing is the major reason among 80% of cyber-attacks.

With the traditional models paving way for the newer technology, the IT infrastructures are undergoing drastic change in their architecture. Also, with increasing adoption of cloud, shared responsibility becomes one of the new areas every CISO is concerned with. So, cyber security today is of paramount importance to any organisation with digital resources.

"Given that Shriram Properties has been witnessing rapid growth, and is on the road to an IPO, there is a need for us to be compliant to various guidelines prescribed for corporate governance. Hence, we have already initiated several digital transformation processes across the organisation to provide a seamless experience to our internal and external users while enhancing the security posture to reduce the growing challenges faced by cyber threats."



AMRUT URKUDE

GM/Head (IT & SAP, Corporate HR),
Shubhalakshmi Polyester

Cloud, WFH, Cyber Security, better network connectivity, Collaborative solutions: Focus of Shubhalakshmi Polyester

KEY PRIORITIES OF 2020

Every financial year we submit an IT road map with tentative budget and solutions to be implemented which will align with our business. We decided to start digital transformation journey by implementing new technologies considering our previous and traditional business practices. But due to COVID-19, IT roadmap has changed to run and maintain the business continuity in lockdown period. We focus on Cloud technologies, WFH, Cyber Security, better network connectivity, Collaborative solutions to be implement. We started evaluations of SAP Hana implementation, Cloud CRM, Cloud DMS, HRMS solutions etc. Once basic solutions are in place then will start planning on Industry 4.0 related solutions.

We also decide to focus on employee health & security and increase their productivity by implementing best practices and cost effective solutions across the group in 2020-21 financial year.

But it depends on how industry scenario change post COVID. Most of the industries are facing financial crunches or budget issues hence it depends on budget approvals and government financial support in this CORONA pandemic situation.

COMBINING BREAKTHROUGH & FUSION APPROACH

Due to lockdown, the mind-set of the industry has changed and we believe that there will be a tremendous change in industry cultures. It transformed the organizations. Now, new technologies not only automate the processes also give the better monitoring and control on business. WFH, virtual meeting trend will start in manufacturing industries too. Those employees whose physical presence are required for them a secure environment needs to provide which will be an additional cost of the company. It will also change the traditional SOP's, KRA, KPI and needs to change the company policies to balance work and Life.

"Upto FY 2019 most of the IT focus was on premise solutions but due to lockdown, company focusing on WFH technologies and solutions. It change the mind-set not only for external customers but also internal Customers and other stakeholders. We planning less dependency on in house team and most of the business process migrated on cloud. We have started evaluation of products and changing our existing IT policies. BCP and DR plan already in process involving our key business users by collecting their day to day activities and dependencies on technologies if any."



ANAND RUHELA

Head-IT
Sikkim Manipal University

Robotics, Social Mobile, Analytics, Cloud, Mobility, AI, AR/VR driving the pace of Digital Transformation

KEY PRIORITIES OF 2020

New edge technologies such as Robotics, Social Mobile, Analytics, Cloud, Mobility, AI, AR/VR are driving the digital transformation pace. Digital Transformation is one of the core being used by all leading sectors to increase resource utilization and enhance the customer experience (Internal / External) for increasing productivity. For Larger Institutions like us the key challenge is to accelerate the value finding and using technology even faster than the competitors.

COMBINING BREAKTHROUGH & FUSION APPROACH

Today, the most important thing is that enterprises need to articulate their digital strategy in such a way that they should include both the breakthrough and fusion approach in their product design mechanism like they should incorporate all the customer needs and expectations plus add all innovations in view of future ready approach. At the same time they should address the technology challenges and interfacing capabilities in their products to shake hands with the future technologies so that their product can compete in the future too.

CYBER SECURITY

In 2020, every organisation is going to become cloud smart, IoT smart, Mobility smart as per their organisation's need and accordingly they need to bring maturity in their approach towards data/ privacy, data protection and legislation. However, the strategy of Cybersecurity also must be

focused more towards identification of compromising components to comprehensive AI /ML based predictive and behaviour analysis threat management systems.

ACHIEVING DIGITALIZATION

Digital is changing our lives. People's habits, behaviours and expectations are perpetually evolving as new devices, platforms and applications emerge. Which means that overall customer experience has changed from traditional to digital. Accordingly, organisations are now more focusing on incorporating digital capabilities as per matching with the new edge technology and provisioning them to meet the future requirement as they now understand that research and development mechanism has to be hybrid mixed with the new edge technology and digital capabilities to meet the customer future demand and hand shaking capabilities with different portals.

In reference to the education domain, the traditional learning model has been mostly face-to-face apart from students' access to recorded lectures. But as the Coronavirus has spread across the world, every institute has moved quickly to transform the way it operates, and like many universities it is not just about learning online, but also working online with staff away from campus. A model of digital teaching and learning has involved wherein we enable all the faculties to drive the virtual classes irrespective of his / her location and students join virtual classes from their homes. Digital platforms also provide the capabilities of collaboration and communication along with LMS, Assignment, auto assessment and quizzing etc. as per the institution's need.



CHITRANSHAN KESARI
CEO
Tech 4 Logic

Cloud focus approach to help Tech 4 Logic to grow further

KEY PRIORITIES OF 2020

Our key priority for 2020-2021 is to focus on cloud and cloud Security. Enabling our workforce to start making habits to work from home due to the Coronavirus crisis. This is one of the platforms to improve our BCP plan. Our sales cloud platform is one of the unique things that we used properly in this down time.

COMBINING BREAKTHROUGH & FUSION APPROACH

Cloud focus approach will grow our business and help customers to move from on premises to cloud. Due to this Covid effect, work from home culture and demand for cloud business is going to increase. We are heavily investing in Information security, knowledge of our engineers and building good relationships with customers for knowledge transfer and support for their in-house team of 24/7 support. We are proudly saying that during this down time, our team works 24/7 and helps CIO's across India for any technology issues.

ACHIEVING DIGITALIZATION

Digital India is a great initiative. Think if digital initiative has not happened, how much we had to face problems during this downtime. Lots of CIOs adopted SAP S4 HANA, cloud AWS and Office 365/ Gsuite project during this lock down. Also zoom, Microsoft Team and Cisco Webex created lots of business opportunities in this lockdown. This shows how India and the rest of the world is ready for digital transformation.

"During this downtime, work from home culture, cloud and cloud security are the biggest challenges, our team was prepared to focus on cloud and cloud infra to fight this problem in the long term. Lots of companies are using Zoom, Team, Cisco WebEx and the CIOs are concerned about data security and Video security. With its business growing at an exponential rate, Tech 4 Logic was quick to identify the benefits unlocked by digital transformation, and has now shifted its focus to digital to keep up with its ever-expanding business."

Given its enormous scale of operations, Tech 4 Logic underwent a modernization phase and embarked on a journey to ramp up and future-proof its IT to offer a seamless, world-class experience to end customers. We made our self-digital first and we have enhanced our IT landscape and transformed to be future ready. We have adopted a customer first approach.

To improve customer services, we have implemented cloud based solutions in all our projects with mobile apps, where customers can lodge their problems/tickets etc. and on the basis of that we improve customer service. Our team tracks all the tickets and as per timeline given."



PARVEEN KUMAR SHARMA
Consultant- IT
The Institute of
Chartered Accountants of India

The Institute of Chartered Accountants of India progressing steadily in digital transformation journey

KEY PRIORITIES OF 2020

At our organisation, we are moving ahead in the digital transformation journey. Many initiatives are either successfully implemented or in the process of implementation during the year 2020-21. We normally say "e" for empowerment of the various stakeholders such as students, members, firms, employees, vendors etc. These initiatives are: Self Service Portal (SSP) for Student, Members and Firms related activities, E-Learning (ICAI Digital Learning Hub), Digital Evaluation of Answer sheets, CDS Portal (To deliver the study material and ICAI publication at doorstep), UDIN Portal (Unique Document Identification Number), Data Analytics / Forensic Labs, e-Sahaayataa and SSP Helpdesk system, ICAI App, Online Good Standing certificate, ICAI Knowledge Gateway, Digital Accounting and Assurance Board (DAAB), ERP implementation for back office activities, enhancement of enterprise wide security, reliable, secure voice and data systems.

Most of these applications are using technologies such as Cloud Computing, Business Intelligence / Analytics, Business Process Management, Database and Data Warehouse, ERP, Data Centre, Security technologies etc.

COMBINING BREAKTHROUGH & FUSION APPROACH

In a world where the old maxim "one technology-one industry" no longer applies, a singular breakthrough strategy is inadequate; companies need to include both the breakthrough and fusion approaches in their technology strategies. The fusion of physical and digital worlds has blurred industry boundaries, tangled value chains, and disrupted traditional value creation models. To maximize the value of technology investments, operate with agility, predict and respond to customer and employee needs, remain competitive, and drive shareholder value, companies should fuse together separate business and technology strategies into a single unified strategy. This can require a new approach that enables business and technology functions to partner and cocreate new sources of value, including data, agility, speed, transparency, and digital experiences

ACHIEVING DIGITALIZATION

Digital India is a concept to renew the education system in India. It is a program that endeavours to bridge the literacy slippage by delivering education through a digital platform to children and teachers. It is our constant endeavour to support Digital India initiatives of our government. Few years back there were many activities in the organisation which were either manual or partially computerised. These activities required time and efforts to serve customers and employees. Top management with vision of Organisational Digital transformation and Reengineering initiatives, implemented various projects (as stated above) to improve the quality of service to the stakeholders. Digital transformation is a journey in which our organisation is crossing various milestones.



SAMPATH SOWMYNARAYAN
President Global Enterprise
Verizon Business Group

Technology transformation and readiness assessment during COVID-19 pandemic

The way we work has been transformed by the COVID-19 pandemic, which has made it clear that a remote working model is not a “nice to have” for global businesses, but a prerequisite. The new world that will take shape as we work through the pandemic and beyond—the fourth wave of remote working—will be determined by organizations deploying remote working at scale and extending remote working possibilities with next-generation technologies driving competitive advantage.

RESHAPING THE TECHNOLOGY TRANSFORMATION AGENDA:

1. Define transformation vision and goals: The COVID-19 pandemic’s dramatic drive toward a remote working model offers us many lessons. As we move into the fourth wave of remote working, CIOs need to think about how their IT infrastructure performed during the crisis and really note down their key learnings.
2. Focus on future-readying your people building blocks, i.e., workforce and talent: This second step is about ensuring that the company has the right skills available to deliver on transformation vision.
3. Build scalable and adaptable application, IT infrastructure, and data and digital platforms (DDP): The most important part of future-readying the business is to ensure that the organization has a modular, flexible IT architecture, which can adapt to challenges the future brings.
4. Design cybersecurity from the beginning: Designing cyber security into a transformation from the very start helps control development and operation costs, reduce time to implementation and generate revenue earlier.

TECHNICAL BUILDING BLOCKS—TRANSFORMATION IMPERATIVES

1. A scalable network - Organizations of every shape and size require a network that can support the dynamic and on-demand needs of their users and applications—for example, more bandwidth to support seasonal sales requirements, more VPN connections or cloud access to support work-from-home requirements. Traditionally, companies have purchased different devices to deliver networking functionality—routers, switches, firewalls, load balancers, etc. With SDN, the network is now software based, and these functions are accomplished virtually.
2. Cloud ready applications - In this building block, again, the first must-do is creating an inventory of which applications a business already have, and which are already mission-ready to be moved to the cloud. And this is an inventory check that should actually be repeated frequently.
3. Strong and secure mobile connectivity - The must-dos of this third building block are all about delivering reliable and secure connectivity. The quality of the physical connection cannot be overlooked here, so organizations should consider multiple options to get the right performance.
4. End-to-end monitoring of performance - The overall objective is to curate an accurate data set so the business can understand how it might re-instrument different parts of the network, incorporating predictive analysis to help predict and prevent anomalies or outages, and automating actions, whether for users, transactions or applications.
5. Zero-trust security - The first must-do in this building block is to identify those business-critical applications and data feeds that are the organization’s most critical assets (“crown jewels”)—without which the business could not operate. These could be virtual or data assets or physical assets such as manufacturing or energy production and transmission equipment.



COLLEEN BERUBE
CIO
Zendesk

Zendesk to continue investing in building a robust infrastructure to ensure a high-level of consistent reliability

KEY PRIORITIES OF 2020

COVID-19 caused a massive shift across all industries and customer expectations have changed dramatically within a matter of weeks. In order to keep up with the changing expectations and the emerging trends in the CRM space, we are refocusing on our core values of agility and flexibility to emphasize the time-to-value our company provides, both internally and externally. We also will continue to invest heavily in building a robust infrastructure to ensure a high-level of consistent reliability.

At Zendesk, our priority has always been to keep our customers at the center of everything we do and keep things as simple as possible for them. Given that we are now facing a remarkably different world due to the global COVID-19 pandemic, this priority remains the highest on our list. Also topping our list is the safety and wellbeing of the 3,800 Zendesk employees across the globe.

CYBER SECURITY

We expect cyber security to be elevated as a priority for businesses as the need for work from home and remote access capabilities increase with the changing nature of how we do our jobs.

In a time where the majority of the workforce is working remotely and will likely to continue to do so for many months (and in some cases even longer), businesses need to have adequate measures in place to protect their data outside of the physical office. A remote workforce has to consider the last mile of privacy, and security while working from home.

ACHIEVING DIGITALIZATION

India is a dynamic market and the Digital India initiative has clearly furthered the progress of the nation’s digitization. Since Zendesk launched here in 2016, we have witnessed first hand the growing opportunities and potential that have been made possible by strong partnerships between the government and businesses.

As the pandemic unfolds, we are seeing how Indian companies are increasingly shifting from traditional ways of doing business to more modern, digital platforms and processes. This change takes creativity and a willingness to be open to change, and would say that is what our customers in India have in common - a desire to do things differently and quickly, to be able to see fast results and use that momentum to create lasting innovation and change.

What this global pandemic has done is speed up the rate of innovation. Companies that were behind on the digital transformation curve can no longer afford to wait to make real change. It’s a matter of survival.



MILAN KUMAR
CIO-CVCS
ZF Group

“To sustain in today’s competitive marketplace, it has become essential to utilize innovative technologies that make solution more powerful”

KEY PRIORITIES OF 2020

Ever since the advent of digitalization, the fundamentals of industries began to change for the better. One of the main reasons behind the drastic changes in the operation of industries is user needs and competitiveness.

To sustain in today’s competitive marketplace, it has become essential to utilize innovative technologies that make solution more powerful. Even big companies like Yahoo and Google are investing valiantly in the latest technological trends like Block chain technology, Big Data and AI for enhancing the user experience. It is estimated that over 1 billion people will use AR/VR in the year 2021 and IoT could be worth \$20 trillion in the coming years. This makes it clear that universal digital transformation is not far away.

COMBINING BREAKTHROUGH & FUSION APPROACH

In a world “one technology one industry” no longer applies, a singular breakthrough strategy is inadequate; companies need to include both the breakthrough and fusion approaches in their technology strategy. Relying on breakthroughs alone fails because it focuses on the R&D efforts too narrowly, ignoring the possibilities of combining technologies.

Unlike a breakthrough strategy that starts in the laboratory, technology fusion starts with a new understanding of the market. Converting demand from a vague set of wants into well-defined products requires a sophisticated translation skill, demand articulation. Articulating demand is a two-step process: first, translate market data into a product concept; and second, decompose the concept into a set of development projects. Fusion will play an increasingly important role in product development efforts in the future as more and more companies integrate it into their overall technology strategies. And as the scope of fusion expands, it will open the floodgates for an even greater degree of cross-industry R&D. In the future, however, fusion will occur more frequently between industrial sectors.

ACHIEVING DIGITALIZATION

The digitalization of our enterprise to be a personal priority. We are becoming ever more central to the boardroom and overall business strategy. The creative use of technology is absolutely accepted as a differentiator, not just in transforming costs or efficiency, but in improving customer experience and enabling disruptive growth. A digital CIO needs to have flexibility to work with new business models, be open to try new ideas and be able to take on feedback. This reflects not only how the CIO is becoming more influential in the boardroom, leading the way on creative disruption, but also the shifting role of the IT department to become a business partner of other departments. One of the first steps is to recognize, with one eye to the future, the challenges and the need to consider future workforce planning. One of the nine pillars of Digital India is IT training. Indian enterprises recognize, according to the Future of Jobs report, the importance of investing in the re-skilling of current employees.



RISHI MEHTA
Global Technology Expert

“Our work in 2020 will be pivotal in setting the stage for the future as well, both for organization and customers”

KEY PRIORITIES OF 2020

Digital transformation is a journey and continuously evolves based on business needs. We had set the relevant culture, tone and emphasis on this continuous journey a few years ago. We have been working on implementing new and emerging technologies like ML, AI, Big Data Analytics, IOT, Edge Compute to enhance productivity and zero-trust policies, tighter cyber security policies to enhance security. Customer centricity, both external and internal, has been at the forefront while formulating our strategy for adopting latest technologies for enhancing productivity, security and adding more value to services offered to our end customers.

COMBINING BREAKTHROUGH & FUSION APPROACH

Destination is critical, but journey is equally important. There has to be a clear roadmap and strategy to achieve the end result while setting up interim milestones which can be validated and measured. One has to weigh pros / cons of quick shock vs gradual adaptation of technology. Consider both these approaches as tools and one should be willing to use the relevant one based on the situation.

CYBER SECURITY

With the technology advancement and adoption of emerging technologies, comes the inevitable risk of exposure. Every facet and function of business is getting digital and inter-connected, so we see cyber security threat as a real risk. Data is new gold and one has to guard the data (be it intellectual property, customer analytics, employee data, business strategies, product plans etc.) against any kind of attacks irrespective of the technologies one adopts – whether cloud or on-premise or hybrid. One can never take eyes off the security (all kinds, not just cyber) ... it has to be an integral part of one’s digital transformation journey.

ACHIEVING DIGITALIZATION

We have created centers of excellence around the globe including India and some of our India R&D centers are leading projects in a vertical fashion (bigger responsibility) instead of horizontal i.e. they are driving end to end R&D projects following SDLC principles – Requirements analysis, design, development, system testing, release etc. This helps to build holistic, varied and niche skillsets in R&D which are needed to augment digital prowess in India.

“If you sweat in peace, you will bleed less in war” – a famous quote by Leo Tolstoy. Our preparation entering into 2020 was stellar, but COVID-19 pandemic created new challenges. However, these new challenges brought in some new opportunities as well and ongoing digital transformation has picked up even more pace to offset the adverse impacts of COVID-19 pandemic on business. We believe our work in 2020 will be pivotal in setting the stage for the future as well, both for organization and customers.”

“Due to COVID-19 impact, we have identified many areas of business where we have moved with digital transformation”



PRASHANT BOKLI
CTO
Being Human Clothing

KEY PRIORITIES OF 2020

The key priority of Being Human Clothing is to use Cloud Platform more than inhouse..

CYBER SECURITY

Cyber Security is an important and very critical part to keep our environment and data safe.

ACHIEVING DIGITALIZATION

R&D is a mandatory part of the ongoing process, “Digital India” played a critical role in the economy.

“Being in a retail domain, customer experience was our focus from the day one, but moving ahead with digital transformation was a challenge, but due to COVID-19 impact, we have identified many areas of business where we have moved with digital transformation.”

“We have started prioritizing digital transformation projects in the areas of Customer Experience Management”



ARINDAM PAUL
DGM-IT
Gainwell Commosales

KEY PRIORITIES OF 2020

Implementation strategy for newer technology for productivity:

1. Building capability for remote sales and service delivery to our customers using digital platforms
2. Prioritizing projects on Cloud
3. Moving towards OPEX model from the CAPEX
4. Adopting platforms with effective and fast scale in and scale out capability

Security:

1. Leveraging on the existing framework
2. Yet to finalize a separate strategy on this

COMBINING BREAKTHROUGH & FUSION APPROACH

We do need both the approaches depending on the business dynamics and sustenance.

Cyber Security

CYBER SECURITY

As more and more business is getting migrated on the digital world, the data security is now a hot topic. Though information security again is not new, with more transformation into the digital world it will have its own ecosystem where both good and bad will co exists. Obviously there cannot be anything as total or fool proof security as we need a proper balance between productivity and security. We cannot have security at the cost of productivity.

“Journey towards digital transformation as has started much earlier in the industry and is not new. The difference that happened this year is its acceleration and rapid adoption. This definitely will define new norms in Customer Experience Management. We already have our digital transformation plan in place and as mentioned we have started prioritizing digital transformation projects in the areas of Customer Experience Management.”

DMS, RPA, BPM enhance Deepak Fertilisers and Petrochemicals Corporation’s plant OEE, OPE and quality



DR. MAKARAND SAWANT

Senior General Manager- IT
Deepak Fertilisers and
Petrochemicals Corporation

KEY PRIORITIES OF 2020

Digital Transformation initiatives like Smart Factory, Digital platform for Business through Mobile Apps and Web portals. Implemented digitization platforms with solutions like DMS (Document Management System), RPA (Robotic Process Automation) and BPM (Business Process Management), resulting in overall improvement in plant OEE, OPE and quality. Customer stickiness, promotions/campaigns/e-marketing effectiveness, knowledge leadership, actionable insights to improve consumption and building threat hunting capabilities in Information

security will enhance reliability and availability.

COMBINING BREAKTHROUGH & FUSION APPROACH

Companies will have to look at implementing new technologies and also leverage the existing implemented technologies. Establishing integration platforms and middlewares will make it possible to take fusion approach and utilize both new and old technologies.

CYBER SECURITY

With digital transformation cyber security is one of the most important and critical area. Many organizations have started investing in latest advance information security solutions to overcome cyber threats. Building Threat Hunting capabilities in information security will enhance reliability and availability.

Security – a priority at present



ASHISH BANSAL
Director, Global ERP
Operations, App Testing
& RPA Service, GA&D
Operations, Global Tech
Organisation, GlaxoSmithKline
Pharmaceuticals

KEY PRIORITIES OF 2020

Security has become the number one priority which was probably at number two or three in the list. Maintaining productivity and efficiency will remain an all time high requirement and with much higher priority given to the disruption in the market due to COVID 19. BYOD, WFH, Virtual Collaboration would play a prominent role to stay connected.

COMBINING BREAKTHROUGH & FUSION APPROACH

There is a tremendous pressure on the healthcare system to stay afloat to support the current pandemic prevention initiatives and avoid the community spread. Pharmaceutical

companies are doing their best to invest and reprioritize current investments in R&D and do joint collaboration with other companies to develop the vaccines and medicines for treatment to be much faster and necessary use of digital transformation practice to reduce the time to market.

In order to support the current business operations as usual while new developments are being made, technology plays the role at the forefront, hand-in-hand with business teams as partners.

CYBER SECURITY

There is no ambiguity around this area anymore given the number of cases which are increasing under the current pandemic situation worldwide. The thought process is more around faster execution and implementing the plans where WIP and keeping a close eye on existing controls.

“We invested towards overall digital transformation, made our mind set to think in agile ways of working, got ourselves DevOps ready and exploiting automation in various form and shape for better efficiency and productivity through best use of Continuous Service Improvement and Problem Management which led to increase in our overall capacity to perform more for business during testing times.”



“Business transformation is important along with more effective strategies and re-alignments according to business context”



DR. HARSHA THENNARASU
Chief IT & Cyber Security Advisor
HKIT Security Solutions

KEY PRIORITIES OF 2020

HKIT Security Solutions is looking for Managed Detection and Response which is a proactive approach to defend from latest cyber threats.

CYBER SECURITY

Cyber security is of high priority because everything depends on the safe and secure infrastructure and applications, data, communication. There must be a holistic approach for every segment to defend from cyber threats.

As cyber threats are more sophisticated, proactive approach is mandatory. Hence, planning at a

higher level to address all cyber threats.

ACHIEVING DIGITALIZATION

Being CISO or CTO, the business transformation is important along with more effective strategies and re-alignments according to business context. Which will contribute to the Digital India Initiative by default.

“Our focus will be customer satisfaction through regular rigorous Customer Feedback mechanism”



SANDEEP KOTHAARI
HEAD – IT
PRINCE Pipes and Fittings

KEY PRIORITIES OF 2020

We have started our journey towards emerging technologies like AI / ML (for Sales & Marketing Department), RPA (for Accounts & Finance Department) and BPA (for Manufacturing and Design process). In Security, we have enabled enhanced email Threat protection to safeguard our organisation communication process.

COMBINING BREAKTHROUGH & FUSION APPROACH

The organisation needs to take both approaches since business dynamics and ecosystem will keep

changing based on the requirement. This would help to safeguard the investment, and efforts and organisations can be more agile towards meeting customer demands.

“Our focus will be customer satisfaction through regular rigorous Customer Feedback mechanism. This would help us keep diligent data on usage and churn on a continuous basis. This would also help us keep track of product usage. This would also help us measure qualitative data for each of our customers and give us the opportunity to improve CSAT score.”

“Adoption of technology without losing a sight on business is the key to successful digital roadmap”



JITENDRA SINGH
CIO
JK Cement

KEY PRIORITIES OF 2020

The Key Priorities include Seamless Integration between IT and OT, Information Security, Institutionalizing Customer Centric Apps and Solutions, Enhanced Productivity using Automation, Increased Revenues by strengthening the Fieldforce, Effective Marketing through Digital

COMBINING BREAKTHROUGH & FUSION APPROACH

The breakthrough and fusion approaches in technology strategies is indeed a necessity

in today's context. Adoption of technology without losing a sight on business is the key to successful digital roadmap.

CYBER SECURITY

We have established a security practice at JKCL (JK Cement Ltd.) to address cyber security. Cyber threats cannot be ignored and should be the key priority. Cyber Security measures are a must to ensure business continuity – we cannot wait for the disaster to happen and then solve it.

“Our customer centric approach with focussed digital adoption will be the approach path for us.”

Awareness among all stakeholders play major role to avoid cyber attack



PRAGNESH MISTRY
Group IT
RPG Enterprises

KEY PRIORITIES OF 2020

The primary focus is to have access to information from anytime, anywhere through any Device. Making an effective web conference platform which is part of the BCP and avoids travel.

COMBINING BREAKTHROUGH & FUSION APPROACH

Today every platform is linked to the click and mortar industry in some or the other form. No longer can companies afford to miss a generation of technology and expect to remain competitive. Adding to the pressure, innovations are increasingly crossing industry boundaries, “one

technology-one industry” no longer applies.

CYBER SECURITY

Cyber-attacks have become a regular phenomenon today and the issue is a growing challenge. New threats are emerging every day with a potential cost to the economy that cannot be fathomed. The cyber risks need a proactive approach instead of a reactive one. Though appropriate controls can be in place which most of the organizations are adhering to, the awareness of all the stakeholders plays a key role in order to avoid a cyber-attack.

ACHIEVING DIGITALIZATION

Every Indian CTO's role today is to make the information available with appropriate integrity and the Digital India initiative plays a vital role in integrating systems and making transactions seamless. UX being the top priority, developing an ecosystem that orchestrates the foundation of a digital enterprise, be it through various technologies viz. Artificial Intelligence (AI), Blockchain, Machine Learning (ML), Cloud Computing or Robotics, these technologies have become the nerve center for the next generation of innovations- right from taking information on a digital level and emerging it into the physical level.

Vasai Vikas Bank encouraging customers to use digital channel



BHASKAR RAO
Asst. GM-IT
Vasai Vikas Bank

KEY PRIORITIES OF 2020

This is being a difficult year and we planned to start many things for this year, but due to COVID-19 all are kept under-hold for some time.

COMBINING BREAKTHROUGH & FUSION APPROACH

There must be an approach to include breakthrough as well as fusion in the technological strategies.

CYBER SECURITY

We think this is the most important area, at present the threat of cyber-attacks are looming large and this is the time

the institution must look into the cyber threat seriously and do everything to protect the infrastructure particularly the financial sector. According to us, we must focus more on cyber security than ever before, this is definitely very important.

ACHIEVING DIGITALIZATION

The success and failures of the company depends on many aspect, but the best use of technological infrastructure, digitization of resource, digital marketing, ML/AI etc. will definitely add to the business growth of the company.

"We are concentrating more on digital platform, due to COVID-19 customers are moving towards the digital payments like eComm, Mobile, UPI etc. we are also encouraging our customers to use more digital channels."

R&D: The critical component of business growth



VIRENDRA BANSAL
Group CIO
SAR GROUP

KEY PRIORITIES OF 2020

In IT, COVID-19 has brought a complete new way of working. We are completely geared up for working from home and all employees contributed from home. The IT team is able to deliver more than 100% during COVID-19. The only setback is new investment. We have to extract more from the existing and that is what we are doing at the moment.

COMBINING BREAKTHROUGH & FUSION APPROACH

AThe fusion of technologies goes beyond mere combination. Fusion is more than complementary, because it creates a new market and growth

opportunities for each participant in the innovation. It blends incremental improvements from several (often previously separate) fields to create a product..

CYBER SECURITY

Cyber Security has always been a challenge. Cyber threats are increasing day by day and hackers are very active. As the time goes during and even after lockdown the swift is going to be work from home. In this scenario cyber-attacks are more frequent and will remain a challenge.

ACHIEVING DIGITALIZATION

Research and development (R&D) has always been on top in maintaining the growth of any organisation. There are many examples in the past who have closed their operations as they did not focus more on R&D.

"The entire technology and business swift is towards customer experience. So far it was product sale and service but now it is going to be customer delight. Many CRM applications have been upgraded to get customer connect and its experience. This will be a completely new way of doing business."

COVID-19 Pandemic hasten the drive to shift to online mode



DR. KARNIKA SETH
Cyberlaw Expert & Founding
Partner, Seth Associates

KEY PRIORITIES OF 2020

In post COVID-19 lockdown we are adopting new platforms to enable WFH culture, newer video conferencing platforms, online training sessions, upskilling our teams through educational training in-house and external. We are exploring robust VPN solutions too.

COMBINING BREAKTHROUGH & FUSION APPROACH

We hope to deploy newer technologies and also additions to what we already use. AI/

Data science may even be interesting if it can be infused into law practice. Our courts have already transitioned into virtual courts by videoconference based hearings, it may not be a farfetched idea to have virtual courts where traffic challans and other small disputes get resolved through robots. Infact, a pilot project has already been launched on this model in the Supreme Court of India last year. I feel privileged having drafted the e-filing manual of the High Courts and District Courts using which matters can be e-filed across 18000+ district courts and 21 high courts -making access to justice speedier and more efficient through technology.

CYBER SECURITY

Ransomware, malware, frauds such as phishing, manning the middle attacks, defamation are certainly on the rise and will continue to affect the corporate businesses as well as individuals.

There was a steep rise in fake apps, websites, donation sites and cyber-attacks through video conferencing platforms during COVID times. Crimes rose by 86% during this time as per MHA reports.

"We were already shifting from manual/offline operations to online mode when the COVID-19 Pandemic emerged across the world. This has surely accelerated our drive to shift to online mode as many operations as possible."

Effective of digital marketing and use of ERP software across organization: Key priorities of Zuari Infraworld



**BIPRADAS
BANDYOPADHYAY**
Head-IT
Zuari Infraworld India

KEY PRIORITIES OF 2020

The key priorities are to enhance effectiveness of digital marketing to generate more revenue, ensure effective use of ERP software across the organization and to ensure use of software applications to manage documents across the organization.

COMBINING BREAKTHROUGH & FUSION APPROACH

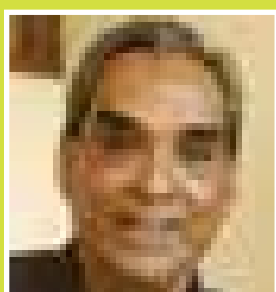
Breakthrough approach in designing/ executing technology strategies is the most desired one as it swiftly increases efficiency and productivity of the organization while it helps to generate more revenue and ensures better profitability of the organization.

The approach of having breakthroughs in executing technology strategies may not always bring the desired result for the organizations, hence using the fusion approach for the areas not impacted by breakthrough technologies would provide the optimum results for the organization.

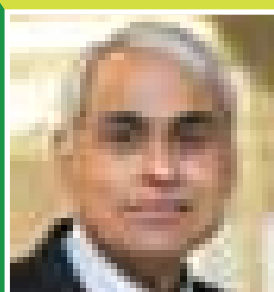
"As our key priorities include effective use of digital marketing and use of software to manage documents which are of importance from the pre-sales till after-sales activities, we believe that we can reach the customers early and help them to achieve their objectives (of purchasing product and best services) seamlessly through our activities."



AJAY PRAKASH SAWHNEY
SECRETARY
MEITY



AJIT BALAKRISHNAN
CHAIRMAN & CEO
REDIFF.COM



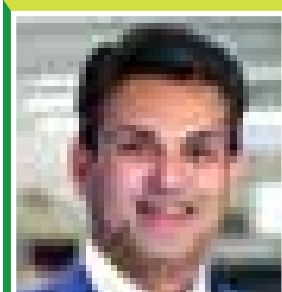
AKHILESH TUTEJA
GLOBAL CO-LEADER
KPMG



ALOK OHRIE
M.D & PRESIDENT
DELL TECHNOLOGIES



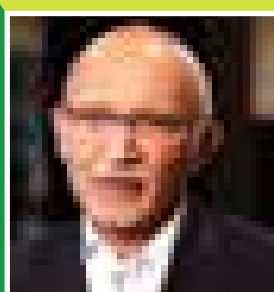
AMITABH KANT
CEO
NITI AAYOG



ANANT MAHESHWARI
PRESIDENT
MICROSOFT INDIA



ANSHU PRAKASH
SECRETARY- TELECOM
GOI



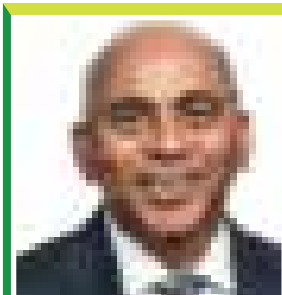
ARUN M KUMAR
CHAIRMAN & CEO
KPMG



ASHISH KUMAR CHAUHAN
MD & CEO
BSE



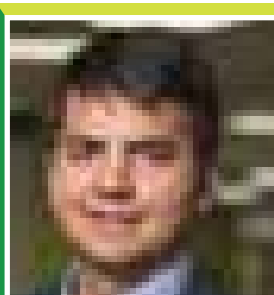
ASHOK SOOTA
CHAIRMAN
HAPPIEST MINDS



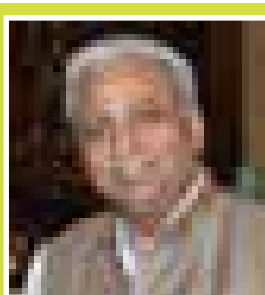
ATUL BHATNAGAR
PRESIDENT & CEO
CAMBIUM NETWORKS



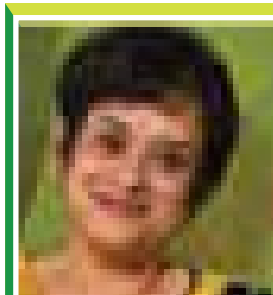
BHARAT GOENKA
MD
TALLY SOLUTIONS



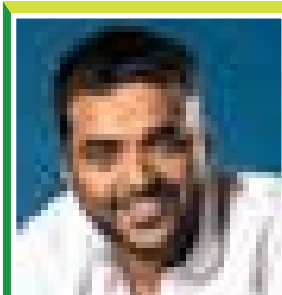
BHAVISH AGGARWAL
CO -FOUNDER & CEO
OLA CABS



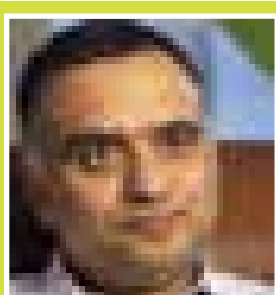
C P GURNANI
MD & CEO
TECH MAHINDRA



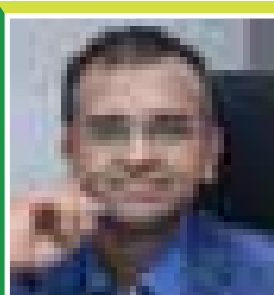
DEBJANI GHOSH
PRESIDENT
NASSCOM



DEEPIINDER GOYAL
FOUNDER & CEO
ZOMATO



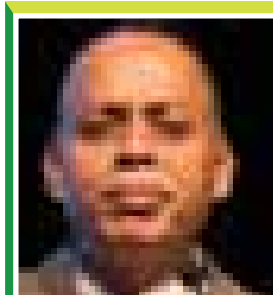
DHEERAJ PANDEY
FOUNDER & CEO
NUTANIX



DILIP ASBE
MD & CEO
NPCI



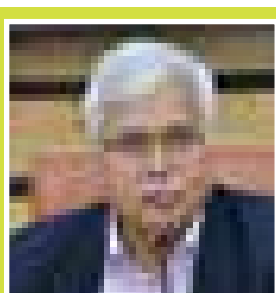
DR. ANAND AGARWAL
GROUP CEO - STERLITE
TECHNOLOGIES LIMITED



DR. AJAY KUMAR
DEFENCE SECRETARY
GOV. OF INDIA



DR. KESHAB PANDA
CEO& MD- L & T
TECHNOLOGY SERVICES



DR. R S SHARMA
CHAIRMAN
TRAI



DR. ONKAR RAI
DG
STPI

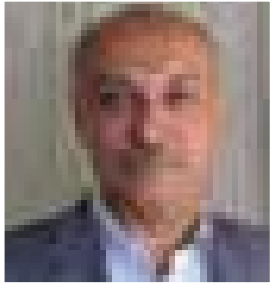


GAUTAM ADANI
CHAIRMAN
ADANI GROUP



HARI OM RAI
CMD
LAVA

ICONS OF INDIA



KARAN BAJWA
M.D
GOOGLE CLOUD



KESHAV MURUGESH
CEO
WNS



LT GEN RAJESH PANT (RETD)
Chief-National Cyber
Coordination Centre



MUKESH D. AMBANI
CHAIRMAN & MD
RELIANCE INDUSTRIES



NANDAN NILEKANI
CO-FOUNDER
INFOSYS



NATARAJAN CHANDRASEKARAN
CHAIRMAN
TATA GROUP



PRAKASH MALLYA
MANAGING DIRECTOR
INTEL INDIA



PROF. N. BALAKRISHNAN
CHAIRMAN- DIVISION OF
INFORMATION SCIENCE-IIS



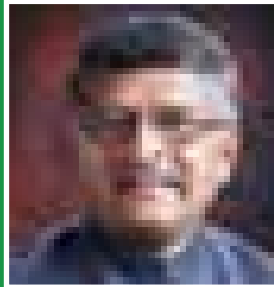
PROF. S. SADAGOPAN
DIRECTOR
IIIT BANGALURU



RAJEEV CHANDRASEKHAR
TECHNOLOGY ENTERPRENURE &
PARLIAMENTARIAN



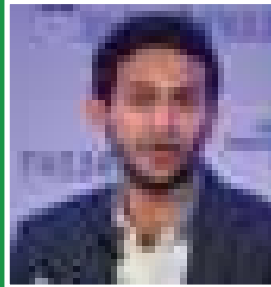
RAMAN ROY
CHAIRMAN & MD
QUATRO GLOBAL



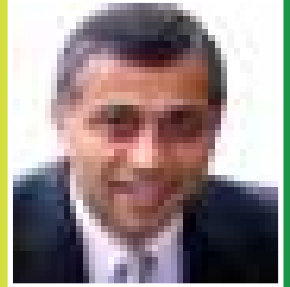
RAVI SHANKAR PRASAD
UNION MINISTER OF
ELECTRONICS & IT



RISHAD PREMJI
CHAIRMAN
WIPRO LIMITED



RITESH AGARWAL
FOUNDER & CEO
OYO HOTELS



SANJAY BEHL
PRESIDENT & COO
DELOITTE



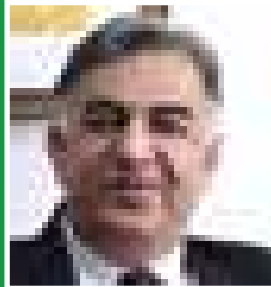
SACHIN BANSAL
CEO
NAVI



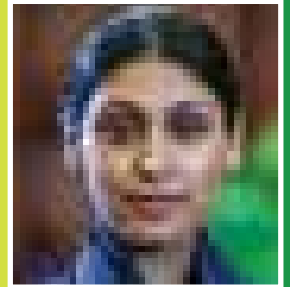
SAMEER GARDE
PRESIDENT
CISCO INDIA & SAARC



SANDIP PATEL
M.D.
IBM INDIA



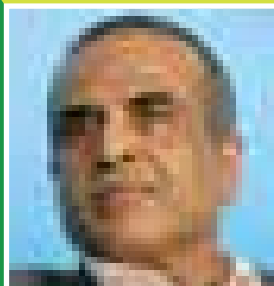
SHAILENDER KUMAR
MD
ORACLE INDIA



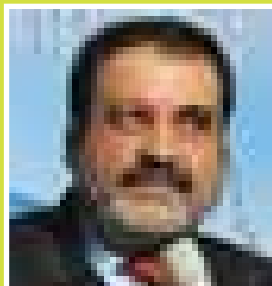
ROSHNI NADAR MALHOTRA
CHAIRMAN
HCL TECHNOLOGIES



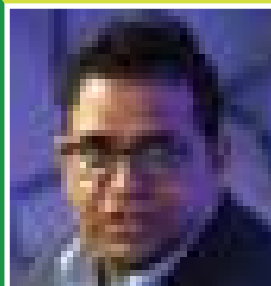
SOM SATSANGI
MD
HP ENTERPRISE



SUNIL BHARTI MITTAL
CHAIRMAN
BHARATI ENTERPRISES



T.V. MOHANDAS PAI
CHAIRMAN - MANIPAL
GLOBAL EDUCATION



VIJAY SHEKHAR SHARMA
CEO - ONE 97
COMMUNICATIONS



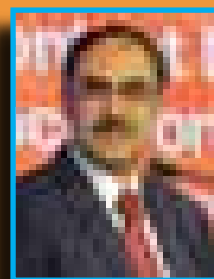
VIPIN TYAGI
ED
CDOT

ICONS OF INDIA

AJAY PRAKASH SAWHNEY

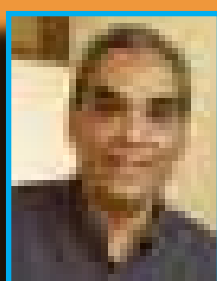
Ajay Prakash Sawhney is currently the Secretary to the Government of India under the Ministry of Electronics and Information Technology (MeitY). Prior to this he was Additional Secretary in the petroleum ministry, with the charge of Chairman and Managing Director of PSU explorer, Oil India.

He has also held important positions in the Govt. of India as Joint Secretary Training in the Department of Personnel and Training and as the President and CEO of the National eGovernance Division, which assists MeitY in the implementation of the National e-Governance Plan.



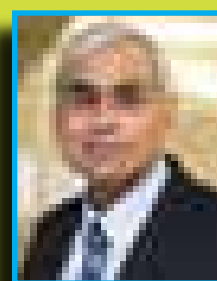
AJIT BALAKRISHNAN

Founder and the current Chairman of Rediff.com, Ajit Balakrishnan is an Indian entrepreneur, business executive and administrator. His success and overall excellence have been well acknowledged in the form of various prestigious awards and accolades. Previously, he was also positioned as the Chairman of the Board of Governors of Indian Institute of Management Calcutta (IIM Calcutta) for two five-year terms. Balakrishnan holds a Bachelor of Science from the University of Kerala and a Post Graduate Diploma in Management with Master in Business studies (MBA) from IIM Calcutta.



AKHILESH TUTEJA

Akhilesh serves as the Global Cyber Security practice Co-leader and heads the IT Advisory practice and heads the Risk Consulting practice for KPMG in India. He has advised over 200 clients on matters relating to cyber security, IT strategy, selection of technologies and helped them realise the business benefits of technology. He is enthusiastic about addressing the issues of IT risks in a holistic manner, especially through application of user behaviour analytics. Akhilesh has also played an active part in developing security and privacy frameworks for the banking industry in India.



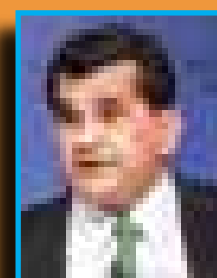
ALOK OHRIE

With more than 25 years of experience, Alok Ohrie is spearheading the transformation of Dell Technologies as the President and Managing Director, India. Dell Technologies is a well-established essential Infrastructure company in Indian market catering to businesses across all industry segments. Alok is the Permanent Director & Chair on the Board of Dell Technologies India and on the board of Data Security Council of India (DSCI). He has served as the Chairman of ASSOCHAM's National Council for Electronics Manufacturing from 2017-2020.



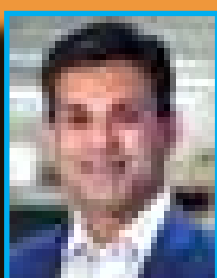
AMITABH KANT

Amitabh Kant is the CEO of NITI Aayog. He is a Kerala Cadre IAS Officer. He is the author of Branding India - An Incredible Story. He has been a key driver of the "Make in India", Startup India, "Incredible India" and God's Own Country" initiatives that positioned India and Kerala State as leading manufacturing and tourism destinations. Kant also conceptualized the "Atithi Devo Bhavah" – "Guest is God" campaign to train Taxi Drivers, Guides, immigration officials and make them stakeholders in the tourism development process.



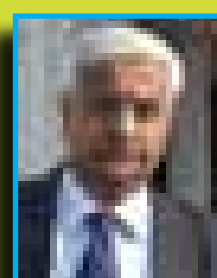
ANANT MAHESHWARI

Anant is the President of Microsoft India. He leads the Microsoft business with customers, business partners, policy makers and industry. He is responsible for all of Microsoft's product, service, and support offerings across India. Role of Anant is pivotal as the country focuses on growth themes in the country including Digital India. The alignment of Microsoft's mission of empowering every person and every organization on the planet to achieve more, with India's growth enables a wide range of creative and innovation opportunities.



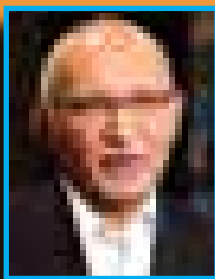
ANSHU PRAKASH

Anshu Prakash is a 1986 batch Indian Administrative Service officer of Arunachal Pradesh-Goa-Mizoram-Union Territories cadre. He served as the Chief Secretary of Delhi from 4 December 2017 to 18 November 2018. He is currently posted as secretary in the telecom department of the Ministry of Communications. Earlier Anshu Prakash has served as principal secretary, Health & Family Welfare for Government of Delhi, commissioner and secretary, Health in Arunachal Pradesh and in Andaman & Nicobar Islands. Prakash is an economics graduate and has an MBA degree from the University of Delhi.



ARUN M KUMAR

Arun M. Kumar, Chairman and CEO, KPMG in India is an accomplished global executive with experience spanning multiple sectors from high technology to Government and many geographies from Silicon Valley to India. Arun had also served as the Assistant Secretary of Commerce for Global Markets and Director General of the U.S. and Foreign Commercial Service in the Obama Administration. Arun is a Member of the Council on Foreign Relations, New York. He chairs the India Advisory Council of the US India Business Council.



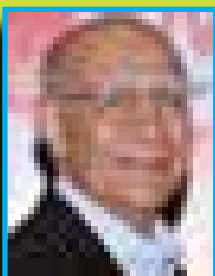
ASHISH KUMAR CHAUHAN

Ashish Kumar Chauhan is the MD & CEO of BSE (Bombay Stock Exchange), the first stock exchange of Asia. He is one of the founders of India's National Stock Exchange (NSE) where he worked from 1992 to 2000. He is best known as the father of modern financial derivatives in India. He was instrumental in setting up India's first fully automated screen based trading system and first commercial satellite communications network. He also created several path breaking frameworks including Nifty index, NSE certifications in financial markets etc.



ASHOK SOOTA

Ashok Soota is the Executive Chairman and Co-Founder of Happiest Minds Technologies. Prior to founding the Company, Ashok was the Founding Chairman and Managing Director of MindTree Limited, a company that completed a successful IPO during his tenure. He was the vice chairman of Wipro Limited and led it to becoming India's second largest IT Company during his tenure. He was the Senior Vice President of Shriram Refrigeration Industries Limited prior to co-founding MindTree Limited. He has also served on Prime Minister's Task Force for IT and on the Advisory Council for the World Intellectual Property Organization, Geneva.



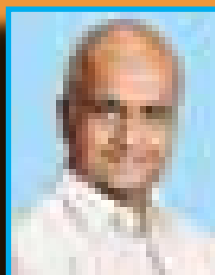
ATUL BHATNAGAR

Atul is the President and CEO of Cambium Networks since early 2013. Cambium Networks has increased its global business footprint, expanded its addressable market, and worldwide market share through disruptive, innovative broadband wireless solutions. Cambium wireless connectivity solutions connect people, places and things – especially in developing communities, Smart Cities, Industrial IoT, Defense, Education and Hospitality. Prior to this, he served the position of President and Chief Executive Officer of Ixia. Atul holds an Innovation and Entrepreneurship Certificate along with Corporate Governance executive education at Harvard Business School.



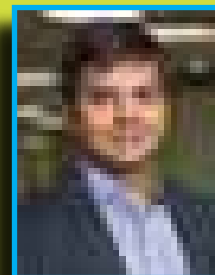
BHARAT GOENKA

Bharat Goenka is the Co-Founder and Managing Director of Tally Solutions. In 2020, he received the Padma Shri honour from the Government of India for his contribution in the field of trade and industry. Bharat Goenka is also known as the "Father of the Indian Software Product Industry". Delivering business software for Small and Medium Businesses (SMB's) is the passion. For three decades Tally's product caters to millions of users across industries in over 100 countries. The robust network of 28000+ partners delivers unmatched customer experience in sales, support and services.



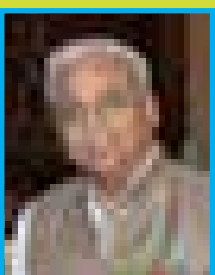
BHAVISH AGGARWAL

Bhavish Aggarwal is an entrepreneur, who is also the co-founder and CEO of Ola Cabs. Bhavish has worked with Microsoft Research for two years, and filed 2 patents and published 3 papers in international journals. He had formed Ola-India's largest mobility platform serving 250+ cities across India, Australia, New Zealand, and the UK. The Ola app offers mobility solutions by connecting customers to drivers and a wide range of vehicles across bikes, auto-rickshaws, metered taxis, and cabs, enabling convenience and transparency for hundreds of millions of consumers and over 1.5 million driver-partners.



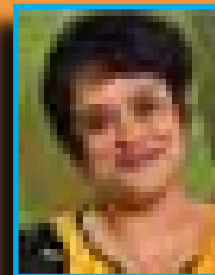
C P GURNANI

Chander Prakash Gurnani is the CEO & Managing Director of Tech Mahindra. An accomplished business leader with extensive experience in international business development, start-ups and turnarounds, joint ventures, mergers and acquisitions, Gurnani led TechMahindra's transformation journey, and one of the biggest turnarounds of Indian corporate history - the acquisition and merger of Satyam. His inimitable style of leadership, combined with his sharp focus on customer experience has helped TechMahindra emerge as one of the leading digital IT solution providers of India. He holds a degree in chemical engineering from the NIT, Rourkela.



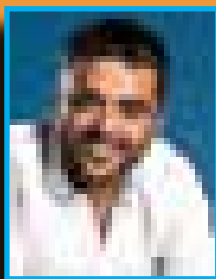
DEBJANI GHOSH

Debjani Ghosh is the President of the National Association of Software & Services Companies (NASSCOM). She is the fifth president of NASSCOM and the first woman at the helm. Debjani is responsible for establishing new growth areas for the technology industry in India and works with governments and industry stakeholders to establish policies and initiatives that help accelerate the growth of the sector in India and across the world. She was instrumental in developing 'Think Digital, Think India' strategy to support India's digital transformation journey, especially as an enabler of inclusive growth and development.



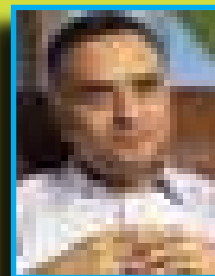
DEEPINDER GOYAL

Founded by Deepinder Goyal and Pankaj Chaddah in 2008, Zomato started as a website that provided restaurant content to help users make informed decisions before dining out. Zomato is the platform that connects over 55 million users to restaurants in 24 countries across the world. Prior to starting Zomato, he had worked as a management consultant with Bain and Company in New Delhi. It was at Bain that Deepinder conceived the idea of an online restaurant information service after seeing the demand for menu cards among his colleagues.



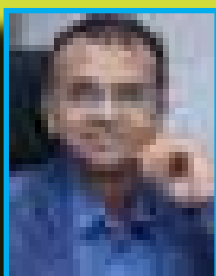
DHEERAJ PANDEY

Dheeraj is the Founder, CEO & Chairman of Nutanix. He brings a wealth of experience of working at high growth enterprise software companies. Prior to founding Nutanix, Dheeraj was the VP of Engineering at Aster Data (now Teradata), where he helped build the product and its engineering team from the ground up. Dheeraj's entrepreneurial spirit has been recognized with a number of prestigious awards including Dell's Founders 50 and the E&Y Entrepreneur of the Year, Silicon Valley. He holds a BS in CS from the Indian Institute of Technology (IIT, Kanpur)



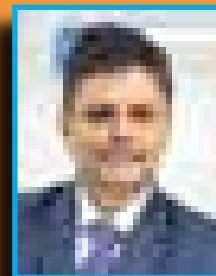
DILIP ASBE

As the Managing Director and CEO of National Payments Corporation of India (NPCI), Dilip Asbe has played a major role in designing, building, operationalization and management of payment processing platforms like Unified Payments Interface (UPI), BHIM, Immediate Payment Service (IMPS) and RuPay. NPCI is an umbrella organisation for all retail payment systems in India. It was set up with the support & guidance from Reserve Bank of India (RBI) & Indian Banks Association (IBA). It is a unique payment solution which empowers a recipient to initiate the payment request from a smartphone.



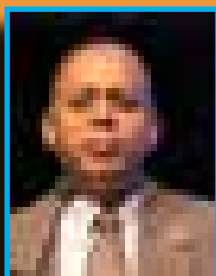
DR. ANAND AGARWAL

Dr. Anand Agarwal is the Group CEO of STL and is passionate about driving technological advancement to impact everyday lives. Recognising the exponential growth in data consumption and shifts in the global technology landscape, Anand has navigated STL from an optical connectivity company to a global leader in end-to-end data network solutions. Anand is driving STL as an industry leading integrator of data networks with core capabilities in optical connectivity, radio engineering and networking software. He holds B.Tech in Metallurgical Engineering and Masters and his Ph.D. from the Rensselaer Polytechnic Institute, USA.



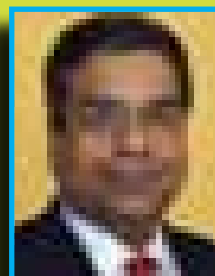
DR. AJAY KUMAR

Ajay Kumar is a 1985 batch Indian Administrative Service (IAS) officer of the Kerala cadre. He is the current Union Defence Secretary of India. Dr. Kumar is credited for the manufacturing of electronics and mobile phones in the country ,it also includes for restructuring of several state public undertakings under Asian Development Bank Programs, Dr. Kumar specializes in e-governance, investment promotion and strategic planning. Dr . Kumar is an alumnus of IIT Kanpur and has completed a MS in Applied Economics and a PhD in Business Administration from the University of Minnesota.



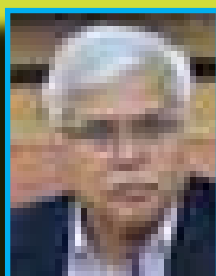
DR. KESHAB PANDA

Dr. Keshab Panda is the Chief Executive Officer and Managing Director of LTTS. Dr. Panda has over 31 years of global industry experience in research, conceptualizing, creating, operationalizing and turning around complex technology and engineering services businesses. Earlier this year, Dr Panda was recognized as CEO of the Year, as a result of his distinguished contributions to the engineering and technology sectors over the past 3 decades. He holds a graduate degree in aeronautical engineering and a postgraduate degree in aerospace engineering from Indian Institute of Science, Bangalore.



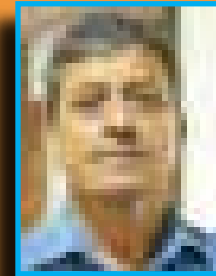
DR. R S SHARMA

Dr. R. S. Sharma has been the Chairman of the Telecom Regulatory Authority of India (TRAI) since 2015. He leads the regulatory body for orderly growth and consumer protection in telecom & broadcasting sectors. As Chairman of TRAI, he steered the adoption of net neutrality regulations in India. Dr. Sharma's philosophy has been to keep the customer at the focus of all regulatory action. Dr. Sharma holds Ph.D. from IIT, Delhi, a master's degree in mathematics from IIT, Kanpur (India) and another master's in computer science from the University of California (USA).



DR. ONKAR RAI

Dr. Omkar Rai is the Director General of STPI, Ministry of Electronics and Information Technology, Govt. of India and has got wide experience in the matters of IT/ITeS industry. Under his leadership, STPI has been providing services to the IT/ITES/ESDM industry for promotion of software exports and entrepreneurship from the country. He is actively involved in various policy formulations required for the growth of industry from time to time. Before STPI, he served in the National Informatics Centre in various capacities. He holds a PhD in Statistics from Banaras Hindu University.



GAUTAM ADANI

Gautam Shantilal Adani is an Indian billionaire industrialist and is the Chairman and Founder of the Adani Group, an Ahmedabad-based multinational conglomerate involved in port development and operations in India. Ports tycoon Gautam Adani controls Mundra Port, India's largest, in his home state of Gujarat. He founded the Adani Group in 1988 and diversified his business into resources, logistics, energy, agriculture, defence and aerospace, amongst others. Adani Group's interests include power generation and transmission, edible oil, real estate and defence. Adani has recently expanded into new ventures such as airports and datacenters.



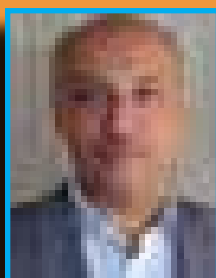
HARI OM RAI

Hari Om Rai is the Co-founder, Chairman & Managing Director of Lava International Limited - an Indian multi-national in the mobile handset industry, with its presence in 13 countries. He started his entrepreneurial journey in 1992 by founding Biogentek - a venture in the field biotechnology. Biogentek, represents companies from Europe and USA, who make machines, instruments, chemicals and consumables used in biotechnology research laboratories and universities in India. Hari Om Rai is also the Co-Chairman of Government of India's Fast Track Task Force to catalyze and re-establish the mobile handsets manufacturing eco-system in India.



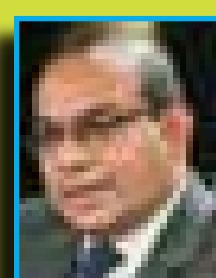
KARAN BAJWA

Karan Bajwa has been appointed by Google as Managing Director of Google Cloud in India. Bajwa is responsible for driving all revenue and go-to-market operations for Google Cloud's extensive solution portfolio that includes Google Cloud Platform and G Suite. He will also advise the local developer ecosystem and India-based Global System Integrators (GSIs). Prior to this he was the Managing Director, Microsoft India where besides leading the India business for the company, he also led the Cloud Transition and the Ecosystem engagement. Prior to that, he served in various roles in Microsoft and Cisco.



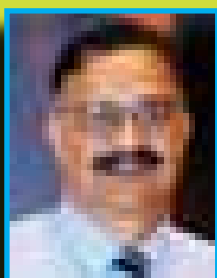
KESHAV MURUGESH

Keshav R. Murugesh is the Group Chief Executive Officer of WNS Global Services, a NYSE listed company in the Business Process Management business. WNS is a leading Business Process Management (BPM) company. WNS combines deep industry knowledge with technology, analytics and process expertise to co-create innovative, digitally led transformational solutions with over 350 clients across various industries. He has been the Chairman of NASSCOM 2019-2020 and he has turned around two US listed Companies and created significant differentiation, billions of dollars of market capitalisation and wealth for all stakeholders involved in the journey.



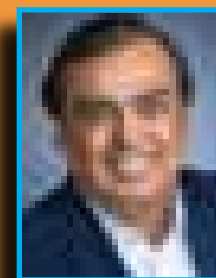
LT. GEN. RAJESH PANTH

Lt Gen. (Dr) Rajesh Pant, India's National Cyber Security Coordinator. Internationally renowned soldier-scholar, General Pant has 42 years' experience in Indian Army, especially in the field of Electronic Warfare, Geo-intelligence and Cyber Warfare. NCCC — National Cyber Coordination Centre; for cybercrime, there was the I4C — Cyber Crime Coordination Centre under the MHA. Serving as the special secretary heading the cybercrime and cybersecurity center at the prime minister's office, government sources tell Information Security Media Group. Pant, coordinates with various agencies to work on cyber security measures.



MUKESH D. AMBANI

Mukesh Dhirubhai Ambani is an Indian billionaire business magnet, and the Chairman, Managing Director, and largest shareholder of Reliance Industries Ltd. He initiated Reliance's backward integration journey – from textiles to polyester fibres and further onto petrochemicals and petroleum refining, and going upstream into oil and gas exploration and production. He has disrupted the staggering Indian telecom industry with his revolutionary Reliance Jio, an LTE mobile network provider. More than 18 Global investors are interested to invest in Jio platform, Retail, Fibre and his other businesses.



NANDAN NILEKANI

Nandan Nilekani is an Indian entrepreneur, bureaucrat, and politician. He was the Chairman of the Unique Identification Authority of India (UIDAI) in the rank of a Cabinet Minister. He was previously the co-chairman, Infosys Technologies Limited, which he co-founded in 1981. He is responsible for implementing the Multipurpose National Identity Card, or Unique Identity card (UID Card) project in India. Nandan received the prestigious Padma Bhushan. Nandan Nilekani is the author of "Imagining India" and co-authored his second book with Viral Shah, "Rebooting India: Realizing a Billion Aspirations".



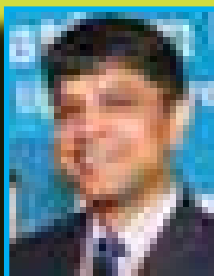
NATARAJAN CHANDRASEKARAN

Natarajan Chandrasekaran is an Indian businessman and the chairman of Tata Sons. He was Chief operating officer and executive director of Tata Consultancy Services. He was also the chairman of Tata Motors and Tata Global Beverages. He is the Chairman of the Board of Tata Sons, the holding company and promoter of more than 100 Tata operating companies with aggregate annual revenues of more than US \$100 billion. Under his leadership, TCS generated total revenues of US \$16.5 billion and consolidated its position as the largest private sector employer in India and the country's most valuable company.



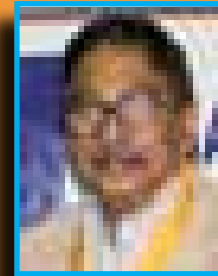
PRAKASH MALLYA

Prakash Mallya is the Managing Director of Southeast Asia and is responsible for all of Intel's sales, marketing and enabling of Intel products across Southeast Asia, one of the world's most dynamic markets for computing products. Prakash joined Intel in 2000 as Business Development Manager responsible for the Financial Services segment in India. Over the years, he has held several regional roles including leading Intel's Asia Pacific strategy to win in Manufacturing and Oil & Gas verticals, as well as managing the Microsoft Alliance for Asia Pacific and China regions. Prakash holds a Bachelor's Degree in Electrical and Electronics Engineering and an MBA in Marketing Management



PROF. N. BALAKRISHNAN

Prof. N. Balakrishnan is an Indian aerospace and computer scientist, heads the Supercomputer education and research centre. He is a Professor of the Department of Aerospace Engineering and Supercomputer Education Research Centre of Indian Institute of Science and a Visiting Professor of Jawaharlal Nehru Centre for Advanced Scientific Research. Balakrishnan was honored with Padma Shri in 2002. India's supercomputer program was started in late 1980s because Cray supercomputers could not be imported into India due to an arms embargo imposed on India. Prof. Balki heads this mission.



PROF. S. SADAGOPAN

Professor Sadagopan is currently the Director (President) of IIIT-Bangalore (a PhD granting University). IIIT's represent a set of new generation universities started in India in late 90's with special focus on IT; IIIT-Bangalore is one of the first such Institutes; as the first Director of IIIT-Bangalore he is involved in the visioning, planning and executing the growth of this Institute that is counted as one of the premier Institutes in India. He obtained his MS & PhD Degree from Purdue University, USA in 1979 and BE (Hon) Degree from Madras University, India in 1973. He had taught at IIT Kanpur (1979 to 95) and IIM Bangalore (1995-99). His research interests include OR, Multi-criteria optimization, Simulation and Enterprise computing.



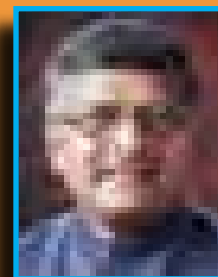
RAJEEV CHANDRASEKHAR

Rajeev Chandrasekhar is a Technology Entrepreneur and a Member of Parliament representing the State of Karnataka, serving his 3rd term in the Rajya Sabha. He is also the vice-chairman of the Kerala wing of the BJP-led coalition National Democratic Alliance. He is one of the members of Rajya Sabha Select Committee on GST Bill and Rajya Sabha Select Committee on Real Estate Bill. He is also the founder and chairman of Jupiter Capital Pvt. Ltd, a financial services and investment company. Asianet News is one of Jupiter Capital's portfolio companies.



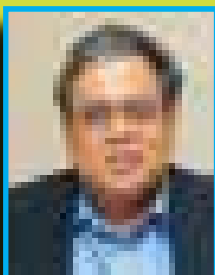
RAVI SHANKAR PRASAD

Ravi Shankar Prasad is the Union Minister holding the Ministry of Communications and Information Technology (India) in Government of India. He is a member of parliament in (Rajya Sabha) and represents Bihar state. He has been spearheading the task of reviving India's telecom sector. He is also actively leading the task of developing India into a global electronics manufacturing hub. India is sitting at the cusp of a Digital Revolution. The flagship program of Digital India, which aims to bring about good governance by extensive use of Information Technology, is being implemented under his leadership.



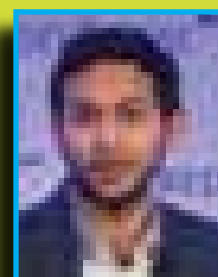
RAMAN ROY

Raman is widely regarded as "the Pioneer" and "Father of the Business Process Outsourcing (BPO) industry" in India. He has played a pivotal role in promoting India as a preferred destination for Remote Processing to mainly North American and European companies. He has directly created over 35,000 new jobs in India and has indirectly enabled the employment of over 700,000 people through creation of the BPO industry. Raman also held the position of Chairman of the Executive Committee of NASSCOM. Raman is a Chartered Accountant and a Chartered Management Accountant with a Doctorate in Management Accountancy.



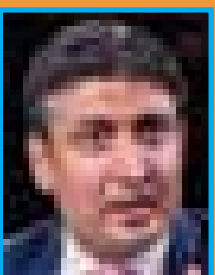
RITESH AGARWAL

Ritesh Agarwal is an Indian entrepreneur, billionaire and the founder and CEO of Oyo Rooms-World's fastest growing and India's largest hotel chain. He launched Oravel Stays, a website designed to enable listing and booking of budget accommodation. OYO grew from 1 hotel to 23,000+ hotels, 1,000,000+ rooms and 125,000+ holiday homes. OYO is spread across 800 cities in 80 countries. Headquartered in Gurgaon, OYO is the fastest-growing and second-largest hotel chain in the world. Globally, we are known for transforming spaces into comfortable and stylish spaces with 70% - 85% occupancy rates.



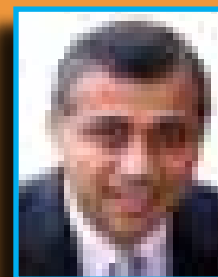
RISHAD PREMJI

Rishad Premji is the Chairman of Wipro Limited. He is the son of Azim Premji. He previously served as the Chief Strategy Officer at Wipro before taking over as the chairman in July 2019. He is responsible for shaping Wipro's strategy to drive sustained and profitable growth. Rishad was also responsible for Investor Relations and all Government relations activities for the company. Rishad is on the Board of Wipro Enterprises Limited, a leading player in FMCG & infrastructure engineering and Wipro-GE, a joint venture between Wipro and General Electric in the healthcare domain. For financial year 2018-19, Rishad was the Chairman of NASSCOM, the trade body of India's \$170 billion software industry.



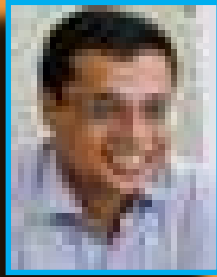
SANJAY BEHL

Sanjay has 18 years of consulting experience where he has worked on Corporate, Business Unit & Core Functional (Commercial, R&D and Supply Chain) strategies. Sanjay is currently the President and COO of Deloitte India's Consulting Division, a collaboration between the US and Indian Consulting Member Firms. Sanjay has also authored more than 15 peer reviewed articles and has more than 10 US Patents. Sanjay's work has included helping companies design new business & operating models, understanding healthcare environments, driving growth & innovation and post-merger integrations in the US, Europe, and the emerging markets.



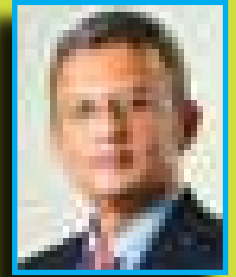
SACHIN BANSAL

Flipkart Co-founder Sachin Bansal has been appointed as Managing Director of Navi Technologies, his second entrepreneurial venture in the space of financial services after he exited from the ecommerce marketplace. Navi Technologies has also acquired a majority stake in Chaitanya Rural Intermediation Development Services (CRIDS), a company which operates a micro-finance institution. Sachin has made deep bets in the financial services sector in India, which also includes investments into companies such as Altico Capital, U Gro Capital, IndoStar Capital, and the acquisition of mutual fund business of Essel Group.



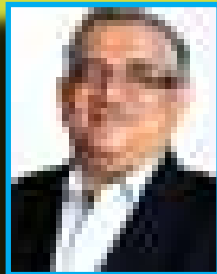
SAMEER GARDE

Sameer Garde is President of Cisco's India and SAARC theatre. Sameer is responsible for sales, operations, growth initiatives and investments in strategic alliances in the theatre. Sameer has led several top-performing organizations with an enduring track record across multiple roles and regions. His keen understanding of technology and market opportunities enables him to drive transformation and capture critical market transitions. A proven leader, Sameer has built and managed global and regional businesses in India, Europe, USA and Asia. Sameer is a long-distance runner, amateur photographer, and driving-holiday enthusiast.



SANDIP PATEL

Sandip Patel is the Managing Director of IBM India and General Manager of IBM India/SA. He is responsible for all strategic and operational matters related to IBM's sales, marketing, services and delivery operations in the region, including Bangladesh, Nepal and Sri Lanka. Additionally, he directs and enables India's capabilities across IBM's global missions, global centers of excellence, research and innovation labs. Prior to this, he was General Manager for the Insurance industry at IBM. In this role, he had responsibility for IBM's business across all brands in the Insurance industry globally.



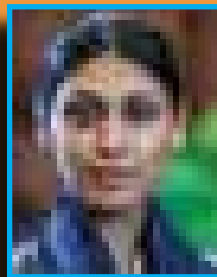
SHAILENDER KUMAR

Shailender Kumar is managing director for Oracle India. His primary responsibility is to grow Oracle's business in India, increase Oracle's market share across all product lines and solutions, ensure customer satisfaction, and drive Oracle's corporate citizenship initiatives in the country. As managing director, Kumar leads a team of sales and sales consulting professionals from all lines of business—including technology, applications, middleware, and systems—that is focused on delivering Oracle solutions to more than 7,000 customers in India.



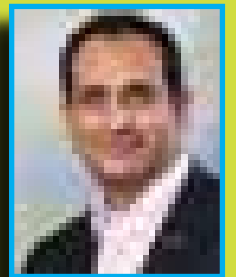
ROSHNI NADAR MALHOTRA

Roshni Nadar Malhotra is the chairperson of HCL Technologies and the first woman to lead a listed IT company in India. In 2019, she is ranked 54th on the Forbes World's 100 Most Powerful Women list. Roshni became the first woman chairperson heading a top Indian IT company. She also has a business administration degree in social enterprise management and strategy from the Kellogg School of Management. She is now the trustee of Shiv Nadar Foundation and the chairperson for the leadership academy for the underprivileged, VidyaGyan.



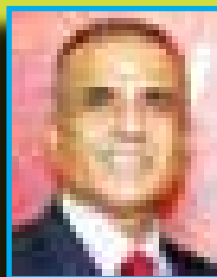
SOM SATSANGI

Som Satsangi is the present MD India at HPE. Prior to this he was the VP & GM for the Enterprise Group during which he was responsible for revenues and profitability. In his 23 years of association with HP, Som has served numerous leadership positions. Som is passionate about the creation of an Inclusive Digital Ecosystem in India that benefits all citizens and transforms the ways they live and work. He holds a BE degree in Electrical & Electronics from MEC-Jaipur and a Senior Executive Leadership Program in Leadership, Management & Strategy from Harvard Business School.



SUNIL BHARTI MITTAL

Sunil is the Founder and Chairman of Bharti Enterprises, one of India's leading conglomerates with diversified interests in telecom, insurance, real estate, agri and food, in addition to other ventures. Bharti has joint ventures with several global leaders: SingTel, SoftBank, AXA, and Del Monte, amongst others. Bharti Airtel, the flagship company of Bharti Enterprises, is amongst the world's largest telecommunications companies offering mobile, fixed broadband, digital TV solutions and mobile commerce to over 400 million customers across India, South Asia and Africa. Sunil was awarded the Padma Bhushan.



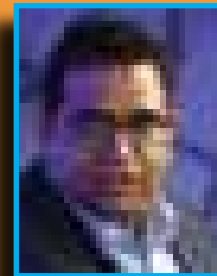
T.V. MOHANDAS PAI

Mohandas Pai is a Padma Shri Awardee and former CFO and Board Member at Infosys. He is also the co-founder of Akshaya Patra, the world's largest midday meal program, and works actively with the government and regulators on policy recommendations and guidelines. Mohan has served as the Chairman of the Board of SEBI, and is now a Board Member of the NSE in India. He has helped start over 10 different funds in venture, growth, and public markets. He has over 50 investments including Zoomcar, Tripfactory, Online Tayari, YourStory, Licious, Justdoc, Mad Street Den etc



VIJAY SHEKHAR SHARMA

Vijay Shekhar Sharma is the founder of mobile payments company Paytm. Sharma was ranked as India's youngest billionaire in 2017 by Forbes with a net worth of \$2.1 billion. He is the founder of One97 Communications, the parent company of Paytm. It offers comprehensive payment solutions to over 8 million merchants and allows consumers to make payments from any bank account to any bank account at 0% fee. After revolutionizing the mobile payment industry in India, Sharma next forayed his company into the e-marketplace with Paytm Mall and Paytm Payments Bank.



VIPIN TYAGI

Vipin Tyagi, as Executive Director & Chairman of the Board, is heading C-DOT, which is engaged in development of various projects at the frontier of Telecom technology in the areas of Optical communications, Next Generation Networks and Wireless technologies. C-DOT is playing important roles in 'Make in India' and 'Digital India' programme launched by Govt. of India. Digital communication infrastructure required for smart cities and smart buildings is also being innovated by C-DOT. He has actively worked towards Research and Development of large systems, Organizational Development and creation of high performance teams.



Government Bodies-Authorities

The government plays an important role in advancing technology which is vital to the industrialization process and the technology industry is one of the fastest growing sectors in India. India has successfully established itself as a competitive and prominent destination for outsourcing IT & IT enabled services over the last few decades.

Digital transformation critical for India's growth and the technology leaders across industries believe that digital transformation will act as a catalyst for India Inc's dream of a \$5 trillion economy, it was the case of pre COVID-19 era, However, the post COVID situation would be much different.

Technology, as always, is the key driver of innovation and is at the heart of enabling business to evolve and maintain a commercial advantage. The rise of technologies, such as cloud, mobile and social, have had a significant impact on the way companies operate with a clear focus on improved business outcomes. The various sectors of the industry are represented by the Government bodies that are responsible for the development of standards (International and Indian) of the industry.

There are large scale adoption of technology that are going on in the country, through various initiatives of Digital India which has essentially aimed to serve the citizens in a better way by leveraging technology and improved online infrastructure and by increasing Internet connectivity or by making the country digitally empowered in the field of technology. Digital technologies and trends are redefining our world every day.

Secondly, digital technologies are creating new profit pools by transforming customer expectations and how companies can address them. The most popular Digital India program also focuses on achieving the government's target of net zero imports by giving priority for electronics manufacturing capabilities and transforming the nation into a manufacturing hub.

India's plans to set up common infrastructure for hardware companies, such as design and fabrication facilities, will help more start-ups and product firms build and take products faster to market, and secondly, there is enough push from the government for incubation of 3D printing entrepreneurs. The Government of India is fully supporting the success of Digital India by creating "Knowledge Translation Clusters" that would be set up across different technology sectors, including new and emerging areas.

Lastly, digital technology can help India realise the ambition of creating a just and equitable society. It can help propel India to the front rank of nations, particularly leveraging the energies of the country's youthful population, with its propensity for quick adaptation and frugal innovation.

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Secretary General

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Dr. Sanjay Bahl

Director General

Ministry of Communications & Information Technology

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Tel : 011-24368572
Website : www.cert-in.org.in

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MINISTRY OF ELECTRONICS & INFORMATION TECHNOLOGY

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MYGOV

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Fax: +91-120-4990119
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NATIONAL INFORMATICS CENTRE (NIC)

Ms. Neeta Verma
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Website: www.nic.in

NATIONAL INSTITUTE OF SMART Government (NISG)

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Mahanagar Door Sanchar Sadan,
9, CGO Complex, Lodhi Road
New Delhi-110003
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Fax: 011-24321444
Website: www.nisg.org

NATIONAL INTERNET EXCHANGE OF INDIA

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CEO & Joint Secretary
6C,6D, 6E, Hansalaya Building
15, Barakhamba Road,
New Delhi-110001
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Fax: +91-11-48202013
Website: www.nixi.in

NATIONAL INFORMATICS CENTER

Services Inc. (NICSI)
Shri Prashant Kumar Mittal
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NATIONAL SKILL DEVELOPMENT AGENCY (NSDA)

Dr. K.P. Krishnan, IAS
Secretary, MSDE & Chairman, NSDA
Kaushal Bhawan,
B-2 Pusa Road, Karol Bagh
New Delhi-110005
Tel: 011- 25788001-10, 23465-833/834
Fax: 011- 25788012, 011- 23450841
Website: www.nsda.gov.in

POWER GRID CORPORATION OF INDIA LIMITED (PGCIL)

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Katwaria Sarai,
New Delhi-110016
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Website: www.powergridindia.com

RAILTEL CORPORATION OF INDIA LIMITED (RAILTEL)

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SOFTWARE TECHNOLOGY PARKS OF INDIA (STPI)

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Jai Singh Road (Opp. Jantar Mantar),
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Fax: +91-11-23438173
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STANDARDISATION TESTING AND QUALITY

Certification Directorate (STQC)
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Director General
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Fax: 011 - 24363083
Website: www.stqc.gov.in

TELECOMMUNICATION ENGINEERING CENTRE

Shri Sushil Kumar
DDG-IOT
Head of Telecommunication Engineering Centre
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Fax: +91(11) 23326029
Website: www.tec.gov.in

TELECOM REGULATORY AUTHORITY OF INDIA

Dr. R S Sharma
Chairman, (TRAI)
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Fax: 011 - 23236026
Website: www.trai.gov.in

TELECOM DISPUTES SETTLEMENT AND APPELLATE TRIBUNAL

Shri. Justice Shiva Kirti Singh
Chairperson
Room No. 482 & Room No. 478 (4th Floor)
Hotel Samrat,
Chanakyapuri, Kautilya Marg,
New Delhi - 110 021
Tel: 011-21610467, 011-24102563
Fax: 011-24122218
Website: www.tdsat.gov.in

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA

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President
ASSOCHAM Corporate Office
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Chanakyapuri, New Delhi – 110021
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Fax: 01123017008/9
Website: www.assocham.org

TELECOMMUNICATIONS CONSULTANTS INDIA LIMITED (TCIL)

Shri. Rajiv Gupta
Chairman & Managing Director
TCIL Bhawan,
Greater Kailash - I, New Delhi - 110 048
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Website : www.tcil-india.com

WIRELESS PLANNING AND COORDINATION WING

Shri G.K Agrawal
Wireless Adviser
WPC Wing
Sanchar Bhavan, 6Th Floor,
20 Ashoka Road, New Delhi - 110 001
Tel: +91-11-011-23372310 /23755444
Fax: +91-11-23716111
Website: www.wpc.dot.gov.in

OTHER RESPONSIBLE NODAL AGENCIES AT THE STATE LEVEL

ANDHRA PRADESH

Andhra Pradesh Technology Services Limited (APTSL)
Shri. Nanda Kishore Mullangi, IIS
Managing Director
3rd Floor, R&B Building,
MG Road, Labbipet, Vijaywada –
520010, Andhra Pradesh
Tel: 0866-2479417, 2489417
Website: www.aptsl.gov.in

ARUNACHAL PRADESH

Arunachal Pradesh State Council for Science and Technology
Shri Ameya Abhyankar, IAS
Secretary- Science & Technology
ITANAGAR-791113
Tel: 0360- 2292379
Website: www.arunachalpradesh.gov.in

Assam Electronics Development Corporation Ltd (AMTRON)
Shri MK Yadava, IFS, Addl. PCCF
Managing Director
Industrial Estate, Bamunimaidan
Guwahati- 781 021
Tel: +91 0361 2650111
Fax: +91 0361 2724222
Website: www.amtron.in

BIHAR

Bihar State Electronics Development Corporation (BSEDC)
Sri Arvind Kumar Chaudhary, IAS
Managing Director
Beltron Bhawan, Shastri Nagar
Patna - 800023
Tel: +91-612 - 2281856
Fax: 0612-2281857
Website: www.beltron.in

CHANDIGARH

Society for Promotion of IT in Chandigarh (SPIC)
Shri. Najuk Kumar, IAS
CEO-SPIC and Director IT
Department of Information Technology
SPIC Centre of Excellence,
EDC, Plot No.20, Chandigarh-
160101
Tel: 91-172-2701900, 2970451
Website: www.spicindia.com

CHATTISGARH

Chhattisgarh Infotech Promotion Society (ChiPS)
Shri. Sameer Vishnoi
CEO
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Opp. New Circuit House,
Civil Lines, Raipur- 492001
Chattisgarh
Tel: +91 (771) 4014158 /4023123
Fax: +91 (771) 4066205
Website: www.chips.gov.in

GOA

Goa Electronics Ltd. (GEL)
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EDC Complex, Patto Plaza,
Panjim, Goa – 403001
Tel: +91 832 2437220 / 2437248
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GUJARAT

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Dr. Sandhya Bhullar
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Udyog Bhavan, Sector - 11,
Gandhinagar - 382010,
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Tel: 079-23256022
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Website: www.gujaratinformatics.com

HARYANA

Haryana State Electronics Development Corporation Ltd (HARTRON)
Shri, Ankur Gupta, IAS
Chairman
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Chandigarh -160017
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Website: hartron.org.in

JAMMU AND KASHMIR

Jammu and Kashmir e-Governance Agency (JaKeGA)
Shri. Bipul Pathak
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Room No. 173, 1st Floor,
Civil Secretariat, Srinagar- 190001
Website: www.jkit.nic.in

JHARKHAND

Jharkhand Agency for Promotion of Information Technology (JAP-IT)
Shri. Satyendra Singh
CEO
Ground Floor, Engineers Hostel-I,
Near Golchakkar, Dhurwa, Ranchi,
Jharkhand
Tel: 0651 2401041, 2401044,
2401067, Fax: 0651 2401040
Website: www.japit.jharkhand.gov.in

KARNATAKA

Centre for e-Governance (CEG)
Shri. Dr.Sunil Panwar IFS
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Room Number-146A,
Gate Number-2, M S Building,
Ambedkar Veedhi,
Bangalore- 560001
Website: www.karnataka.gov.in/ceg.

KERALA

Kerala State Electronics Development Corporation Limited (KELTRON)
Smt. T.R Hemalatha
Managing Director
Keltron House, Vellayambalam
Thiruvananthapuram 695 033
Tel: 0471-2724444, 4094444,
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Website: www.keltron.org

MADHYA PRADESH

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Shri. Selvendran Manicham, IAS
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State IT Centre, 47-A, Arera Hills,
Bhopal- 462011 (M.P.)
Tel: 755 2518300/ 755 2518586/755 2518500
Website: www.mpsedc.com

ODISHA

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Sri Manoj Kumar Mishra, IRTS Chairman
N-1/7-D, Acharya Vihar
P.O.- RRL, Bhubaneswar - 751013
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Website: www.ocac.in

PUNJAB

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Website: www.punjabinfotech.gov.in

RAJASTHAN

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Website : www.risl.rajasthan.gov.in

TAMIL NADU

Electronics Corporation of Tamil Nadu Ltd (ELCOT)
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Website: www.tsts.telangana.gov.in

UTTAR PRADESH

Uttar Pradesh Development Systems Corporation Ltd.

(UPDESCO)

Shri Alok Kumar, IAS
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2nd Floor,
UPTRON Building,
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Gomti Nagar,
Lucknow - 226010
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Website: www.upite.gov.in

UTTARAKHAND

Information Technology Development Agency (ITDA)
Shri Amit Kumar Sinha
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Department of Information Technology,
(Government of Uttarakhand)
IT Bhawan, Plot No. IT-07
IT Park, Shashthradhara Road
Dehradun, Uttarakhand -248013
Tel: 0135-6671503
Website: www.itda.uk.gov.in

WEST BENGAL

West Bengal Electronics Industry Development Corporation Ltd. (WBEIDC)
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Website: www.webel-india.com

Shri K. Alagesan

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and Managing Director
ITI Limited
F29, Ground Floor,
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Karnataka
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Fax :080-25660521
Website: www.itilttd-india.com

H.E. Upendra Tripathy

Director General
ISA-International Solar Alliance
International Solar Alliance
Secretariat
Surya Bhawan, National Institute
of Solar Energy Campus
Gwal Pahari, Faridabad-Gurugram
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Tel: 124 2853090
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Lt. General (retd.) Rajesh Pant

Chief Information Security Officer-
(NCCC)
NCSC-National Cyber Security
Coordinator, 69, Regal Building,
7, Sansad Marg, Ashok Park Main,
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110001
Tel: 011-23747965
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INDUSTRY BODIES IN INDIA

Indian Economy has been contributing significantly by playing a catalytic role in shaping up the Trade, Commerce and Industrial environment of the country. Its active involvement in trade promotion, technology up-gradation, quality enhancement and collection and dissemination of information has made it a vital catalyst for this industry's development. The growth of Industrial associations are quiet beneficial for the growth of trade, supported by the Ministry of Commerce and Industry and Ministry of Finance, Government of India. It provides a network for discussions and is a meeting place for stalwarts of the industry and people making the policies. It has represented the interests of the commerce and the internal trade industries of India. It provides a platform for policy discussions and formulating plans for the safety and the growth of the industry.

Technology is the main contributor of economic growth. These are the few important Industry bodies that facilitate business and trade in hardware, software and services and encourage the advancement of research in India's technology sector. They work

towards policy advocacy efforts and have emerged as a strong and effective industry mouthpiece. The members as the think-tanks are aiming to foster digital inclusion and adoption across India.

Lastly, domestic trade as it is known as one of the most important aspects of a country's economy for expanding business opportunities both in domestic and foreign markets, they also need to involve various state level associations to bring the regional issues to the limelight at the National level and to create awareness.

ASSOCIATION OF SYSTEM INTEGRATORS & RESELLERS IN TECHNOLOGY (ASIRT)

Chairman – Jiten Mehta
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ASSOCIATION OF UNIFIED TELECOM SERVICE PROVIDERS OF INDIA

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Website: www.auspi.in

THE ASSOCIATED CHAMBERS OF COMMERCE AND INDUSTRY OF INDIA (ASSOCHAM)

President – Niranjan Hiranandani
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ASSOCIATION OF MSMEs IN IT (AIM-IT)

Chairman – Vinit Goenka
Tel : 011-40574900
Website: www.aimitindia.com

AUTOMOTIVE COMPONENT MANUFACTURERS ASSOCIATION OF INDIA (ACMA)

Director General -Vinnie Mehta
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Fax: (91 11) 2616 0317
Website: www.acmainfo.com

BICSI

India District Chair – Ninad Desai
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Website: www.bicsi.org

COMMUNICATIONS MULTIMEDIA AND INFRASTRUCTURE ASSOCIATION OF INDIA

President – Prof. N K Goel
Tel: 011-26266411
Website: www.cmai.asia

COMPUTER ASSOCIATION OF EASTERN INDIA

President: Asif Khan
Tel:(91 33) 22813609
Website: www.compassindia.com

CONFEDERATION OF ALL INDIA TRADERS -CAIT

National Secretary-Praveen Khandelwal
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Website: www.cait.in

COMMUNICATIONS MULTIMEDIA AND INFRASTRUCTURE ASSOCIATION OF INDIA

President – Prof. N K Goel
Tel: 011-26266411
Website: www.cmai.asia

CONFEDERATION OF INDIAN INDUSTRY (CII)

President – Mr. Uday Kotak
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Fax: 91 11 24626149
Website: www.cii.in

DIGITAL INDIA FOUNDATION (DIF)

Co-Founder – Arvind Gupta
Tel: 011 -0120-4568926
Website: www.digitalindiafoundation.org

ELECTRONIC COMPONENT INDUSTRIES ASSOCIATION (ELCINA)

President: Amrit Manwani
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Fax: (91 11) 26923440
Website: www.elcina.com

ELECTRONIC & COMPUTER SOFTWARE EXPORT PROMOTION COUNCIL (ESC)

Executive Director – Gurmeet Singh
Tel: (91 11) 2696 5103
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Website: www.escindia.in

FEDERATION OF ALL INDIA INFORMATION TECHNOLOGY ASSOCIATIONS (FAIITA)

President – Kaushik Pandya
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FEDERATION OF INDIAN CHAMBERS OF COMMERCE AND INDUSTRY(FICCI)

Secretary General–Dr. DilipChenoy
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FIRE AND SECURITY ASSOCIATION OF INDIA

National President –Dominic K.P.
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INDIA ELECTRONICS AND SEMICONDUCTOR ASSOCIATION

Chairman –Dr. Satya Gupta
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INDIA MOBILE CONGRESS

President - Shri. P Ramakrishna
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Website:www.indiamobilecongress.com

INTERNET AND MOBILE ASSOCIATION OF INDIA

Chairman – Amit Agarwal
Website: www.iamai.in

INTERNET SERVICE PROVIDERS ASSOCIATION OF INDIA

President - Rajesh Chharia
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Website: www.ispai.in

INDIA TRADE PROMOTION ORGANISATION (ITPO)

Chairman & MD- L C Goyal
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INFOTECH SOFTWARE DEALERS ASSOCIATION (ISODA)

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NASSCOM

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Website: www.nasscom.org

Other Service Providers Association of India (OSPAI)

President- S.V. Ramana
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ProgressiveChannels Association of Information Technology (PCAIT)

President: Alok Gupta
Phone: +91- 9810198881
Website: www.pcait.in

Trade Association of Information Technology (TAIT)

President- Samir Parekh
Phone: 022-23861101
Website: www.tait.in

VALUE ADDED DISTRIBUTORS

During this paradigm shift, time is opportune to strengthen this ecosystem in our country and utilize its complete potential by focused promotion strategies like 'Make in India' and thus benefit Indian economy. Government is also leveraging "Aatmanirbhar Bharat" and bracing MNCs to produce locally and locally procure the raw materials and ingredients for their final products – "Vocal for Local". Indian IT firms have delivery centres across the world and are well diversified across verticals such as BFSI, telecom and retail, where the partners play a major role in connecting the last mile delivery.

Technology Partners cover every aspect of the business and their network brings a crucial role to play in the industry in terms of wider reach. For most major technology vendors, distribution is their principal route to market, typically representing as much as 90% of their revenues, with distributors playing a key role in providing extensive market reach and coverage. The value of this role grows exponentially in fragmented markets, even more so in emerging markets which may be new to vendors.

Wherever the vendor sees a role for distribution, it is important to understand that the most successful model is one of the partnerships, whether optimizing joint supply chains in mature, consolidated markets, or sharing credit and business risk in more fragmented, emerging markets.

Distributors serve a huge range of customers (OEMs/Partners) on behalf of vendors. These customers range in size from small, independent resellers to large multinational retailers, but all have the common requirement of a "one-stop shop," where they can source products and services from the hundreds of suppliers whose products are part of their own offering to end customers.

The distributor plays a critical role in selecting the right vendors and products to enable this one-stop shopping and to facilitate customers' business growth. IT distribution is particularly strong in this domain, providing same-day shipping of thousands of SKUs to customers who are widely dispersed across geographies.

Channel partners are integral to the overall success of the corporate go-to-market strategy for delivering an excellent customer experience. Distributors and Value added distributors (VADs) play an important role in the promotion and availability of a product. They are highly instrumental in highlighting and educating the customers about the latest products, and complement the product.

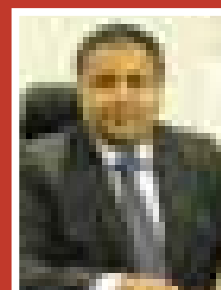
Value added distributors (VADs) add fuel in the competitive IT market by adding value to the products and services. At the same time VADs align their business models more closely with their tech vendors by providing highly-skilled technical support to offer deep expertise for world-class customer satisfaction. VADs also offer training, educate and help resellers understand the customer requirements to deliver appropriate solutions and understand the requirements that they should go out to create a more compelling demand generation.

As the Disruptive technologies including e-commerce, online news sites, ride-sharing apps, and GPS systems sweep away the systems or habits it replaces because it has attributes that are recognizably superior. Technology partners took this as a growing opportunity. There are distribution companies including Ingram, Redington, Savex, Techdata, Supertron, Iris Global and Brightstar who have gone very aggressive in promoting various offerings to the channel through their traditional channel and some are through their cloud services. This year's Brand Book looks at the current dynamics in the technology distribution space where the role of VADs is also getting extremely important in terms of business leads to improve productivity, efficiency and collaboration.

ADITYA INFOTECH LTD.

Head of the Organization : ADITYA KHEMKA
Designation : CEO & Director
Address : A-12, Sector 4, Noida, Delhi NCR, India - 201301
Telephone : 0120-4555666
Website : www.adityagroup.com

Core competency : Aditya Infotech is the technical arm of the Aditya Group delivering technology driven security solutions with special expertise in Electronic Video Surveillance Products and Solutions. Aditya Infotech Limited has the unique distinction of securing more than a million locations across a wide spectrum of varied industries, government establishments, retail chains, educational institutions, financial institutions, public spaces and infrastructure projects.



BRIGHTSTAR TELECOMMUNICATIONS INDIA LTD.

Head of the Organization : **SANJEEV CHHABRA**
 Designation : Managing Director
 Address : Beetel Corporate Center, First Floor, B Wing, Plot No.16, Udyog Vihar Phase IV, Gurgaon-122001, Haryana
 Telephone : 0124- 4823500 | www.brightstarcorp.in

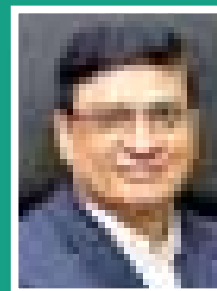
Core competency : Recognized as the No.1 wireless distributor, Brightstar is connecting businesses and people with the help of technology. It provides simplified solutions to consumers across Retail, Online, Enterprise and Networking. Brightstar India has carved out a strong presence in the IT distribution space with a product portfolio that encompasses consumer electronics, telecommunication and digital lifestyle products. It has its own line of products, including landlines and IoT solutions, under our iconic brand, Beetel. It processes over 100 million devices every year, providing innovative end-to-end services seamlessly integrated with its customers' businesses. It has a customer base of more than 50,000 across 100 countries.



COMPUAGE INFOCOM LIMITED

Head of the Organization : **ATUL H MEHTA**
 Designation : Chairman & Managing Director
 Address : D601 Lotus Corporate Park, Ram Mandir Lane, Western Express Highway, Goregaon (East), Mumbai
 Telephone : 022-67114444 | www.compuageindia.com

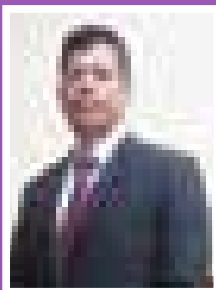
Core competency : CompuageInfocom Limited is an IT products distribution company. The Company is engaged in the wholesale of computers, computer peripheral equipment and software, wholesale of electronic, and telecommunication equipments and parts. It also provides products support services and after sales support. It acts as an authorized service provider for brands, such as ASUS, CREATIVE, FUJIFILMS, HP optical drive, LITEON, RELICELL & TOSHIBA. The Company supports its customers through a network of over 40 offices, one central warehouse, approximately three redistribution hubs, over 40 warehouses and approximately 69 service centers.



CREATIVE PERIPHERALS AND DISTRIBUTION LTD.

Head of the Organization : **KETAN C PATEL**
 Designation : Chairman & Managing Director
 Address : Unit No. 3rd & 4th Floor, Plot No. 137AB, Charkop, Kandivali (West), Mumbai-400067
 Telephone : 022-50612700 | www.ecreativeindia.com

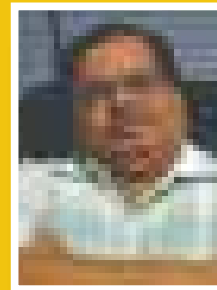
Core competency : Creative Peripherals is a pan-India distribution specialist which was founded in the year 1992. With an employee strength of more than 135+ people, it distributes more than 3000 products and works with 5000 dealers. It operates as a retail and e-commerce distribution company. The Company offers technology, lifestyle, imaging, and telecom products. Creative Peripherals and Distribution serves customers in India.



ELCOM TRADING COMPANY PVT. LTD.

Head of the Organization : **SUNIL NARANG**
 Designation : Director
 Address : 302, Madhuban Building 55, Nehru Place, New Delhi, Delhi 110019
 Telephone : 011- 2646 9059

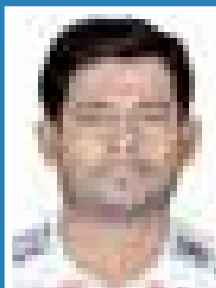
Core competency : Delhi-based Elcom Trading Company is one of the leading names in the IT distribution market in India that supplies, supports and maintains IT products through its branches in the country by offering its wide range of solutions. Elcom Trading has a formidable track record in the distribution of IT products. It was incorporated in 1993 with a distinctive objective of providing quality range of IT products in and around Delhi with 3 different offices and a partner network of 1500. With the passage of time, their distribution activities have been extended to other parts of the country as well.



ELEMENT14 INDIA PRIVATE LIMITED

Head of the Organization : **VINESH ASHOK PULSE**
 Designation : Director
 Address : D Block, 11th Floor, IBC Knowledge Park, 4/1, Bannerghatta Main Rd, Bhavani Nagar, Bangalore - 560029
 Telephone : 1800-300038 | www.in.element14.com

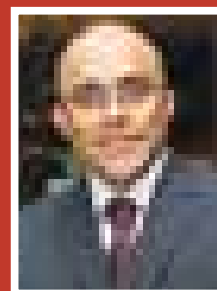
Core competency : Part of the Premier Farnell Group, element14 is the Development Distributor and a global partner that supports the technology community at every stage. From developing the dreams of students and makers to helping professional engineers develop their ideas and products, it builds a community that benefits from its technology. Element14's solutions increase productivity and keep lines running developing its customers' businesses. It has over 650,000 products in stock ready for same-day shipping and adds 900+ new products every week. It is a market-leading community with 430,000 engineers online.



EMBEE SOFTWARE PVT. LTD.

Head of the Organization : **SUDHIR KOTHARI**
 Designation : Managing Director & CEO
 Address : 8 A.J.C Bose Road, 2nd Floor Circular Court, Kolkata - 700017
 Telephone : 1800 120 1644
 Website : www.embeee.co.in

Core competency : Embee Software is a leader in technology solutions and service industry with an experience of almost 30 years. It is an expert in technologies built over decades and pools domain knowledge. It completely emphasises on customer satisfaction and enables organizations, from enterprises to start-ups, to transform their workspaces and achieve desired business outcomes. Embee also provides cloud solution, datacenter transformation and security with the highest cloud mix and active cloud usage. It caters to industries such as BFSI, Education, Healthcare, Logistics and Manufacturing etc.





FORTUNE MARKETING PRIVATE LIMITED

Head of the Organization : **MANOJ GUPTA**
 Designation : Director
 Address : D-1/2, Pocket D, Industrial Area,
 Okhla Phase -2, New Delhi- 110020
 Telephone : 011-30890000/30823345-47
 Website : www.fortune-it.com

Core competency : Delhi based Fortune Marketing is a well-known distribution company for electronic security and computer hardware products with a pan-India presence and appeal. It has a portfolio of more than 500 products of some top-tier global brands. It is a one-stop-source for different security-surveillance and IT-requirements with an absolute supremacy in IP CCTV-products, Biometric products, Access Control, Computer Hardware & Peripherals, Data Storage Solutions, Networking, Mobile Accessories, Audio & Multimedia products and Software products. It has 22 Branches across the country and works among a massive nationwide network of Re-sellers, System Integrators, LFRs and OEMs.



INFLOW TECHNOLOGIES PVT.

Head of the Organization : **BYJU PILLAI**
 Designation : President & CEO
 Address : Inflow House, # 33 & 34, Indiranagar
 1st Stage, Off 100 Feet Road,
 Bangalore - 560038
 Telephone : 080-41265151 | www.inflowtechnologies.com

Core competency : Inflow Technologies manages and secures information and is a niche player in IT Infrastructure Distribution & Services market in India/South Asia. It is an extension of the technology vendor (OEM) and acts as their link to a System Integrator/ Reseller and the End-Customer and are engaged in enabling its partners to deliver new technologies to their customers & enable end customers to adopt new technologies. It provides Value Added Distribution in Cyber Security, Networking, Unified Communications & Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products and related Services in South Asia. It has its presence in 15 locations.



INGRAM MICRO INDIA PVT. LTD.

Head of the Organization : **NAVNEET SINGH BINDRA**
 Designation : M.D. & Country Chief Executive
 Address : 5th Floor, Block B, Godrej IT Park,
 Pirojshanagar LBS Marg,
 Vikhroli West, Mumbai 400079
 Telephone : 22-39894645 | www.imonline.co.in

Core competency : Ingram Micro is a Chinese-owned HNA Technology, an associate company of HNA Group focused into distribution of information technology products is an subsidiary of Ingram Micro Inc., USA. It is among the largest technology distributors which provides sales, marketing and logistic services for the IT industry globally. Ingram Micro and its subsidiaries market and distribute more than 280,000 products - the largest product offering available in the industry and leading PC suppliers to its 200,000 technology solution provider customers. The company has its presence in 160 countries and a customer base of approximately 200,000 worldwide, including retailers and IT resellers.



INTEGRA MICRO SYSTEMS PVT. LTD.

Head of the Organization : **MAHESH KUMAR JAIN**
 Designation : CEO & MD
 Address : #4, Bellary Road, 12th KM, Jakkur,
 Bangalore - 560064, India.
 Telephone : 80 28565801
 Website : www.integramicro.com

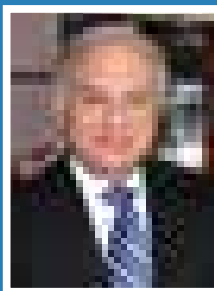
Core competency : Integra is a leading provider of innovative hi-technology products and solutions in the Government, BFSI and Telecom space, with a focus on India and Africa. It's efforts in building award winning products and services in multiple market segments ranging from banking, imaging, mobile technologies, education and financial inclusion. He is currently focused on building technologies to bridge the accessibility gap with several initiatives in financial inclusion and e-Governance.



IRIS COMPUTERS LTD.

Head of the Organization : **SANJIV KRISHEN**
 Designation : Chairman
 Address : A - 155, Road No. 4, Mahipalpur,
 New Delhi 110 037
 Telephone : 011 26782505
 Website : www.iriscomputers.net

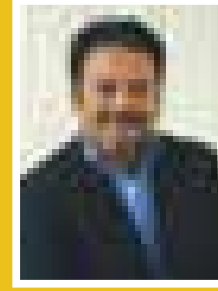
Core competency : Iris Computers is one of India's top 10 IT Hardware and Telecom distributors that distributes and markets a large variety of electronics which it sources from manufacturers such as Dell, Lenovo, Western Digital, Samsung, Acer Inc., Hewlett-Packard, IBM and others. Headquartered in New Delhi, Iris has over 35 billing locations across the country, all of which are full - fledged offices with sales, operations and finance team to support Iris' channel partners. Iris supplies high end server and storage products all the way to individual desktop hard drives through a robust network of over 6000 channel partners, aggregators, regional distributors, large format retailers & large SI partners. The company also has project management capabilities.



IVALUE INFOSOLUTIONS

Head of the Organization : **SUNIL PILLAI**
 Designation : Managing Director
 Address : #1140, 3rd Floor, 17th Cross Road,
 VGR Eloor, 6th Main Road, Sector 7,
 HSR Layout, Bengaluru - 560102
 Telephone : 080-46131804 | www.ivalue.co.in

Core competency : iValueInfoSolutions is a valued added distributor, provides solutions and associated services around data, network and application to Indian enterprises. It has the direct presence across 10 cities in India with vertical, customer and system integrator focused teams addressing pre-sales, sales & post sales requirements, for private, public and hybrid cloud models. In 2019, Creador, a Private equity firm had picked up a minority stake, through its affiliate Sundara (Mauritius) Ltd, in iValueInfoSolutions for Rs 125 crore. iValue works with close to 600+ partners Pan India and has a proper channel management programme in each of its regions.

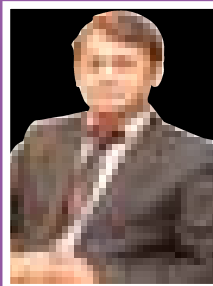




M.TECH PRODUCTS PTE LTD.

Head of the Organization : **BHAVIN BHATT**
 Designation : Regional Director (India & SAARC)
 Address : #201, Indraprastha Equinox
 (2nd Floor), 100 Feet Inner Ring Road,
 Koramangala, Bengaluru - 560095
 Telephone : 080-4302 2146 | www.mtechpro.com

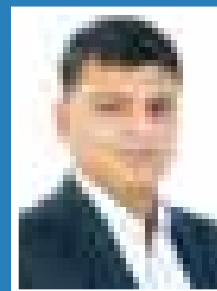
Core competency : M.Tech, the cyber security and network performance solutions provider, has a vision to become the best-of-breed cyber security and network performance solutions provider for integrated and intelligent end-to-end security management of the internet, systems and applications infrastructure. Partnering with a network of established market-leading vendors, we have an unparalleled portfolio of best-of-breed products and solutions that meet every critical IT need - from cloud access security, advanced threat prevention and data-centric security to network system management, monitoring and optimization. M.Tech is the authorized training centre for Allot, Check Point and Symantec.



RAH INFOTECH PVT. LTD.

Head of the Organization : **ASHOK KUMAR**
 Designation : Founder & Managing Director
 Address : 6 A/B/C, Tower B-4, Spaze I-Tech
 Park, Sohna Road, Sector-49,
 Gurgaon- 122018
 Telephone : 80-10855000 | www.rahinfotech.com

Core competency : RAH Infotech is amongst country's top value added distributors with an extensive portfolio of information management solutions. In last fifteen years, RAH Infotech has been consistently providing world class IT solutions to a large number of channel partners and corporates in India and SAARC countries. Headquartered in Gurgaon, RAH Infotech has presence across the country with International presence in Netherlands, Singapore, UAE, UK and USA. As a VAD, RAH Infotech is focused on adding value to its partners and customers.



RP TECH INDIA

Head of the Organization : **SURESH PANSARI**
 Designation : Director
 Address : Ariisto House, 5th Floor, Junction of
 N.S. Phadke Road, Telli Gali, Andheri
 (E), Mumbai- 400 069
 Telephone : 022-61771771/72 | <http://www.rptechindia.com>

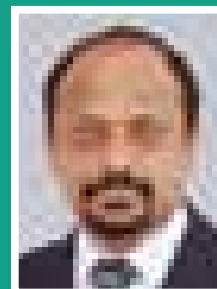
Core competency : RP tech India is the leading value-added distributor of technology solutions with 50 branches and 50 service centers. Growing at a consistent 20+ percent CAGR YoY, the company offers products from over 23 renowned global brands to 9000+ customers spread across 750+ towns/cities. RP tech India is the recipient of prestigious awards such as Best National Distributor and Fastest growing National Distributor and Best Value Added Distributor from media and vendors for its outstanding performance.



REDINGTON (INDIA) LIMITED

Head of the Organization : **RAMESH NATRAJAN**
 Designation : CEO
 Address : SPL Guindy House, 95 Anna Salai,
 Guindy, Chennai - 600032
 Telephone : 044-33673353
 Website : www.redingtongroup.com

Core competency : Redington (India) Limited operates in the IT product distribution business, supply chain solutions and after sales services of IT products. The Company and its subsidiaries operate in India, the Middle East, Turkey, Africa and South Asia countries. Its IT products include Personal Computing & Printing; Commercial, Enterprise & Infrastructure; Cloud Services, and Software & Security. In addition, the Company offers Consumer and Digital Lifestyle Products. The Company has a product portfolio across approximately 200 brands in different categories. The Company has approximately 90 sales locations, 100 owned service centers and 280 partner service centers across India.



SATCOM INFOTECH PVT LTD

Head of the Organization : **VINOD KUMAR**
 Designation : Managing Director
 Address : 303, Arenja Corner, Sector 17, Vashi,
 Navi Mumbai - 400 703
 Telephone : 022-67911039/40/42
 Website : www.satcominfotech.com

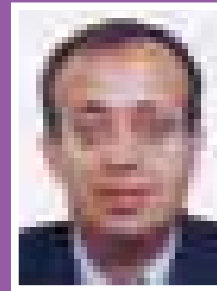
Core competency : Satcom Infotech is a Value Added Distributor having Certified Engineers for both Pre-Sales and Post Sales. It provides end-to-end Security solutions for all categories of Information Technology products (Antivirus, Anti-Spam, Firewall, Unified Threat Management, Patch Management, Log Management, Encryption, Proxy Solution, Data Leakage Prevention, Mobile Management, and Fax Maker) for major international brands and relationship with major brands have been for years. It is present in major cities in India like Mumbai (HO), Delhi, Bangalore, Hyderabad, Chennai, Jamnagar, Kolkata and Pune. It has seen a compounded annual growth rate of more than 20% over the past 13 years.



SAVEX TECHNOLOGIES PVT LTD

Head of the Organization : **ANIL JAGASIA**
 Designation : Managing Director
 Address : 124, Maker Chambers III, 12th Floor,
 Nariman Point, Mumbai - 400021
 Telephone : 022 - 22799999
 Website : www.savex.in

Core competency : Savex Technologies is the 3rd largest Information & Communication Technology Distributor in India. Its role as a ICT distributor is to imbibe the knowledge of its products & solutions in its partners and act as a consultant to its customers to bring solutions to the market. Savex has 86 Sales offices and 42 Stocking locations across the country, catering to over 7000 customers every month in over 650+ cities. The Company offers consulting, technical support, market place, logistics, online store, and warranty management services. Savex Technologies serves customers worldwide.

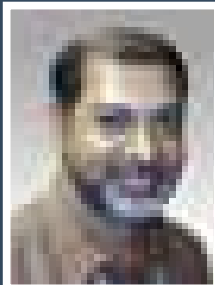




SONATA SOFTWARE

Head of the Organization : **P SRIKAR REDDY**
 Designation : Managing Director & CEO
 Address : APS Trust Building, Bull Temple Rd., N. R. Colony, Bangalore - 560 019
 Telephone : 080-6778 1999
 Website : www.sonata-software.com

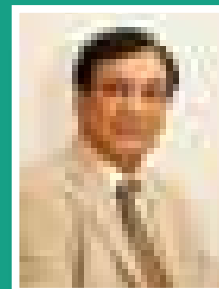
Core competency : Sonata Software Limited is a Global IT Services company, that provides services in business intelligence and analytics, application development management, mobility, cloud, social media, testing, enterprise services, and infrastructure management services. A trusted partner of world leaders in the Retail, Distribution, Travel and Software industries, Sonata's solution portfolio includes its own digital platform such as Brick & Click Retail Platform, Modern Distribution Platform, Rezopia Digital Travel Platform, RAPID DevOps Platform and Halosys Mobility Platform, best-in-class capabilities on ISV digital technology platforms such as Microsoft Dynamics 365, Microsoft Azure, SAP Hybris, Cloud Engineering and Managed Services.



SUPERTRON ELECTRONICS PVT LTD.

Head of the Organization : **V K BHANDARI**
 Designation : CEO & Director
 Address : Chairman & Managing Director
 Address : 2, Cooper Lane, Kolkata- 700001
 Telephone : 033-40371000
 Website : www.supertronindia.com

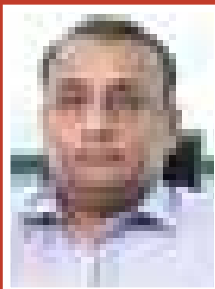
Core competency : Supertron deals in servers, laptops, components, accessories and is a leading IT & Telecom distribution & services intermediary in India. It operates through its 35 branch offices and 18 satellite branches in India with a robust network of more than 9000 retail points and robust 24x7 logistics support, safe warehousing. Supertron's product portfolio includes servers, desktops, laptops, PC components, peripherals, memory modules and storage products of global brands like Seagate, Dell, Acer, Lenovo, Samsung, LG, TP Link, ZOTAC, AMD among others. Supertron has recently launched Enterprise Solutions, a new business vertical to serve corporate clients with Networking Servers and Cloud Computing solutions.



TECH DATA INDIA

Head of the Organization : **SUNDARESAN KANAPPAN**
 Designation : Country General Manager
 Address : A 301, 3rd Floor, Supreme Business Park, Hiranandani Business Park, Powai, Mumbai - 400076
 Telephone : 022-44200200 | <https://in.techdata.com>

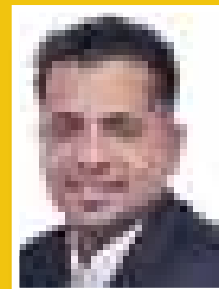
Core competency : Tech Data Corporation is the distributors of technology products, services and solutions. For more than 40+ years, Tech Data has provided the logistics capabilities and value-added services that enable resellers to efficiently and cost-effectively support the diverse technology needs of end users in more than 100 countries. With more than 14,000 employees worldwide make up the fabric of its dynamic and winning culture. Post-acquisition by Apollo Global management for a reported \$6 billion and included a \$3.75 billion equity investment. Tech Data's CEO Rich Hume will continue to lead the company from Clearwater.



TECHNOBIND SOLUTIONS PVT LTD

Head of the Organization : **PRASANTH GJ**
 Designation : Director
 Address : Amar Plaza, No.19, Krishnanagar Industrial Layout, Hosur Road, Koramangala, Bangalore - 560029
 Telephone : 080-42154512 | www.technobind.com

Core competency : The TechnoBind business model's unique approach has taken TechnoBind to the forefront, representing some of the most innovative technologies in India. It specializes by focusing solely on data and the associated domains. The GTM was a hybrid distribution model placed synergistically between broad-based and niche distribution, to deliver the highest business value for each of its reseller partners. TechnoBind today has its presence in major cities like Bangalore, Mumbai, Delhi, Chennai, Kolkata and Hyderabad, with an International office also in Singapore.



TEXONIC INSTRUMENTS

Head of the Organization : **NITESH BHANDARI**
 Designation : CEO
 Address : No.1150, 12th Main, HAL 2nd Stage, Indra Nagar, Bangalore - 560038
 Telephone : 080-25036600
 Website : www.texonicinstruments.com

Core competency : Texonic Instruments is a pioneer in the Distribution Industry. It has a pan-India presence across strategic locations, including Andhra Pradesh, Maharashtra, New Delhi, Tamil Nadu and West Bengal. With highly experienced and certified professionals, and a fast-growing network across India, Texonic Instruments continues its endeavor to provide cutting edge distribution services in an increasingly dynamic Technology space. Texonic Instruments has three main Business Divisions - Distribution & Value-Added Distribution; Industrial Electronic Components and Power Generation/Trading.



WPG C&C COMPUTERS & PERIPHERALS (INDIA) PVT LTD

Head of the Organization : **RAJEEV BAJPAI**
 Designation : President
 Address : D 115, Fourth Floor, Okhla I, New Delhi, 110020
 Telephone : 91-9899224444
 Website : www.wpgholdings.com

Core competency : WPG C&C Computers & Peripherals (India) was incorporated in 2008 and is a subsidiary of WPG Holdings. The Company distributes computer hardware and peripherals. Headquartered in Taipei, Taiwan, WPG Holdings is one of the largest Semiconductor Distributor and electronics distributors in Asia. Performing comprehensively in semiconductor distribution, it provides value added services like Demand Creation, Turnkey Solution, Technical Support, Warehousing, Logistics and E-commerce to meet diverse needs of OEM (Original Equipment Manufacturer), ODM (Original Design Manufacturer), EMS (Electronic Manufacturing Services) and SME (Small and Medium Enterprises).





WOMEN LEADERSHIP IN TECHNOLOGY

Triumph Of Women In Technology

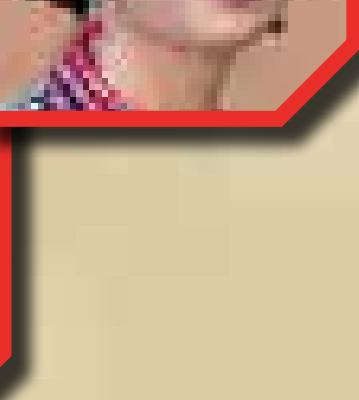
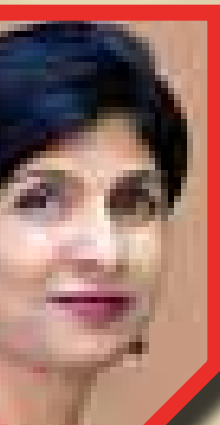
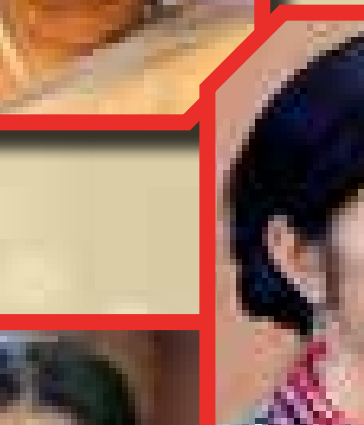
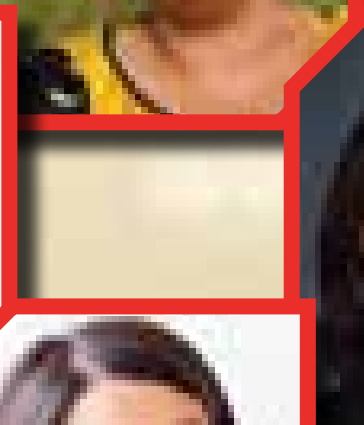
Women have made remarkable progress accessing positions of power and authority in this modern India. However, at the global level women remain so dramatically underrepresented, and you hear this definite answer that—an unfortunate but inevitable “truth”—that goes something like this: High-level jobs require extremely long hours, women’s devotion to family makes it impossible for them to put in those hours, and their careers suffer as a result.

The number of women employed in the IT industry in India has seen a rapid increase over the past 10 years, with more than 30% of employees now being female – which contrasts with stagnation or decline in the participation of women in IT in many Western countries. Women now make up 34% of the IT workforce in India, with the majority of these workers under the age of 30. Indeed, the youth of the Indian IT labor force has significantly powered its rapid growth, and the country is now almost at 50:50 gender parity rate in STEM graduates. The next challenge is retaining gender diversity through middle management and leadership roles. Given Indian government policies, NASSCOM initiatives and some of the inspiring work undertaken by the IT service companies themselves, it will be interesting to see if they can replicate this success at graduate level to maintain gender parity momentum through management layers.

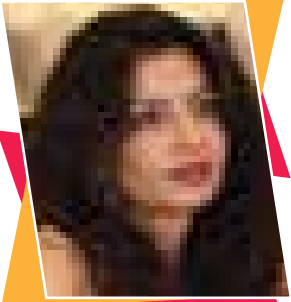
The percentage of women in senior leadership positions grew from 21 percent to 24 percent between 2018 and 2019. And that’s good news, because having women in senior leadership positions can positively impact female employee engagement and retention. In organizations where 50 percent or more senior leadership positions are held by women, they’re more likely to offer equal pay and female employees are more likely to stay with the company longer than a year, report higher job satisfaction and feel the company is trustworthy.

Women are also more concerned with compensation, according to a 2019 report on Women in Technology from IDC. There’s a myth that women are preoccupied with benefits and flexibility, but 52 percent of women care about compensation and pay compared to 33 percent of men. Additionally, 75 percent of men believe their employer offers equal pay while only 42 percent of women say the same. Women entrepreneurship is gaining importance in India which also is an indication of how men and women see risks and opportunities through a different lens, and this provides a diversity of thinking when combined together.

The hard fact in the IT world is still dominated by males and the root causes of this are complex. There are many studies that claim to identify differences between male and female cognitive aptitudes and it’s seductive to believe that professional success comes from innate abilities. However, India has the sweet spot for the women to get employment and the increasing presence of women in the business field as entrepreneurs has changed the demographic characteristics of business and economic growth of the country. Today, a good number of women executives are holding strategic positions in big companies.

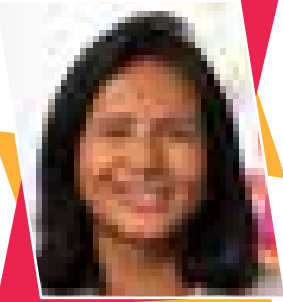


WOMEN IN TECHN



AANANDITA BHATNAGAR

DIRECTOR, CORPORATE
COMMUNICATIONS-NETAPP



AARTI SHAH

SENIOR VP & CIO
ELI LILLY



ALMITRA KARNIK

HEAD OF MARKETING
CLEVERTAP



ANNIE MATHEW

CIO
MOTHERDAIRY



APARNA KUMAR

CIO
HSBC BANK



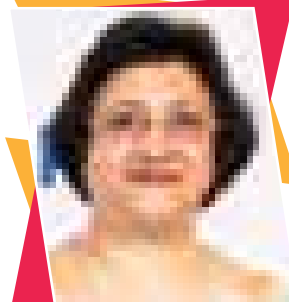
ARUNA JAYANTHI

MD
CAPEGEMINI



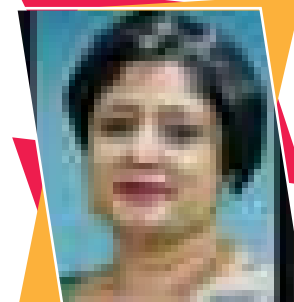
ARUNA SUNDARARAJAN

INDEPENDENT DIRECTOR
L&T INFOTECH



ARUNDHATI BHATTACHARYA

CEO
SALESFORCE INDIA



BIPASHA CHAKRABARTI

DIRECTOR COMMUNICATIONS
FACEBOOK



DEBJANI GHOSH

PRESIDENT-NASSCOM



DEEPA MADHAVAN

DIRECTOR-GLOBAL DATA
PAYPAL



FALGUNI NAYAR

CEO
NYKAA



HARLEEN SACHDEVA

HEAD COMMUNICATIONS
HPE



HARMEEN MEHTA

GLOBAL CIO
BHARATI AIRTEL



JAYA MAHADEVAN

DIR. DISTRIBUTION
SCHNEIDER ELECTRIC



KIRAN DHAM

CHIEF EXECUTIVE OFFICER
GLOBUS INFOCOM LIMITED



KOMAL SOMANI

CHIEF HAPPINESS OFFICER
ESDS SOFTWARE



LATIKA TANEJA

DIRECTOR PUBLIC POLICY
MASTERCARD



MANASI KIRLOSKAR

EXECUTIVE DIRECTOR & CEO
KIRLOSKAR SYSTEMS LIMITED



NEELAM DHAWAN

DIRECTOR
ICICI BANK



NIVRUTI RAI

COUNTRY HEAD
INTEL INDIA



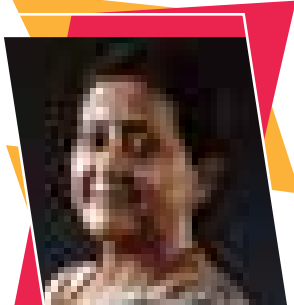
PRITI MEHTA

GROUP ECO
ACUUTECH



PURNIMA SAHNI MOHANTY

DIRECTOR COMMUNICATIONS
MICROSOFT



RADHA CHAUHAN

CO-FOUNDER
GEM



RADHIKA GHAI

CO-FOUNDER
SHOPCLUES

LOGY LEADERSHIP



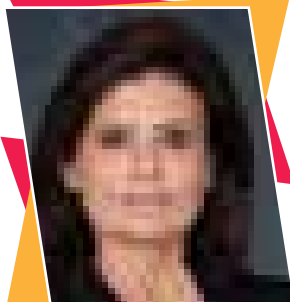
RASHMI SINHA

CEO & CO -FOUNDER
SLIDESHARE



REBECA KURIAN

HEAD OF MARKETING
LOGMEIN



REKHA MURTHY

DIRECTOR, ONE CHANNEL,
IBM INDIA/SOUTH ASIA



RITU CHHABRIA

NON-INDEPENDENT DIR.
FINOLEX INDUSTRIES



RITU GUPTA

DIRECTOR, MARKETING
DELL TECHNOLOGIES



ROSHNI NADAR MALHOTRA

CHAIRPERSON
HCL TECHNOLOGIES



RUCHIKA BATRA

VP, MARKETING & COMM.
ERICSSON INDIA



SABINA CHOPRA

FOUNDER
YATRA.COM



SARAH GIDEON

SENIOR DIRECTOR
FLIPKART



SHAHANA SEN MISHRA

HOM - BRAND & DIGITAL
TATA TELE BUSINESS



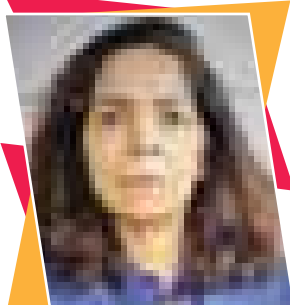
SHARMILA KARVE

GLOBAL DIVERSITY LEADE
PWC INDIA



SHAVETA WADHERA

CHIEF DIGITAL OFFICER
HERO CYCLES LTD.



SHENHA HIRANANDANI

GLOBAL CIO
CIPLA



SHIKHA RAI

VICE PRESIDENT
CANON INDIA PVT. LTD.



SHIKHA SHARMA

ADVISOR
GOOGLE PLAY



SONIA NOTANI

CMO
INDIAFIRST



SRILATHA GOPAL

MD & DIRECTOR
TVS-ELECTRONICS



SUCHITRA VISHNOI

SR DIRECTOR MARKETING
COGNIZANT



SUPRIYA SHANDA

V.P. COUNTRY MANAGER-
WESTERN DIGITAL



SWATI DHAWAN BHARGAVA

CO-FOUNDER
CASHKARO.COM



SWATI MOHAN

DIRECTOR MARKETING
NETFLIX



UPASANA TAKU

CO-FOUNDER
MOBIKWIK



VANDANA SHENOY

CORPORATE COMMUNICATION
DIRECTOR-ORACLE



VANI KALA

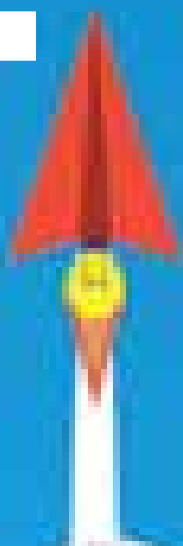
MD
KALAARI CAPITAL



ZARIN DARUWALA

CEO-STANDARD CHARTERED
BANK

STARTUP



50 PROMISING START-UPS TO BRING REVOLUTION IN 2020

India is the hotbed of enterprise innovation and start-ups play a key role in the developing economies like India, but the COVID-19 crisis is reducing their creation, challenging their survival, and limiting their growth. Start-ups have emerged as key drivers of economic growth and job creation, and are often a catalyst for radical innovation. COVID-19 is not only a challenge for existing start-ups but also for the creation of new ones.

India is amongst the most youthful nations in the world and recently start-ups in India have entered in the industry either unearthing an entirely new market or through gaps in existing markets or product lines. The recent FDI policy of the country has made the investors stunned, previously allowing all its neighbouring countries and their citizens to invest in Indian companies automatically, i.e., without government approval. However, in April this year, this provision was altered, mandating all investments from neighbouring countries to obtain government approval first.

Indian tech startups and the startup ecosystem in India have never had such a good year as 2019. In India, tech startups have raised \$14.5 billion in 2019. They have surpassed their previous record of \$10.6 billion in 2018. The fast growing products and startup ecosystem in the country provides a platform to engage with thought leaders in the product space and discuss issues of common interest.

Brand Book editorial team had taken a deep dive to find out on how the smart start-ups are performing in the industry with their innovative technology and newer approaches. Various data points are reflecting on their performance metrics. The start-up ecosystem is to bring trillion dollar opportunity and specially India's fintech startups cornering the highest amount of funding in the ecosystem.

The foundation of the ecosystem is already in place with India being the third largest hub for start-ups globally in terms of attracting investment for technology transactions. Besides the US, many feel that world-class services come from India. For years now, India has branded itself as the world's leading outsourcing destination. Also, the country has reinvented itself as an innovation hub.

Thanks to the government for taking various key initiatives with a number of startup schemes related to the technologies to boost the startup growth. India's startup ecosystem has grown consistently and there are certain successful start-ups in India, have given rise to more start-ups. Enablers, accelerators, and incubators are the firms that are providing start-ups with growth advice and decision-making tools. Let's see how these start-ups are performing in the Indian market.



1 MG

PRASHANT TANDON

Co-Founder & CEO

Gurgaon

GTM: 1 mg is an online pharmacy network platform and generic medicine engine. India's best online pharmacy with a wide range of Prescription and OTC medicines. Order medicines online at 1 mg's medicine store in 100+ cities in India.



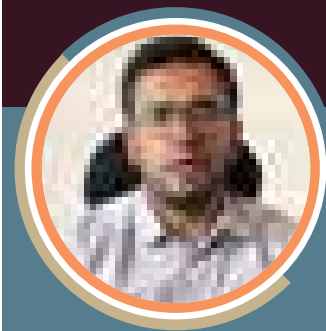
AIRMEET

LALIT MANGAL

Co-founder

Bangaluru

GTM: Virtual conferences. Using Airmeet for Hosting an Online Events. It offers a great user experience in a very easy-to-use and secure manner. Airmeet provides HD quality video and audio, leading to an excellent broadcast experience. Video communications on Airmeet are powered by Agora.io, enabling real-time high-quality video chat



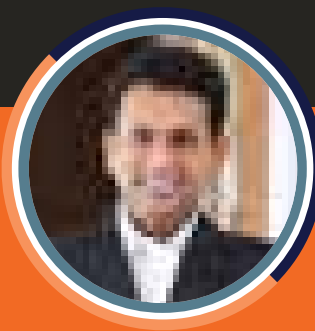
AMBEE

AKSHAY JOSH

CEO

BENGALURU

GTM: Environmental intelligence start-up Ambee provides real-time information on hyperlocal air quality with the help of a hybrid model of open data sources and its own IoT (Internet of Things) sensor network



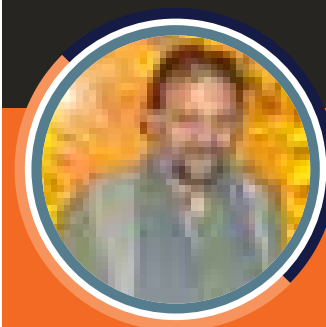
AVAADA ENERGY

VINEET MITTAL

FOUNDER & M.D

NOIDA

GTM: Imagine a world where the sun powers our lives and wind lifts our dreams. Imagine a world where there is abundance of energy generated from renewable sources. A strong emphasis on generating clean energy led to the creation of AVAADA.



BEST BOOK BUDDIES

SUDHIR GANDOTRA

FOUNDER

NEW DELHI

GTM: Best Book Buddies (BBB) brings the whole of the Books domain, (both e-Content and Physical) on a single platform connecting B2B2C. With the smart use of technology, BBB solves the current problems of the entire value chain Every user can be a seller as well as a customer here, which is another unique feature



BOUNCE

VIVEKANANDA HALLEKERE

CO-FOUNDER & CEO

BENGALURU

GTM: Bounce (earlier called Metro Bikes), the utility arm of Wicked Ride focuses on solving the commute problem. It allows users to identify a bicycle, scooter or electric scooters, book the vehicle, drive it themselves to their destination and leave it there.



BULKMRO

GAURANG SHAH

CO-FOUNDER

MUMBAI

GTM: Bulk MRO Industrial Supply is a global B2B platform that services hundreds of Large Corporations, Governments and Healthcare Networks across Europe, North America, India, Middle East, and Africa as a one-stop-shop for millions of products from thousands of manufacturers.



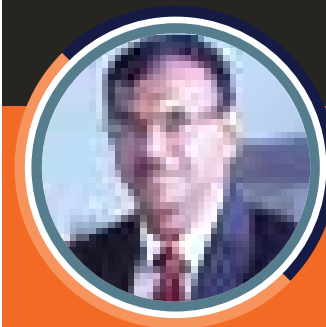
CARS 24

VIKRAM CHOPRA

CO-FOUNDER & CEO

GURGAON

GTM: CARS24 makes your used car selling easy & hassle free. Get your used car valuation online for free. CARS24 is now spread across 11 cities with 50+ branches and has a track record of completing one lakh + car auctions.



CAVISSON SYSTEMS

SUNIL SANGAL

CEO

NOIDA

GTM: It is a leading provider of performance intelligence platform that ensures exceptional customer experience and business efficacy of mission-critical applications. Cavisson's performance testing, diagnostics software and optimize server response time for seamless transactions and exceptional buying experiences.



CLEARTAX

ARCHIT GUPTA

CEO

BENGALURU

GTM: Financial-Technology platform providing solutions for Income Tax filing, GST and Mutual Fund Investments. Today it is the largest tax filing platform in India with more than 20 Lakh returns filed through ClearTax.



CLEVERTAP

SUNIL THOMAS

CO-FOUNDER & CEO

BENGALURU

GTM: It is a SaaS based customer lifecycle management and mobile marketing company. It provides mobile app analytics and user engagement products to more than 8,000 including Sony, Vodafone, Carousell, DC Comics, Go-Jek, BookMyShow, and DealsPlus.



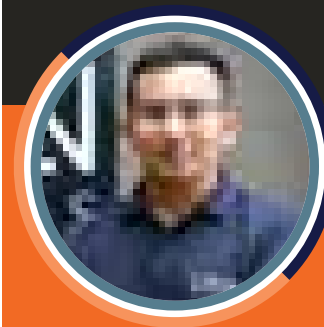
CLOUDKINETICS

Karthik S.

FOUNDER & CTO

CHENNAI

GTM: A leading Digital Transformation enabler aims to accelerate the business adoption of cloud technologies. With core strengths in Public Cloud Infrastructure solutions, Data Analytics and Application Modernization, it helps in customer's Digital transformation and data-driven business journey.



CRON SYSTEMS

TUSHAR CHHABRA

CO-FOUNDER & CEO

DELHI

GTM: Delivering innovative situational awareness solutions. CRON Systems is a leading provider of high-performance, sensing products and perception software that brings vision to the UAVs, automobiles, mapping, security and general surveillance and other industries to enhance situational awareness.



CROPLN

KRISHNA KUMAR

FOUNDER & CEO

BENGALURU

GTM: CropIn is a leading "Full-Stack AgTech" organization that provides SaaS solutions to agribusinesses globally. With the vision to "maximize per acre value" and the mission to "make every farm traceable", CropIn adds value by increasing efficiency, scaling productivity and strengthening sustainability across the board.



CUREFIT

MUKESH BANSAL

CEO

BENGALURU

GTM: Indian fitness and well-being startup Cure.fit, makes group workouts fun, daily food healthy & tasty, mental fitness easy with yoga & meditation, and medical & lifestyle care hassle-free. cure.fit makes holistic health easy for you with fun group classes, healthy meals and accessible primary care all on a single app.



DAILYHUNT

VIRENDRA GUPTA

FOUNDER & CEO

BENGALURU

GTM: Dailyhunt brings every month in 14 languages diverse content coming daily from hundreds of thousands content creators and personalised by a state of the art AI feed leading to the world class engagement on the app. Advertisers both big & small, use dailyhunt to reach out to unique local language audience.



DELHIVERY

SAHIL BARUA

CEO

GOA

GTM: Delhivery is India's leading fulfilment platform for digital commerce. With its nationwide network extending beyond 2300+ cities, the company provides a full suite of logistics services such as express parcel transportation, PTL and FTL freight, reverse logistics, cross-border, B2B & B2C warehousing and technology services.



DREAM11

HARSH JAIN

CEO & CO-FOUNDER

MUMBAI

GTM: India's biggest Fantasy Sports platform with 8 Crore+ users playing Fantasy Cricket, Football, Kabaddi, Basketball, Hockey, Volleyball, Handball & Baseball. Dream11 helps Indian sports fans actively engage with and showcase knowledge of the sports they love.



DUNZO

KABEER BISWAS
 CEO
 BENGALURU

GTM: It provides delivery services in Bengaluru, Delhi, Gurugram, Pune, Chennai, Jaipur, Mumbai and Hyderabad. The company also operates a Bike Taxi service in Gurugram. the hyperlocal delivery startup also partnered with digital payments app Google Pay to provide services such as grocery and medicine delivery, bike pool, pickup-and-drop facilities among others.



FRESHWORKS

GIRISH MATHUBOOTHAM
 FOUNDER & CEO
 CHENNAI


GTM: provides organizations of all sizes with SaaS customer engagement solutions that make it easy for support, sales and marketing professionals to communicate effectively with customers for better service and collaborate with team members to resolve customer issues.



HIKE

KAVIN BHARATI MITTAL
 FOUNDER & CEO
 NEW DELHI

GTM: Hike believes that the future of social will have products that are joyful and built around people, not the other way around. The company believes the future of social lies in social niches and is scaling that future through two unique products, Hike Sticker Chat & WinZO.



INDWEALTH

ASHISH KASHYAP
 FOUNDER & CEO
 GURGAON

GTM: It aims to enable consumers to track, save and grow their money. IND SuperMoneyApp automatically organises a user's money and recommends actions to increase savings and earnings across investments, loans, expenses and taxes, all in one app. The app delivers real time recommendations and actions



INNEFU

TARUN WIG
 CO-FOUNDER
 NEW DELHI

GTM: Innefu is an Information Security R&D startup, providing cutting edge Information Security & Data Analytics solutions. With more than 100+ customers using Information Security and Data Analytics solutions, the company has become a leading player in the space of Artificial Intelligence for Data Analytics and Unified Authentication Solution.



INSHORTS

AZHAR IQUBAL
 CEO
 NEW DELHI

GTM: Inshorts is a news app that selects latest and best news from multiple national and international sources and summarises them to present in a short and crisp 60 words or less format, personalized for you, in both, English or Hindi



INSTASAFE

SANDIP KUMAR PANDA
 CO-FOUNDER & CEO
 BENGALURU

GTM: InstaSafe seeks to make the internet safe, connected and open, by eliminating the gaps in the traditional network and security tools. It solves the challenge of secure access to critical applications, with a highly scalable, cloud security solution that not only simplifies network security, but also makes enterprise security infrastructures even more secure.



KARZA TECHNOLOGIES

OMKAR SHIRHATTI
 CO-FOUNDER & CEO
 NEW DELHI

GTM: It has stepped in to combat rising NPAs and Loan Frauds with big data analytics, business intelligence and machine learning to carry out background checks, assess credit worthiness of borrowers not just on their track record but also on their future potential and intent to repay loans.



KHATABOOK

RAVISH NARESH

FOUNDER

BENGALURU

GTM: Replace your traditional udhaar bahi khata by new digital KhataBook. Shop owners can use the app to record credit (Jama) and debit (Udhar) transactions for their trusted customers. It is 100% Free, Safe and Secure for all types of businesses to maintain their customers' accounts.



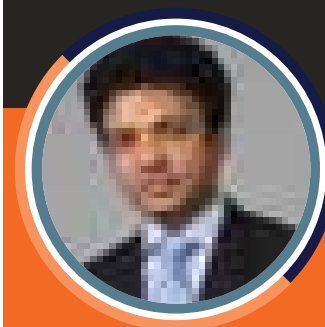
KRATIKAL TECH PVT. LTD

PAVAN KUSHWAHA

CEO

NEW DELHI

GTM: Kratikal is an end to end cyber security solutions provider. It is the trusted partner for enterprises and individuals, seeking to protect their brand, business and dignity from baffling cyber-attacks. We have been involved in design, implementation of information security management system since the time, standards were adopted by industry.



LAVELLE NETWORKS

VISHAL KHARE

CO-FOUNDER

MUMBAI

GTM: Lavelle Networks solves the biggest challenges in the WAN for distributed enterprises. All users, locations and cloud applications are connected using the world's simplest SD-WAN control panel, fastest network convergence algorithms, and a true network-as-a-service experience.



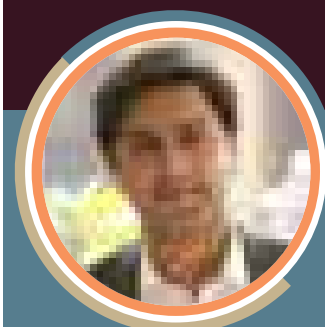
LOCUS

NISHITH RASTOGI

CO-FOUNDER & CEO

BENGALURU

GTM: It automates human decisions in supply chain to provide efficiency, transparency, and consistency in logistics operations. The platform uses deep machine learning and proprietary algorithms to offer smart logistics solutions like route optimization, real-time tracking, insights and analytics, vehicle allocation and utilization and more



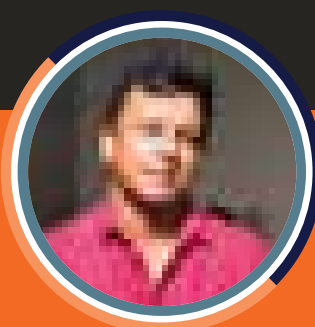
LUCIDEUS

SAKET MODI

CO-FOUNDER & CEO

NEW DELHI

GTM: A cyber security start-ups and Lucideus is known for its Artificial Intelligence, Machine Learning backed Enterprise-Wide Cyber Risk Measurement and Mitigation platform called SAFE (Security Assessment Framework for an Enterprise). It has been responsible for the end-to-end security assessment of the BHIM Payments .



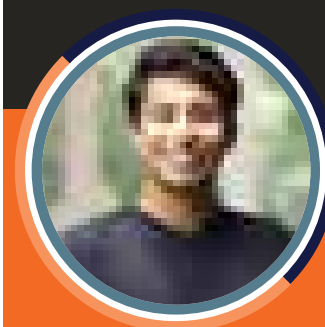
MANTHAN SOFTWARE SERVICES

ATUL JALAN

CO-FOUNDER & CEO

BENGALURU

GTM: Manthan's portfolio of analytics-enabled business applications, advanced analytics platforms and solutions are architected to help users across industries walk the complete data-to-result path - analyze, take guided decisions and execute these decisions real-time.



MEESHO

VIDIT AATREY

FOUNDER & CEO

GURUGRAM

GTM: It enables small businesses and individuals to start their online stores via social channels such as WhatsApp, Facebook, Instagram etc. India's #1 Reselling platform trusted by 1 Crore+ Resellers who are earning more than Rs.25,000 every month!.



MILKBASKET

ANANT GOEL

CO-FOUNDER & CEO

GURUGRAM

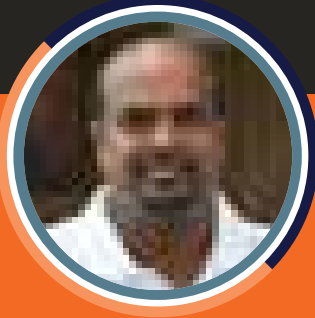
GTM: Milkbasket is micro-delivery service fulfilling daily grocery and household needs of customers every morning. It has built a new-age technology platform to enable frequent and frictionless buying with features like contactless delivery, one-click buying, and no checkout, all a first in the e-commerce industry



MOGLIX

RAHUL GARG
FOUNDER
NOIDA

GTM: Asia-based B2B commerce company intensively inclined towards B2B procurement of industrial supplies, in particular, MRO, Safety, Electrical & Lighting, Cleaning & Laundry Supplies, Office Supplies, Tools and many more industry essentials.



MYGATE

A VIJAY KUMAR
FOUNDER
BENGALURU


GTM: MyGate is backed by top investors (including Tencent, Tiger Global, JSoros and Prime Venture Partners), and is well set for massive growth across India and international markets. We were recently ranked 4th in YourStory's Top 50 Disruptive Startups and one of India's Coolest Start-ups.



NAVI

SACHIN BANSAL
CEO
BENGALURU


GTM: Navi Technologies (erstwhile known as BACQ) is founded by Sachin Bansal & Ankit Agarwal to build consumer-centric and technology-driven businesses in the BFSI (Banking, Financial Services & Insurance) space.



NINJACART

THIRUKUMARAN NAGARAJAN
CO-FOUNDER & CEO
BENGALURU

GTM: Ninjacart is India's largest Fresh Produce Supply Chain platform. We are pioneers in solving one of the toughest supply chain problems of the world by leveraging innovative technology. We connect producers of food directly with retailers, restaurants, and service providers using in-house applications that drive end to end operations.



PHONEPE

SAMEER NIGAM
CEO
BENGALURU

GTM: PhonePe is a mobile payments app that allows you to transfer money instantly to anyone, by using just their mobile number. Our goal is to make digital payments so easy, safe & universally accepted that people never feel the need to carry cash or cards again.



POCKET ACES

ASHWIN SURESH
CO-FOUNDER
MUMBAI

GTM: It is a digital media entertainment company. The company operates five socially distributed content brands: FilterCopy (short videos), Dice Media (multi-episode web series), Jambo (young-adult animation shorts) and Nutshell (infotainment videos), as well as a direct-to-consumer platform: Loco (game streaming).



POLICYBAZAR

YASHISH DAHIYA
CEO
GURUGRAM

GTM: A Financial technology company, Policybazaar, is an Indian insurance aggregator and a global financial technology company based in Gurugram, India. On-line insurance coverage platform Policybazaar goals to go public in 2021 at a valuation north of \$3.5 billion.



SECLORE TECHNOLOGY

VISHAL GUPTA
FOUNDER & CEO
MUMBAI

GTM: Seclore Technology, a leader in providing security, privacy and compliance solutions, announces the successful deployment of its flagship Information Rights Management (IRM) technology - Seclore FileSecure- for HDFC Life, one of India's leading private life insurance companies.



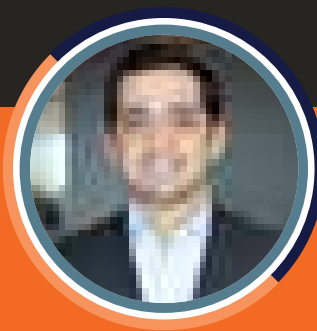
SHAKEDEAL

AKSHEY HEDGE

CO-FOUNDER & M.D.

BENGALURU

GTM: ShakeDeal aims to be India's largest B2B bulk sourcing online marketplace for industrial goods, supplies, and raw materials. ShakeDeal was formed with the mission to drive out inefficiencies plaguing the traditional means in which business is conducted.



SKILLMATICS

DHVANIL SHETH

CEO

MUMBAI

GTM: Skillmatics develops innovative products that build core skills in children – all through the joy of play. A wide range of products filled with truly innovative content and highly engaging activities, all designed to be age appropriate, skill oriented and infinitely engaging for children



UDAAN

VAIBHAV GUPTA

FOUNDER

BENGALURU

GTM: UDAAN is about making business easier in India, about making B2B commerce convenient and efficient. India has 50m+ SMBs, who form core of Indian economy and society. They are the entrepreneurial pulse of India. It brings energies together in bringing power of Internet to these millions of entrepreneurs.



UNACADEMY

GAURAV MUNJAL

CO-FOUNDER & CEO

BENGALURU

GTM: Unacademy aims to build the world's largest online knowledge repository for multi-lingual education. We use technology to empower great educators and create a community of self-learners. Our vision is to partner with the brightest minds and democratise education for everyone looking to learn.



UNIPHORE

UMESH SACHDEV

FOUNDER & CEO

CHENNAI

GTM: Uniphore is rooted in the fact that speech and the human voice sets us apart from other species. Redefining customer service through conversational AI and it's the universal method of communication between us. Voices are essential and can be combined to create powerful conversations.



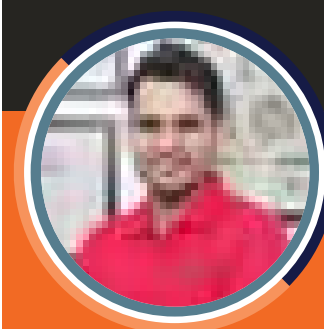
URBAN LADDER

ASHISH GOEL

CEO

BENGALURU

GTM: It is India's largest online furniture and home décor company. We are passionate about good design, and love creating products that enhance our customers' lives. We take immense pride in making homes beautiful.



URBANCLAP

ABHIRAJ SINGH BHAL

CO-FOUNDER

GURUGRAM

GTM: The platform helps customers book reliable home services – from beauty services to massage therapy, appliance repair to plumbing etc. Urban Company has built a network of 30,000+ trained service professionals and served over 5 million customers.



YULU

AMIT GUPTA

CO-FOUNDER & CEO

BENGALURU

GTM: Yulu provides a scalable, affordable, efficient and clean solution for the first mile, last mile, and short distance commute. By using IoT technology to create a vast network of shared eco-friendly 2 wheelers that can be rented easily by a user-friendly app in pay per use business model



50 POWERED CMO's OF INDIA

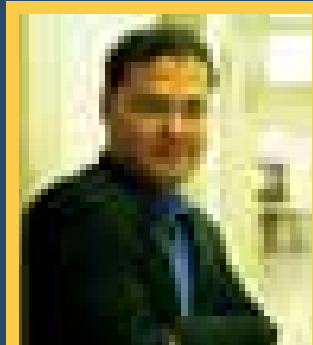
NAME

DESIGNATION

COMPANY

Abhijeet Mukherjee	Head Of Marketing	Crayon Information Technology and Services
Amit Doshi	Director Marketing-India & Soth Asia	Lenovo India Pvt. Ltd.
Amit Marwah	Head Of Marketing & Corporate Affairs	Nokia India
Anand Subbiah	Director, Marketing & Communication-India & South Asia	Qualcomm India Pvt. Ltd.
Ankesh Kumar	General Manager-Marketing	Schneider Electric India Pvt. Ltd.
Anupam Saha	DGM-Marketing	Aditya Infotech Pvt. Ltd.
Arvind Saxena	Head Marketing & Corporate Communications	Nec Technologies India
Arpita Sengupta	Director-Marketing & Communications	Red Hat India Pvt. Ltd.
Ashima Mathur	Country Marketing Manager	Pitney Bowes Mapinfo India Pvt. Ltd.
Atul Sharma	Marketing Manager	Commvault Systems India Pvt. Ltd.
Bijoe George	Global Marketing Head	Quick Heal Technologies Ltd.
B S Rao	Vice President-Marketing & Communications	Ctrls Datacenters Ltd.
Debjani Gupta	Head of Marketing India Comms Lead APJ	RSA Security
Deepali Naair	CMO	IBM India & South Asia
Deepti Sharma	Head of Marketing	Suse Software Solutions India Pvt. Ltd.
Deepti Singh	Head-Marketing & Communications	Vertiv Energy India Pvt. Ltd.
Dev Prabhu	Director (Marketing)	Vmware Software Pvt. Ltd.
Govindaraj Avasarala	Head Enterprise Marketing	Vodafone Idea Ltd.
Jagadish M N	Head Marketing-India & Saarc	Sonicwall Technology Systems India Pvt. Ltd.
Jaganathan Chelliah	Director Marketing	Western Digital
Jessica D'cruz	Regional Marketing Director-India & Saarc	Fortinet Technologies India Pvt. Ltd.
Kaustubh Patki	Country Marketing Manager	Microfocus India Pvt. Ltd.
Kunal Aman	Head- Marketing & Communications- India & Japan	SAS Research & Development India Pvt. Ltd.
Maya Culas	Marketing Director	Hitachi Vantara India Pvt. Ltd.
Monalisha Sahoo	Chief Marketing & Communications Officer	Sterlite Power Transmission Ltd.
Mukesh Bajpei	Marketing Head	AMD India Pvt. Ltd.
Nikhil Dudwadkar	Marketing Manager-Indai & South Asia	Kaspersky Lab
Nikhil Rastogi	Marketing Director	Dyson Technology India Pvt. Ltd.
Nikhil Sharma	Marketing Head	Veeam Software
Nithya Krishnan	Marketing Director (India & Saarc)	Trendmicro India Pvt. Ltd.
Nivedita Mukheja	Head of Marketing (India & Saarc)	Nutanix Technologies India Pvt. Ltd.
Prabhjeet Singh	Head of Marketing	Cisco Systems India Pvt. Ltd.
Prasenjit Roy	Sr. Executive Vice President & CMO	Netmagic Solutions Pvt. Ltd.
Priyanak Chatterjee	Head of Marketing	Infor India Pvt. Ltd.
Raghuvesh Sarup	CMO	Microsoft Corporation India (Pvt.) Ltd.
Rajesh Kumar	V.P-Marketing (India & Saarc)	Ui Path India
Rimi Das	Head of Marketing	Pure Storage India Pvt. Ltd.
Rishi Prasad	Marketing Lead, South Asia	Seagate India
Roshni Das	Director-Marketing	Intel India Pvt. Ltd.
Sailajanandan Nayak	DGM, Marketing-CMO	Ingram Micro India Pvt. Ltd.
Satya Upadhaya	Country Marketing Manager	Fitbit India Pvt. Ltd.
Shashwat Sharma	Chief Marketing and Brand Officer	Bharti Airtel Ltd.
Shanker Sareen	Head Marketing (India & Saarc)	Tenable Network Security India Pvt. Ltd.
Shirish Aggarwal	Head Marketing Communications & Brand	Panasonic India Pvt. Ltd.
Shubhangi Singh	Marketing Manager	Citrix Systems India Pvt. Ltd.
Srihari Gopinath	Sr. Director Marketing-APJ	Aruba Networks-A Hewlett Packard Company
Tushad Talati	Director-Brand & Communication	Epson India Pvt. Ltd.
Vinny Sharma	Marketing Head	Forcepoint Software India Pvt. Ltd.
Virgina Sharma	Vice President-Brand Solutions	Jiosaavn-Universal Music India Pvt. Ltd.
Vishal Joshi	Head of Media & Alliances	Esds Software Solution Pvt. Ltd.

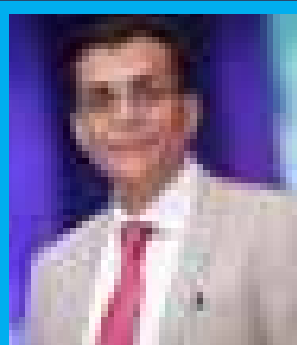
TOP 50 POWERED



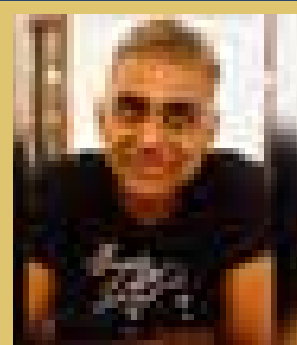
**ABHIJEET
MUKHERJEE**



**AMIT
DOSHI**



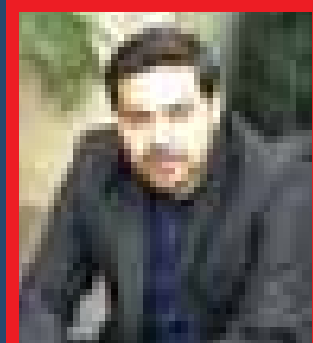
**AMIT
MARWAH**



**ANAND
SUBBIAH**



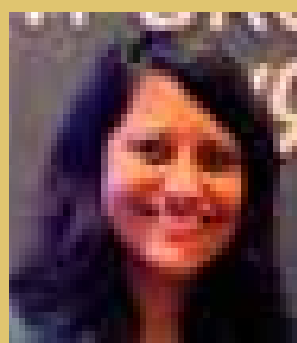
**ANKESH
KUMAR**



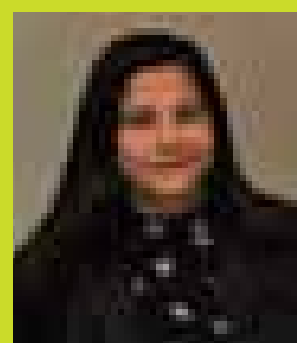
**ANUPAM
SAHA**



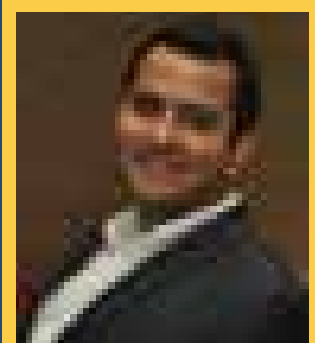
**ARVIND
SAXENA**



**ARPITA
SENGUPTA**



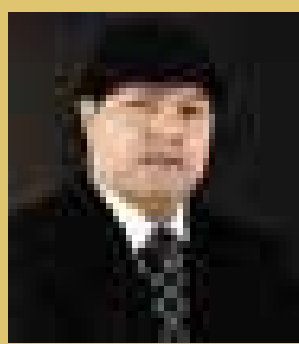
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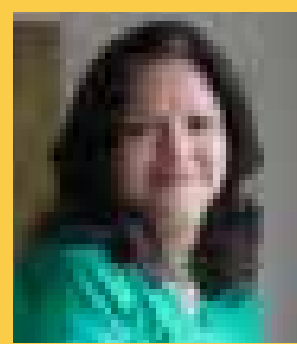
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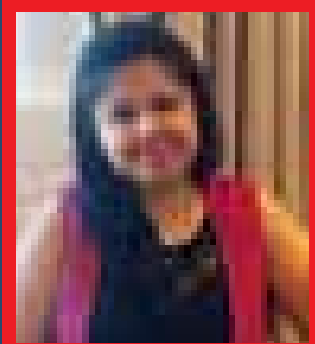
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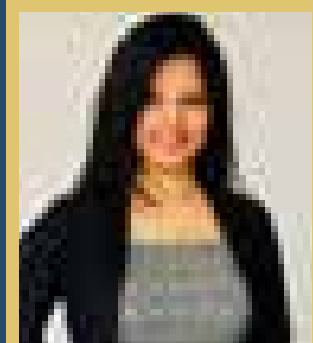
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**DEEPA
NAAIR**



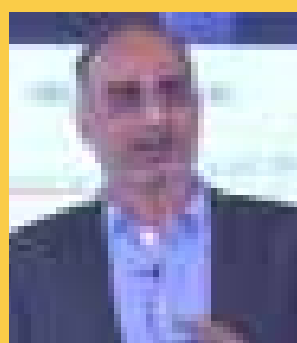
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SHARMA**



**DEEPTI
SINGH**



**DEV
PRABHU**



**GOVINDARAJ
AVASARA**



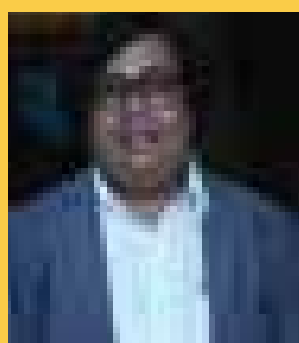
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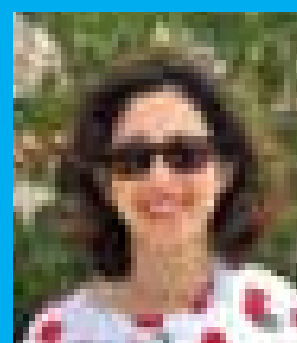
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D'CRUZ**



**KAUSTUBH
PATKI**



**KUNAL
AMAN**

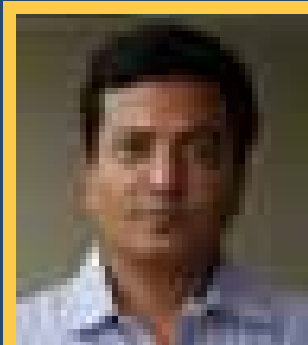


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CULAS**



**MONALISHA
SAHOO**

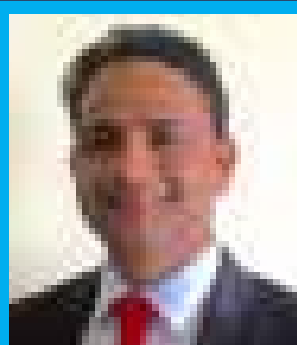
CMO's OF INDIA



**MUKESH
BAJPEI**



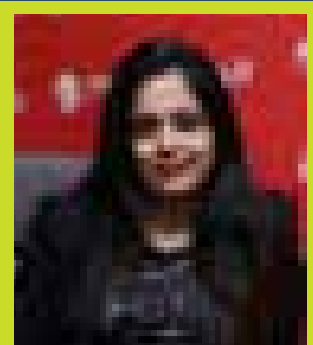
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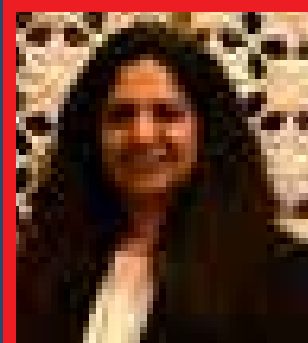
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RASTOGI**



**NIKHIL
SHARMA**



**NITHYA
KRISHNAN**



**NIVEDITA
MUKHEJA**



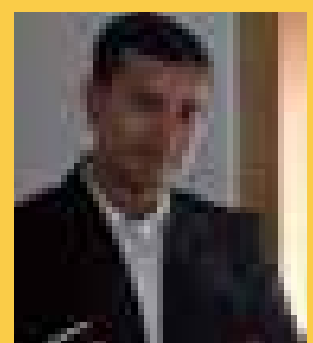
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**PRASENJIT
ROY**



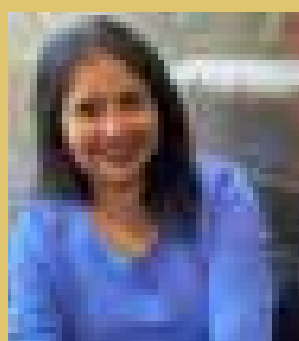
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**RAGHUVESH
SARUP**



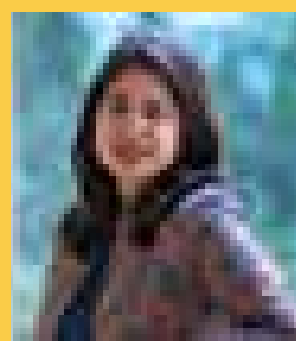
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KUMAR**



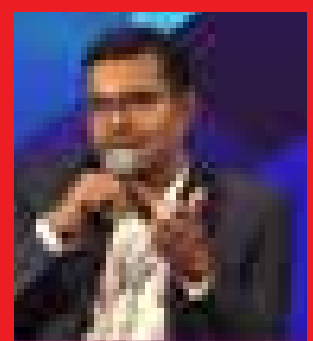
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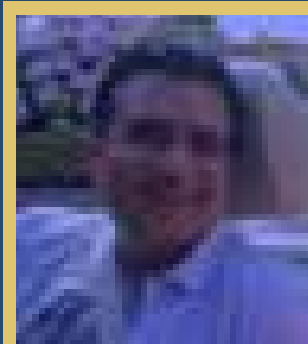
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PRASAD**



**ROSHNI
DAS**



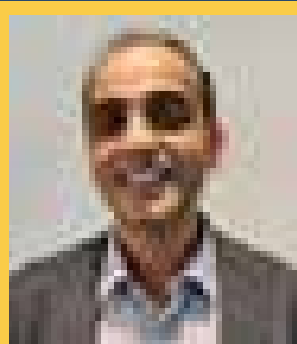
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NAYAK**



**SATYA
UPADHAYA**



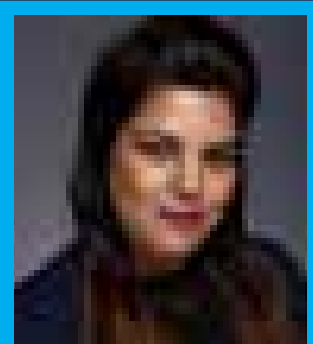
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SAREEN**



**SHASHWAT
SHARMA**



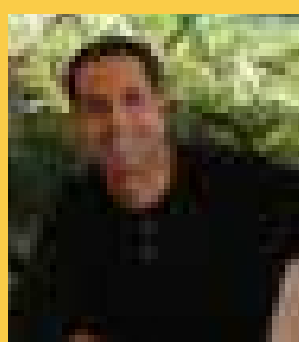
**SHIRISH
AGGARWAL**



**SHUBHANGI
SINGH**



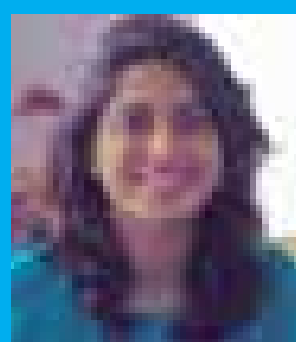
**SRIHARI
GOPINATH**



**TUSHAD
TALATI**



**VINNY
SHARMA**



**VIRGINA
SHARMA**



**VISHAL
JOSHI**

50 Most Powered CMOs in Indian ICT Industry

The Chief Marketing Officers (CMOs) are the testimonials of the talents of the individuals and power of collaboration across companies and industries. The marketing department plays a very important role in every organisations, be it a small or large. Marketing has been a story of eras: from mass marketing to the direct marketing era to digital marketing, and now data-driven marketing. Today, consumers use more devices, ad blockers and other privacy protection tools, and still have increasingly sophisticated customer experience expectations. As per survey, 54% say they're willing to experiment in any market. The need of the hour is for creating stronger customer connections.

In this challenging world of economy, companies operate in highly competitive landscapes where many struggle to respond to the disruptions brought by newer technologies and players. Digital and an increasing global sharing economy are redefining the marketing landscape and every organization today already has some identity capabilities in place with their strong marketing team. C-suite leaders are now realizing the strategic importance of digital communications.

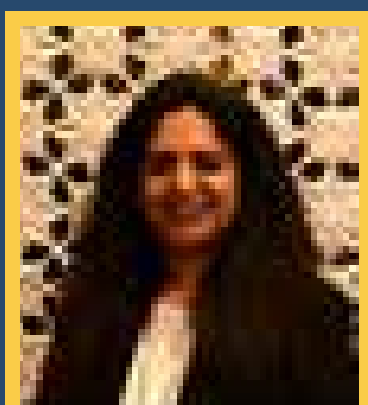
Many multinational giants have felt that, India is a tremendous destination to do business and expect it to benefit from the exodus of many businesses from China and COVID-19 has exposed a dangerous over-reliance on China by the West, and governments and multinational companies are now re-assessing their supply chains. More culturally aligned, and closer, India is a great alternative.

Before the pandemic, organizations were looking for CMOs who were data-driven, focused on the customer, and able to anticipate the needs that people didn't even know they had. Today, those qualities are in greater demand. Agility is at premium because the needs of the customer are changing practically overnight. Hence, marketers need to connect their activities to specific business outcomes, not just marketing measurements.

The novel coronavirus has forced many businesses to go back to the drawing board. The prolonged lockdown that disrupted the country's supply chain has prompted companies to experiment with alternate delivery channels. It has also heightened the value of chief marketers who can tap into the customer mindset and leverage those insights to drive growth.

Both at the board level and in the C-suite, we're seeing that customer-centric leaders are in greater demand. Without a deep understanding of customers—supported by solid research and analytics—brands are going to blindly return to business as usual. Moving forward will require a new model, and that's where CMOs can step in as the voice of the customer. Hence, the marketing leaders have to embrace the shift and have an opportunity to drive more strategic and commercial impacts.

There are agile marketers in the Indian ICT Industry, who can spin the wheel quickly while being especially responsive to customers.



NIVEDITA MUKHIJA
Head of Marketing - India
and SAARC, Nutanix

“Having a strong brand culture helps drive productivity and fosters more collaboration”

BRAND CULTURE

Employees are the real asset for any organization. Talent drives transformation and growth in enterprises; and when the workforce identifies with the strong brand identity and values of an organization, their passion and commitment to the organization and to their work, grows exponentially. Engaged employees build strong brands. It is a cycle really. Having a strong brand culture helps drive productivity and fosters more collaboration – all of which are direct drivers of business growth.

BEST PRACTICES

Customer-centricity is the core for Nutanix. Our customers are our greatest advocates and this is what sets Nutanix apart in the industry.

Our NPS score has been 90+ consistently for years. This is unheard of in our markets today. This is testament to the strong brand identity we have built, along with our partners. This has been possible because we offer great value to customers, deliver a great service and walk an extra mile when needed so that our customers are successful in their business.



VINNY SHARMA
Regional Marketing Manager
– India & SAARC, Forcepoint

“Human centricity is the very strong aspect of brand identity for us”

BRAND CULTURE

A brand identity reflects who we are and the promise to our customers. A strong brand identity makes it easier to connect with people, both internally with employees and externally with customers and other stakeholders. It inspires everyone internally to work together as one team to keep delivering on that promise. It even makes it easier to explain to friends and family where we work. It helps in attracting the right talent to the organization and retaining people becomes easy.

BEST PRACTICES

When organizations shifted to remote working almost overnight, Forcepoint was more concerned if organizations were running smoothly and how we could help them. We would call our customers and have conversations if everything was okay. It is less about selling and more of offering help in the truest sense of the word. We are proud that our company asked us to show empathy to our customers. Human centricity is the very strong aspect of brand identity for us.

We have undertaken many initiatives to help our customers understand risks and have conversations around their current cybersecurity posture. Our 101 Deep Dive virtual workshops is one such example where our customers learn from the Forcepoint team. These user groups help our customers open up about their cybersecurity concerns and seek clarification from Forcepoint personnel.

In another initiative, we are currently running APAC-wide Virtual User Group sessions to help our existing customers understand how they can optimally use Forcepoint solutions to protect both their people and their data in this rapidly evolving threat landscape.



NIKHIL DUDWADKAR
Head of Marketing
Kaspersky

A strong brand identity boosts its employees to learn and perform

BRAND CULTURE

A part of building a strong brand identity is also to boost employee morale, perception, build culture, internal brand building, drive change and ultimate objective to boost confidence to drive awareness and revenue. A strong brand identity will allow employees to create an emotional attachment to their organisation, leading to an increased engagement with the brand, endorse the brand and subsequently influence their willingness to learn and perform at work. Kaspersky launched a new visual identity last year. The concept supports our new strategy and philosophy and delivers it in a fresh and vivid way which signifies a drive for change to employees changing our brand perception to become a leading, innovative brand.

BEST PRACTICES

Kaspersky is known for our solutions' unprecedented level of protection for people and businesses around the world. We are proud of our security technologies. The new Kaspersky branding reflects the evolution of our business focus from "cyber security" towards the wider concept of "cyber-immunity".



ABHIJEET MUKHERJEE
Head Marketing
Crayon India

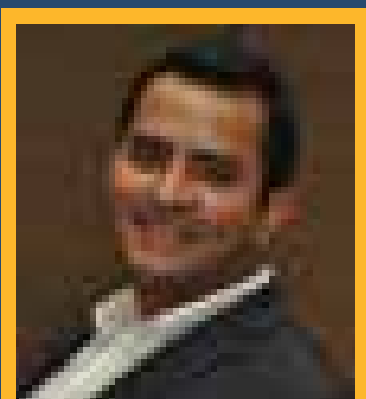
A robust brand identity helps to get best talents

BRAND CULTURE

A strong brand identity helps to create motivation amongst employees for a common goal. Everyone wants to be a part of something that they believe in and are proud of that creates the urge for contribution and a greater level of commitment. A strong brand identity also helps attract the best of the talents. Effective branding creates one's own unique identity and reputation. One simply stands out from the competition; be different, and we believe that is a great motivating factor for the workforce.

BEST PRACTICES

At Crayon, we keep things evolving and we are at par with the constant changes that are happening around us. The world is so dynamic. Which also indicates that competition is always getting bigger and better. In fact, it is now at a state of hyper-competition, a landscape in which no competitive advantage can be sustained in the long run. Hence, at Crayon, our approach is 360 degree angled and we are relentless at making the transformation journey for our customers and partners, seamless.



ATUL SHARMA
Marketing Head – India &
SAARC, Commvault

ABCs of Marketing during the Pandemic

Working from home has become the new normal worldwide, both for us and our customers due to the Covid-19 pandemic. With marketing changing overnight, we had to quickly hurdle as a team and re-align our tactics to support the business and reach out to our customers via the digital medium. The marketing mavericks have an opportunity to rise to the occasion and help break all the barriers to business in these unrepresented times. Here is the A-B-C's of marketing in the COVID era -

A

Acknowledge that the world has changed overnight and nothing will be the same in the near future. A lot of individuals and brands are still in denial of the gravity of the situation. The first step to progress and moving forward is to acknowledge that there is a problem at hand, and something needs to be done to address it. Adapt to the new normal and make changes to how we can engage with our customers today. No matter how much the field sales love face to face events or our customers prefer having a conversation with vendors in person, physical events are not set to return for at least 6 months, if not more. Adaptability is the new competitive advantage.

B

Build and Rebuild the bond of trust with business stakeholders, be it the customers or partners. In these times of social distancing, we have come closer as human beings. Sitting at home has given us a glimpse of how our lives can become finite and how as a species we lean on each other. Reach out and support customers.

Brave it, as this is reality and the faster one starts thinking around the obstacles the better it is for the business. In simply observing the experience of feeling fear one can recognize the real issues or true emotions and face them in a healthy way.

C

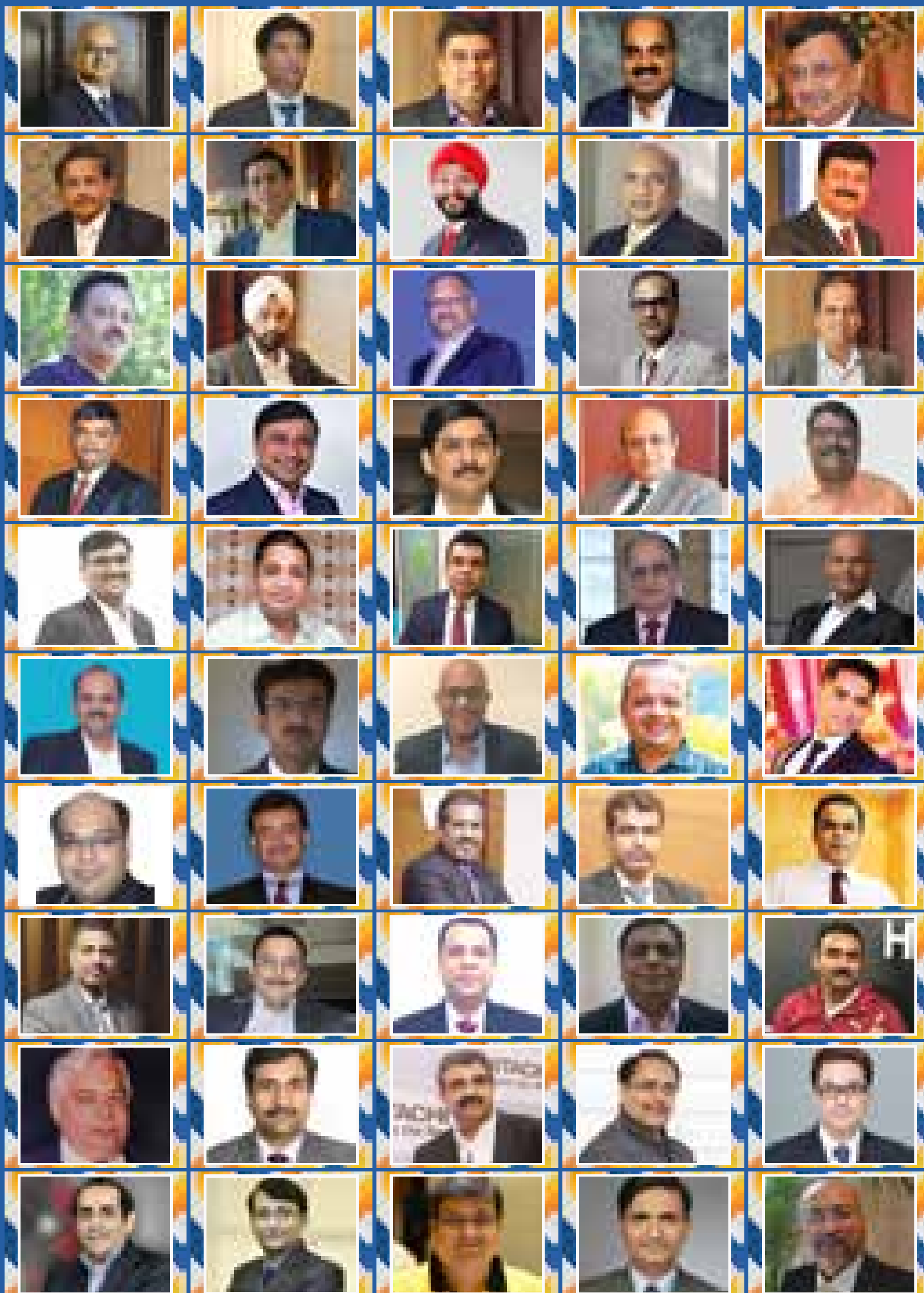
Create Conversations - These are times when everyone needs reassurance. Having conversations and being empathetic to their business situation has become even more important in the current scenario.

Connect with Context - Customers always did, still value good advice and guidance. Help them understand how this situation has impacted their industry/business and how can you help them in your own way to keep the lights on. Contextual Conversations with Customers are appreciated and will lead to business.

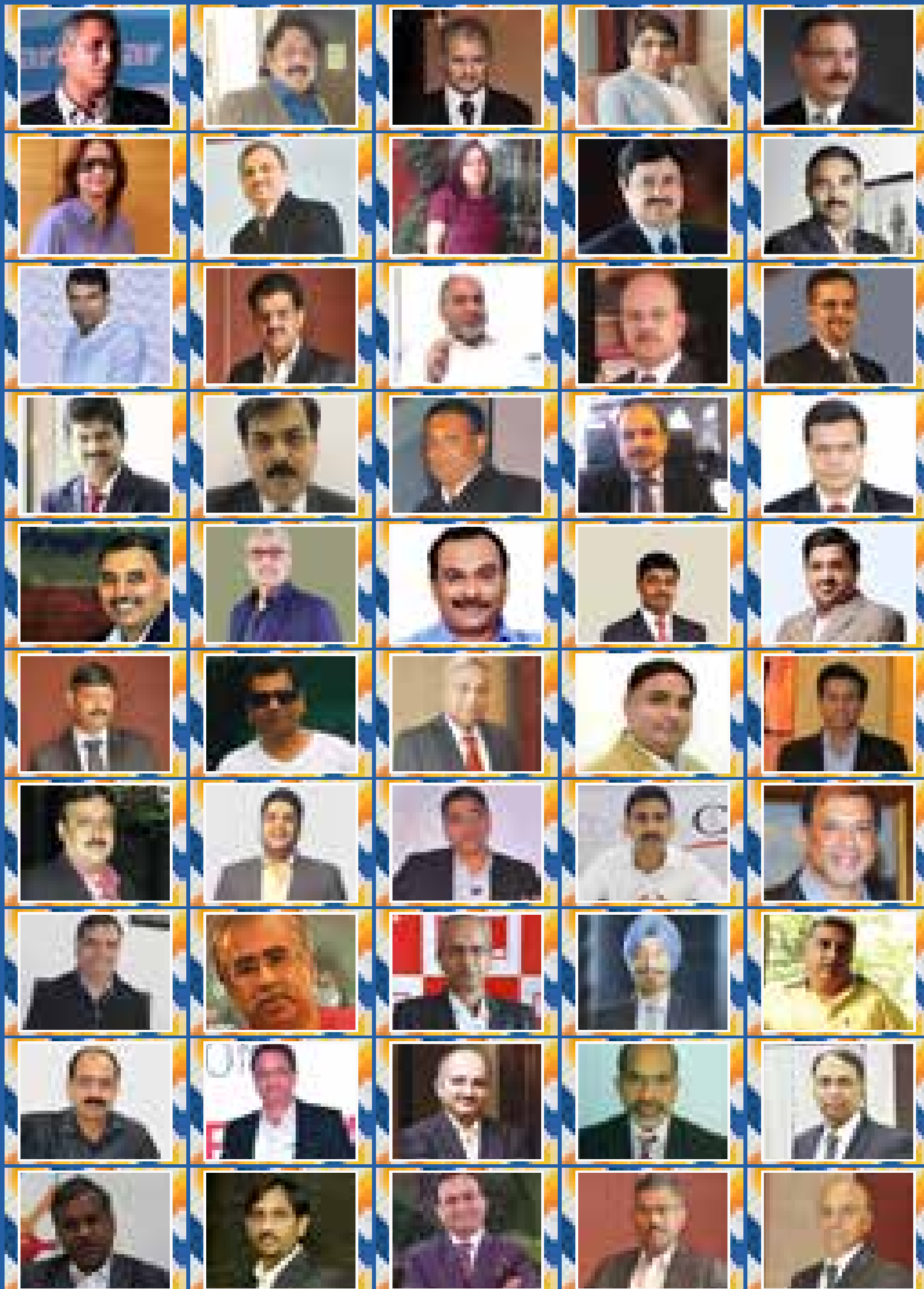
Creativity that builds Confidence - As a marketer it is our job to be brimming with positivity and zeal. Leverage creativity to build consumer confidence. It's the time to come out and stand with your customer, not hide behind the garb of pandemic.

The favourite D of the IT industry in recent times however has been Digital Transformation (DT) that has been around for a while now and a lot of conversations were focused on the organizations adapting or not adapting digital transformation. According to the industry commentary DT was not a destination, but a journey that every organization will take as per their own need, urgency, maturity or comfort. As many thinkers and pundits had hinted before that DT is not a technology but people led. It is tectonic shifts like this pandemic, which acts as a catalyst in changing human behaviour. WFH (Work from Home) has been around, but WFH uptake of this scale could never have been imagined.

TOP 100 SOLUTION



PARTNERS IN INDIA





1. ADIT MICROSYS Pvt. Ltd.

Name : **BIREN SELARKA**
 Designation : **Managing Director**
 City : **Ahmedabad**
 Website : **www.aditmicrosys.com**

Focus Verticals : Infrastructure, Government and IT/ITeS, Finance, Real estate, Retail and e-commerce.
 Key Vendors : Microsoft, Amazon Web Services, CtrlS, Adobe, HPE, Dell, Symantec, VMware

2. ABC Systems Pvt. Ltd.

Name : **SUJEET NARULA**
 Designation : **Managing Director**
 City : **New Delhi**
 Website : **www.abcit.in**

Focus Verticals : IT Infrastructure Development and management solutions and EPSON large format (Signage printing), FMS, Data Center Services and IOT
 Key Vendor : EPSON

3. ACPL Systems Pvt. Ltd.

Name : **VISHAL BINDRA**
 Designation : **CEO**
 City : **Gurgaon**
 Website : **www.acpl.com**

Focus Verticals : Telecom, Government, IT/ITeS, Manufacturing BFSI and Cyber Security
 Key Vendors : AWS, McAfee, RSA, Fortinet, Cisco, Citrix, Aruba Networks, VMware, PaloAlto, Check Point, Juniper, F5 and Altova.

4. AGC Networks

Name : **N JAYANTHA PRABHU**
 Designation : **CEO**
 City : **Mumbai**
 Website : **www.agcnetworks.com**

Focus Verticals : Unified Communications, Data Center and Edge IT, Digital Transformation & Applications
 Key Vendors : Avaya, Cisco, NetApp, Oracle, HPE, Juniper, Poly and Verint.

5. Agmatel India

Name : **V K MALHOTRA**
 Designation : **Director**
 City : **New Delhi**
 Website : **www.agmatel.com**

Focus Verticals : Defence, Education, Government, Automobile and Retail
 Key Vendors : Apple, HP, Panasonic Toughpad, Samsung, Microsoft, SOTI, Sony, BenQ, Viavi, Kiosks and Poly.

6. Allied Digital Services Pvt. Ltd.

Name : **NITIN SHAH**
 Designation : **Chairman & Managing Director**
 City : **Mumbai**
 Website : **www.allieddigital.net**

Focus Verticals : Government, BFSI, Healthcare, Construction, Automobile and IT-as-a- services.
 Key Vendors : Intel, IBM, Lenovo, Dell EMC, Cisco, Microsoft, Oracle, VMware and Amazon Web Services.

7. Ambisure Technologies Pvt. Ltd.

Name : **AJAY C BHAYANI**
 Designation : **Director**
 City : **Mumbai**
 Website : **www.ambisure.com**

Focus Verticals : Secured data, VPAT services, Phishing Protection, Website security and application security
 Key Specialization : Specialize in Identity based Security Solutions for the companies with IT infrastructure for Enterprises, Consumers, Governments and E-Commerce.

8. Arrow PC Network Pvt. Ltd.

Name : **GURPREET SINGH**
 Designation : **Managing Director**
 City : **New Delhi**
 Website : **www.arrowpcnetwork.com**

Focus Verticals : Hospitality, Manufacturing, Education, Healthcare and Media
 Key Vendors : VMware, Sonicwall, Netmagic, Aruba, Dell EMC, Cisco, Amazon Web Services and Commvault

9. Ashtech Infotech

Name : **SAURIN SHAH**
 Designation : **Managing Director**
 City : **Mumbai**
 Website : **www.ashinfo.com**

Focus Verticals : BFSI, IT/ITES, Infrastructure, Manufacturing, Telecom, Big data analytics, data backup and recovery
 Key Vendors : Dell EMC, HP Asset and VMWARE.

10. Bloom Electronics

Name : **S. KARTHIKEYAN**
 Designation : **Managing Director**
 City : **Coimbatore**
 Website : **www.bloomcomputers.in**

Focus Verticals : Retail, IT/ITeS, Manufacturing, Govt, E-commerce and IT Infrastructure
 Key Vendors : Cisco, HPE, DELL, F5, Array Networks, Microfocus, Huawei, Zenital, Commend, Delta, Barco, APC, ESDS, Panasonic, Dauha, Hikvision, D-Link, Epson, HP, Lenovo and Intel.



11. Cache Infotech Pvt. Ltd.

Name : **ALOK GUPTA**
 Designation : **Director**
 City : **New Delhi**
 Website : **www.cacheinfotech.com**

Focus Verticals : Healthcare, Retail and Education
Key Vendors : Cisco, IBM, Lenovo, Acer, Oracle, Airtel, Jio, Tata Tele Services and Microsoft

12. C.I. Infotech

Name : **IRVINDER SINGH**
 Designation : **Managing Director**
 City : **New Delhi**
 Website : **www.ciinfotech.net**

Focus Verticals : Mining/Oil/Gas, Infrastructure managed services, Cloud service and Digital Transformation
Key Vendors : HPE, DELL EMC, Sophos, Veritas, Symantec, HP Inc., Microsoft and Fortinet

13. Capricot Technologies Pvt. Ltd.

Name : **CHAKRESH JAIN**
 Designation : **Chairman**
 City : **New Delhi**
 Website : **www.capricot.com**

Focus Verticals : Government, Infrastructure, Education, Manufacturing and Media
Key Vendors : Autodesk, RIB, Bentley, Adobe, HP, Oracle and Makerbot 3D Printers.

14. CDP India

Name : **NIKESH J SAKARIA**
 Designation : **Chairman**
 City : **Mumbai**
 Website : **www.cdpindia.com**

Focus Verticals : Digital Infrastructure, Digital Workplace and Digital business solution
Key Vendors : DELL, Samsung, Checkpoint, HPE, IBM, Nutanix, Redhat, Lenovo and Microsoft

15. Central Data Systems Pvt. Ltd.

Name : **KOTA SUBRAMANYA**
 Designation : **Director**
 City : **Bangalore**
 Website : **www.cdspl.com**

Focus Verticals : IT/ITeS, Media, BFSI, Healthcare, E-commerce
Key Vendors : Cisco, Riverbed, Dell EMC, NetApp, HP, Microsoft, IBM

16. Choice Solutions Ltd.

Name : **K.V. JAGANNATH**
 Designation : **CEO & MD**
 City : **Hyderabad**
 Website : **www.choice-solutions.com**

Focus Verticals : IT Infrastructure, Data center, Cloud, Networking, Power technology, PowerSense and Education sector
Key Vendors : Adobe, Dell EMC, Microsoft, VMware, Kaspersky, Oracle, Veeam and Veritas.

17. Comprompt Solutions LLP

Name : **MANISH B. SANGHRAJKA**
 Designation : **Director**
 City : **Mumbai**
 Website : **www.comprompt.co.in**

Focus Verticals : Cyber security, Server Consolidation/ virtualization , Dat backup and Recovery.
Key Vendors : Microsoft, eScan, Kaspersky, Bitdefender, McAfee, Check Point, Gajshield, WatchGuard, Juniper Networks, Sophos, Checkpoint, Tally and Sequirite.

18. Corporate Infotech Pvt. Ltd.

Name : **VINOD KUMAR**
 Designation : **Managing Director**
 City : **New Delhi**
 Website : **www.ciopl.org.in**

Focus Verticals : Defence, Education, Ministries, Government & PSUs
Key Vendors : Microsoft, HPE, NetApp, Acer, Sonicwall, Cisco, Huawei, Schneider Electric, Samsung, Canon, Panasonic, Fujitsu, Epson, Lenovo, VMware, Sophos, Forcepoint, IBM, Veeam, Commvault, Citrix, CommScope, Brocade, Veritas, Cisco

19. D M Systems Pvt. Ltd.

Name : **D K BAJAJ**
 Designation : **Managing Director**
 City : **New Delhi**
 Website : **www.dmsystems.in**

Focus Verticals : IT/ITeS, Manufacturing, Government
Key Vendors : Sophos, Sonicwall, Commvault, Rutjie, Fileago, Pinelabs and Bitdefender.

20. Deltakraft Solutions Pvt. Ltd.

Name : **DNYANESH KULKARNI**
 Designation : **Director**
 City : **Mumbai**
 Website : **www.deltakraft.com**

Focus Verticals : Hospitality, Education, Construction, E-commerce, IT Infrastructure and Facility management
Key Vendors : HP Inc., Dell, Microsoft, Adobe, Corel, Autodesk, eScan, Bitdefender, Quick Heal, IceWarp, Retrospect and Novastor



21. DEV Information Technology Pvt. Ltd.

Name : **DEVAANG BHATT**
 Designation : Director
 City : Ahmedabad
 Website : www.devitpl.com

Focus Verticals : Enterprise application & Mobility, Infrastructure management and Cloud Computing
 Key Vendors : Microsoft, Adobe, Azure, AWS and IBM Cloud.

22. Diamond Infotech Pvt. Ltd.

Name : **MANOJ RATHI**
 Designation : Director
 City : Kolkata
 Website : www.dipl.co.in

Focus Verticals : Government, BFSI, Education, SME
 Key Vendors : Microsoft, Tally, Hikvision, Sophos, Intel, IBM, Dell

23. Dimension Data India

Name : **KIRAN BHAGWANANI**
 Designation : CEO
 City : Mumbai
 Website : www.dimensiondata.com

Focus Verticals : Education, Financial Services, Healthcare, Manufacturing, Media and Communications, Infrastructure, Intelligent
 Key Vendors : Cisco, Dell EMC, Microsoft, NetApp, SAP, VMware, Aruba Networks, Avaya, Intel, Check Point, Citrix, Commvault, Juniper Networks, Oracle, Palo Alto

24. Dynacons Systems & Solutions Ltd.

Name : **SHIRISH M ANJARIA**
 Designation :
 City : Chennai
 Website : www.digitaltrack.in

Focus verticals : IT Infrastructure, Manufacturing, BFSI, Government, Healthcare and Data management and availability
 Key vendors : Cisco, Fortinet, Symantec, McAfee, Sonicwall, Check Point, NetApp, VMware, F-Secure

25. Ecaps Computer India Pvt. Ltd.

Name : **GUNASEGHARAN KRISHNAN**
 Designation : Managing Director
 City : Coimbatore
 Website : www.caps.in

Focus Verticals : Network Infrastructure, Security, Surveillance and Storage
 Key Vendors : Netfox, Sophos, Sonicwall, Kaspersky, Honeywell, CISCO, CP Plus and HikVision

26. E Square System & Technologies Pvt. Ltd.

Name : **DHIRENDRA KUMAR KHANDELWAL**
 Designation : Managing Director
 City : Bhubaneswar
 Website : www.estpl.in

Focus Verticals : Public sector, Education, Manufacturing, Health, Hospitality, Energy, Mines & Metal, IT/ITeS, Banking & Finance, Transport
 Key Vendors : Cisco, D-Link, Dell, HP, IBM, Lenovo, Microsoft, Oracle, Samsung, SAP, SAS, Symantec, Trend Micro, Veritas

27. EDEN Infosol

Name : **ROMIL SHETH**
 Designation : Director
 City : Mumbai
 Website : www.edeninfosol.com

Focus Verticals : Compute, Storage, Virtualisation and Cloud
 Key Vendors : Cisco, Dell EMC, Microsoft and Lenovo

28. Embee Software Pvt. Ltd

Name : **SUDHIR KOTHARI**
 Designation : Managing Director & CEO
 City : Kolkata
 Website : www.embee.co.in

Focus Verticals : BFSI, E-commerce, Education, Healthcare, Media, Logistics, Retail, Manufacturing
 Key Vendors : Microsoft, Adobe, Cisco, HPE, Citrix, Symantec, VMware, IBM, Oracle, SAP, HP Inc.

29. Enjay IT Solution Ltd.

Name : **LIMESH PAREKH**
 Designation : Director
 City : Bhilad, Gujarat
 Website : www.enjayitworld.com

Focus Verticals : IP PBX Solution and various Telephony solutions and CRM Solutions
 Key Vendors : Enjay is known for their E-innovative solutions offerings for Indian SME market and Tally CRM Solutions.

30. Enrich Data Services Pvt. Ltd.

Name : **NARINDER SINGH MANRAL**
 Designation : Managing Director
 City : Noida
 Website : www.edspl.net

Focus Verticals : Government, PSUs, Transport, Telecom, Power, IT/ITeS, Education
 Key Vendors : Juniper Networks, Cisco, Brocade, Dell, Arista, Fortinet, Palo Alto, Burracuda, Symantec, Cambium Networks, Ruckus Wireless, Avaya, Aruba Networks, F5, Poly



31. Esconet Technologies Pvt. Ltd.

Name : **SUNIL KUMAR AGGARWAL**
 Designation :
 City : New Delhi
 Website : www.esc.co.in

Focus Verticals : Data Storage, Cloud computing, Virtualisation
 Key Vendors : HP, Microsoft, DELL EMC, VMware, Netapp, IBM, Cisco and Intel

32. ESSI Integrated Technologies Pvt. Ltd.

Name : **ABHAY JHA**
 Designation : CEO
 City : New Delhi
 Website : www.essi.co.in

Focus Verticals : Government, PSU, Education, BFSI, Vehicle management system and Boom barriers
 Key Vendors : Video Surveillance system, Visitor management system and access Control system

33. Essen Vision Software Pvt. Ltd.

Name : **NITYANAND SHETTY**
 Designation : Managing Director
 City : Mumbai
 Website : www.essenvision.com

Focus Verticals : IT/ITeS, Manufacturing, BFSI, Healthcare/ Pharma
 Key Vendors : Sonicwall, Symantec, McAfee, Websense, Hitachi, RSA, IBM, Check Point, Juniper Networks

34. Fenexa Technologies Pvt. Ltd.

Name : **AMALENDU MUKHERJEE**
 Designation : Managing Director
 City : New Delhi
 Website : www.fenexaindia.com

Focus Verticals : Government, Corporate, Defence
 Key Vendors : Cisco, CA Technologies, Juniper Networks, Microsoft, Dell EMC, HP, Dell Lenovo, Acer, Cisco, Microsoft, Seagate, Kaspersky, Intel, Oracle and Honeywell

35. Frontier Business Systems Pvt. Ltd.

Name : **RAVI VERDES**
 Designation : Managing Director
 City : Bangalore
 Website : www.frontier.in

Focus Verticals : IT Infrastructure Solutions, Enterprise Computing and Networking Solutions, Virtualization and Application Delivery
 Key Vendors : Cisco, Citrix, Dell EMC, Amazon Web Services, Red Hat, Microsoft, HPE, Nutanix, Palo Alto, Vertiv, CommScope, SaS, NVIDIA, VMware

36. Futurenet Technologies India Pvt. Ltd.

Name : **L. ASHOK**
 Designation : CEO
 City : Chennai
 Website : www.futurenet.in

Focus Verticals : Education/Nonprofit, IT/ITeS, Manufacturing, Media, BFSI, Healthcare/Pharma
 Key Vendors : IBM, Cisco, Citrix, Amazon Web Services, Microsoft, Check Point, NVIDIA, Dell, Sophos, Google, Fortinet, VMware, Veritas, Vertiv, Hitachi, Dell EMC

37. FutureSoft Solutions Pvt. Ltd.

Name : **VIPUL DATTA**
 Designation : CEO
 City : New Delhi
 Website : www.fspl.co.in

Focus Verticals : IT/ITeS, Power, BFSI, BPO
 Key Vendors : Huawei, Cisco, Dell EMC, Citrix, Lenovo, IBM, Microsoft, VMware, Symantec, Arcserve, Red Hat, Oracle, Citrix, Check Point, Google, Adobe, Commvault, Veritas and Gemalto

38. Galaxy Office Automation Pvt. Ltd.

Name : **SANJAY PATODIA**
 Designation : CEO
 City : Mumbai
 Website : www.goapl.com

Focus Verticals : Government, IT/ITES, Automotive, Enterprise Mobility BFSI, Entertainment, Healthcare and Process automation
 Key Vendors : Microsoft, VMware, IBM, Dell EMC, Cisco, HPE, Lenovo, Juniper Networks, Citrix, CommScope

39. Go IP Global Services Pvt. Ltd.

Name : **ANIL MITTAL**
 Designation : Managing Director
 City : Noida
 Website : www.goip.in

Focus Verticals : Government, PSUs, Telecom, IT Infrastructure, GoCloud and GoManage
 Key Vendors : Syrotech, Ubiquiti, Huawei, Ruckus, A 10 Networks, Aruba Networks, TP- Link, Siemens

40. Gowra Bits & Bytes Pvt. Ltd.

Name : **SUBBARAM GOWRA**
 Designation : Managing Partner & CEO
 City : Hyderabad
 Website : www.gbb.co.in

Focus Verticals : Education, Government, Healthcare, IT/ITeS, Manufacturing and Defence.
 Key Vendors : Dell EMC, Lenovo, IBM, Veeam, Veritas, Amazon Web Services, Netgear, Cambium Networks, Cisco, Microsoft, NetApp, Sophos, Aruba Networks, Oracle, Red Hat, Netmagic, ESDS



41. Groovy Communications India Pvt. Ltd.

Name : **ASHOK GROVER**
 Designation : Director
 City : New Delhi
 Website : www.groovyindia.in

Focus Verticals : Hardware maintenance .
 Key Vendors : Epson, HP, AOC and Philips

42. Gurusons Communication Pvt. Ltd.

Name : **SOAMI BHATIA**
 Designation : Managing Director
 City : New Delhi
 Website : www.gurusons.com

Focus Verticals : Government, PSUs, Telecom, Automobile, IT/ITeS, Hospitality, BFSI
 Key Vendors : Poly, Cisco, UNIFY, Canon, Juniper Networks, Ruckus Wireless, Sophos, Samsung, Impluse, Epson, CommScope, Siemens

43. Hitachi Systems Micro Clinic Pvt. Ltd.

Name : **TARUN SETH**
 Designation : Managing Director
 City : New Delhi
 Website : www.hitachi-systems-mc.com

Focus Verticals : Government, PSUs, Hospitality, Healthcare, Manufacturing & Retail, BFSI, Educatiaon, Media & Entertainment
 Key Vendors : VMware, Microsoft, HPE, Dell EMC, Check Point, Forcepoint, Veeam, Symantec, Nutanix, Lenovo, Palo Alto, Brocade, Cisco, Samsung, Huawei, Commvault

44. Inspira Enterprise India Pvt. Ltd.

Name : **MANOJ KANODIA**
 Designation : CEO
 City : Mumbai
 Website : www.inspiraenterprise.com
 Focus Verticals : Government, BFSI, PSU, IT/ITes, Healthcare, Enterprise
 Key Vendors : HP, Juniper, Sophos, Safenet, Dell, Poly, Schneider Electric, Array Networks, Websence, Bluecoat, Sanovi, Intel Security, Lenovo, Cisco, Palo Alto, VMware, Red Hat

45. InspiriSYS Solutions Ltd.

Name : **MALCOLM F. MEHTA**
 Designation : Chairman & CEO
 City : Chennai
 Website : www.inspirisys.com

Focus Verticals : BFSI, Government, PSUs, Manufacturing, Telecom, Enterprise security and Cloud
 Key Vendors : Forcepoint, FireEye, Check Point, Gemalto, Fortinet, RSA, Symantec, Trend Micro, Sophos, Palo Alto, Microsoft Azure, Amazon Web Services, VMware, HPE, IBM, Dell EMC, NetApp, Lenovo, Hitachi Vantara

46. Intellicon Pvt. Ltd.

Name : **SAMEER PARIKH**
 Designation :
 City : Mumbai
 Website : www.intellicon.in

Focus Verticals : Enterprise Communication, Automatic Data capture, BFSI, Security and Surveillance
 Key Vendors : It is mostly into Data capture, Video conferencing and Unified Communications etc.

47. Intensity Global Technologies Pvt. Ltd.

Name : **ADITYA NARAIN KAKKAR**
 Designation : CEO
 City : New Delhi
 Website : www.igtpl.in
 Focus Verticals : Education, Manufacturing, Data center and Cloud
 Key Vendors : HP Pointnext and HP Server

48. ITCG SOLUTIONS P LTD.

Name : **NILESH KUVADIA**
 Designation : CEO
 City : Vadodra
 Website : www.itcindia.com

Focus Verticals : Backup & Storage, Security Solutions
 Key Vendors : N Computing, QNAP, Autodesk, Adobe, Microosft, Redhat, McAfee and Retrospect

49. ITS Technology Solution Pvt. Ltd.

Name : **KAMAL GULATI**
 Designation : Managing Director
 City : Noida
 Website : www.itsimple.in

Focus Verticals : Telecommunication, Hospitality, PSUs, Back-up, Archive and security
 Key Vendors : Atempo, Faronics and itSimple Cloud back-up

50. JNR Management Resources Pvt. Ltd.

Name : **PRASHANT JAIN**
 Designation : CEO
 City : New Delhi
 Website : www.jnrmr.com

Focus Verticals : Corporate, Education, Financial, Government, Healthcare, Telecom
 Key Vendors : Google, Microsoft, SonicWall, Fortinet, Sophos, Watchguard, ZSoho, IceWrap, Symantec, Veritas, Commvault, Barracuda, Gemalto, Forcepoint, Kaspersky



51. Johnson Controls India Pvt. Ltd.

Name : **PRASUN TALUKDAR**
 Designation :
 City : New Delhi
 Website : www.johnsoncontrol.com

Focus Verticals : HVAC Equipment, Building automation and Controls, Security and Digital Solutions

Works with a Vision : Our holistic technology convergence approach unifies building, business, and vertical market systems on a secure, intelligent infrastructure to deliver desired outcomes for the building's occupants.

53. Lauren Information Technologies Pvt. Ltd.

Name : **RAWLIN PINTO**
 Designation : Chairman
 City : Mumbai
 Website : www.lauren.co.in

Focus Verticals : Government, Real Estate, BFSI, Healthcare/ Medical Services

Key Vendors : Amazon Web Services, Microsoft Azure, Veritas, Citrix, Cisco, IBM, HPE

55. Locuz Enterprise Solutions Ltd.

Name : **VIJAY WADHI**
 Designation : Managing Director & CEO
 City : Hyderabad
 Website : www.locuz.com

Focus Verticals : Healthcare, IT/ITeS, Defence, Engineering, Education

Key Vendors : Amazon Web Services, Microsoft Azure, VMware, Openstack, Citrix, Microsoft, Cisco, Palo Alto, CA Technologies, Barracuda, Brocade

57. Magnamious Systems Pvt. Ltd.

Name : **JITEN MEHTA**
 Designation : Director
 City : Mumbai
 Website : www.magnamious.com

Focus Verticals : BFSI, Construction, Pharmaceuticals, Automobile
 Key Vendors : Microsoft, Nutanix, VMware, HPE, Citrix, Lenovo, Dell EMC, SonicWall, Dell, Cisco

59. Microgenesis Cadsoft

Name : **THOMAS JACOB**
 Designation :
 City : New Delhi
 Website : www.mgenindia.com

Focus Verticals : Product Design & Manufacturing (PD&M), Architecture, Engineering, Construction (AEC) and Media & Entertainment (M&E).

Key Vendors : Autocad, Autodesk, Adobe, SketchUp and Formlabs

52. Kplus Infotech

Name : **YOGESH JAIN**
 Designation :
 City : Mumbai
 Website : www.kplus.co.in

Focus Verticals : SD-W and SD-WAN, Managed printing, Cloud Migration and Hyperconverged Infrastructure

Key Vendors : DELL Technologies ,CISCO,HPE, Microsoft, Cisco Meraki, VMware, HP and sonicwall

54. LDS Infotech Pvt. Ltd.

Name : **AMARNATH SHETTY**
 Designation : Managing Director
 City : Mumbai
 Website : www.ldsinfotech.com

Focus Verticals : Government, PSUs, Education, Real Estate, Transportation

Key Vendors : Microsoft, Oracle, Adobe, Red Hat, Symantec, IBM, Sophos, SonicWall, Veeam, Palo Alto, Barracuda, VMware

56. Macaws Infotech

Name : **MANASI SHAH**
 Designation : Director
 City : Kolkata
 Website : www.macawainfotech.com

Focus Verticals : Advance threat Protection, Security and Cyber Security, Mobile Security and RPA

Key Vendors : Symantec, McAfee, Fortinet, Forcepoint, CISCO, Sophos, Fireeye , Checkpoint

58. Mayank's IT Solution Pvt. Ltd.

Name : **NEHA BATRA**
 Designation : Chairman & Managing Director
 City : Noida
 Website : www.mayanks.in

Focus Verticals : Government, Defence, Telecom, IT/ITeS, Retail & Distribution, BFSI, Hospitality, Manufacturing, Transport, Education

Key Vendors : Dell EMC, Lenovo, IBM, Samsung, Microsoft, Oracle, VMware, Commvault, Aruba Networks, Huawei, Symantec, Poly, CP Plus, Acer

60. Netcon Technologies India Pvt. Ltd.

Name : **MAHALINGAM RAMASAMY**
 Designation : Managing Director
 City : Coimbatore
 Website : www.netcon.in

Focus Verticals : Education, Transport, PSUs
 Key Vendors : Cisco, Fortinet, Aruba Networks



61. Orbit Techsol India Pvt. Ltd.

Name : SUSHIL JAIN
Designation : CEO
City : New Delhi
Website : www.orbitindia.net

Focus Verticals : Security, System Integration, Solution Support
Key Vendors : HPE, Microsoft, Veeam, HP, Veritas, VMware, Oracle, Citrix, Adobe, Cisco

62. Orient Technologies Pvt. Ltd.

Name : AJAY SAWANT
Designation : Managing Director
City : Mumbai
Website : www.orientindia.com

Focus Verticals : BFSI, Government, Healthcare, IT/ITeS, Manufacturing
Key Vendors : Dell EMC, HPE, Cisco, Citrix, Microsoft, VMware, SAS, Veritas, Amazon Web Services, Fortinet, Lenovo

63. P C Solutions Pvt. Ltd.

Name : DEVENDRA TANEJA
Designation : CEO
City : New Delhi
Website : www.e-pspl.com

Focus Verticals : Telecom, Manufacturing, IT/ITES, BFSI, Government, PSUs, Media, Hospitality
Key Vendors : HPE, Microsoft, Cisco, Citrix, Veritas, Symantec, Palo Alto, Red Hat, Trend Micro

64. Park Network Pvt. Ltd.

Name : AJAYA KUMAR
Designation : Director
City : New Delhi
Website : www.computerparkindia.com

Focus Verticals : PSUs, IT/ITeS, Aviation
Key Vendors : Acer, HP Inc., Lenovo

65. Pentacle IT Solutions Pvt. Ltd.

Name : TILAK RAJ RATRA
Designation : Director
City : Lucknow
Website : www.pentacle.in

Focus Verticals : PSUs, Education, Telecom, BFSI
Key Vendors : Microsoft, Intel, Dell, IBM, VMware, Adobe, Symantec, Cisco, Netgear, D-Link, Red Hat, Samsung, Schneider Electric

66. Pentagon System and Services

Name : SAIRAMAN MUDALIAR
Designation : Director
City : Mumbai
Website : www.pentagon.co.in

Focus Verticals : Telecom, IT/ITeS, Manufacturing, Media, BFSI
Key Vendors : IBM, Dell EMC, NetApp, VMware, Microsoft, Netmagic, Cisco, HPE, Amazon Web Services, Oracle, D-Link, Brocade, Juniper Networks, Nutanix, Lenovo

67. Presto Infosolutions Pvt. Ltd.

Name : KRISHAN GIRDHAR
Designation : Director
City : New Delhi
Website : www.presto.co.in

Focus Verticals : Infrastructure management, Video Collaboration, System Integration and facility Managemnet
Key Vendors : CISCO, Radwin, Rittal, Radware, Global Media, Silverpeak and Revolabs

68. Printlink Computer and Communication Pvt. Ltd.

Name : RAJESH KUMAR DORA
Designation : Managing Director
City : Bhubaneswar
Website : www.printlinkindia.com

Focus Verticals : Government, Education, Mining
Key Vendors : Canon, Dell, Nikon, HP, Acer, Cisco

69. Proactive Data Systems Pvt. Ltd.

Name : RAJIV KUMAR
Designation : Managing Director & CEO
City : New Delhi
Website : www.proactive.co.in

Focus Verticals : Government, Defence, Retail, Manufacturing, Education, Healthcare, Hospitality, Media
Key Vendors : Cisco, Dell EMC, NetApp, CommScope, Commvault, Panduit

70. Progility Technologies Pvt. Ltd.

Name : ANIL JAIN
Designation : Managing Director
City : Mumbai
Website : www.progilitytech.com

Focus Verticals : BFSI, Government, PSUs, Defence, Healthcare, Hospitality, IT/ITeS, Manufacturing, Automobiles, SMBs
Key Vendors : Dell, Check Point, Aruba Networks, Ruckus Wireless, Barco, Avaya, Extreme Networks, Poly, Samsung, Juniper Networks, Cisco, Barco, Panasonic, UNIFY



71. Progression Infonet Pvt. Ltd.

Name : **JAI BHAGWAN HOODA**
 Designation :
 City : New Delhi
 Website : www.progression.com

Focus Verticals : Managed Private Cloud, AWS Managed Services, Backup as a services and Disaster Services
 Key Vendors : SAP, HPE, HP, Veeam, AWS, Microsoft, Aruba, Checkpoint, CISCO, Redhat, Automation Anywhere, Suse, Azure and Oracle

72. Progressive Infotech Pvt. Ltd.

Name : **PRATEEK GARG**
 Designation : Managing Director & CEO
 City : Noida
 Website : www.progressive.in

Focus Verticals : Healthcare, E-commerce, BFSI, BPO, Cloud Migration
 Key Vendors : Microsoft and Amazon Web Services

73. PSR IT Services Pvt. Ltd.

Name : **P SRI RANGA RAO**
 Designation : Director
 City : Hyderabad
 Website : www.psrgroup.in

Focus Verticals : Message Collaboration, Security solutions, Infrastructure management and migration & consolidation
 Key Vendors : Microsoft, Redhat, AWS, McAfee, Fortinet, Juniper, Veeam and Oracle

74. Quadrasystems.net (India) Pvt. Ltd.

Name : **S PRASHANTH**
 Designation : Executive Director
 City : Bangalore
 Website : www.quadrasystems.net

Focus Verticals : BFSI, Manufacturing, IT/ITeS, Retail, Healthcare, Oil & Refinery, FMCG, Telecom, Pharmaceuticals
 Key Vendors : Microsoft, IBM, Adobe, Citrix, Red Hat, Symantec, Dell, Oracle, Amazon Web Services, VMware, Autodesk, SAP, Barracuda, McAfee, CommVault, Palo Alto, Trend Micro, CA Technologies, SonicWall

75. Quadrel Systems Pvt. Ltd.

Name : **GIRISH MADHAVAN**
 Designation : Director
 City : Chennai
 Website : www.quadrel.in

Focus Verticals : Managed Infrastructure, Cloud services and Data center solutions
 Key Vendors : APC, Quest, HPE, Microsoft, Riverbed, Oracle, VMware and Citrix

76. Raksha Technologies Pvt. Ltd.

Name : **V. ANAND**
 Designation : CEO
 City : Chennai
 Website : www.rakshatech.com

Focus Verticals : IT/ITeS, Manufacturing, E-commerce, Healthcare, BFSI
 Key Vendors : Trend Micro, Fortinet, NetApp, SonicWall, IBM, Symantec, Cisco, McAfee, IBM, Kaspersky, Check Point, Fire Eye, Dell EMC, Hitachi, Commvault, Microsoft, Citrix, VMware

77. Sanghvi Infotech Pvt. Ltd.

Name : **JIGAR SANGHVI**
 Designation : Managing Director
 City : Ahmedabad
 Website : www.sanghviinfo.com

Focus Verticals : FMCG, Hospitality, BFSI, Media, Education, Telecom and Facility management
 Key Vendors : Cambium, Enginus, Garmin, Ruckus, Ubiquiti, Motorola, Wavion and Radwin.

78. Secure Network Solutions India

Name : **N K MEHTA**
 Designation : Chairman & Managing Director
 City : Chennai
 Website : www.snsin.com

Focus Verticals : IT/ITeS, BFSI, Manufacturing, Government, Healthcare
 Key Vendors : Fortinet, Check Point, VMware, HPE, Barracuda, Sonicwall, IBM, VMware, Sophos, Symantec, Trend Micro, Juniper Networks

79. Shivaami Cloud Services Pvt. Ltd.

Name : **PUNIT THAKKAR**
 Designation : CEO
 City : Mumbai
 Website : www.shivaami.com

Focus Verticals : IT/ITeS, Healthcare, Hospitality, Media, Manufacturing
 Key Vendors : Microsoft, Amazon Web Services, Google, Zoho

80. Shro Systems Pvt. Ltd.

Name : **ANIRUDH SHROTRIYA**
 Designation : Managing Director
 City : Pune
 Website : www.shrosystems.com

Focus Verticals : Infrastructure, Auto/Logistics, Education/Nonprofit, Telecom, Government, IT/ITeS, Manufacturing, BFSI, Healthcare/Pharma
 Key Vendors : HPE, Cisco, D-Link, Brocade, Riverbed, Aruba Networks, CommScope, Schneider Electric, Microsoft, VMware, Citrix, Adobe, Red Hat, Suse



81. Silver Touch Technologies Ltd.

Name : **VIPUL THAKKAR**
 Designation :
 City : Ahmedabad
 Website : www.silvertouch.com

Focus Verticals : Digital Transformation, Enterprise software service, E-governance solutions, RPA and ERP solutions
 Key Vendors : Microsoft, MongoDB, Automation anywhere, AWS, Azure, IBM Cloud, Google Cloud and UI Path.

82. SISL Infotech Pvt. Ltd.

Name : **AKASH NANGIA**
 Designation : Director
 City : New Delhi
 Website : www.sislinfotech.com

Focus Verticals : Analytics, Back-up, Datacenter, FMS, Infrastructure and security
 Key Vendors : Hitachi, IBM, NetApp, Aruba, SAS, IBM Watson analytics, Qlik, DELL EMC, HPE, VMWARE, Redhat, Veeam, Veritas and Commvault,

83. Softline Services India Pvt. Ltd.

Name : **VINOD NAIR**
 Designation : Managing Director
 City : Mumbai
 Website : www.softline.co.in

Focus Verticals : IT Infrastructure, Cloud Solutions, Information security and Software licensing
 Key Vendors : Barracuda, Microsoft, Kaspersky lab and Zyfra

84. SoftwareOne India Pvt. Ltd.

Name : **VARUN PALIWAL**
 Designation : Managing Director
 City : Gurgaon
 Website : www.softwareone.com

Focus Verticals : Education, IT/ITeS, Manufacturing, BFSI
 Key Vendors : IBM, Microsoft, Oracle, SAP, VMware, Amazon Web Services

85. Sonata Software Ltd.

Name : **P. SRIKAR REDDY**
 Designation : Managing Director & CEO
 City : Bangalore
 Website : www.sonata-software.com

Focus Verticals : Travel, Retail, Distribution, Manufacturing and Platform services
 Key Vendors : SAP, Microsoft, IBM, Oracle

86. Spark Technologies Pvt. Ltd.

Name : **SEWAK NAUTIYAL**
 Designation : Managing Director
 City : New Delhi
 Website : www.sparkindia.com

Focus Verticals : IT, Communication, Audio, Video, Digital Signage, Electronic security & Surveillance, Internet Security, UPS and Power Management Audit
 Key Vendors : CommScope, D-Link, Rittal, Sophos, Samsung, LG, AOC, Exide, Vertiv

87. Sterling Infoways Pvt. Ltd..

Name : **RAJESH KALRA**
 Designation : Director
 City : New Delhi
 Website : www.sterlinginfoways.com

Focus Verticals : Infrastructure, Auto/Logistics, Education/ Nonprofit, IT/ITeS, Manufacturing, Mining/Oil/Gas, Media, BFSI, Healthcare/Pharma
 Key Vendors : IBM, Lenovo, Cisco, Microsoft, Dell, Symantec, APC

88. Symmetrix Computer Systems Pvt. Ltd.

Name : **DINESH DHANAPATHI**
 Designation : Managing Director
 City : Bangalore
 Website : www.symmetrix.in

Focus Verticals : IT/ITeS, Manufacturing, Automotive Transportation, BFSI, Healthcare
 Key Vendors : Tally, VMware, Seagate, Red Hat, Western Digital, Oracle, NComputing, Poly, NVIDIA, IBM, Intel, Dell EMC, D-Link, Canon, Adobe, Cisco

89. Targus Technologies Pvt. Ltd.

Name : **COL. BALWINDER SINGH**
 Designation : Managing Director
 City : Gurgaon
 Website : www.targustech.com

Focus Verticals : Telecom, Media, Government, Automotive, IT/ ITeS, Manufacturing
 Key Vendors : HPE, Lenovo, Cisco, Microsoft, Juniper Networks, IBM, Oracle, VMware, Dell EMC, CommScope, Red Hat, Citrix, Riverbed, Sophos, Samsung

90. Team Computers Pvt. Ltd.

Name : **RANJAN CHOPRA**
 Designation : Chairman & Managing Director
 City : New Delhi
 Website : www.teamcomputers.com

Focus Verticals : BFSI, Automotive, Manufacturing, Government, FMGC, Oil & Gas, Construction
 Key Vendors : Dell Technologies, HP, Lenovo, D-Link, Netgear, HPE, Qlik, Google, Amazon Web Services, Microsoft, Cisco, Apple, Samsung, Poly, AWS, Epson and Schneider



91. Toradex Systems India Pvt. Ltd.

Name : **SANJAY MALLA**
 Designation :
 City : Bengaluru
 Website : www.toradex.com

Focus Verticals : Edge computing, Defense systems, Industrial automation and Robotics
 Key Vendors : ARM, NVIDIA, NXP, QT, Altium and Windows Embedded Compact.

92. Umbrella Infocare Pvt. Ltd.

Name : **SANJAY AGARWAL**
 Designation : Co-Founder & Managing Partner
 City : Noida
 Website : www.umbrellainfocare.com

Focus Verticals : Retail, BFSI, Media, Healthcare, E-commerce, Travel
 Key Vendors : Amazon Web Services, Clouhealth, Citrix, Qlik, VMware

93. Value Point Systems

Name : **R S SHANBHAG**
 Designation : Chairman & Managing Director
 City : Bangalore
 Website : www.valuepoint.co.in

Focus Verticals : IT/ITeS, Government /PSUs, Healthcare, BFSI, E-commerce
 Key Vendors : HPE, Red Hat, Dell, VMware, Avaya, Brocade, CommScope, Cisco, Palo Alto, Microsoft, Symantec

94. vCentric Technologies Pvt. Ltd.

Name : **SANJEEV DESHPANDE**
 Designation : Managing Director & CEO
 City : Hyderabad
 Website : www.vcentric.com

Focus Verticals : ERP, Server/System Admin, IMS, BW-DW-BI, Core App Development and Microsoft Solutions
 Key Vendors : SAP, Microsoft, Oracle, Blue Prism, UiPath

95. VDA Infosolutions Pvt. Ltd.

Name : **DEEPAK JADHAV**
 Designation : Director
 City : Mumbai
 Website : www.vdainfosolutions.com

Focus Verticals : BFSI, IT/ITeS, Manufacturing, Healthcare, Hospitality
 Key Vendors : IBM, Dell EMC, Micro Focus, Palo Alto, Red Hat, Cisco, Microsoft, CA Technologies

96. Velocis Systems Pvt. Ltd.

Name : **ATUL BANSAL**
 Designation : Director
 City : Noida
 Website : www.velocis.in

Focus Verticals : Enterprise Network and security, Unified communication and collaboration, Industry 4.0 solutions, Managed services and Datacenter.
 Key Vendors : Cisco, Microsoft, IBM, Netapp, Commscope, Dell, and HP

97. Versatile Infosecurity Pvt. Ltd.

Name : **SUDHIR SHARMA**
 Designation : Director
 City : New Delhi
 Website : www.vipl.co.in

Focus Verticals : Media, Education, Healthcare, Manufacturing, Consulting
 Key Vendors : Sophos, Trend Micro, Cisco, Barracuda, GFI, McAfee, F5, Riverbed

98. VIBS Infosol Pvt. Ltd.

Name : **VIBHORE SHRIVASTAVA**
 Designation : Managing Director
 City : Mumbai
 Website : www.vibsinfosol.com

Focus Verticals : Perimeter Security, End Point Security & Forensics, Application Delivery Controllers, Infrastructure Optimization, Wireless Security, Audit & Compliance, Enterprise Backup & Archival, Technology Consulting, Service Oriented Offerings
 Key Vendors : Tuffin, Exinda, Winmagic, Sophos, Check Point, Dell, HP, Cisco, Thales

99. Wysetek Systems Technologists Pvt. Ltd.

Name : **CHERIAN THOMAS**
 Designation : Director
 City : Mumbai
 Website : www.wysetek.com

Focus Verticals : IT/ITeS, Media, BFSI, Healthcare, Hospitality
 Key Vendors : IBM, VMware, HPE, Dell EMC, Trend Micro, Veritas, Cisco

100. Xpress Computers Ltd.

Name : **CHETAN SHAH**
 Designation : CEO
 City : Mumbai
 Website : www.xpress.co.in

Focus Verticals : Education, Manufacturing, Media, Healthcare
 Key Vendors : Intel, Microsoft, Google, Cisco, Netgear, D-Link, Symantec, McAfee, Trend Micro, eScan, Ruckus Wireless61.



MAKE IN INDIA

TRANSFORMING TO A DIGITAL WORLD

A young India, with a large digitally enabled middle class is demanding for growth and looking for change. India can create capabilities for growth to build shared prosperity for its 1.25 billion citizens by transforming the way the economy creates value. Corporate India has a critical role to play in this story, not only by creating value by addressing key societal needs, but in supporting a vibrant entrepreneurial sector, additionally the strong support of the government to enhance newer developmental approaches.

The screen time during the COVID kids are spending upto 5 additional hours on an average online in front of a screen and this has witnessed full of screens across the world. Our TV sets are orchestrated into interactive screens as we put them online so they display everything for free.

Indian business has been engaging the world's attention on how manufacturing has achieved a new high and made India a renowned manufacturing hub. India is the youngest country with the average age of 29 years by 2025 and India now has over 500 million active Internet users. India has 504 million active Internet users and become the 3rd largest economy in the world with a size of US\$ 8.6 trillion by purchasing power parity (PPP) and is expected to rise to US\$ 20 trillion in size by 2025.

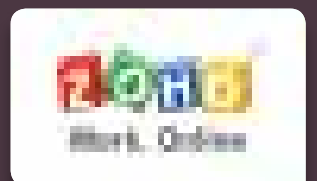
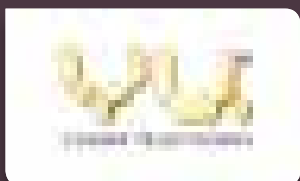
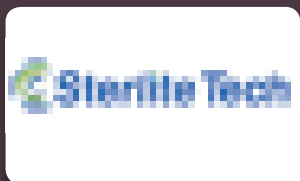
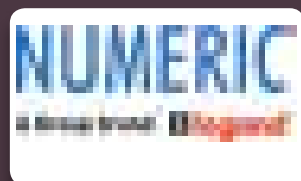
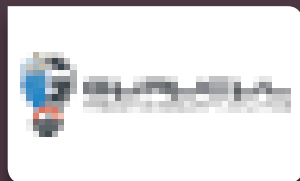
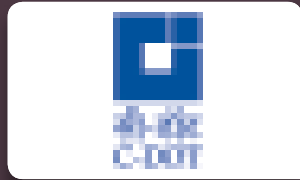
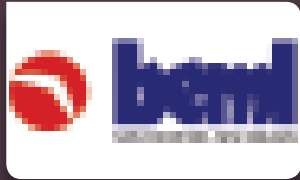
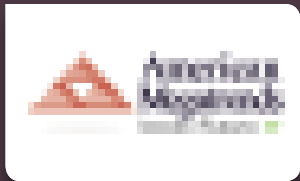
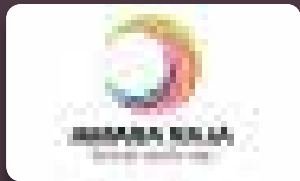
The National Policy on Electronics 2019 (NPE 2019), launched by the Indian Government in February

2019, targets \$400 billion turnovers by 2025 from domestic manufacturing, setting up clusters for the entire value chain, and employing over 10 million people directly or otherwise to achieve a growth rate of 32 percent. The global electronics industry is pegged at approximately \$2 trillion.

The policy targets production of one billion mobile handsets by 2025, valued at \$190 billion, including export of 600 million mobile handsets valued at \$110 billion. There are ~270 mobile and component factories in India, employing ~500,000 people directly or indirectly. Additionally, there is also a significant demand for high-end consumer electronics. The consumer electronics and appliances sector is predicted to grow at a CAGR of 13.4% to touch USD 20.6 Billion by 2020. India can be the destination of choice for global manufacturing in the post-COVID 19 world if it gets its acts together with the right policies as a lot of things are going on for the country, say industry experts.

India is one of the key markets from where future growth is likely to emerge. As per the experts, If India comes out of the present crisis with minimum impact we can be the destination of choice for the global manufacturing giants in different sectors like electronics, computer hardware, pharmaceuticals, including medical devices, automobile, including components and other engineering products. If everything goes well as per the plan, by 2025, India's manufacturing sector is expected to generate over 100 million new domestic jobs and contribute 25% of national GDP. Secondly we can't deny the fact that the growth in India has become especially important for many multinationals.

In this section, "Made in India Brands", we have positioned technology companies who have the unique selling propositions (USP) that have enjoyed formidable reputation, not only in India but the world over. As a reputed technology publication house in the country, the possibilities highlighted by the report are exciting. VARINDIA is committed to playing its role in India's Winning Leap.





1. AMARA RAJA POWER SYSTEMS LIMITED

Name - **VIJAYANAND S**
 Designation - CEO
 Address - Corporate Operations Office,
 Terminal - A,1-18/1/AMR/NR,
 Nanakramguda, Gachibowli,
 Hyderabad - 500032. India



Website - www.amararajapowersystems.com

Products - Battery Chargers, LT Panels, C&R Panels, Integrated Power Supply, PCB Assembly, Electronic products Assembly and Testing, Design and development of Power Electronic products, Magnetics Manufacturing and Power electronics Systems Integration and testing.

2. AMERICAN MEGA TRENDS (AMI)

Name - **SRIDHARAN MANI**
 Designation - CEO
 Address - Tower A, 5th floor, 51, Ratha
 Tek Meadows Rd, Elcot Sez,
 Sholinganallur, Chennai, 600119
 Website - www.amiindia.co.in



Products - Leader in Embedded Services, BIOS Customization & Porting, Mobility, IP SAN/NAS Data storage solutions, Infrastructure Asset Management, Telematics, IoT, Healthcare IT solutions, Platform Validation Services, Android Services and Firmware developments.

3. ATRIE TECHNOLOGY PVT. LTD.

Name - **RAVICHANDRAN B**
 Designation - CEO & Managing Director
 Address - 591, 1st Floor, RN Chambers, 3rd
 Block, Koramangala, Bangalore
 - 560034. India
 Website - www.atrindia.com



Products - Modem manufacturer, dedicated to the modem and data communications industry for over a decade, Modem, xDSL, ADSL, Router, Converter, RAS, FOM, Ethernet switch, IP DSLAM, NT1, Video Conference and AV Integration solutions.

4. BRIGHTSTAR TELECOMMUNICATIONS INDIA LIMITED

Name - **SANJEEV CHHABRA**
 Designation - Managing Director
 Address - 1st Floor, B Wing, Plot No.16,
 Udyog Vihar, Phase IV,
 Gurgaon- 122001, Haryana
 Website - www.brightstarcorp.in



Products - The product line including landlines and IoT solutions, under our iconic brand, Beetel. Landline and Modems, Data Cards, Memory devices, Mobile handsets, Enterprise solutions (Board room solutions, Voice & Data solutions and Network solutions), IT peripherals and distribution services.

5. BHARAT ELECTRONICS LIMITED (BEL)

Name - **M V GOWTAMA**
 Designation - Managing Director
 Address - Outer Ring Road, Nagarava,
 Bangalore-560 913
 Website - www.bel-india.in



Products - It designs Electronic voting machines, Voter-verified paper audit trail, Traffic signals. Radars. BEL Weapon Locating Radar. BEL Battle Field Surveillance Radar, Telecommunications, Sound and vision broadcasting and Opto-electronics.

6. BEML LTD.

Name - **DEEPAK KUMAR HOTA**
 Designation - Chairman & Managing Director
 Address - BEML Soudha, No 23/1, IV Main,
 Sampangiramanagar, Bengaluru,
 Karnataka
 Website - www.bemlindia.in



Products - BEML is India's leading defence equipment manufacturer and also leading Mining & Construction Equipment manufacturer, BEML offers a comprehensive and diverse range of mining machinery for both opencast and underground mines.

7. BUSY INFOTECH PVT. LTD.

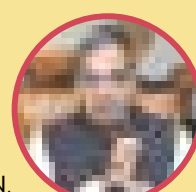
Name - **DINESH KUMAR GUPTA**
 Designation - Managing Director
 Address - 206, M.G. House, 2, Community
 Centre, Wazirpur Industrial
 Area, Delhi - 110 052
 Website - www.busy.in



Products - Accounting Software, Inventory Software and billing softwares.

8. C-DOT (CENTRE FOR DEVELOPMENT OF TELEMATICS)

Name - **VIPIN TYAGI**
 Designation - Executive Director
 Address - C-DOT Campus, Mehrauli, New
 Delhi -110 030
 Website - www.cdote.in



Products - Optical solutions including GPON, switching and routing solutions, Set-Up Box, 4G LTE, Broadband wireless terminal, ATM, circuit switches, Rural Broadband Wireless Solutions, Terrestrial & Satellite, Shared GSM Radio Access Network, Switching and Routing solutions and Next Generation Networks.

9. CELKON IMPEX PVT LTD

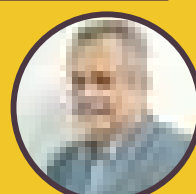
Name - **Y GURU**
 Designation - CMD
 Address - D.no: 1-62/2/32, Kavuri Hills,
 Madhapur, Hyderabad - 500033
 Website - www.celkonmobiles.com



Products - Q599 Smartphone
 • Celkon Diamond 4g Plus Mobile
 • Celkon Diamond Q4g Mobile
 • Celkon Ace 4G Mobile
 • Celkon Mega 4G Mobile

10. CITADEL INTELLIGENT SYSTEMS PVT. LTD.

Name - **K K SHETTY**
 Designation - Managing Director
 Address - Plot No 38-A1, Doddanekundi
 Industrial Area, II Phase,
 Mahadevapura Post, Bangalore -
 560048
 Website - www.cintellisys.com



Products - Citadel brings fiberoptic Interconnectivity solutions for Aerospace, Defence & Marine Communication & Surveillance networks; Telecom Networks (FTTA, FTTx, GPONs); Hyperscale & Enterprise Datacentre networks.

11. C P PLUS INDIA PVT. LTD.

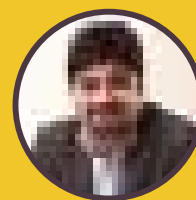
Name - **ADITYA KHEMKA**
 Designation - Managing Director
 Address - A-12, Sec - 4, Noida - 201301
 Website - www.cpplusworld.com



Products - Surveillance products, time and attendance, home solutions includes home automation, Safes and door solutions, HD security CCTV, Network camera and Mobile Surveillances etc.

12. DESKERA INDIA

Name - **SHASHANK DIXIT**
 Designation - CEO
 Address - 204, Building 4, Commerzone IT Park, Yerawada, Pune, Maharashtra 411006
 Website - www.deskera.com



Products - Integrated ERP, CRM, HRMS, Project, Auto Invoice Generation and education cloud, it is an integrated cloud based suits to support the start-up ecosystem.

13. DIGISOL SYSTEMS LTD

Name - **K R NAIK**
 Designation - Executive Chairman
 Address - Plot No. 5, BKC Link Road, Off Cst Road, Kalina, Santacruz (East) Mumbai 400 098
 Website - www.digisol.com



Products - Router, switching solutions for Enterprise Networks and structure cabling solutions. It also provides Smart PoE Managed, Fully Managed, Chassis & Unmanaged switches. Digisol's Switching Solutions offers includeswide range of Industrial Switches & Transceiver.

14. DRUVA SOFTWARE

Name - **JASPREET SINGH**
 Designation - Founder & CEO
 Address - The pavilion, 8th & 9th Floor The Pavilion, Senapati Bapat Rd, Model Colony, Shivajinagar, Pune, Maharashtra 411016
 Website - www.druva.com



Products - Data Protection, Endpoint, back-up and Archival, Cloud data protection, Cloud App Backup and secure File Access, Data loss preventionand Enterprise security etc.

15. ESCAN- MICROWORLD SOFTWARE SERVICES PVT. LTD.

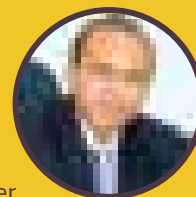
Name - **GOVIND RAMMURTHY**
 Designation - CEO & Managing Director
 Address - Plot No. 80, Road No. 15, MIDC, Marol, Andheri (E), Mumbai - 400 093
 Website - www.escanav.com



Products - eScan Anti-Virus. eScan Universal Security Suite (Multi-device License) eScan Anti-Virus Security for Mac. eScan Anti-Virus for Linux Desktops. eScan Mobile Security for Android. eScan Tablet Security for Android. eScan Internet Security Suite (Version 11).

16. EXIDE INDUSTRIES LTD.

Name - **GAUTAM CHATTERJEE**
 Designation - CEO & MD
 Address - Exide House, 59E Chowringhee Road, Kolkata - 700 020.
 Website - www.exideindustries.com



Products - Automotive Batteries (Four Wheeler Batteries, Three Wheeler Batteries, Two Wheeler Batteries, Exide E-Ride Batteries), Exide BatMobile, Industrial Batteries, Genset Batteries, Solar Batteries, Inverter Batteries, Submarine Batteries, Home UPS System, E-Rickshaw Vehicles and EXIDE Neo.

17. FINOLEX ICABLES LTD.

Name - **DEEPAK CHHABRIA**
 Designation - Managing Director
 Address - Finolex Cables Ltd. 26-27, Mumbai-Pune Road, Pimpri, Pune - 411 018
 Website - www.finolex.com



Products - PVC insulated electrical cables, Flameguard-FRLS cables, PVC winding wires, Jelly filled telephone cables, PVC foam sheets, CFL, PVC single core flexible cables and PVC corrugated sheets.

18. GURUCUL SOLUTIONS PVT. LTD.

Name - **SARYU NAYYAR**
 Designation - CEO
 Address - A.G. Technology Park, Gaikwad Avenue, Survey No. 127/1, A/8, Off ITI Road, Aundh, Pune, Maharashtra 411007
 Website - www.gurukul.com



Products - Pioneer in Unified Security and Risk Analytics. The company provides machine learning models for detection of anomalies in real-time. Identity Analytics and Zero trust security.

19. HAVELLS INDIA LTD

Name - **ANIL RAI GUPTA**
 Designation - Chairman & CEO
 Address - QRG Towers, 2D, Sec- 126, Express way, Noida - 201304
 Website - www.havells.com



Products - Havells India is a Fast Moving Electrical Goods (FMEG) and wide spectrum of products, including Industrial & Domestic Circuit Protection Devices, Cables & Wires, Motors, Fans, Modular Switches, Home Appliances, Air Conditioners, Electric Water Heaters, Power Capacitors etc.

20. HFCL- HIMACHAL FUTURISTIC COMMUNICATIONS LTD

Name - **MAHENDRA NAHATA**
 Designation - CEO
 Address - 8, Commercial Complex, Masjid Moth, Greater Kailash II, New Delhi-110048
 Website - www.hfcl.com



Products - Indian manufacturer of optical fiber cables, optical transport, power electronics and broadband equipment for the telecommunication industry. The Company has state of the art modern production facilities at Solan (Himachal Pradesh), Goa, and Chennai (Tamil Nadu) and caters to both Indian and global markets.



21. IBALL- BEST IT WORLD INDIA PRIVATE LIMITED

Name - **ANIL PARASRAMPURIA**
 Designation - Director
 Address - Doney House, 4th Floor, Plot No. A-50, Road No. 1, MIDC, Andheri East, Mumbai 400093



Website - www.iball.co.in

Products - Speakers, Headphones, Powerbanks, Peripherals, Accessories & Gadgets, iBall Baton (Networking Products), iBall Guard (Security solutions), iBallLappie (Laptop gadgets & Peripherals), iBallWinkies (Digital Lifestyle products).

22. INFOSYS (FINACLE)

Name - **SALIL PAREKH**
 Designation - CEO & MD
 Address - Electronics City, Hosur Road, Bangalore - 560 100



Website - www.infosys.com

Products - Finacle is a core banking product developed by the Infosys that provides universal Digital banking functionality to banks, that includes direct banking solution, Mobile Banking Solution, Rural Banking Solution, Inclusion Solution, Analyz, Alerts Solution, Advizor Solution, Finacle Lite, Finanz Tools, Bigdata, cloud, Multichannel Framework, Offers and Catalog Solution, Payments Solution, Liquidity Management Solution and Infosys SocialEdge Solution.

23. INTUIT TECHNOLOGY SERVICES PRIVATE LIMITED

Name - **SANKET ATAL**
 Designation - VP and MD, India Development Center
 Address - EcoSpace, Intuit Campus 8, Campus 4A, Campus 6A, Adarsh Palm Retreat, Bellandur, Bengaluru, 560103



Website - www.intuit.com

Products - Intuit Quick Books, Intuit Money Manager, Payroll and small Business Center. TurboTax, ProConnect, and provides Personal Finance Management Solutions in India.

24. ITI LIMITED

Name - **RAKESH MOHAN AGARWAL**
 Designation - Chairman & Managing Director
 Address - ITI Bhavan, Dooravaninagar, Bangalore-560 016



Website - www.italtd-india.com

Products - Switching, Transmission (Satellite, Optical, Microwave, VHF /UHF), Broadband Equipment (ADSL, WiMAX, G-PON, EDW AS), Customer Premises Equipment, (IFWT, ADSL Modem, CLI Phones), GSM-FCT (Fixed Cellular Telephones), WiMAX CPE, Smart energy meters, Mini personal computers, 3D Printing, Bank automation products.

25. JIO- RELIANCE JIO INFOCOMM LIMITED

Name - **SUNIL DUTT**
 Designation - President - Devices
 Address - 2nd Floor, Fortune 2000, Bandra Kurla Complex, Bandra East, Mumbai, Maharashtra 400051



Website - www.jio.com

Products - Jio GigaFiber, Jio Vo Wi-Fi, Jio Giga TV, Smart Phone, JIO 5G and Enterprise solutions and many more.

26. JINDAL STEEL AND POWER LIMITED (JSPL)

Name - **NAVEEN JINDAL**
 Designation - Chairman
 Address - 12, Bhikaiji Cama Place, New Delhi-110066



Website - www.jindalsteelpower.com

Products - It is the first and only steel producer in India producing as well as fabricating E 550 Steel plates. In addition to this, the company has introduced several smart and innovative construction solutions - like Speedfloor, Cut & Bend, etc. - to harness the need for faster construction.

27. KNOWLARTY COMMUNICATIONS PVT. LTD

Name - **YATISH MEHROTRA**
 Designation - CEO
 Address - AWFIS 7th Floor, Ambience Mall (Gate Number 4, Ambience Island, DLF Phase 2, Sector 24, Gurugram, 122002



Website - www.knowlarity.com

Products - Super Receptionist, SuperTool-free, Cloud IVR, Number masking, Virtual Ad- Number and Remote Working Solutions.

28. LAVA INTERNATIONAL LTD.

Name - **HARI OM RAI**
 Designation - Chairman & Managing Director
 Address - A-56, Sector 64, Noida - 201301



Website - www.lavamobiles.com

Products - Smart Phones, Feature Phones, Tablet & Accessories

29. LUMINOUS POWER TECHNOLOGIES (P) LTD.

Name - **VIPUL SABHARWAL**
 Designation - Managing Director
 Address - Plot No. 150, Sector 44, Gurgaon-122003



Website - www.luminousindia.com

Products - Home UPS, Batteries, UPS, Fans, Clear Modular Switches, Wires, Solar Power Products and on-line UPS.

30. MARG COMPUSOFT PVT. LTD.

Name - **SUDHIR SINGH**
 Designation - Co-Founder
 Address - Marg Tower, Plot No. 7, Wazirpur Press Area, Near D.T.C Depot, Opp. Netaji Subhash Place, Delhi - 110035



Website - www.margcompusoft.com

Products - GST billing software and Marg ERP for retail and distribution, Marg ERP 9+

31. MATRIX COMSECPVT. LTD.

Name - **GANESH JIVANI**
 Designation - Managing Director
 Address - 394-GIDC, Makarpura, Vadodara - 390 010
 Website - www.matrixcomsec.com



Products - Matrix has launched cutting-edge products like Video Surveillance Systems - Video Management System, Network Video Recorder and IP Camera, Access Control and Time-Attendance Systems as well as Telecom Solutions.

32. MICROMAX INFORMATICS LTD.

Name - **RAHUL SHARMA**
 Designation - Co-Founder
 Address - Micromax House, Phase V, 90B, Sector- 19, Gurgaon - 122022
 Website - www.micromaxinfo.com



Products - Smartphones, Mobile Phones, LED TV, Monitor, Tablets, laptop and consumer electronics.

33. MICROTEK INTERNATIONAL PRIVATE LTD.

Name - **SUBODH GUPTA**
 Designation - Managing Director
 Address - H-56-57, Udyog Nagar, Rohtak Road, New Delhi -110 041
 Website - www.microtekdirect.com



Products - Interactive UPS, Online UPS, Digital and Sinewave Inverters, UPS EB batteries, UPS E², UPS 24x7, Hi-end Inverter Series, Home inverter, External battery UPS and voltage stabiliser.

34. NUMERIC POWER SYSTEMS LTD.

Name - **PALASH NANDY**
 Designation - CEO
 Address - Industrial Estate 3rd Cross St, South Phase, SIDCO Industrial Estate, Guindy, Chennai, 600032
 Website - www.numericups.com



Products - UPS Systems (LI SW Series, LI Series, 600 EX), Home Power Products (HPH HR Series), Special Power Systems (Volt Safe, ISO Safe), three phase UPS and modular UPS.

35. PAYTM- ONE97 COMMUNICATIONS LTD

Name - **VIJAY SEKHAR SHARMA**
 Designation - Founder
 Address - F-28-29, F Block, Sector 8, NOIDA-110096
 Website - paytm.com



Products - Payment systems, digital wallets, mobile payments, banking and online shopping.

36. QUICK HEAL TECHNOLOGIES (P) LTD.

Name - **KAILASH KATKAR**
 Designation - Chief Executive Officer
 Address - 603, Mayfair Towers-II, Wakdewadi, Shivajinagar, Pune - 411005
 Website - www.quickheal.co.in



Products - Simplified IT security solutions including Quick Heal Total security, Quick Heal Internet security, Quick Heal Antivirus Pro, Quick Heal Total Security for Mac, Quick Heal Anti-Virus for Server, Quick Heal Total Security for Android, Quick Heal Mobile Security.

37. RAMCO SYSTEMS LIMITED

Name - **VIRENDER AGGARWAL**
 Designation - CEO
 Address - 47, P.S.K Nagar, Rajapalayam, Corporate Office & Research and Development Centre, No 64, Sardar Patel Road, Taramani, Chennai - 600 113
 Website - www.ramco.com



Products - Ramco ERP on Cloud, Ramco EAM/HCM on Cloud, Ramco Analytics, Ramco Aviation Software, HR with Global payroll.

38. RDP WORKSTATIONS PVT. LTD.

Name - **VIKRAM REDLAPALLI**
 Designation - Founder & CEO
 Address - #403, Ashoka Capital, Road No-2, Banjara Hills (Opp: KBR Park), Hyderabad-34, TS, India.
 Website - www.rdp.in



Products - Laptop (ThinBook, ThinBook 1110, 2-in-1 Detachable Laptops), Tablets (Ultra Slim Tablets, Gravity Tablet PC's), Thin Clients (Zero Clients), Desktops (Commercial Desktop PC)

39. SAMSUNG INDIA ELECTRONICS PVT. LTD.

Name - **B D PARK**
 Designation - Managing Director
 Address - 20th to 24th Floor, Two Horizon Centre, Golf Course Road, DLF Phase 5, Sector 43, Gurugram, 122202
 Website - www.samsung.com



Products - Smartphones, Smart TV, Home Appliances, Monitors, Printers, Wearables, Mobile Accessories, and Tablets. Samsung also inaugurated its Handset manufacturing facility in Noida, which is the world's largest mobile factory. The world's largest smartphone OLED panel maker expects to create around 1,300 jobs with the new plant.

40. SECLORE TECHNOLOGY PVT. LTD.

Name - **VISHAL GUPTA**
 Designation - Founder and CEO
 Address - Trade Corner, Excom House Plot No. 7 & 8, Off, Saki Vihar Rd, Bandi Bazaar, Nair Wadi, Saki Naka, Mumbai, Maharashtra 400072
 Website - www.seclare.com



Products - Secure Enterprise Digital Rights Management and Transforming Right Management, that includes data Protection, Data Privacy, Cloud data Security and securing remote worker.



41. SECUREYE

Name - **MANOJ GUPTA**
 Designation - Managing Director
 Address - D-1/2, Okhla Industrial Area,
 Phase-II, New Delhi-110020
 Website - www.secur-eye.com



Products - Analogue CCTV, IP Camera, Biometric Products, Access Control, Home Automation and Video Door Phones etc.

42. STERLITE TECHNOLOGIES LTD.

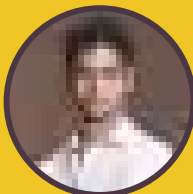
Name - **ANAND AGARWAL**
 Designation - CEO
 Address - IFFCO Tower, 3rd Floor, Plot
 No.3, IFFCO, CH Baktawar Singh
 Rd, Institutional Area, Sector
 29, Gurugram- 122002
 Website - www.stl.tech



Products - Specialized in optical fiber and cables, hyper-scale network design, and deployment and network software and offer bespoke integrated solutions for global data networks of CSPs, Telcos and OTTs.

43. TALLY SOLUTIONS (P) LTD.

Name - **TEJAS GOENKA**
 Designation - Managing Director
 Address - 331 336, Raheja Arcade,
 Koramangala Industrial Layout,
 5th Block Koramangala,
 Bengaluru, 560095
 Website - www.tallysolutions.com



Products - Tally.ERP 9. Fast and Powerful Business Management Software for your growing business. Tally.Server 9. Enterprise Class Product to improve your business efficiencies.

44. TATA CONSULTANCY SERVICES

Name - **RAJESH GOPINATH**
 Designation - Managing Director
 Address - 4th & 5th Floors, PTI Bldg, 4
 Parliament St, New Delhi -110 001
 Website - www.tcs.com



Products - TCS Solution Business Process as a Service (BPaaS): An on-demand, ready-to use, cloud-based delivery model. Digitization solutions leveraging our TRAPEZE™ suite of solution accelerators and transformation solutions.

45. TEJAS NETWORKS LTD.

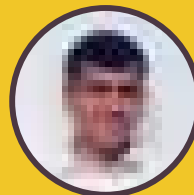
Name - **SANJAY NAYAK**
 Designation - CEO & MD
 Address - Plot No. 25, JP Software Park,
 Electronics City, Phase-1, Hosur
 Road, Bangalore - 560 100
 Website - www.tejasnetworks.com



Products - Converged packet optical, POTP (packet optical transport platform), PTN, MSPP, Carrier ethernet, DWDM, GPON based fiber broadband access. Applications. Carrier of carriers. 5g mobile backhaul, Fronthaul AND Utility communications.

46. TVS ELECTRONICS LIMITED

Name - **SRILALITHA GOPAL**
 Designation - CEO
 Address - Arihant E-Park, NO. 117/1, 8th
 & 9th Floor, L. B. Road, Adyar,
 Chennai - 600 020
 Website - www.tvs-e.in



Products - Specialized in designs, manufactures and distributes IT products, dot matrix printers, point of sale terminals, printer supplies, keyboards, mobiles, mouse, uninterruptible power supplies, and set top boxes. It also brings the best quality services for your electronic devices and mobile phones.

47. VU TECHNOLOGIES PVT. LTD.

Name - **DEVITA SARAF**
 Designation - Founder & CEO
 Address - Vu Center, 29, MIDC Central
 Road, Andheri East, Mumbai-
 400093
 Website - www.vutvs.com



Products - Luxury Series Premium UHD Smart Series Iconium Series Play Series Corporate TVs

48. WIPRO-CBS

Name - **RISHAD PREMJI**
 Designation - Chairman
 Address - Doddakannelli, Sarjapur Road,
 Bengaluru-560035
 Website - www.wipro.com



Products - Core Banking Solution to Computerize Banks and Help Them Provide the Latest e-banking Facilities to Rural Customers in Remote Areas of the Country and specialised into managed services, Mobility, IoT, Open sources, Business process and Analytics.

49. ZICOM ELECTRONIC SECURITY SYSTEMS LTD.

Name - **PRAMOUD RAO**
 Designation - Managing Director
 Address - 501, 5th Floor, Silver Metropolis,
 Western Express Highway,
 Goregoan (E), Mumbai - 400 063
 Website - www.zicom.com



Products - Specializes in electronic security technology, as well as designing, manufacturing, distribution, sales and service support for a full-line of innovative CCTV and video surveillance products and solutions.

50. ZOHO CORPORATION PVT. LTD.

Name - **SRIDHAR VEMBU**
 Designation - CEO
 Address - Estancia IT Park, Plot No. 140
 & 151, GST Road, Vallancherry
 Village, Kanchipuram, District,
 Chengalpattu, 603202
 Website - www.zoho.com

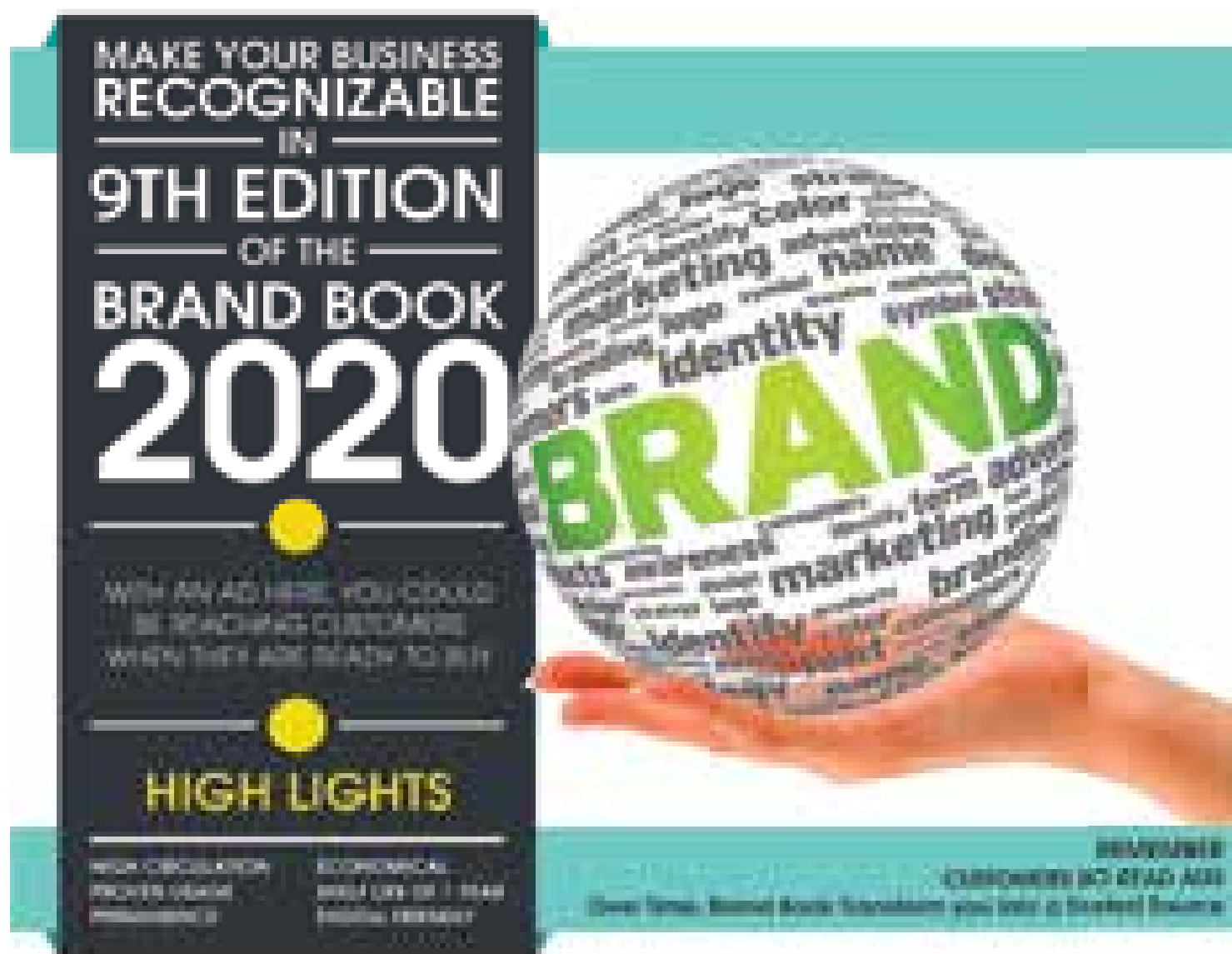


Products - The operating system for business, E-mail & Collaboration, Business process and FinanceZoho Enterprise Business Solutions (EBS) is an end-to-end consulting.



Branding is absolutely critical to every business because of the overall impact it makes on your organizations and it is more important when trying to generate future business.

The BRAND BOOK is aims to deliver the best of experiences to the featured corporates which help them further reach out to their target audience.



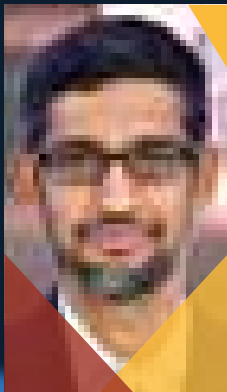
CIOs stress transformation starts by educating the board, gaining trust of CEO and CxOs, and influencing the process to drive digital transformation. Brand Book speaks about the Top priorities for Eminent CIOs of India in 2020.

Find details in the 9th Edition – Top 100 Brands in Indian ICT Industry

INDIAN ORIGIN TITANS IN

High human capital and concentration in the fields of science and technology are behind the success story of the Indian-American population in the United States. Indian Americans about 1 percent of the American population, i.e. a little of over 3 million people and registered over 15% start-ups to their names, in the Silicon Valley itself. The population of Indians living in US increased by near 9 lakh in last 9 years.

Thanks to the Industrial Revolution, the rapid social and technological change that has shaped the world we live in today. It was a period of great innovation and many of the tools we see today were inventions of the Industrial Revolution. To complement digital technology has witnessed the growing challenges of globalization.



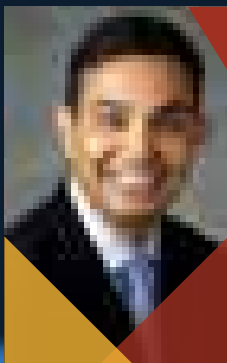
SUNDAR PICHAI
CEO-GOOGLE

Sundar Pichai, was born to a middle class family in Madurai, Tamil Nadu and now he is the CEO of Google, heads core tech projects like Google search engine, ads, maps, apps, YouTube and Android system. He is the chief executive officer of Alphabet Inc. and its subsidiary Google LLC. Born in Madurai, India, Pichai earned his degree from the Indian Institute of Technology Kharagpur in metallurgical engineering, an MS degree from Stanford University and an MBA from the Wharton School of the University of Pennsylvania.



SATYA NARAYANA NADELLA
CEO-MICROSOFT

Satya Nadella is currently spearheading Microsoft. Before becoming the CEO. Before becoming CEO, he was the executive vice president of Microsoft's cloud and enterprise group, responsible for building and running the company's computing platforms. He orchestrated a cultural shift at Microsoft by emphasizing empathy, collaboration, and 'growth mindset'. The aggressive strategy for acquisition of LinkedIn for \$26.2 billion in 2016 and Github for \$7.5 billion last year and recently invested \$2 billion in Mukesh Ambani's Reliance Jio.



SANJAY JHA
CEO - GLOBAL FOUNDRIES

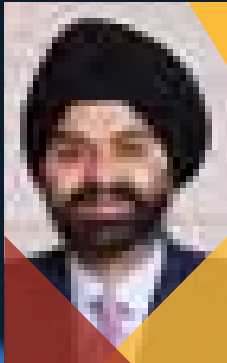
Sanjay Jha took over as CEO of Global Foundries, a semiconductor foundry that produces chips for giants like AMD, Broadcom, Qualcomm, and STMicroelectronics, in January 2014; before that he has served as the CEO of Motorola Mobility and COO of Qualcomm.

The company plans to begin production in the world's fastest growing chip market to convert the 300-millimeter wafer fab to FD-SOI production next year.



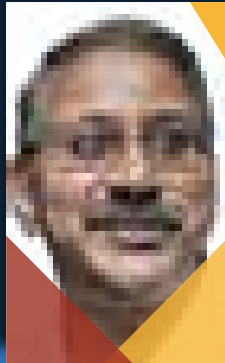
SHANTANU NARAYEN
CEO- ADOBE SYSTEMS

Shantanu Narayen is presently at the helm of Adobe. Shantanu Narayen is chairman, president and chief executive officer of Adobe, one of the largest and most diversified software companies in the world. Shantanu has transformed the company into an industry innovator by pioneering a cloud-based subscription model for its creative suite, establishing the global standard for digital documents and creating and leading the explosive digital experience category.



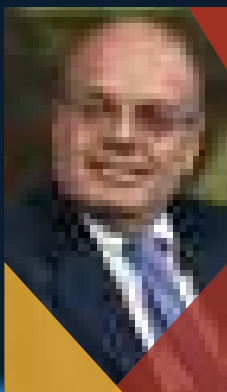
AJAYPAL SINGH BANGA
PRESIDENT & CEO- MASTERCARD

Ajay Banga is president and chief executive officer of MasterCard and a member of its board of directors. Banga is a member of the Board of Overseers of the Weill Cornell Medical College. He is currently chairman of the U.S.-India Business Council, and serves as a member of the Executive Committee of the Business Roundtable and chairs its Information and Technology Initiative.



K RAM SHRIRAM
MANAGING PARTNER, SHERPALO VENTURES

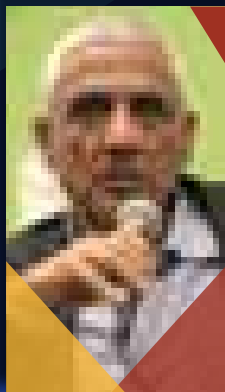
Shriram born in India, Shriram studied math at the University of Madras. After moving to the U.S. he joined Netscape in 1994 as an executive. He is the second Indian on the board of Google's parent company Alphabet. Shriram was one of the early investors in Google. Before joining Google, he was working at Netscape and Amazon for few years. His portfolio includes online invitation service Paperless Post, online HR service provider Gusto and mobile advertising company InMobi.



AJIT JAIN
VICE CHAIRMAN - BERKSHIRE HATHAWAY

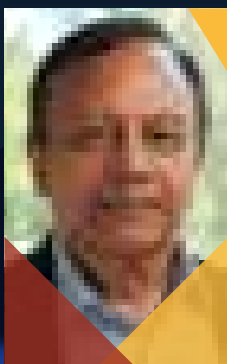
Ajit Jain is an Indian American executive who is the Vice Chairman of Insurance Operations for Berkshire Hathaway as of January 10, 2018. He was raised in India's coastal state of Orissa.

He had worked for IBM for their data-processing operations in India. Berkshire Hathaway Inc., through its subsidiaries, engages in insurance, freight rail transportation, and utility businesses. It provides property, casualty, life, accident, and health insurance and reinsurance; and operates railroad systems in North America.



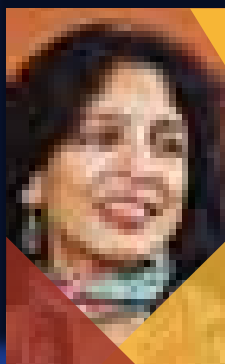
VINOD KHOSLA
CO-FOUNDER - SUN MICROSYSTEMS

Vinod Khosla is an Indian American billionaire businessman and venture capitalist. He is a co-founder of Sun Microsystems and the founder of Khosla Ventures. Khosla served as its first chairman and CEO from 1982 to 1984, when he left the company to become a venture capitalist. He is a supporter of many micro finance organizations in India and Africa. Vinod is a founding board member of Indian School of Business (ISB). Vinod grew up dreaming of being an entrepreneur, despite being from an Indian army household with no business or technology connections.



PRADEEP SINDHU
CEO & FOUNDER - FUNGIBLE

Pradeep Sindhu is an Indian-born American entrepreneur who is the co-founder and chief scientist of Juniper Networks Inc. He was also the CEO of the company until 1996. He currently serves as the CEO and founder of Fungible. The company is targeting the data center market with a product that will combine custom silicon with integrated compute, storage, and networking. It creates hardware and software platforms for data centers. Central to our mission is a chip responsible for data movement.



JAYSHREE ULLAL
PRESIDENT & CEO-ARISTA NETWORKS

Jayshree V. Ullal is an American billionaire businesswoman, president and CEO of Arista Networks, a cloud networking company responsible for the deployment of Gigabit Ethernet networking in the data center. Arista Networks was founded to pioneer and deliver software driven cloud networking solutions for large datacenter storage and computing environments. Arista's award-winning platforms, ranging in Ethernet speeds from 10 to 400 gigabits per second, redefine scalability, agility and resilience.

THE GLOBAL TECH INDUSTRY

The open digital innovation by the government has been leveraged by the startup community, making India now the third-largest startup ecosystem in the world.

Today, The digital revolution of India is unique, as it ensures that not only the connected but also those who are yet to get on the internet highway are equally benefited and empowered by the fruits of the New Economy. Emerging technologies are bridging the gap between the framework of innovation. Now, every company is a tech company and the leaders are identified based on their successful track record. There were many good reasons, on how these 20 successful Indian's rides the new wave, resulted featured in this year VARINDIA Brand book.



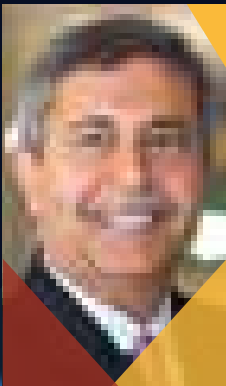
ANSHU JAIN
PRESIDENT - CANTOR FITZGERALD

Anshuman Jain, (Anshu) has hailing from Jaipur, Rajasthan. He is presently holding the position of President at Cantor Fitzgerald, an investment bank and brokerage firm. He had served as the Co-CEO of Deutsche Bank from 2012 until July 2015. Jain also served as a member of Deutsche Bank's Management Board. He is a world-class leader in the financial services industry and has a deep understanding of the global capital market. Yes Bank has given a mandate to Anshu Jain to raise the funds for the bank.



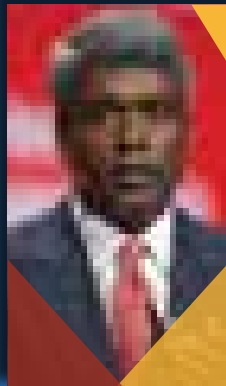
VASANT NARASIMHAN
CEO- NOVARTIS

Vasant Narasimhan is the CEO of Novartis since February 1, 2018. He has done his bachelor's degree in biological sciences from University of Chicago. He did his M.D. from Harvard Medical School and his master's degree in public policy from the John F. Kennedy School of Government. He is passionate about reimagining medicine, cultural transformation and the journey of leadership. Working with a dedicated team to build a leading medicines company globally, powered by advanced therapy platforms and data science.



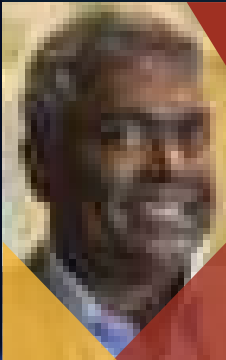
SANJAY MEHROTRA
PRESIDENT & CEO, Micron Technology

Sanjay Mehrotra is an engineering graduate from BITS, Pilani. He was the Co-founder of Sandisk a global leader in flash memory storage solutions and the President and CEO at Micron Technology. Micron is a world leader in innovative memory solutions that transform how the world uses information. We have over 34,000 team members in 17 countries who work with the world's most trusted brands, delivering memory and storage systems for a broad range of applications and sparking countless possibilities in technology.



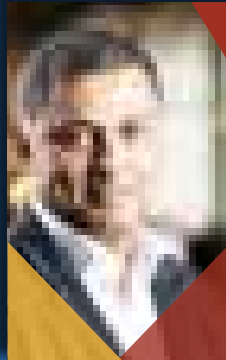
THOMAS KURIAN
CEO- GOOGLE CLOUD

Thomas Kurian is CEO of Google Cloud, which he joined in January 2019. Prior to that, he was President of Product Development at Oracle Corporation from 1996 to 2018. Google Cloud is turning to a traditional enterprise sales model as it takes on front-runners Amazon and Microsoft: separate services by industry and go straight to c-suites. Before Google, Kurian worked as at Oracle for more than 20 years. At Google, Kurian is focused on selling to the C-suite -- CEOs, chief digital officers, chief information officers, and chief information security officers.



GEORGE KURIAN
CEO & PRESIDENT- NETAPP

George Kurian was born in Kottayam district, Kerala, he pursued engineering at IIT-Madras, but left six months later to join Princeton University. George joined the company in 2011, bringing his passion and relentless focus on execution to his leadership roles at NetApp. He was named CEO in June 2015. Prior to joining NetApp, George was vice president and general manager of the Application Networking and Switching Technology Group at Cisco Systems.



NIKESH ARORA
CEO, PALO ALTO NETWORKS

Born in Ghaziabad, Uttar Pradesh Nikesh Arora has been the chairman and CEO of Palo Alto Networks since June, 2018. Before joining Palo Alto Networks, Nikesh served as president and chief operating officer of SoftBank Group Corp. Prior to that, he held a number of positions at Google, Inc.. Coming from an air-force background, Nikesh toiled hard for his success and is an alumni of the Indian Institute of Technology, BHU and Boston College, Northeastern University.



LAXMAN NARASIMHAN
CEO- RECKITT BENCKISER

After leading PepsiCo as their Chief Commercial Officer, Laxman Narasimhan became the CEO of Reckitt Benckiser in September 2019. Laxman is an outstanding leader who brings wide experience across the consumer goods sector, both operationally and at scale. Laxman has exceptional strategic capabilities and consumer insight with a proven track record in developing purpose-led brands and driving consumer-centric and digital innovation. He has backed by Engineering from Pune, Laxman did an MA from The Lauder Institute at the University of Pennsylvania and an MBA from The Wharton School.



ARVIND KRISHNA
CHIEF EXECUTIVE OFFICER-IBM

Arvind Krishna is an Indian-American business executive. He is the chief executive officer of IBM. Krishna began his career at IBM as an engineer in IBM Research, was promoted to senior vice president in 2015, and was promoted to CEO in 2020. On his first day as CEO, Krishna wrote to IBM staff, "I believe we can make IBM the most trusted technology partner of the 21st century.



IVAN MENEZES
CEO-DIAGO

Ivan Manuel Menezes is an Indian-American business executive. He has been the chief executive officer of Diageo . He has born in Pune, he was educated at St. Stephens College, Delhi and IIM Ahmedabad and has been serving the company since 1997 and held various senior positions at the company. Prior to his career with Diageo, Ivan worked across a variety of sales, marketing and strategy roles for Whirlpool in Europe, Booz Allen & Hamilton in North America, and Nestlé in Asia.



ASHOK VEMURI
CEO- CONDUENT INC

Ashok Vemuri is an Indian-American business executive, and Board of Director for Financial Policy and Public Responsibilities at Kroger. Vemuri was the former Chief Executive Officer of IGATE and Conduent. Vemuri has served as Chief Executive Officer and a Director of Conduent Incorporated, a global digital interactions company. He brings to the Board a proven track record of leading technology services companies through growth and corporate transformations.



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90 percent of today's CEOs believes that the CMO role will change fundamentally over the next two years. The brand owners has to feel that "marketing is not a department. It's a mission. Alliances and partnerships are a critical element of a company's transformation and its participation in a digital ecosystem.



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