INDIA'S FRONTLINE IT MAGAZINE

VARINDIA

THE ULTIMATE *Voice* OF INDIAN VALUE ADDED RESELLERS

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CHANNEL
CHIEF
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INDIAN IT
INDUSTRY

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CYBERARK®

IVALUE
Maximizing Value of Technology Investments

Putting Privilege at the Heart of the new normal

ROHAN VAIDYA
Country Director, India & SAARC
CyberArk Software

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CHANNEL LEADERSHIP SURVEY 2020

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India witnesses 500% spike in cybercrimes: Ajit Doval, NSA

National Security Adviser (NSA) Ajit Doval has said that limited awareness and poor cyber hygiene is responsible for an increase of 500 percent in cybercrimes in the country.

"The National Cyber Security Strategy 2020 has focussed on all areas of cybersecurity through its three pillars." He said. "There is a greater dependence on digital payment platforms due to reduced cash handling and greater data sharing is happening online and presence on social media has also increased."

"However, while we are able to manage our affairs to a certain extent, malicious actors are also found in it, a new opportunity. We have witnessed an increase of 500 per cent in cybercrimes due to limited awareness and poor cyber hygiene," Doval added.

HPE Completes Acquisition of SD-WAN Leader Silver Peak

Hewlett Packard Enterprise (NYSE: HPE) announced it has completed the acquisition of Silver Peak, an SD-WAN (Software-Defined Wide Area Network) leader, in a transaction valued at $925 million. Silver Peak will become a part of Aruba, a Hewlett Packard Enterprise company. The acquisition will strengthen Aruba ESP (Edge Services Platform), helping to advance enterprise cloud transformation with a comprehensive edge-to-cloud networking solution covering all aspects of wired, wireless local area networking (LAN) and wide area networking (WAN).Combination creates comprehensive networking portfolio to accelerate customers' edge-to-cloud transformation.

19th STAR NITE AWARDS 2020

Friday, 18th November 2020, Hotel Le-Meridien, New Delhi

POST PANDEMIC BRINGS FAST TRACK DIGITAL TRANSFORMATION

Star Nite Awards (SNA) known as the DNA of channel, is India's premium annual event. It provides a meaningful and collaborative platform in bringing the key Partners/ VARs from across the country to understand how to accelerate business as the newer technology brings opportunities and challenges. SNA invites Technology Gurus, Corporate Honchos, CMOs, System Integrators and Solution Partners to understand how industry, technology, standards and regulatory experts are geared up to face the next wave of digitization.

SNA offers a compelling combination of Super Session, Pre-scheduled one-on-one meetings, VAR Symposium, Awards, Technology Showcases and Breakout sessions to bring a comprehensive business development platform for both vendors and partners. About 300 delegates will attend this year's SNA from across the country including System Integrators, Solution Partners, Distributors, ISPs/ISVs, VARs, Industry Associations and Media. To celebrate the 21th Year, in serving the Indian ICT industry, VARINDIA is dediciting this year event to the VARs of the Country.

AGENDA :

- **Super Session**: Partners to present
- **VAR Symposium**: Vendors to present
- **Breakout Session**: IT Associations Annual Meet
- Recognisation Of 100 Eminent VARS in India
- 1 : 1 meetings- During Breakout sessions
- **Awards ceremony**: Eminent VARs of India
- **Evening Session**: Keynote Address
- Tech talk (5 minutes)
- 60 seconds pitch by CMOs
- Star Nite Awards for Vendors
- CMO Leadership Awards

KEY HIGHLIGHTS :

- Industry presentations, Tech Talk and expert analysis
- Channel Leadership Awards Ceremony
- Channel Leadership Survey (CLS) report to unveil
- Exclusive interaction session among VARs & Vendors

5 Minutes | Tech Talk

TechTalk Session is primarily designed to speak face-to-face in a extempore style where the IT decision makers and influencers to address the session. TechTalks are technology-focused events that provide a marketplace for solution providers and technology decision makers to stay up-to-date in using technology and become better communicators in the workplace.

60 – Seconds | Elevator Pitch

This session is dedicated for the CMO's in the organisation, since CMOs are the enablers in setting the goal for the organization. Reason being technology is not only reshaping the business ecosystem, but redefining the very nature of business. We will cover the session in 10 different topics.

PAYMENTS – THE OIL FOR E-COMMERCE

The year 2020 has been an eventful year and many businesses have tried to replicate their in-person sales in digital storefronts—some for the first time. Even the e-commerce marketplace brings artisans, weavers and rural entrepreneurs to the platform. MSMEs are the most vibrant and dynamic contributors to our economy. At the same, the E-commerce Payment market has also shown a positive growth across the world, coronavirus has led to a 20% growth in revenues for digital commerce during the first quarter of 2020 than last year.

India is among the top two countries globally on the fast track of digital adoption. At the same time digital transformation and cybersecurity are the two new challenges faced by the financial sector. As the country moves towards a trillion-dollar digital economy with booming e-commerce, the pandemic has triggered consumers to shift to digital commerce and payments by default and reduce the use of cash. With more than half a billion internet subscribers, India is one of the largest and fastest-growing markets for digital consumers. The low-cost data revolution and the government's digital push has made desi internet more diverse and inclusive, this brings a significant challenge to India's cybersecurity.

During Pandemic, Jio has emerged as the winner from changes in the way Indian consumers plug into a digital economy by bringing huge investments and there is a long queue of investors lining up to buy shares of Jio Platforms Ltd. Historically, the oil refinery and petrochemical businesses were the most profitable wings of the Reliance Industries. While we recall the statement of Ambani, it is clear on his vision how to make the group complete debt free. He has made a strong pitch for protecting Indians' data. In this new world, data is the new oil and new wealth. India's data must be controlled and owned by Indian people and not by corporates, especially global corporations.

Over the age, Jio has become a household name in India. The company has risen over $20 billion from a list of high-profile investors at a time when many companies are struggling to stay afloat. Jio has raised more money in four months than the entire Indian start-up ecosystem raised in 2019, combined. Now the tech conglomerates including Facebook, Google, Microsoft and Intel are part of the Jio and the platforms is the umbrella entity for all of Ambani's digital and internet businesses, including mobile apps, broadband connectivity, smart devices, cloud computing, big data analytics, artificial intelligence, the internet of things, augmented and mixed reality, and blockchain.

A total of 13 global funds and companies have now invested in Reliance' flagship company. Now, Jio has four strategic partners i.e. Facebook, Intel, Qualcomm and Google. These, besides bringing in cash, are also going to play a strategic role in shaping the future of Jio. Every investor has their own roadmap to grow with the help of Jio. I would say, right move @ right time, with unique combination. Jio has built a monster of data that could soon take India by storm.

JioMart, the digital commerce platform is eyeing to take on Amazon and Flipkart. Now imagine this combination. WhatsApp finally has a way to make money. And JioMart has an acquisition channel ready and waiting inside 400 million phones before it even launches. Similarly, Facebook gets payments. Jio gets a communication app. There are several reasons why this deal makes sense.

Going forward there will be a challenging time ahead for Jio as the company has positioned itself as a tech major, and has to deliver on promises through effective monetization. Connectivity, continuity, collaboration are the new adoption methodologies that will define business resilience and growth and digital transformation with the virtual and digital replacing physical in a big way. Adoption of scalable cloud, automation, AI, and AR/VR will surge. The ability to deploy computing power, bandwidth, the cloud, and cybersecurity will define winners. We will see many interesting developments in the coming year.

Last but not the least success will depend on continuous business model innovations with agile, open collaboration. The pandemic provides a good opportunity for organizations to reinvent, reshape and resize to augment resilience into their operations.

Thanks for sharing your valuable inputs during these difficult times on how the OEMs have performed. Let's have a look into this year's Channel Leadership survey 2020, which we term as the ultimate voice of Indian Value added Resellers.

Thank you again for your continued support and helping us bring the 21st Anniversary Issue.

S. Mohini Ratna
Editor, VARINDIA
mohini@varindia.com

Data management.
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Your data responsibilities are challenging enough. Can you ensure your data is protected, secure, and is available when you need it – to get value from it?

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CA-HDCAB50
High-Speed HDMI Fiber Cable with Ethernet (50M)

HDMI CABLES AND ADAPTERS

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Ultra Thin Active HDMI Cable with Ethernet (5m)

CA-HDCAB2
High Speed HDMI Cable with Ethernet (2M)

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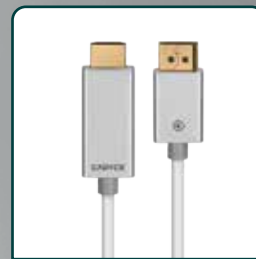
CA-DPHDC
DisplayPort™ to HDMI Cable with Audio

CA-4HDSP
1 x 4 HDMI Splitter with 4K support

CA-5HDS
5 x 1 HDMI Switch with 4K support

CA-HDVGA
HDMI to VGA Adapter with Audio

CA-CHDC
USB 3.1 Type-C to HDMI Cable(2M)

CA-C3HDMI
USB-C™ 3.1 to HDMI (4K) Adapter with Audio

CA-VHDMI
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CA-U3HDMI
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CA-T3HD
Thunderbolt™ 3 to Dual HDMI Adapter

NEW BUSINESS MODEL FOR INFORMATION TECHNOLOGY

Recently I had the opportunity to address a group of IT professionals in a webinar and the theme was, of course, related to Covid-19 and the impact it would have on the ICT sector. Many important issues and challenges cropped up during the deliberations.

I had the opportunity to raise a few points there with trepidation, since I was not very sure how people would react to such radical propositions. Let me flag an issue I had raised at the meeting, where an assortment of experts from various segments of the ICT sector attended from all over the world: Should we script a change in the present model of employee –employer relationship? The present structure is that of paid executives, who are compensated in accordance with a contract entered upon between the company and the employees. A company is required to pay salary, most often, at the end of a month as per the contractual conditions entered between the employee and employer. Instead, my proposal was to overhaul that widely practiced model into a more business-like conundrum by linking the compensation (instead of salary) with the business the employee (professional) can bring on the table for the company one is working for. I am aware it is not a simplistic proposal, which has to be debated at every level, though it is common knowledge that concepts like this are in vogue in several enterprises, and may be in an informal manner.

Of course, that requires every employee to re-orient his/her approach to the work. He has to be a marketing person as also a hardcore professional in the field. That would mean he should bring in more businesses to the company and should devise strategies for executing such works in time according to the conditions laid in the contract including quality, testing, delivery etc. Let me explain what would be the advantage to the employees. Foremost, his compensation is based on the businesses that he/she brings to the company. He/she can fix up the percentage in terms of the value of businesses and complexity of the task accomplished. That would mean, first the company will have a contract with the customer who gives the contract. Subsequently, the person who is instrumental in getting the contract signs another contract with his employer specifying his/her share from the business that has been contracted upon. The employees' compensation becomes directly proportional to the businesses that he/she brings in. That can be in addition to the monthly salary and perquisites as the case agreed upon by the management and the employee. Depending on the businesses he /she rakes in, the compensation can be several times more than their present one drawn now. That will also motivate the person to bring in more businesses to help the company to move in the value chain.

How does it help the employers? Every employee becomes a marketing person in his / her own rights. Presently, the promotion of businesses is mostly undertaken by the business development department. In some cases, they may have insights on the type of businesses that they are trying to get. In most of the cases, business development executives or marketing guys, by the very nature of their work, need not have that domain knowledge to respond to the clients searching queries and other follow up questions. In such events, they may have to revert back after consulting the employer or the experts, which may lead to loss of time and sometimes there would be the possibility of disconnect in the flow of information. Having a domain expert to negotiate on the business deals would shore up the possibility of getting the contract.

Let us look at this arrangement from the employee side. He or she is assuming a larger role in the given dispensation and considerably enhances the bargaining power within the company. The company will have to recognize his/ her expertise not only for executing the work but also for turning the tide in favor of the company and become a stakeholder in the company, a profile much bigger than an ordinary employee. That enhances his/her esteem with the management, shareholders and other stakeholders in case it is a limited company. The balance sheets have to be re-oriented to reflect the contributions in terms of the businesses one brings in and also the compensation that is being given. Secondly, in the process of getting business, he/she develops the marketing skills which would give him/her the confidence to start ventures on his/her own and to become an entrepreneur. This arrangement also can break the traditional way of going up in the hierarchy. One can assume situations, where an employee draws more compensation than the chief executive.

The employer also stands to gain from such an arrangement. Salaries and perks can be pegged at minimal and those bring the businesses can be accordingly compensated. His /her revenue outflows can be matched up with inflows. This is particularly helpful, I feel, during the post-Covid -19 days, when disruptions have taken place. The new normal that will be unfolding as and when the infection curve is flattened will be completely different from one that existed before.

The system may have its own flipside. There can be situations when the employee can hold the employer for ransom. He/she can leverage the contract gained from the client for extracting more from the employer. He/she can even pass on the contract to another company for a better return. To avoid such unsavory incidences, the contract the employer is entering with the employee and the client company should take notice of such infirmities and should protect the interest of all three involved. It can also happen that the employer after getting the contract through the employee can terminate the person's service and can pass on the work to another employee or group of employees. A well thought out legal contract can take care of such eventualities.

This is only one set of the new normal that may dawn upon us after the Covid-19 pandemic. There can be multitudes of changes that can take place in the course of time apart from how the IT companies are going to function hereafter.

Suggesting another model of staffing, should we recruit more free lancers against a specified work and not regulars on a full time basis?. Post Covid-19, I feel, more companies are going to adopt that business model, mainly for cutting down the cost and for keeping a minimal number of staff on the rolls. That also will help a company to scale up and down the operations depending on requirements. There will not be any concept like benching of employees etc. What could be the added advantage of this model? It will be a training ground for employees to prepare themselves for venturing into setting up something on their own, since they have to always be on the lookout for a new assignment. That will help a substantial number of them look forward to starting something on their own and the time they get between assignments can help them, to explore such possibilities.

I have a feeling that in the coming days, one segment, which is going to see a runaway growth, is the computer hardware sector.

Till date, India's services sector is dominated by computer software and IT -Enabled Services (ITeS). The figures of exports for the respective items are revealing. While IT and ITeS and other services segment contributed close to US$156 billion yearly as export revenue, the hardware segment, which can hark back its beginning almost to the same time zone, is languishing both in production and exports

What I am driving home is that an ICT segment, which includes IT, ITeS, electronics and telecom can be India's powerful response to the post-Covid-19 to bail out the economy, to provide employment to several millions, accelerate exports and importantly increase the opportunities for self-employment. What we need is capacity to change , adapt to new situations and the will to experiment.

CHANNEL GURU

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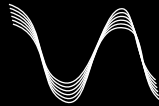
CYBERARK WORKS WITH PARTNERS TO PLACE CYBER SECURITY AT THE HEART OF DIGITAL TRANSFORMATION

MR. AJIT RAMNATH
Partner Manager – India & SAARC – CyberArk Software.

ROHAN VAIDYA
Country Director, India & SAARC – CyberArk Software.

What new revenue opportunities will CyberArk help drive for the channel ecosystem in India in 2021?

2021 is going to be an exciting year for CyberArk and our channel partners in India. The CyberArk business in India continue to be dedicated to the channel. We plan to expand our channels ecosystem for the e-commerce, defence and government verticals. Earlier this year, CyberArk acquired Idaptive, a technology platform which delivers AI-powered contextually-aware multi-factor authentication, single sign on and identity lifecycle management that will enable identities to move seamlessly between "levels" of access. We are in the process of refreshing our agreements with our channel partners to be able to sell Idaptive as well as integrate Idaptive's existing partner community into CyberArk's ecosystem. This gives our channel partners a unique opportunity not only to cater to the additional needs of their customers but also an opportunity to be more prominent and relevant to the current cybersecurity needs.

How should channel partners adapt to changing customer demands regarding cyber security and what part does CyberArk play in securing critical assets and data?

The post-Covid world and the new normal brings in many more complexities and adds to the existing challenges of securing businesses during their digital transformation. Organizations have been focusing a lot on securing the remote workforce. The threat landscape is not just increasing but changing constantly with the evolution of the technology that underpins this shift. Most analysts associate stolen credentials with every large successful breach. Since our inception, CyberArk has been in the business of securing and managing the privileged credentials that protect 'crown jewels' critical data and assets. At CyberArk, we believe in an on-going, repetitive, intense and comprehensive channel enablement program to ensure partners can meet customer demands on addressing this ever-changing threat landscape. Partners can use our out-of-the-box connectors for multiple industry leading technology vendors that form part of our C3Alliance, helping customers secure a wider attack surface.

Why should channel partners make cyber security a strategic area of investment for 2021?

With the pandemic situation every organisation, including the government, is looking at digitising their businesses. The new normal is forcing businesses to think differently, leading to disruptive business models which have a very short time-to-market. Most organisations are adopting DevOps tools and encouraging cloud migrations. Adoption of emerging technologies by businesses across the world mean, along with the benefits, that the vulnerabilities in these emerging technologies are going to be exploited. Hacking is a tried and tested business model with instant gratification. Channel partnersthat are an enabler of digital transformation have an opportunity also to address this emerging issue related to cyber security, to help their customers on their transformation journey with security at the heart of strategy.

How has CyberArk helped its customers through the recent period of enforced changes in working patterns? What does the future hold?

Working from home has quickly become a global phenomenon, and it seems like it is here to stay, at least in part, and the resultant cybersecurity issues it causes is a board-level issue everywhere. Most organizations are looking at vendors to provide an agile, cost effective and comprehensive security solution. Privilege Cloud is our Privileged Access Management (PAM) -as-a-Service offering that enables fast, scalable risk reduction. Our PAM cloud solution has allowed security teams to spend their time on education and user adoption of the solution. As part of their PAM efforts, we have seen customers reduce the amount of identities with unnecessary privileged access by 50%. They are able to quickly move to secure all domain admin and server admin access through CyberArk.

We have also worked with customers as they seek to eliminate unsecured usage of admin accounts throughout the organization, and automatically onboard new accounts that are created. What we do is put control back in the hands of security teams, allowing them to review who has access to the most sensitive systems and ensuring the only way for users to maintain their access is through CyberArk.

CyberArk Privilege Cloud is part of our growing portfolio of CyberArk SaaS offerings and our customers are increasingly enjoying the flexibility and scalability of SaaS deployments.

How has CyberArk adjusted its go-to-market to adapt to the 'new normal' and to the increasing pace of digital transformation?

CyberArk is a tech-savvy company. As an organisation we have developed a culture of continuous evaluation and adoption of emerging technologies which mutually benefit the customers and employees to work together in the most productive way.

CyberArk has been an early adopter of cloud platforms and have been investing considerably in SaaS-based technology in their different business functions. We have been investing in enabling our customers, employees and partners throughout their digital transformation journey. As a security company we have not just adopted newer technologies but also have ensured that wehave considered and mitigated all possible security risks in their deployment as per industry best practices.

How should organisations be thinking about identity security?

Identity security describes a proactive approach to safely controlling user and system information that is used to authenticate and authorize user identities for access to secure resources. As a key component of your security architecture, it can help verify users' identities before granting them the right level of access to workplace systems and information. As we begin to realise that every user is a privileged user to some degree, this is an important aspect that all organization must understand and consider.

CyberArk, a pioneer in Privileged Access Security, entrusted to safeguard organizations while driving digital transformation and growth. CyberArk, together with India's leading Technology Aggregator, iValue InfoSolutions, commits to delivering modern cybersecurity in collaboration with channel partners.

WITH A STRATEGY TO BRING FLEXIBILITY AND SIMPLICITY OF THE CLOUD TO THE CUSTOMERS, NETAPP HAS BEEN WORKING TOWARDS ESTABLISHING THEMSELVES AS A CLOUD-LED DATA CENTRIC SOFTWARE COMPANY. IT IS FOCUSED IN HELPING BUSINESSES UNLEASH THE POWER OF DATA BY BRINGING THE ENTERPRISE-GRADE DATA SERVICES IN THE CLOUD, AND THE SIMPLE FLEXIBILITY OF CLOUD INTO THE DATA CENTER. THIS YEAR, THE COMPANY HAS EXPANDED THE SCALE AND SCOPE OF THE CLOUD BUSINESS, AIDED BY THE RECENT ACQUISITIONS OF SPOT, CLOUDJUMPER, AND TALON TO HELP INTEGRATE ITS OFFERINGS AND PROVIDE MORE HOLISTIC SOLUTIONS TO CUSTOMERS AND PARTNERS.

IN A CHAT WITH VARINDIA, **PUNEET GUPTA, MD, NETAPP INDIA MARKETING AND SERVICES** HAS OPENED UP ABOUT THE CHANNEL PARTNERS, PROGRAMS FOR THE CONSTANT ENGAGEMENT AND STEPS TAKEN IN THIS UNPRECEDENTED TIME TO BOOST CUSTOMER EXPERIENCE.

WITH SPECIFICALLY DESIGNED INITIATIVES NETAPP EMPOWERS ITS PARTNERS

associated services. The NetApp Partner Programs focus on enabling digital transformation for customers, accelerating partner profitability, and providing them a predictable business environment. Therefore, in collaboration, we develop a compelling value proposition that would resonate better with the requirements of the customer. These mutually beneficial partner programs ensure their profitability, ease of doing business, and advancing an excellent return on our partnerships".

CONSTANT INNOVATION OF CHANNEL ENGAGEMENT PROGRAMS

According to Puneet, the increasing need for digital transformation has put the onus on technology service providers to cultivate their partners with the constant innovation of product portfolios as well as channel engagement programs.

At NetApp, the company review and update their partner programs on an annual basis to make them relevant and aligned to the business and market demands. To ensure a consistent approach in the sales and marketing efforts, NetAppruns ongoing partner listening activities and seek their feedback on improvising the programs. With the inputs gathered, they also make improvements to their portfolio, programs, policies, and processes.

Keeping in mind the ongoing global pandemic,Puneet explains, "We specifically designed initiatives to empower our partners to plan their business continuity, free the cash flow, as well as focus on driving business growth. Initiatives such as extending credit terms by 30 days for direct purchasing partners (distributors and direct resellers), extending eligibility for achievement in partner growth programs, delaying our next compliance review by three months and extending all certification expiries by six months – all helped us stabilize and respond to the pandemic better.

As we are working towards establishing ourselves as a cloud-led, data-centric software company, we have also set up virtual Data Visionaries Club, where we connect our partners with our global and local teams to help them understand technology better. In the coming fiscal year, we will recognize partners based on their ability to sell, implement, and support our solutions in areas that accelerate a successful digital transformation journey in a hybrid multicloud world. Our simplified, partner-first approach will enable partners to grow and succeed by providing access to a leading portfolio of hybrid cloud data services and data management solutions. These are some of the continuous, dynamic changes we have already started bringing into our programs."

BOOSTING CUSTOMER EXPERIENCE

NetApp's channel partner strategy is based on three key pillars – ensuring the business growth aligned to partners, enabling sales and technical resources skillset to be industry ready and supporting them in their innovation journey towards new technologies.

Regarding this Puneet says, "While wecontinue to collaborate with our partners on different programs and initiatives, we also ensure a deep focus towards simplification, increased profitability, and additional ways for our partners to differentiate the offerings to boost customer experience.

We constantly and consistently work with our partners in simplifying their access to our systems, making it easier for them to claim; supporting them with new use cases in AI/ML, IoT, etc. as they innovate; running various enablement sessions to ensure up-to-date skills while at the same time investing in joint marketing activities and expanding into newer geographies."

AT LAST

With the acquisition of Talon Storage, a leader in next generation software-defined storage solutions,NetApp can better provide customers a faster path to the public cloud at a better total cost of ownership. "With Spot, we are extending NetApp's vision for helping customers unlock the best of cloud. Our combined offerings enable customers to get more out of their cloud investment and gain competitive advantage by accelerating their business success .Adding CloudJumper to the NetApp suite helped us address the increased market requirement of the work-from-home model in the COVID era. The acquisition of a virtual desktop infrastructure firm enables us to provide the new NetApp Virtual Desktop Service (VDS) which is poised to solve the most challenging problems of virtual desktop services and application management," concludes Puneet.

PARTNER PROGRAMME TO DRIVE THE BUSINESS

For NetApp channel partners are the backbone and key foritsgo-to-market strategy. A robust channel partner ecosystem enables an organization to identify new market opportunities,reach, launch products and services and make the right set of tools, and resources available to help address customer requirements. In Puneet's words they have always recognized that their success depends on the success of their partners and that they can all accomplish more by working together than they ever could on their own.

Delving deep on the channel partners, Puneet says, "It is therefore pertinent to develop beneficial partner programs to encourage the channel partners to recommend or sell our products, solutions, and

WHAT IS EDGE COMPUTING?

If it's not in the datacenter or cloud, it's at the edge

Edge computing is a term used to describe decentralized IT infrastructure. In an edge computing environment, applications, computation, and data storage are all carried out near the source of the data (i.e. at the "network edge"), as opposed to in the cloud or at an offsite datacenter. By processing data locally and minimizing the distance between devices and servers, edge computing delivers improved performance, requires less bandwidth, and reduces latency.

How does edge computing work?

Traditional IT infrastructure requires data to be transmitted across lengthy distances and multiple network connections, which may require substantial bandwidth and hardware. Edge computing brings compute and storage resources closer to where the data is generated, reducing the distance it has to travel. Rather than sending the data off to the cloud, or pushing it to a central datacenter, it allows for real-time processing of applications within close physical proximity to the end user.
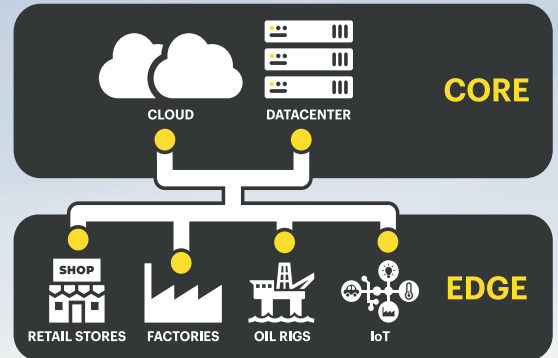
Through the use of virtualization technology and software-defined storage, edge computing enables users to deploy and run their applications, while ensuring high availability, through software installed on their edge servers. For compute-intensive environments, organizations can implement a hybrid compute model, where high-demand applications are processed near the source and others are transmitted to a central datacenter location.

What are the benefits of edge computing?

Many organizations today are creating massive amounts of data, requiring fast transfer rates and response times, which often aren't feasible when it comes to traditional IT infrastructure. Edge computing solutions offer several user benefits, including:

HIGH AVAILABILITY

Downtime and slow response times are detrimental to businesses, resulting in decreased productivity, damage to brand reputation, and even loss of revenue. Edge computing can ensure high availability for applications and data, by leveraging a virtualized shared storage solution such as a virtual SAN on the hardware at the edge site. A highly available configuration can eliminate downtime, which keeps vital applications online, productivity high and customers satisfied.

MORE AFFORDABLE

As businesses grow, edge computing enables them to scale more cost-effectively. The hardware required at edge sites costs less - it doesn't have to be datacenter-class, and the organization often does not need to install costly high capacity networking links for additional bandwidth and mitigate against latency. As well as latency, edge computing also helps mitigate against another common IT problem that can significantly impact revenue: downtime.

INCREASED RELIABILITY

With traditional datacenter models, data is processed and stored centrally, and an outage at that central location is therefore much more likely to affect the entire organization. Edge computing reduces the threat of such scenarios by decentralizing resources, allowing each site to operate effectively on its own, minimizing the damage of network issues. Distributing applications, processing, and storage makes it more difficult for a single disruption, such as a localized natural disaster, to take down the entire organization.

Several different types of environments benefit from implementing edge computing solutions, including remote and branch offices, retail stores, industrial IoT, and manufacturing sites.

Enabling affordable, lightweight edge computing

StorMagic has been building and delivering solutions for the edge for over a decade. Our software-defined virtual SAN solution, known as StorMagic SvSAN, was built specifically to address the needs of edge computing environments. It provides increased uptime, simplicity, and a very low cost for edge customers, without sacrificing performance or enterprise-class features.

You can find out more about StorMagic SvSAN by visiting stormagic.com/edge

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StorMagic

Gartner Hyperconverged Infrastructure

VOICE OF THE CUSTOMER 2020

StorMagic SvSAN is a hyperconverged solution designed for edge computing. How have our customers rated SvSAN on Gartner Peer Insights?

STORMAGIC SvSAN RATINGS

★★★★★   ★★★★

59%   37%

4%   ★★★
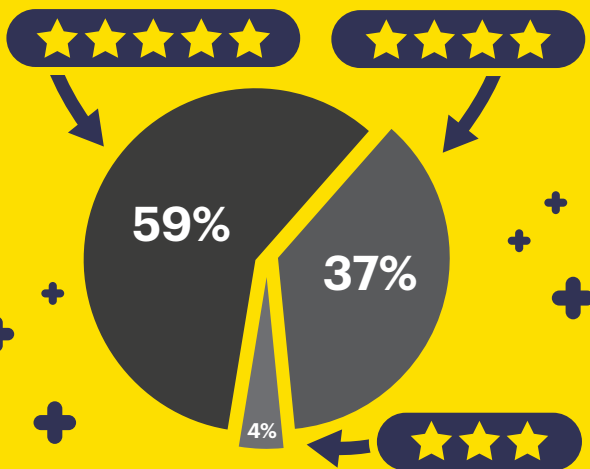
WILLINGNESS TO RECOMMEND SvSAN

93%

PRODUCT CAPABILITIES

4.7 OUT OF 5

INTEGRATION AND DEPLOYMENT

4.7 OUT OF 5

SERVICE AND SUPPORT

4.7 OUT OF 5

> **Implementation was easy and helped us a lot in improving our data compliation.**
> *TECHNICAL WRITER*
> *Services Industry*

> **Powerful performance and easy integration.**
> *CONSULTANT*
> *Services Industry*

> **Simple, cost-effective, flexible software.**
> *PRODUCT DEV*
> *Manufacturing Industry*

> **A simple solution making the complex world of virtualized storage a cakewalk.**
> *PRODUCT OWNER*
> *Services Industry*

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stormagic.com/gartner-2020-report

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Kaspersky partners with Hasbro India for their latest consumer campaign

Global cybersecurity company Kaspersky teams up with Hasbro in India for a consumer campaign which begins from 15 September - 31 December 2020. For every single purchase of Kaspersky solutions including Kaspersky Internet Security (KIS), Kaspersky Total Security (KTS), consumers are assured to receive cashbacks of up to 100 rupees and win Transformers figures and toys every week and many other exciting prizes such as electric scooters every month.

Transformers fans were in for a treat with the premiere of Chapter One - SIEGE - of the highly anticipated Transformers: War For Cybertron Trilogy on Netflix. The Series raises the stakes of the Autobot and Decepticon war with Chapter One having six, twenty-two minute episodes, complete with a new animation look and style that presents the Transformers bots like you've never seen them before. The Transformers: War For Cybertron Trilogy plunges deep into events that live at the heart of this legendary franchise, with SIEGE shining a spotlight on a critical time frame in Transformers history on Cybertron.

Microsoft acquires gaming firm ZeniMax Media for $7.5 billion

Microsoft Corp said it would buy ZeniMax Media for $7.5 billion in cash, strengthening its Xbox video game offering with the studio behind smash hit titles Fallout and the Doom

ZeniMax, parent company of Bethesda Softworks, has developed hits including Fallout and Doom. It was valued at $2.5 billion in May 2016, and has raised over $600 million from investors, according to PitchBook data.

The deal comes more than a week after Microsoft's failed bid for short video app TikTok's U.S assets. TikTok's Chinese owner ByteDance has structured the proposed deal as a partnership with Oracle ORCL.N and Walmart WMT.N, rather than an outright sale. Bethesda's structure and leadership will remain in place, Microsoft said.

Microsoft, which will own 23 creative studio teams after the acquisition, said it plans to bring Bethesda's future games into its monthly Xbox Game Pass subscription service when it launches on Xbox or PC. The game pass now has more than 15 million subscribers, up from the 10 million the company shared in April.

Tech Mahindra trades stake in Altiostar to Rakuten

Tech Mahindra and Rakuten Mobile have announced an agreement under which the former has been appointed the preferred partner for global go-to market opportunities for the Rakuten Communications Platform (RCP). As part of the deal, Tech Mahindra has sold its stake in Delaware-based Altiostar Networks to Rakuten for $45 million.

Rakuten Mobile and Tech Mahindra aim to drive innovation by transforming network services and enhancing customer experience globally. Based on the agreement, as a preferred partner, Tech Mahindra will provide its leading technologies and software capabilities to support the development and deployment of mobile networks for global customers of RCP. Through the agreement, Tech Mahindra will also provide managed IT, security and network services to Rakuten Mobile, and there are also plans to designate Tech Mahindra as an official reseller of RCP.

RCP is a cloud-native telco platform that enables telcos and enterprises around the world to easily build secure and open mobile networks at speed and low cost, to generate new revenue streams and to offer customers innovative and immersive experiences. RCP was developed by Rakuten Mobile and is based on its new generation mobile network in Japan. Rakuten Mobile combines the latest technology in virtualization and automation, including containers and microservices, and is built on key secure operations principles.

Fortinet Security Academy Program to Develop Cybersecurity Talent in India

Fortinet has announced that nineteen new universities in India have joined Fortinet's Security Academy Program, including: Annasaheb Dange College of Engineering & Technology, Bennett University, Institute of Advance Management & Research, Shri Venkateshwara University, Sri SaiRam Engineering College, SASTRA Deemed University, Seacom Skills University, St. Xavier's Catholic College of Engineering and Sri SaiRam Institute of Technology.

As part of the Security Academy Program, they will offer Fortinet's Network Security Expert (NSE) training and certification content to their students in India. The nineteen universities add to the growing success of the Security Academy Program that is available in more than 80 different countries and is comprised of over 300 Authorized Security Academies.

As per Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet, "For years Fortinet has been committed to closing the cybersecurity skills gap through our NSE Training Institute programs. The Fortinet Security Academy Program allows academic institutions and non-profits to equip participants with the skills necessary for a career in cybersecurity. By supporting these leading universities in India, we're arming the next generation of security leaders with the skillset and knowledge the industry so desperately needs."

Accenture to acquire N3 to drive sales growth in a virtual environment

Accenture has agreed to acquire N3 that helps clients drive sales growth in an increasingly virtual environment. The acquisition adds approximately 2,200 employees to Accenture globally, along with artificial intelligence (AI) and machine learning (ML) capabilities.

N3's unique model of specialized sales talent — across complex areas like cloud, software platforms and 5G networks — is supported by cloud-based, AI/ML technology that enables smarter, more efficient customer interactions and sales conversions. With Accenture's SynOps platform, these combined capabilities could offer a client the ability to aggregate millions of interaction points into actionable insights that drive sales growth.

Manish Sharma, group chief executive of Accenture Operations, says, "Increasingly, B2B buyers expect the same 'Amazon-like' interactions they experience as consumers when purchasing far more complex services — a trend that's only accelerated in the current pandemic. N3 provides the perfect combination of skilled talent and technology to remove barriers and better influence purchasing decisions at critical stages."

Qlik boosts strategic partnership with Google Cloud

Qlik deepened its strategic partnership with Google Cloud with a new joint offering focused on enabling customers to increase the value of their SAP data with Google BigQuery. Optimized to support SAP data on Google Cloud and Google BigQuery, and reinforced with Qlik's new 'SAP on Google Cloud Expertise' designation, Google Cloud customers now have an integrated solution they can confidently deploy with Qlik Data Integration to help drive more use and value from all their data.

The newly launched solution from Qlik for Google Cloud enables customers to accelerate and simplify the delivery of SAP data for real-time analytics on BigQuery. The integrated solution provides customers an automated, real-time data pipeline through Qlik Data Integration to ingest and automate the delivery of analytics-ready SAP data into BigQuery – whether it's from legacy SAP environments, SAP HANA or SAP application servers.

YouTube in f

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Apple acquires Scout FM, radio-like podcasts platform

Apple acquired a startup Scout FM, which makes listening to podcasts more like tuning into radio stations, seeking to improve its service amid growing competition from Spotify Technology SA.

The Cupertino, California-based technology giant earlier this year bought a popular podcast app on iPhones, Android devices and Amazon smart speakers, according to people with knowledge of the deal.

While podcast apps, including Apple's, traditionally work by letting users pick an individual podcast to listen to, Scout FM created podcast stations on various topics.

The app would create a station as per the user's interests that mixed together a curated selection of sports podcasts- from sports to entertainment to news, any and every station would be created.

The app determined a person's interests based on listening history, inputs of their preferences and suggestions from artificial-intelligence based software.

Scout FM was popular among some users of Apple devices and could be integrated with CarPlay, the interface that appears on supported car screens when connected to an iPhone, and Apple's Siri digital assistant. It was also optimized for devices based on Amazon.com Inc.'s Alexa.

Ericsson to acquire Cradlepoint

Ericsson has agreed to acquire Cradlepoint. The investment is key to Ericsson's ongoing strategy of capturing market share in the rapidly expanding 5G Enterprise space. Cradlepoint complements Ericsson's existing 5G Enterprise portfolio which includes Dedicated Networks and a global IoT platform.

The combined offering will create valuable new revenue streams for customers by supporting full 5G-enabled services for enterprise, and boost returns on investments in the network.

The acquisition price amounts to an enterprise value of USD 1.1 b. with the transaction expected to close before the end of Q4 2020, subject to closing conditions. The purchase price, which is funded from Ericsson's cash-in-hand, is paid in full on closing. Cradlepoint's sales for 2019 were SEK 1.2 b. with a gross margin of 61%. Ericsson's operating margins are expected to be negatively impacted by approximately 1% in 2021 and 2022 - where half is related to amortization of intangible assets which arise from the acquisition. Cradlepoint is expected to contribute to operating cash-flow starting in 2022. Ericsson's 2022 group financial targets remain unchanged.

UiPath joins hand with Sitel Group to transform customer experience with Hyperautomation

UiPath and Sitel Group have announced to combine Sitel Group's experience and customer-centric approach with the UiPath end-to-end platform for hyperautomation. Together, the companies are transforming CX and enabling tailored, powerful digital solutions for brands around the globe.

Through this partnership, Sitel Group and UiPath enable thousands of associates across the world to better meet and support the rapidly changing and unique demands for the group's 400+ clients. This technology further empowers Sitel Group's agents to closely focus on each customer's needs while automation helps agents optimize their time spent with customers, increasing interaction efficiency and driving greater customer satisfaction and loyalty.

Not only will this technology improve agent operational metrics, in some cases it can also reduce agent involvement altogether by triggering an automation flow to handle events that don't require human intelligence, problem solving and empathy. This orchestration reduces manual labor and enhances CX by driving quicker and more accurate resolutions.

Intel comes up with new brand identity

Intel has announced its new brand identity marking its advancement into the future with a transformed Intel brand that reflects its role in creating technology.

As per the company, the new brand reflects the company's commitment to accelerating progress against the world's most critical challenges.

The new logo of the company honours its past by bringing forward some of the strongest design elements and at the same time simplifying and modernising them to bring dimension and breadth extending the brand into the future.

Blue remains the foundational colour of the Intel brand. In addition to the classic Intel blue, new variants will be introduced with an extended colour palette to add more depth and modernise the company's visual identity. The company's musical sound signature or 'bong' will retain those iconic five notes recognised around the world, but a modernised version will roll out later this year.

HCL and Google Cloud collaborates to deliver accelerated Business Intelligence platform

HCL Technologies (HCL) and Google Cloud announced the expansion of their strategic partnership to bring HCL's Actian portfolio, starting with Actian Avalanche, to Google Cloud. Actian Avalanche is a high-performance hybrid cloud data warehouse designed to power an enterprise's most demanding operational analytics workloads. Actian Avalanche enables a seamless path to migrate legacy data warehouses, including IBM Netezza and Oracle Exadata, to Google Cloud, through a hybrid-cloud offering leveraging Google Cloud's Anthos application platform.

HCL's Actian Avalanche hybrid cloud data warehouse has been deployed by Fortune 500 customers to deliver powerful insights to manage business complexities for a variety of use cases, including fraud detection, real-time offers and market basket analysis. Avalanche delivers a fully managed hybrid cloud data warehouse service designed from the ground up to deliver breakthrough performance, scale and concurrency for data-driven enterprises.

Crayon collaborates with HealthPasture to keep businesses safe with IBHAR EHS-Q

As businesses resume work, employers need to consider how best to decrease the spread of COVID-19 and lower the impact in their workplaces. CDC (Centers for Disease Control and Prevention) and QCI (Quality Council of India) in India have defined guidelines for keeping workspaces safe.

Crayon and HealthPasture have partnered to assist businesses implement practices, conduct hazard assessments, educate their staff and create a surveillance culture using the Ibhar EHS-Q solution.

"COVID-19 pandemic has probably changed the way everyone works. And as we have always emphasised on being a people-first organisation, safeguarding our most valuable assets - our people from COVID is currently our highest priority. This collaboration testifies that Crayon has outgrown itself from simply a digital transformation company to become one, who caters holistically for enterprise evolvement and upgradation," comments Vikas Bhonsle, CEO, Crayon India.

BlueJeans streamlines back-to-office planning with cloud video interop for Microsoft Teams

BlueJeans by Verizon has unveiled new features and upgrades for the next generation of the Microsoft-certified BlueJeans Gateway for Microsoft Teams (BlueJeans Gateway). With increased support for today's hybrid workforce, the latest updates to the BlueJeans Gateway are designed to help organizations plan back-to-office strategies with minimal IT investment and without disrupting the workflow patterns users have grown to appreciate while working from home.

These product updates are consistent with a recent report from Verizon Business in conjunction with Harvard Business Review Analytic Services, which found that 86 percent of global companies surveyed believe the digital workplace will coexist with the physical workspace post COVID-19. As organizations begin planning the transition back-to-office for some of their workforce, the simplicity and ease-of-deployment of the BlueJeans Gateway for Microsoft Teams helps ensure that employees have the same unified Teams meeting experience while safely dispersed -- working from home, remotely, or in the office.

Salesforce brings in Digital 360, enhances its Customer 360 platform

Salesforce announced Digital 360, bringing together key components and new innovations in its Customer 360 platform to help digital leaders transform their customer engagement and accelerate growth in the all-digital, work-from-anywhere world. Digital 360 is made stronger with expert services, a broad partner ecosystem, as well as new learning resources on Trailhead.

New product innovations for Digital 360 include Customer 360 Audiences, a customer data platform for marketers to unify, segment and activate all of their customer data; Commerce Cloud Payments, an out-of-the-box payment solution powered by Stripe; and Experience Cloud to build CRM-powered digital experiences, fast.

The Power of Customer 360 Tailored for Marketing, Commerce and Digital Leaders

Digital 360 combines Salesforce's Marketing Cloud, Commerce Cloud and Experience Cloud to give customers a scalable, data-driven, single source of truth for personalizing customer experiences in today's all-digital world—from marketing emails and timely ads to online shopping and curbside pickup.

Hitachi Vantara enhances its Hyperconverged Infrastructure Portfolio

Hitachi Vantara introduced new enhancements and capabilities to its hyperconverged infrastructure (HCI) portfolio with updates to Hitachi Unified Compute Platform (UCP) HC and Hitachi UCP RS. The latest updates provide added benefits to customers including faster provisioning with new Hitachi UCP Advisor, certified support for SAP HANA workloads, new Intel Cascade Lake Xenon Refresh processors that increase performance, and enhanced lifecycle management capabilities that deliver non-disruptive upgrades.

"There is no doubt that COVID-19 will leave everlasting impacts on how people around the world do business and live their day-to-day lives. For IT, this means supporting larger mobile and remote workforces with federated collaboration, an elevated focus on infrastructure resiliency and cybersecurity, and accelerated digital transformation initiatives," said Bobby Soni, President, Digital Infrastructure, Hitachi Vantara. "Hitachi Vantara is rapidly evolving our strategy to support CIOs and their teams, and our hyperconverged infrastructure solutions help them simplify digital infrastructure management as they grapple with today's new realities."

Samsung rolls out 980 PRO SSD for Gaming and High-end PC Applications

Samsung Electronics unveiled the company's first consumer PCIe 4.0 NVMe solid state drive (SSD) – the Samsung SSD 980 PRO. The new 980 PRO is designed for professionals and consumers who want cutting-edge performance in their high-end PCs, workstations and game consoles.

Optimized for handling data-intensive applications, the 980 PRO is ideal for consumers and professionals who work with 4K and 8K contents, and play graphics-heavy games. All the key components, including the custom Elpis controller, V-NAND and DRAM, are completely designed in-house to deliver the full potential of PCIe 4.0. This allows the 980 PRO to provide sequential read and write speeds of up to 7,000 MB/s and 5,000 MB/s respectively, as well as random read and write speeds of up to 1,000K IOPS, making it up to two times faster than PCIe 3.0 SSDs and up to 12.7 times faster than SATA SSDs.

Adobe Introduces Liquid Mode, multi-year vision for PDF

Adobe has announced the launch of Liquid Mode—the first step in a multi-year vision to fundamentally change the way people consume digital documents, and how organizations extract document intelligence to gain a competitive advantage. Leveraging the power of Adobe Sensei—Adobe's cutting-edge AI framework—to understand the structure of PDFs, Adobe is reimagining how people read and interact with digital documents, starting with reinventing mobile productivity beyond the 8.5x11 page.

Abhigyan Modi, Country Manager of Adobe India and VP Engineering of Adobe Document Cloud, says, "This year has brought digital tools to the forefront and established their criticality to business continuity, resilience and success. With the launch of Liquid Mode – a breakthrough technology powered by years of deep ML research, document reading will now become a first-class experience on mobile. With no need to pinch and zoom and easy navigation, documents will be as easy to read as web pages. This is just a first step in our multi-year journey to fundamentally change the way people consume digital documents, and the way organizations extract information from PDFs."

Western Digital boosts WD Purple Smart Video Solutions portfolio with 18TB HDD and 1TB microSD card

Western Digital has announced its expanded family of WD Purple storage solutions, including the industry's highest capacity 18TB surveillance HDD for DVRs, NVRs and analytics appliances, and the 1TB WD Purple SC QD101 microSD card for AI-enabled cameras. Setting the bar for smart video applications, all WD Purple drives are optimized to help reduce frame loss and pixelation, improve overall video playback and enhance streaming for 24x7 workloads – from ingest to backup and long-term storage – as the industry broadens the use of deep learning and analytics.

Khalid Wani, Director Sales, India, Western Digital, says, "Working parallelly with our customers and partner ecosystem gives us unique insights which help us create solutions to address the increasing need for high-capacity, robust storage for different needs including public safety and AI analytics. WD Purple Smart Video Solutions Portfolio with 18TB HDD and 1TB microSD card is designed to cater to the advanced needs of the smart video industry."

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Palo Alto Networks brings Next-Generation SD-WAN Solution Enabling the Secure Cloud-Delivered Branch and Simplified Network Operations

As SD-WAN have become the primary WAN architecture, organizations are demanding solutions that deliver a better user experience while being simpler to deploy and manage. Palo Alto Networks Next-Generation SD-WAN takes an entirely new approach, with a solution that has the following characteristics:

App Defined - Providing application layer visibility enabling network teams to create app-based policies and deliver SLAs for all apps, improving the end-user experience.

Autonomous - Automated operations and problem avoidance using machine learning and data science, eliminating up to 99% of WAN and application access trouble tickets.

Cloud-delivered - Enabling all branch services to be delivered from the cloud, including networking and security, simplifying WAN management and enabling branches to be rolled out in minutes instead of months.

L&T Technology Services together with Exponential-e to offer 'new normal' workplace transformation solutions

Exponential-e, a UK-based leading & innovative CSP of enterprise connectivity & unified communications services, entered into a strategic partnership with L&T Technology Services to jointly offer workplace transformation solutions to customers working in the post-COVID environment.

In the "new normal" brought on by the pandemic, enterprises are ramping up operations in phases and planning to bring back their workforce, with their health and safety being the top priority. During these times, the need of the hour for companies is to retrofit the workplace with safety solutions on a fully digital foundation that can scale to intelligent buildings/campuses, smart facilities and offices.

LTTS' Intelligent Building Experience Management System, i-BEMSTM is a modular 'system-of-systems' platform that unifies all campus operations under one system and focuses on creating digital experiences and building optimization.

Acer launches latest generation of Intel-powered Predator Helios 300 and Triton 300 laptops in India

Acer has announced the launch of the latest generation of its Predator laptop in India. The two new refreshed gaming laptops include - Predator Helios 300 and Triton 300 in India. The next-generation Triton 300 and Helios 300 are equipped with 10th Gen Intel Core H-series mobile processors and up to NVIDIA GeForce RTX 2070 Max-Q graphics to deliver outstanding gaming performance. Both the laptops will be available across online and offline retail channels starting next week.

Sudhir Goel, Chief Business Officer, Acer India says, "Our latest Predator gaming line-up is powered by the 10th Gen Intel Core processors and some of the most groundbreaking and advanced cooling technologies available today. As one of the leading PC makers in the gaming industry in India, we consistently strive to offer cutting edge technologies to equip gamers who prioritize competitive esports gaming as well as other gamers who want to push the limits of performance, comfort of use, and reassurance."

Lenovo brings in end to end solutions for SMBs to manage modern workforce and improve employee productivity

Lenovo unveiled a host of services and solutions enabling Indian SMBs for their current IT needs in the post pandemic time. Lenovo also introduced their latest product offering for SMBs - ThinkBook Plus, world's first dual screen notebook with an E-Ink display.

Ashish Sikka, Director - SMB, Lenovo India said, "The SMB industry in India is an extremely agile and dynamic marketplace. The IT requirements for them are ever evolving and especially in the current pandemic, there is a greater need for an IT partner to meet their end to end needs. With remote working, there is no constant place of work making device management, security, maintenance etc a key priority. Not just that, with the workforce comprising more GenZ and millennials - the requirements from devices are demanding higher productivity tasked with multitasking and good looks."

Lenovo Software and Services comprise a wide array of offerings available to help organizations plan, manage and support their PC fleets. From initial strategic planning to configuration, deployment, security and more – Lenovo has solutions to help companies embrace new workplace technologies.

Tech Data launches Click-to-Run Solutions to simplify Cloud deployments in Asia Pacific

Tech Data announced it has launched Click-to-Run solutions widely available across Asia Pacific, enabling channel partners to quickly meet regional market demands for complex cloud solutions. Tech Data's multi-vendor Click-to-Run solutions simplify complex solutions for partners to configure, customize and deploy, reducing time and risk for customers. More than 20 pre-configured Click-to-Run solutions are currently available across multiple practice areas, such as core infrastructure, application innovation, data protection, the Internet of Things (IoT) and analytics, and more will continue to be added.

Businesses across the region are undertaking digital transformation initiatives to tackle new workloads through the modernizing of their existing infrastructures and the adoption of cloud. India is also witnessing a similar transformation. According to IDC's latest report, 64 per cent of organizations are adopting cloud driven by the need for business agility, zero disruption and greater collaboration.

VMware launches vSphere with the Power of Kubernetes

VMware has unveiled new offerings to help customers further accelerate their app and infrastructure modernization initiatives. VMware vSphere 7 Update 1, VMware vSAN 7 Update 1 and VMware Cloud Foundation 4.1 product releases streamline customer adoption of Kubernetes and support stateful applications with new developer-ready capabilities and enhance scalability and operations with new features. VMware today also announced Tanzu editions—packaging portfolio capabilities to address the most common scenarios customers encounter in their modernization efforts.

Raghu Raghuram, Chief Operating Officer, Products and Cloud Services, VMware, says, "A year ago, we embarked on an effort to help customers succeed along each step of their app and infrastructure modernization journey. Today, we take a leap forward to unlock the potential of Kubernetes for hundreds of thousands of VMware vSphere customers. Our new solutions and offerings help remove the guesswork out of Kubernetes and provide the requisite capabilities needed to help customers' achieve their modernization objectives."

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Jio & AeroMobile join hands to launch in flight mobile services

Jio Postpaid Plus users can now enjoy in-flight mobile service too, as Jio and Panasonic Avionics Corporation subsidiary, AeroMobile, have partnered to launch India's first in-flight services for its users. Jio's in-flight service will allow every Indian traveller travelling abroad, to stay connected with voice and data services on a flight, at affordable rates.

Currently, the in-flight services will be available to Indians when they travel abroad. Once the services are available in the Indian airspace, all Jio customers will have first access to them, so that they are connected even on flights within India.

Akash Ambani, Director, Jio, says, "JioPostpaid Plus brings with it industry-defining and highest-quality user experience, and through our partnership with AeroMobile we will now offer in-flight roaming services at an attractive price. We are delighted to bring this new service to our customers, who will be able to enjoy seamless, high-quality and secure roaming at 20,000 feet, keeping every JioPostpaid Plus user connected, always."

YouTube announces Shorts, a short-form video app

After the TikTok ban by the Indian government, the news about app production is catching fire. Youtube too has entered the race now. YouTube has made a big announcement to launch a rival app against TikTok- Shorts, a short form video feature that lives right within the main app. While the company has recently been highlighting videos that only last a few seconds long in its mobile app, Shorts takes things to the next level by offering video creation tools akin to those found on TikTok and Reels. The feature begins its roll-out as a beta available only in India.

The early beta version of the product will launch over the next few days in India. YouTube said it would bring Shorts to additional countries in the coming months, and add more functionality.

YouTube said the tool is for social media creators to "shoot short, catchy videos using nothing but their mobile phones."

It will offer a way to string multiple clips together, add music, and use a timer and countdown to record videos hands-free, all features currently available on TikTok.

D-Link rolls out Gigabit Smart-managed Switches and Managed Switch Series

D-Link (India) has announced three new ranges of switches; The DXS-1210, DGS-1520 and DGS-2000 series. With advanced central management, Layer 3 features, and support for 10G Ethernet, DXS-1210 and DGS-1520 Smart Managed Switches are specifically engineered for small-to-medium business and enterprise networks. The entry-level DGS-2000 series managed switches are suitable for medium to large businesses that require high reliability and security in addition to a central management network.

DXS-1210 Series 10 Gigabit Ethernet Smart Managed Switches

With support for a combination of 10GBASE-T and SFP ports, the cost-effective DXS-1210 Series services a range of network needs for any business. D-Link's new additions to this series, models DXS-1210-28T and DXS-1210-28S, are 28-port switches equipped with four 10G/25G copper or fiber ports which allow for low latency, high efficiency, and flexibility for easier network integration. With Layer 3 features and expandable capacity, the DXS-1210-28T can serve as either an aggregation/access switch in large Enterprise environments or as the core of an SMB network.

Tenda launches MW5G Home Mesh Wi-Fi Router System in India

Tenda introduces MW5G AC1200 Whole Home Mesh Wi-Fi Router System to cover a large space area with consistent Wi-Fi signals while eliminating the dead spots within the house. The new mesh router is an addition to its best selling mesh router systems in India.

Tenda MW5G is a 1200Mbps dual-band distribution mesh Wi-Fi system designed for medium to large-sized households, bringing in exponential Wi-Fi coverage, as well as a faster and stable Internet connection to cover the household.

A Pack of 3 MW5G provides up to 3,500 square feet and pack of 6 provides 6,000 square feet Wi-Fi coverage range and is also ideal for more than 1-floor houses.

Compliant with IEEE 802.11k/v/r seamless roaming protocols, MW5G supports automatic network optimization and automatic routing selection, allowing one to enjoy a more stable and flexible wireless network.

Ghar Tak Fiber: An Initiative by Common Service Centers

Common Service Centers (CSC), an SPV under the Ministry of Electronics & Information Technology (MeitY) has undertaken the task of extending optical fiber connectivity to the villages from gram panchayats or village blocks across India under BharatNet initiative through its Village Level Entrepreneurs (VLEs).

On the 74th Independence Day, PM Modi said that "only 5 dozen village panchayats were connected with optical fibre before 2014. In the last 5 years, 1.5 lakh village panchayats have been connected with optical fibre. In the coming 1000 days, every village of the nation will be connected with optical fiber."

CSC-SPV has aimed to provide Fiber to the home (FTTH) broadband internet connectivity to 45,945 villages of nearly 8900 Gram panchayats, where Wi-Fi and FTTH through BharatNet is functional.

"Now with the spread of broadband connectivity in villages of Bihar, online service delivery and various other Govt. initiatives can be availed by citizens on click of a button. New Employment opportunities burst in villages will help local youth and especially girls to become independent and a support to their families. New avenues of extra income sources such as rural BPO, E-Commerce, e-Education, Tele-Medicine, online-banking, shall be created by the availability of internet in villages," Dinesh Tyagi, CEO, CSC said in a statement.

Airtel picks up a stake in cloud communication startup Waybeo

Bharti Airtel announced that it has on boarded a strategic stake in tech startup Waybeo under the Airtel Startup Accelerator Program as part of its strategy to scale up its cloud offerings.

Waybeo, a Trivandrum headquartered startup focused on deep AI based analytics for cloud telephony, is the fifth startup to join the fast growing Airtel Startup Accelerator Program, which helps promising startups unlock their potential.

As per IDC, the public cloud services market in India is likely to reach US$7.1 billion by 2024. Within this, the cloud telephony market is seeing rapid growth as businesses move processes to cloud based platforms.

Waybeo has built cutting-edge analytics tools for the enterprise cloud telephony segment. Under the Airtel Startup Accelerator Program, Waybeo's solutions will get larger distribution reach while giving Airtel access to Waybeo's proven as well as emerging technologies. Airtel serves over 2,500 large enterprises and more than a million emerging businesses with an integrated product portfolio, including Airtel Cloud, a multi-cloud product and solutions business.

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DIGISOL Systems to conduct free Online Training on FTTH soon

DIGISOL Systems will be conducting a free online training on FTTH Basics on 4th September 2020. This online training aims to enhance knowledge of System Integrators, ISPs and Partners on FTTH and introduce them on the latest FTTH products and solutions offered by DIGISOL.

The training is designed to give participants a detailed insight on the Fundamentals of FTTH Technology. Our in house expert will throw some light on FTTH Access networks and GPON Associated Technical Terms.

DIGISOL has been empowering Partners, System Integrators, ISPs/MSOs across India by conducting various training programs under DITT (Digisol Institution of Technical Training) and even during this time of unprecedented uncertainty, the company has taken the responsibility to empower all the partners by conducting such free training programs.

AVEVA rolls out new Program for industrial channel partners

AVEVA launched AVEVA Select, a new program designed for partners to gain full access to its comprehensive software portfolio. The new AVEVA Select program is designed to help customers accelerate their digital transformation agendas by leveraging the breadth of the AVEVA software portfolio across its install base.

The AVEVA Partner Network today boasts over 5,000 members providing opportunities for Alliances, Systems Integrators, Distributors, Solution Providers and Technology Partners to participate in the AVEVA community. With programs designed to suit every product and solution specialization and industry, AVEVA Select aligns to both market and technology trends helping companies simplify design, optimize production, reduce energy and maximize performance. Its programs and support initiatives are designed to promote the variety and value of applications developed and delivered on the AVEVA platform worldwide.

With AVEVA Select, partners will be able access the entire AVEVA portfolio through the channel that they have known and trusted, often for as long as 30 years. The program will expand AVEVA's reach to a wider distribution of industries, outside its previous core customer base of mid/downstream Oil & Gas, heavy chemical, power generation and distribution, to incorporate many other sectors including Food and Beverage (F&B), Consumer Packaged Goods (CPG), Smart Cities and Infrastructure, Mining, Paper and Pulp, Utilities, Water and Waste and Discrete industries (e.g. automotive, electronics).

Huawei introduces Intelligent Twins

Huawei has announced the Intelligent Twins at HUAWEI CONNECT 2020, which is the first time systematic reference architecture is proposed for the intelligent upgrade of governments and enterprises. Customers and partners of Huawei can build their own intelligent solutions based on the Intelligent Twins to enable intelligent transformation across industries for all-scenario intelligence.

Intelligent Twins leverage cloud as the foundation and AI as the core. With collaboration across the cloud, network, edge, and device, Intelligent Twins enable an intelligent, open system that is capable of all-dimensional perception, all-domain collaboration, precise judgment, and continuous evolution, delivering a smart experience for people, cities, and enterprises in all scenarios.

At this event, Shenzhen and Huawei announced Shenzhen Intelligent Twins. The project aims to build an integrated deep learning system for citywide coordination, enabling a smart city that is perceptive, conscious, evolvable, and familiar. This will turbocharge the intelligent transformation of Shenzhen to new levels. The event was also attended by China University of Petroleum and China FAW Group, with their success cases of Intelligent Twins for the oil and gas industry and manufacturing.

Industries need to overcome multiple challenges before going digital and intelligent. The challenges include disparate terminals, diversified connection requirements, coexistence of old and new IT applications, and AI talent shortage. Combining industry applications with technologies such as connectivity, cloud, AI, and computing helps industries tackle these challenges.

Inflow Technologies Signs Distribution Agreement with Menlo Security

Inflow Technologies Pvt. Ltd. announced on its new distribution partnership with Menlo Security, Inc. Menlo SecurityTM provides a cloud-based security platform to protect organisations from cyberattacks. Through Menlo Security's Isolation Core™ architecture,

users are able to block 100% of all malware - including phishing, ransomware and zero-day attacks. Menlo Security's innovative technology separates users and networks from the public Internet through secure, low-latency connections to the web and SaaS applications.

Rajesh Kumar, Vice President Business Unit, Inflow Technologies, comments, "It is a privilege to onboard Menlo Security in our existing portfolio, as it adds a feather in our cap. We strive to deliver the best security platforms available in the market to our customers, and Menlo's offerings will assist us in doing so," said Rajesh Kumar, Vice President Business Unit, Inflow Technologies Pvt. Ltd. He added that "With one of the leading technologies – an Isolation Core that secures access to data and applications – Menlo's security platform is an industry first."

Stephanie Boo, Vice President Asia Pacific, Menlo Security, says, "Menlo Security's proxy platform built on an Isolation Core™ is a cloud-native solution that requires NO endpoint software and can be utilised on any device, OS or browser. By leveraging a Global Elastic Cloud with local Point-of-Presence (POP) in India, this platform allows deployment at infinite scale to completely eliminate the threat of malware from websites, email and documents."

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Capacity Range: 1 – 18TB	Capacity Range: 32GB – 1TB	Capacity Range: 1 – 18TB
Limited Warranty Period: 3 Years	Limited Warranty Period: 3 Years	Limited Warranty Period: 5 Years

CHANNEL LEADERSHIP SURVEY 2020
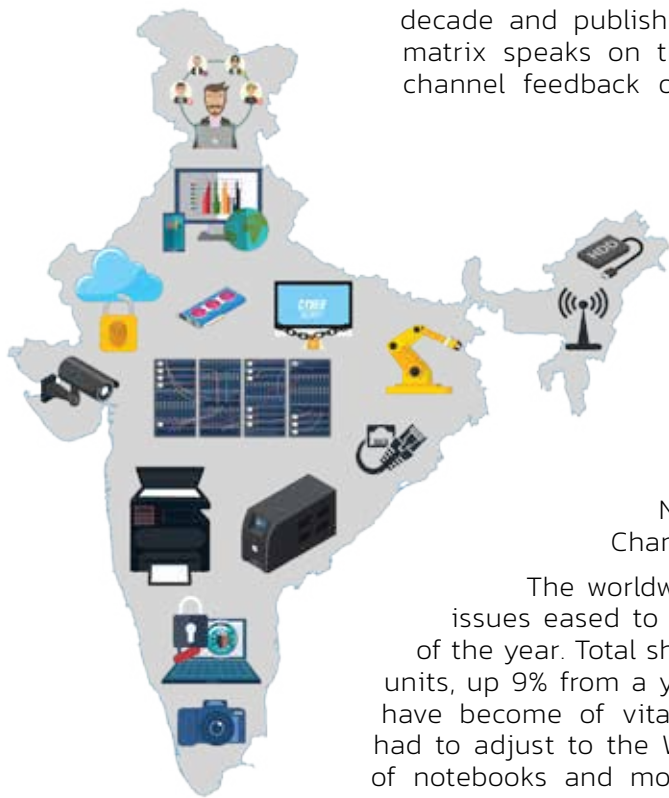
The "Channel Leadership Survey" (CLS) is the study conducted annually since a decade and published on the demand supply gap and market potential. The CLS matrix speaks on the performance of the vendors in the channel, based on the channel feedback on the Vendor's performance over the last 12 months. It gets published in September (Anniversary special issue) every year. In summary, the industry is categorized into three segments i.e. hardware, software and services. These three segments are further classified into forty categories. Each category has several players who get identified as leading player in this survey.

The Channel is evolving day after day and VARINDIA keeps track on the leading technology OEMs in the country, collating the experiences that channel partners have when working with different vendors. Channel partners are asked to rate their vendors across the 10 most important areas of channel management. The winners get recognised in the STAR NITE Awards (SNA) every year. The 19th edition of SNA (DNA of Channel) is slated to happen on the 18th of December in New Delhi.

The worldwide PC market enjoyed a stellar recovery in Q2 2020, as supply issues eased to meet the massive pent–up demand from the first three months of the year. Total shipments of desktops, notebooks and workstations hit 72.9 million units, up 9% from a year ago. The rebound was driven by Notebooks & Printer, which have become of vital importance to businesses, students and consumers as they had to adjust to the Work From Home (WHM) Solutions. At the same time shipments of notebooks and mobile workstations grew 24% year on year, while shipments of desktops and desktop workstations fell by 26%.

With increased use of technology devices, new security challenges continue to arise. The total cybersecurity market is showing a positive growth during the year 2020. The rapid increase in remote–working due to the COVID–19 pandemic has boosted security spending significantly in Q1 2020. Cybersecurity will remain a top priority for most organizations in 2020. The global cybersecurity market is expected to grow from $149.46 billion in 2019 to $152.21 billion in 2020 at a compound annual growth rate (CAGR) of 1.83%.

OEMs continue to make improvements to processes to increase simplicity and have shown commitment to growing revenue through the channel.

Given the impact of the pandemic, vendors are focusing around building cloud–based management and orchestration layers (compatible with multiple cloud platforms) that provide unified management across all the devices under their portfolio through a single pane of the glass thereby enabling easier provisioning and management.

Our survey says that Enterprise spending is expected to be delayed as supply–chain elements remain badly affected. However, telco and government verticals show a strong pipeline for the entire 2020. Investments from telco would be driven by projects related to OSS, BSS, IMS stack for VoLTE and 5G test–bed programs towards 5G development. Also, local cloud service providers would invest in expansion projects for their infra capacity in 2020.

Let's see how the OEMs are able to penetrate into the industry along with the VAR ecosystem……

RAJESH GOENKA
Director
Sales & Marketing, RP tech India

"In our view, both offline and online players will co-exist and the situation will improve the post-COVID crisis. Both channel partners and online commerce platforms offer different value additions to end-users. The biggest advantages with E-Commerce are price and contactless delivery, whereas, channel partners offer value-added services and credit facility. As the Government is easing the restrictions across India, we expect the channel business gain momentum in the coming months and channel business has already started to pick up since August 2020.

We have the state of the art selection process of potential channel partners. Broadly we look for partners' core competency, their go-to-market customer & business strategy, financial health and value-added support to end customers. RP tech India has been at the forefront to launch a series of value-added channel programs to support partners liquidate their stocks and ensure business continuity during a nationwide lockdown. We first launched the Green & Orange Zone offers for partners to reward top-performing partners. Tech Tuesday is another ongoing campaign where we do extensive promotion of brands schemes on RR tech social media platforms. We successfully executed RP tech Work from Home (WFH), Learn from Home (LFH) and CO-RONA Safeguard campaign wherein we marketed a complete range of WFH & LFH solutions through extensive PR and Digital Promotions. All these programs were highly appreciated by both partners and vendors."

SUNDAR N BALASUBRAMANIAN
Managing Director, India and SAARC
Check Point Software Technologies Ltd.

"Channel is central to our India business. We work with channel partners and strategize with them to deliver a better customer experience and meet their cybersecurity needs. There is growing trend among our buyers to look for products online. As such we are utilizing our existing India Channel Partner network to reach all customers spanning all ecosystems. We continue to witness deal registration growth by our channel partners' year on year, as well as our deal size. The increase in the number of deal registration is a leading indicator of our channel vibrancy in deal registration growth by channel partners' year on year in India. We continue to groom and develop new partners and in the process have gained many new customers for Check Point. Many of the new partners switched from competition or are influenced to start their cybersecurity business with Check Point. Each year, we continue to see quite a number of new partners recruited in being India.

• One Team: We believe the channel is critical to scaling our business and that is why we are focused on extending our team by including the channel, and having them work together as one cohesive team. This involves extending all the same resourcing available internally to our channel, joint planning to ensure they are specialized for their future, and customized enablement plans to ensure they are growing as an organization and as part of our extended team.
• Specialization for the Channel: Specialization is the key to the future of security. Just as sales roles have specialized so too must the channel, including distributors and partners. This will ensure we continue to grow while future proofing the channel. We recognize one size doesn't fit all, that it is why it is important to create the appropriate models, support, and training for our specialized channel, even extending our HR functions like training and recruitment. By training and enabling our current relationships to focus on their strengths and our joint plans, we ensure a successful future both for Check Point and our partners. Key specializations include core, advanced threat, and cloud along with traditional specialties like services only and MSSP.

Check Point is a 100% channel company. Most of our business is channel led, with a minority being Check Point-led but fulfilled by partners.

ANIL SETHI
Vice President & General Manager- Channels India
Dell Technologies

"Channel partners are integral to Dell Technologies overall success in delivering an excellent customer experience. They have always been the driving force behind Dell Technologies' business growth. While the world is facing a lot of changes in terms of uncertainty, we are witnessing a change in customer behavior as well. Every company needs to update their go-to-market strategy to meet the customer expectations with utmost safety. Our channel partners are trusted vendors to their customers. They continue to support their large system integration and infrastructure requirements with no significant impact, owing to the e-commerce boom.

Dell Technologies' top priority is the safety and well-being of its customers, partners and the community in which we work and live. We are putting in all efforts to ensure that we support, collaborate and enable our partners, who can provide the same support to their customers. Dell is the one-stop shop for all support, products and services a customer could require. The rapid introduction of new, sophisticated infrastructure and application solutions is upon us as emerging technologies hit their stride. Our customers need the right technology for their ever evolving needs and our partners play an important role in supporting these requirements. The channel partner community at Dell is very creative about our go-to-market strategies and how we work with our customers. The ongoing situation is bringing us all closer and making us innovative to keep pushing our business forward. Information technology is becoming more specialized, requiring both Partners and OEMs alike to build expertise.

Some of the key areas that we keep in mind while working on strategy are:
• Technology - Migration to Cloud, Hybrid Cloud and Infrastructure consolidation is happening more than ever before. So is automation – in order to reduce dependency and manage such issues in future. So partners should enhance skills in these areas – build their capabilities on AI / ML ready platforms, or on all-cloud-certified platforms
• Skilling - In these times, Dell has provided free trainings and certifications to thousands of partners – so that partner specialists are able to make the best use of the lock-down times, hone their skills, and some of them are improving their partnership tier with Dell Technologies
• Safety - Security, Data Analytics and Robotics are other technologies that are gaining momentum in the industry

AJAY DUBEY
Country and Channel Head
Forcepoint

"E-commerce businesses and IT businesses operate in a totally different way. In an IT business, customers can buy the license and products online, but installation needs to be done at the organisation's premises, for which organisations need to choose the right product and solution based on their business requirement. To choose the right solution and implement it, an organization should have an in-depth understanding of the product and its sustainability as some of these products need annual maintenance. Our partners are skilled enough to understand the customer's requirement and help them choose the right product and solution. The three stages in our business are pre-sales, sales, and post-sales where we demonstrate, implement, support and maintain the product which an e-commerce business will not be able to do. In our business, channel partners are very much safe and they can continue to do business with companies that deliver software or cloud-based solutions. Our partners have done more business during this pandemic by selling our software and cloud solutions. Two things we consider when we design our channel policy. Our partners can benefit in terms of profitability and predictability of business. The relationship of partners with Forcepoint is a recurring business, where we offer a subscription-based model to our customers. Customers need to keep renewing the subscription of our products and solutions on a timely basis in order to receive uninterrupted service from us.

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EAP225-Outdoor

Omada AC1200 Wireless MU-MIMO Wall-Plate Access Point

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SAMEER BHATIA
Director-Asia Pacific Consumer Business Group and Country Manager for
SAARC & India, Seagate Technology

"In India, we have been seeing a strong growth not only on the consumer side but also on the enterprise side of business which is creating opportunities for our channel partners as well. While storage solutions catering to consumer needs – from everyday users and creative professionals to gamers – primarily drive our business here in India, we are witnessing a shift towards enterprise data and consequently an increase in demand. As per the recently published Rethink Data Report, while only 33% of data available to business in India is put to work, enterprise data is projected to increase at a 45.2% annual growth rate. As a brand we believe in being close to the reseller partners, understanding their needs and enabling them with right set of knowledge and tools. We help them in keeping pace with the latest product trends and serve their customers with right offerings. We work closely with three channel types in India. These are retail channels comprising of the brick and mortar stores, online channels including prominent e-commerce companies in India such as Amazon, Flipkart, PayTM, & Tata Cliq among others; and, large format retail chains such as Reliance digital, Croma, and Vijay Sales. We have a very fluid relationship with all our partners enabling the buyers to easily access our products, readily available at all channels convenient to them.

Our focus in 2020 is on helping partners drive profitability by enabling them to embrace and monetize the new opportunities around edge computing and artificial intelligence (AI). The global datasphere is forecasted to grow from 41 zettabytes in 2019 to 175 zettabytes by 2025, according to a recent study. Nearly 30% of that data will require real-time processing. As businesses in India go on investing in robust infrastructure to support greater data processing at the Edge, our partners are eyeing the trend as the avenue for their increased sales.

RAGHURAM KRISHNAN
Director – Partner
Citrix India

"E-commerce as a platform is relevant only in technologies where the customer literacy level is very high and needs minimal OR no support from the partner in identifying the product or technology to meet their requirements and installing the same. Today when we want to buy a laptop, we go on to an e-commerce website, check options and place our order.

However, the solutions that Citrix sells in the market need a lot more introspection and understanding of the customer's current environment and further detailing before even a basic architecture can be designed. Our partners with their skills and knowledge of the customers are better enabled to do this and quite frankly it cannot be done by selecting a standard product from an e-commerce platform.

When we discuss and design the channel strategy, our two main priorities lie in helping our partners be more profitable to do business with Citrix and being relevant to customers. In these trying times of the pandemic, our partners have been able to help out their customers in setting and enabling the Citrix solutions for remote working. I am sure that it supported our partners to attain the trusted advisor status and to make it simpler to take our solutions to their customers, that we at Citrix have focussed on consolidating our four specialisations (virtualisation, mobility management, networking for data centre and networking for apps and mobile security) to just two workspace and networking.

With digital transformation accelerating rapidly over the past few months, we have also focused on moving beyond just virtualisation to digital workspace solutions, to help our partners and customers see the value it can bring into the workspace. Furthermore, we are investing in helping partners differentiate their offering by bringing Citrix Workspace with intelligence to the front. While keeping our partners' best interests in mind, the basis of our every channel policy has been to focus on helping people be more productive.

SEAN COLLINS
Senior Director International Channels and Inside Sales
Extreme Networks

"We operate in a workplace environment that is undergoing digital transformation and has become far more complex, mobile and dynamic as a result. The impact of COVID-19 has just seen an acceleration of this trend. Our most successful partners are those who focus on solving their customers' issues with technology solutions, and have adapted quickly to an increasingly cloud and subscription-based model for technology procurement and operation.

Technology implementations can no longer be on a three-or-four-year refresh cycle. The traditional boundaries and functions of the enterprise network are being constantly redrawn due to the rise in remote workers, increased deployment of IoT devices, adoption of cloud services and mobile applications, and greater use of AI and robotics. It's critical that organisations are deploying networking technologies that are constantly monitored and managed, and can be configured to adapt automatically and on-demand.

We are encouraging our partners to evolve with us as we focus on building out our software-driven, end-to-end networking solutions and cloud capabilities. This is ultimately the way that our partners will continue to deliver business value to their own customer base. We are doing this by increasing the incentives around sales of our advanced solutions and subscription-based cloud services, including our ExtremeCloud™ IQ cloud-based network management solution. ExtremeCloud IQ provides a subscription-based service with unlimited data that can operate across all major public cloud platforms, as well as in private and on-premises clouds.

MANISH ALSHI
Director – Channels & Alliances
VMware India

"The e-commerce segment offers a tremendous growth opportunity for the channel community. Not only has it expanded the marketplace, but also opened new avenues of business possibilities. The conventional modus operandi is steadily undergoing a tectonic shift in the way we serve our customers and the channel community is evolving rapidly, to stay ahead of the curve.

As the e-commerce marketplace moves up the maturity curve, it opens up business opportunities in areas such as cloud computing, intrinsic security and digital workspace, thereby providing an additional platform for the channel community to participate, sustain and grow. With multi-cloud taking centre-stage, channel partners too, are establishing business practices and go- -to-market strategies in areas such as application modernisation, migration services, digital transformation initiatives & edge computing solutions. VMware India's channel policy keeps the ecosystem interests at its core and strives to ensure consistency, ease of doing business with VMware and faster time-to-market for our partners.

The objective is to evolve into a 'customer for life' mindset and empower our partners to leverage VMware's solution platforms to deliver consistent value across the complete customer life cycle. Additionally, the intent is also to create an environment where we can market the capabilities of our partners by engaging in co-selling, joint account planning and deeper relationships with them.

To achieve this, we have created a flexible and scalable program infrastructure across the key tenets of the partner lifecycle that includes onboarding, enablement, joint go-to-market initiatives for demand generation, practice activation, incentives, and business compliance. Our channel policy aims at delivering a more sustainable partner experience that is well positioned to capture and capitalise on the market trends.

HARSHA PAHUJA
Manager, Channels and Alliances-India and SAARC
CrowdStrike

"CrowdStrike's innovative cloud-based Falcon platform equips partners with a range of modules and capabilities that continues to broaden at an astounding rate. CrowdStrike partners enjoy the certainty of a CrowdStrike platform renewal, new offerings for new and existing customers, and downstream services opportunities that come from selling these offerings.

CrowdStrike was founded to solve customer pain points through modern, scalable and transformative platform technology. The CrowdStrike Falcon Platform is the first multi-tenant, fully cloud-native, intelligent platform.

With a vision to deliver the most effective breach prevention solution on the market, CrowdStrike is redefining security for the modern-day business that is largely in the cloud. Until CrowdStrike Falcon, no security solution could meet the complexities brought by the cloud, remote access, and applications. The CrowdStrike Falcon Platform is the only next-gen endpoint protection solution that consolidates next-gen AV, endpoint detection and response, managed hunting, IT Hygiene and Threat Intelligence.

CrowdStrike is looking for partners with a strong focus in assisting customers with their broader security strategy and ecosystem. Partners that will invest in best of breed technology, enabling themselves to deliver back to customers the highest level of experience, knowledge and customer satisfaction.

CrowdStrike's network of partners is core to its business, and it invests heavily in enablement, training and certification. CrowdStrike's Elevate Partner Program is integral in driving personable, flexible engagement and services for global partners, while rewarding those who are top performing.

SACHIN RELWANI
Channel Head
Kaspersky (South Asia)

"Technology is a fast-moving and ever-changing sector. Every year, we try to come up with something new for our partners in helping them to achieve their goals. Good people build great organisations, and that includes our partners who we work closely with. Our main focus will be to deliver a better and differentiated experience to our partner community. Kaspersky is a 100% channel centric company, our growth as a cybersecurity brand is greatly dependent on our channel partners. We have been growing tremendously especially in the B2B market because of the assistance that our partners provide us with.

The e-commerce segment is indeed growing rapidly, however we see it as complementing our partner ecosystem. Not only do we support our partners by providing our solutions, but also extend our expertise to the partners who can learn and have a deeper knowledge about the ever evolving cybersecurity landscape and work towards specializing in their particular field of interest. Our channel partners connect us with businesses who are struggling to cope up with the current cybersecurity scenario. Enterprises and businesses too need expert guidance in order to understand their pain points and deploy solutions according to their needs and budgets. Hence, closely working with partners and cybersecurity companies like us is preferred by the CIOs and CISOs, and we don't see this trend fading anytime soon. Kaspersky has put sustained effort in attracting new partners and offering more benefits to existing and new ones. The launch of a new partner program – 'Kaspersky United' – was one of steps to address these priorities.

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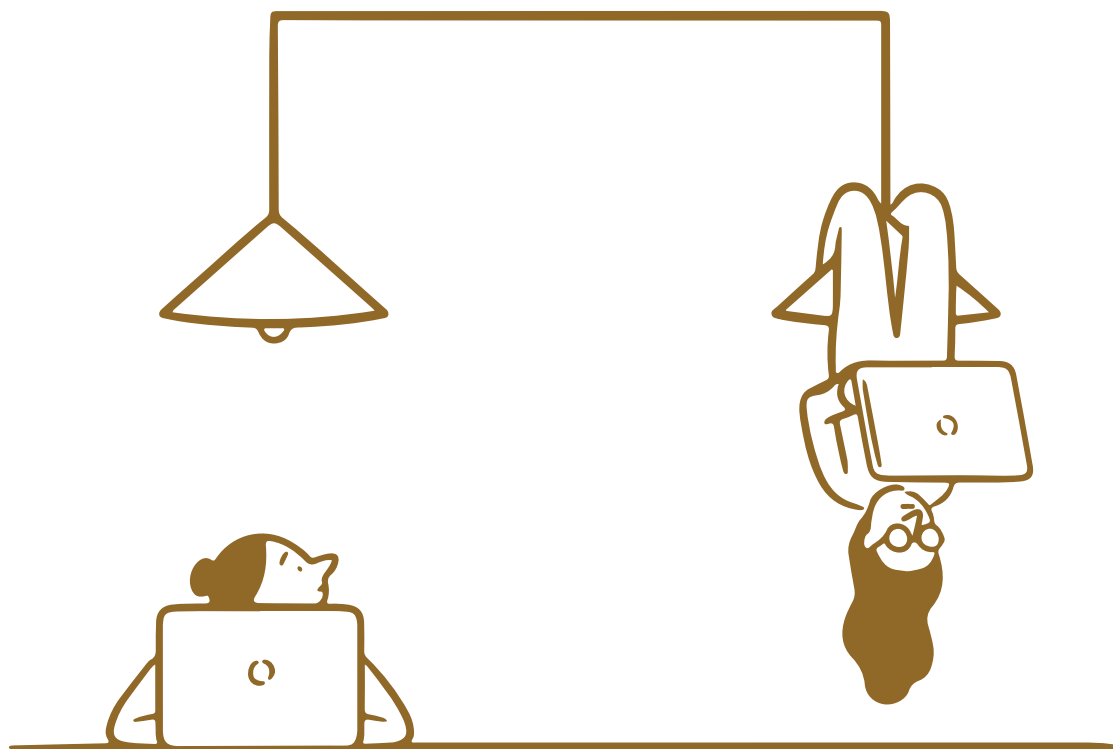
Help every employee do their best work
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KALYAN DEEP RAY
Manager – Global Partners Organisation, India & SAARC
CommScope

"Even before the pandemic, e-commerce was already proliferating across India, and the outbreak has only amplified the need for businesses to re-pivot to digital means to ensure business continuity and continue serving customers. At CommScope, we anticipate such market shifts to indicate higher collaboration amongst the players in the channel ecosystem, and not substitution of traditional offerings. As the online marketplace in India continues to evolve, CommScope will continue to prioritize large-scale infrastructure and data center offerings, where we show our value through a deep understanding of our customers' businesses, and design and customize solutions best suited for their specific needs. We anticipate that in the near future, higher bandwidth requirements will mean such tailored solutions will be even more critical, requiring increasing levels of hands-on design and implementation. We also understand that the channel ecosystem is looking to evolve quickly in this new normal, and we are investing in digital initiatives that allow our channel programs to stay flexible and adaptable, to better serve our partners and customers in India.To help our partners stay agile as the channel ecosystem evolves, CommScope's Partner Program is hence designed to be modular to fuel growth and scalability across various offline and online platforms. The services extended by channel partners will continue to be the driving factor for our offerings in India.

Partner relationships are key to providing localized delivery of customer maintenance and support in the most efficient manner. The key things we consider include the company's primary business focus and the products they sell, but we also want to be sure our channel partners can provide support to their end customers efficiently, so we check for information on support tools that they use. We also need to prioritize helping channel partners find new revenue opportunities in today's competitive and fast-evolving markets. Navigating business growth and expansion can be challenging - especially for the telecommunication and connectivity ecosystem which we serve - and it is essential that our channel program provides a wide scope of tools to help partners succeed. This can be in the form of allowing partners to access recruitment support, industry events, marketing engagement (e.g. webinars, newsletters, collateral, site branding and merchandise store) and of course sales enablement (e.g. partner portal, playbooks, campaign toolkits, leads for partners).

SANJEEV MEHTANI
Country Manager – Sales
Acer India

"Even though the E-commerce segment has been coming up aggressively in the recent past, the importance of channel partners has not reduced. Both offline and online shopping are equally crucial for a consumer-facing business. Etailers are also looking to tie up with Physical retail stores which are a testament to our channel approach. It is quintessential that there is an integrated Etail and physical retail. At Acer, we also focus a lot of our efforts around training our channel partners on the latest technologies and solutions. This helps resellers advise solutions that help customers better understanding and enhance profitability. We also have robust channel partner policies which helps our partners to get support and scale their offerings and business. Our channel partners play a crucial rule in taking our brand and product to our end customers.

At Acer, our commitment to partners is stronger than it ever has been. Challenging times like this require innovative and next-gen technological solutions that define newer business models; a new normal. The channel community depends upon interaction, information sharing, discussion, and a host of interactive elements that form their arsenal. To further grow our partnership, we have devised policies that utilize the strength of our partners and enable them to sell from the complete gamut of products which Acer carries in its portfolio in India. Our mantra is to work with our channel partners, train them, and help them create and build sustainable and profitable business models. Our strategy is to empower our partners by offering industry-relevant solutions that partners can effectively leverage in the Indian market.

SANJAY ZADOO
Country Manager Channel
Vertiv India

"With travel restrictions and disrupted supply chains, consumers have depended heavily on e-commerce platforms for delivery of goods.

While all things indicate that e-commerce is only steadily increasing in popularity and market share, it largely holds good for B2C companies. For B2B companies, like Vertiv, channel partners play a crucial role to help OEMs reach their customers and advise them on the right kind of solutions to suit their specific needs, something that cannot be done through e-commerce platforms. Through this pandemic, Vertiv has been providing services to customers that fall under the Essential Services Maintenance Act i.e., data centers, IT & ITes, telecom, media networks, banking, financial institutions, hospitals, etc. With the help of our partners, we have supported the essential services sector during these challenging times.

At Vertiv, we continuously keep our channel partners informed of new products, solutions and tools we have to offer, as well as offering education on customer challenges and industry trending topics. Only when they are educated and aware of what we have to offer, they can connect us with the right customers. While e-commerce is gaining traction, the Indian channel partners will continue to be an important part of the distribution and support process, especially for the B2B sector.

The foremost consideration of designing a channel policy is the ease of doing business with Vertiv that ensures seamless onboarding, devising workflows and engagement with customers.

While You Focus on Your Core Business…

We Take Care of Your Core Digital Infrastructure–Data, Security and Network!

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…connecting & securing your world

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CONTACT US

DELHI (HO)
A-11, Pocket A,
Okhla Industrial Area
Phase 1, New Delhi - 110020
Contact: 011-41024135

GURUGRAM
6 A/B/C/ Tower B4,
Spaze I-Tech Park
Sohna Road, Sector 49,
Gurugram – 122018, Haryana

MUMBAI
304, A Wing,
Damji Shamji Corporate Square
Lakshmi Nagar, Ghatkopar East,
Mumbai 400075

BANGALORE
#304A, 3rd Floor, HVS Court,
Cunningham Road, Opp. Indian
Express, Bangalore-560052
KARNATAKA.

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J KESAVARDHANAN
Founder and CEO
K7 Computing

"When framing a go-to-market strategy, K7 Security analysed the market and purchasing behaviour of customers. Unsurprisingly, customers prefer to buy from those they know and trust. Accessing customers' direct touchpoints, whether retail establishments or technicians, requires building a chain of relationships at the regional, neighbourhood, and last mile level. K7 has built a 100+ partner outreach team to actively pursue partnership opportunities. This direct-to-partner approach has been welcomed by partners at all levels as it shortens communication lines and K7 benefits as well with rapid, granular market updates across territories.

The direct-to-partner approach has been bolstered by a slew of initiatives to ensure partner success. An aggressive brand building campaign that covered both offline and online channels boosted top-of-mind awareness across customer value segments and resulted in increased revenues through greater conversions and shorter sales cycles from discovery to purchase. K7 also listens actively to feedback and rationalises product lines based on market response and inputs. We have increased the number of SKUs to cater to different customer segments and tweaked our offerings to improve our value proposition to different demographics. We have also introduced new channel packs for partners which they can choose based on the conditions of the market they serve and their cash realisation cycles. Partner incentives have been tweaked based on evolving market conditions and partner sales patterns. This has resulted in the creation of incentive schemes that are both simple and effective, rewarding partner performance with benefits that flow quickly from conversions.
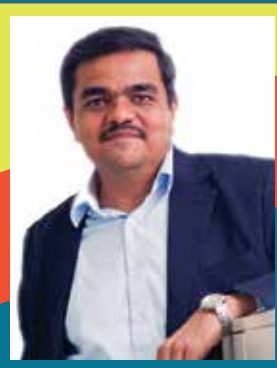
ASHISH P. DHAKAN
MD & CEO
Prama Hikvision India

"Being a distribution channel driven company with 11 years of successful track record and impeccable trust, we at Prama Hikvision ensure that our partners are safe despite surge in the e-commerce trends. We are ensuring that they are aligned to the evolving B2B e-commerce trends.

The e-commerce has been directly impacting micro, small & medium enterprises (MSME) in India. We are ensuring that our B2B e-commerce growth story is more inclusive—one that empowers the partners and end-users both. While designing the channel policy the key things we consider are sacrosanct with our corporate values and business strategies. They are, value additions, financial incentives, trusted relationship, and enhancing End-user experience. For the channel policy to become a scalable success from the first moment, it's best to be well informed. To do that need to know the type of demand and consumption applicable to each type of product, service or niche, as well as studying the competition's activity and considering the range of resources available to build the network.

We had introduced the Prama Hikvision's B2B portal and Prama India mobile app as a powerful tools for our channel partners to automate the distribution sales process and make it more efficient. 'Prama Hikvision Expo' has been our most successful channel partner program; it has been conducted every year across India in major metros and cities. It has created a new benchmark in the security industry. We have successfully conducted it last year. The plans are underway for this year too, provided the COVID-19 impact subsides. Our successful channel program strives to bring partners together to share information, receive training, network and work as a team."

ANTI VIRUS IS THE FOREFRONT TO PROTECT THE COMPUTING DEVICES

1. ANTI–VIRUS

The demand for antivirus solutions has grown drastically in India in view of the rise in internet penetration in the country and proliferation of personal computing & mobile devices. In addition to that, the evolution of the cyber-security threat landscape in India over the past few years is seen as another advantage to its growth.

In addition, rising use of paid antivirus software by individuals, increasing demand for smartphones by the young population, and growing awareness among consumers regarding effects of virus attack is further driving this market. Enterprises are also seen increasing their security budgets and investing heavily in anti-virus solutions. However factors such as availability of third party or pirated antivirus software in the market will pose a major challenge to the product demand.

KEY TAKEAWAYS: The global Antivirus and firewall software market was worth over $37 billion in 2019 and the cyber-security market in India, stands around $4 billion with the industry exhibiting a growth of over 100% during the similar period. Experts believing that security spending is on pace and will not cease to grow. The antivirus software market is thus poised to see an upward trend in the near-future. With India being one of the major consumers, the demand for antivirus software is projected to be coming from the tier II cities, as they emerge as breeding grounds for tech start-ups and IT hubs.

KEY VENDORS: Kaspersky, Norton, Quick Heal, BitDefender, eScan, Sophos, Trend Micro, McAfee, ESET and K7 Computing.
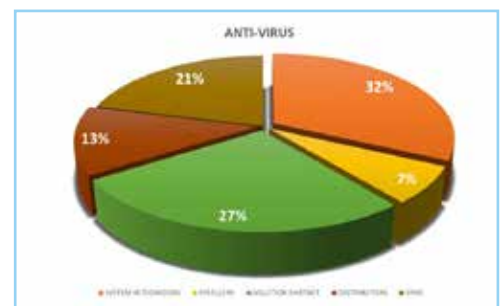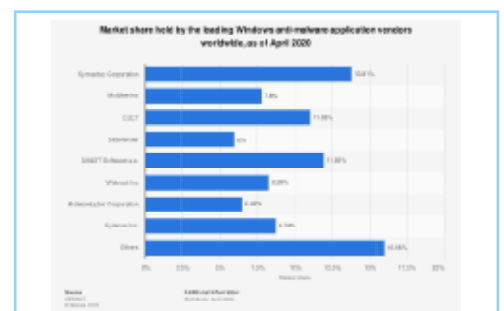
2. APPLICATION DELIVERY NETWORK

The integral elements to application delivery network (ADN) are the increasing demand for various tasks such as SSL encryption, web application firewall, DDoS protection, authentication, and SSL VPN, among others. BYOD (Bring Your Own Device) is cited as one of the major drivers of the ADN market. A significant driver for the market is the growth in the number of applications hosted in the cloud and ADN will further see a boost with the demand for cloud-based application delivery services expected to increase in future. In addition, ADN has also gained vital importance across the end-user industries that are undergoing rapid digital transformation. Besides, ADN solutions find applications in verticals such as healthcare, Retail, Government, BFSI and media & entertainment segments.

Key Takeaways: The global market for ADN is estimated at US$6. 1 Billion in the year 2020, is projected to reach a revised size of US$11.This is because companies are seen increasingly adopting ADN solutions to protect their critical information from malware attacks and against data loss. The major challenges however faced by the vendors in this space are an increase in proliferation of online business applications and an increase in the number of mobile devices, which is causing complexities in delivering the applications. Also the ADN market is a highly competitive market with many big and small players always competing against each other. The major players in the market are using technological innovations in order to stay ahead of the competition.

Key Vendors: F5 Networks, Cisco, Citrix, Array Networks, Radware, Fortinet, Kemp technologies and Akamai.
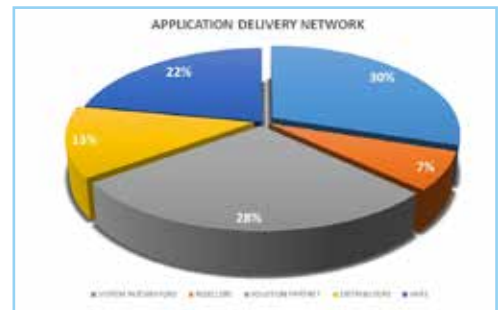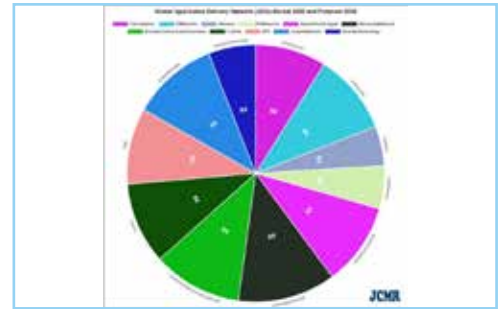
CLOUD SECURITY IS IMPORTANT FOR BOTH BUSINESS AND PERSONAL USERS

3. CLOUD SECURITY

The global Cloud Security Market was valued at USD 6.76 billion in 2019 and is projected to reach USD 37.69 billion by 2027, growing at a CAGR of 25.86% from 2020 to 2027. Cloud Security, also called cloud computing security, includes a set of policies that work together to protect cloud-based systems and data. The security measures are configured to protect cloud data, support regulatory compliance, and protect customers' privacy as well as setting verification rules for individual users and devices. In Indian context, the cloud computing market is poised for huge growth and the technology is increasingly being embraced across businesses as well as consumers.Covid-19 Impact on IT spending and the result shows 64% of the organizations in India are expected to increase demand for cloud computing while 56% for cloud software to support the new normal. As per NASSCOM India market is expected to grow 3-fold to USD 7.1 billion by 2022.

Key Takeaways: The role of the government in implementing cloud security in different countries is expected to boost the market growth for cloud security. Around 90% of companies are deploying cloud-based services according to various surveys. However these surveys point out that only 12% of global IT sectors understand how General Data Protection Regulation (GDPR) will affect the cloud services. IT engineers mostly say that security was the biggest concern when they adopted the cloud computing platform.

Key Vendors: Cisco, DXC Technology, Fortinet, Check Point, Forcepoint, Sonicwall and Sophos.

CYBER SECURITY IS NOW A BOARDROOM CONCERN FOR ALL

4. CYBER SECURITY

With cyber security threats today becoming increasingly sophisticated and complex, the market is poised to grow in big numbers. The Indian cybersecurity services industry is expected to grow at a compound annual growth rate (CAGR) of about 21 per cent to touch USD 13.6 billion by 2025, a report by Nasscom-DSCI. 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.This is also because India's cyber security landscape is going through an interesting phase as businesses are keenly looking at innovative tools to protect themselves from cyber attacks and threats.

Key Takeaways: Data privacy concerns being a key factor will further drive the market demand for security services through 2020. The Covid-19 pandemic has acted as a catalyst with cyber security has bought attentions from most of the companies boards and government bodies too. 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, with this the managed security services and system integration are the most attractive service lines, while identity and access management, big data analytics and cloud security are expected to garner high demand, the same Data Security Council of India report added.

Key Vendors: Cisco, Check Point, Palo Alto, Sonicwall, Fortinet, IBM, RSA, Tenable, Sophos and Beyond Security

INDIA DATA CENTRE MARKET IS POISED TO TOUCH $4 BN BY 2024

5. DATACENTER

The global data center services market is estimated to reach $228 billion by 2020 and India holds a great potential for the growth as It is the most critical support infrastructure for the growth of sectors like BFSI, IT &ITeS, telecom and social media. Secondly, Data localization is likely to increase physical presence of cloud service providers, thereby increasing data center service revenue in the country. State governments in the country are attracting Foreign Direct Investment (FDI) through tax incentives, with Maharashtra, Andhra Pradesh and Telangana having announced incentives for data center development in the last two years. It will also support the strong growth of wholesale colocation. India recorded third-highest growth rate globally and the India revenue represented 1.2% of the global public cloud services total in 2019.

Key Takeaways: The India Data Center Market Size is expected to cross $4.5 Billion, growing at a CAGR of over 4% during the period from 2020-2025. IaaS adoption is likely to grow at a CAGR of 20% between 2020 and 2025. The mushrooming of eCommerce and online marketplace in India continue to drive the market for colocation data centers in India and is expected to drive the market in the coming years as well. Mumbai still remains as the prime focus of data center developers in India with more than 20 percent of market share, followed by Bengaluru and Delhi (NCR). Though big data and IoT are still in the nascent stage of growth, they have huge potential to be the strongest drivers for data center investments in the Indian market.

Key Vendors: Netmagic,Sify, CtrlS, ESDS, GPX Global, NxtGen,Webworks and Yotta.
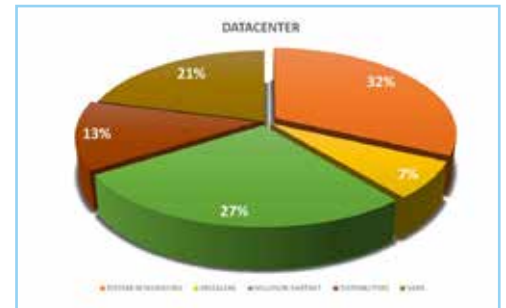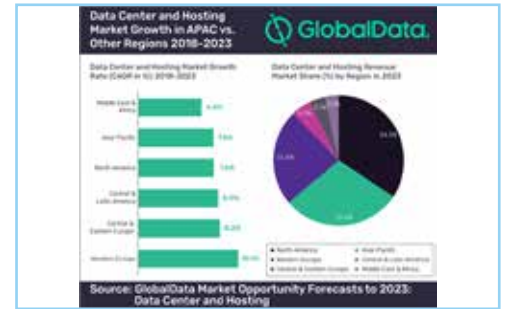
DATA BACK–UP AND RECOVERY MARKET TO REACH $12.9 BILLION BY 2023

6. DATA BACK–UP / RECOVERY

As businesses continue to add storage capacity at record rates, they are also reevaluating data protection solutions to identify additional opportunities to increase data security, operational efficiency, and cost savings. The data back-up & Recovery software market in India is therefore expected to grow manifold. Rapid digitalization, the presence of SMEs & large Enterprises, and the growing adoption of cloud services are some of the factors that are adding to its growth. Having said that, data protection is a dynamic challenge with ever-changing needs and that the value of data continues to grow. In addition, government initiatives towards technological innovations such as introduction of 'Digital India' initiatives are creating new opportunities for data back-up companies across the country.

Key Takeaways: The global Data back-up & Recovery solution market which was valued at $4,950 million in 2016, is expected to reach at $22,228 million by 2023, at a CAGR of 24.2%. However, according to reports, the organized data recovery market is still at a nascent stage in India. There is still the dominance of unorganized sector players that result from lack of awareness, low data privacy concerns and lower cost. The situation is slightly going to change as a result of improved awareness about the importance of data privacy and the higher adoption of global best practices.

Key Vendors: Veeam, Dell Technologies, Commvault, Veritas, IBM, Acronics,HPE and Arcserve .
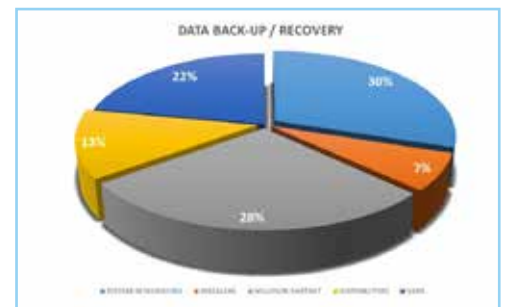
THE DIGITAL WORK PLACE, TRANSFORMS EMPLOYEE EXPERIENCE

7. DIGITAL WORKPLACE SOLUTIONS

A digital workspace provides companies more flexibility, enabling employees to work remotely using their preferred devices, while still ensuring effective security. There has been a growing need to improve the digital resiliency of the workforce after the COVID-19 pandemic has drastically accelerated trends in digital workplace technology. As many businesses scrambled to adopt technology solutions to enable their teams to work remotely. IT leaders have now realized the urgency to scale up their digital workplace technology stacks to ensure the long-term resiliency of their business. The pandemic rapidly elevated many digital workplace technologies from nice-to-have to must-have status.

Key Takeaways: A smart workspace leverages the growing digitalization of physical objects to deliver new ways of working and improve workforce efficiency. Examples of smart workspace technologies include IoT, digital signage, integrated workplace management systems, virtual workspaces, motion sensors and facial recognition. Any location where people work can be a smart workspace, such as office buildings, desk spaces, conference rooms and even home spaces.

The global digital workplace market size is expected to reach USD 54.2 billion by 2027, expanding at a CAGR of 11.3% from 2020 to 2027, according to a new report by Grand View Research. Increasing BYOD trends, remote working culture in small, medium, and large enterprises in emerging economies are expected to drive the market.

Key Vendors: TCS, HCL Technologies, Infosys, IBM, DELL, HPE, Polycom, Teamviewer and Logmein.

8. ELECTRONIC SECURITY

The electronic security systems include surveillance, access control, alarming or an intrusion control to a facility or an area. Technologies like the Internet of Things and SaaS are creating a demand for the home security sector, justifying the need for secured homes and offices. The electronic security market is thus projected to grow at a CAGR of 8.98% over the period of 2019-2024. Global Video Surveillance Storage (VSS) market size to grow from USD 7.5 billion in 2020 to USD 10.2 billion by 2025, at a CAGR of 6.1% during 2020–2025. Major growth factors for the market include the adoption of IP cameras and demand for video surveillance and its storage to secure public places.

Globalization has led to the emergence of a new electronic security market. Infrastructures, such as grids, water plants, and oil and gas facilities are prone to natural hazards.

Key Takeaways: Rapidly growing urban population, mushrooming of residential, commercial and industrial construction are some of the factors that are driving the future of the Indian electronic security market. Adding to this is the rising trend of smart cities in India, which is contributing highly towards the growth of the electronic security market. Several initiatives by the government are also leading to the growth of this market, as it is making use of the advanced technological solutions for criminal detection applications and surveillance.

Key Vendors: Honeywell, CP Plus, Hikvision, Dahua, Axis Communications, D-Link, HID, Matrix, Electronics Eye, Secureye and Zicom.
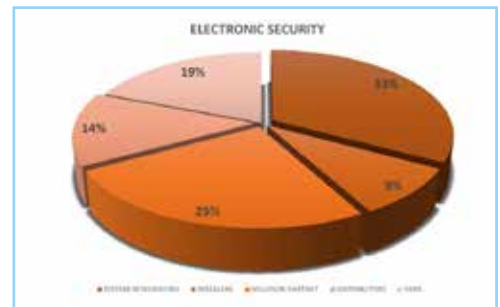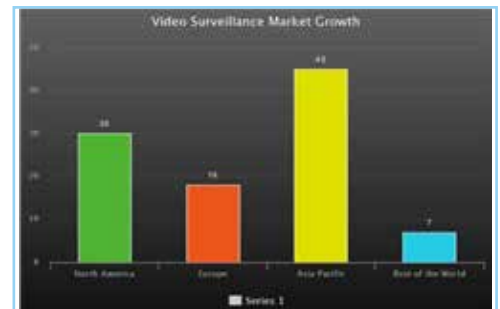
9. ENTERPRISE MOBILITY

The global Enterprise Mobility market is valued at USD 3.5 billion in 2019 and is expected to grow at over 15% CAGR between 2020 and 2026. Rapid penetration of employee smartphones and other personal devices in enterprise related activities are some factors driving this market. Moreover, the recent work-from-home trend across various industry verticals has strengthened the demand for enterprise mobility tools, boosting the market growth.

The India enterprise mobility market is growing owing to factors like growing internet and smartphone penetration, emerging mobility trends such as BYOD, CYOD, BYOA, and surging data telecommuting needs. Besides enterprise, the high demand for enterprise mobility solutions is slowly coming from SMEs, who are fast adopting cloud-based services and from various other sectors such as energy & utility, healthcare & life sciences, media & entertainment, retail and consumer goods, IT and telecommunication, and transportation & logistics.

Key Takeaways: The enterprise mobility industry is witnessing rapid adoption of cloud computing technologies including Software-as-a-Service (SaaS) and cloud storage, which allow employees to securely access sensitive enterprise data without the need to install additional software/ applications on their devices. The main challenge to this however remains regarding the security threats that may affect the company's financial assets and hamper the market growth.

Key Vendors: VMware, Citrix, SAP, Microsoft, Infosys, BlackBerry, IBM, Samsung, SOTI and Tech Mahindra.
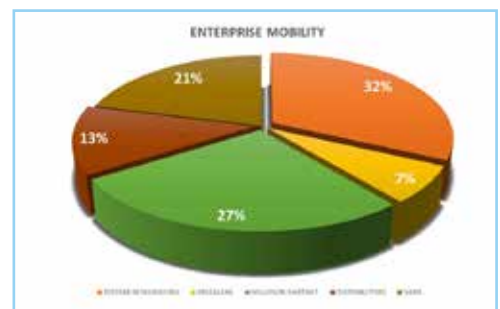
10. ERP

The Indian ERP market is expected to grow due to increasing demand from SMEs. While the global cloud ERP market is expected to grow approximately at USD 28 Billion by 2022 and the growth will continue to 71.63 Bn by 2026. IoT is a form Artificial Intelligence-based technology that allows inanimate objects to get interconnected with each other and transmit data over the internet. When embedded in ERP solutions, IoT facilitates data collection, collation, analysis, and processing for businesses, empowering them to take informed decisions and strategize. The major factors driving the growth of the cloud ERP industry include growing demand among enterprises to improve operational efficiency and streamline business processes and increasing adoption of cloud-based solutions.

Key Takeaways: The global ERP market was valued at $35.81 billion in 2018, while in 2020 the market size is expected to exceed $49 billion. The pandemic is expected to lead to even more ERP sales in an attempt to develop more agile supply chains. The ERP software market is further predicted to reach $78.41 billion by 2026, growing at a CAGR of 10.2%, according to Allied Market Research. SMEs across the globe are rapidly adopting advanced technologies to create a niche for themselves in the global market. They are investing in cloud ERP solutions to enhance their business processes and compete with large organizations. These solutions are further enabling SMEs to improve their overall productivity by helping them reduce the manufacturing time.

Key Vendors: Microsoft, SAP, Tally, Oracle, Infor and Deskera
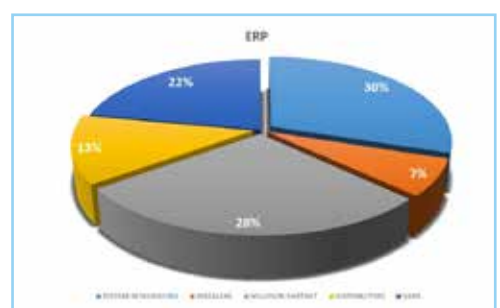
WORLDWIDE ETHERNET SWITCH MARKET RECORDED $6.16 BILLION IN THE FIRST QUARTER OF 2020

11. ETHERNET SWITCHES

According to IDC's Worldwide Quarterly Router Tracker, the first quarter 2020 ethernet switch market in India stood at $130.3 million registering a decline in Indian networking market was majorly due to slowdown in business activity post mid of March due to Covid-19. Investments across multiple industries softened due to the lockdown, which led to remote working conditions thereby impacting the investments of on-campus infrastructure.While North America and Europe that forms the major markets for the ethernet switches market globally, Asia Pacific forms another major region that contributes to the growth of the ethernet switches market with China, Japan and India being some of the major regions that boosts the demand. The global Ethernet Switches market size is projected to reach USD 3410.3 million by 2026, from USD 2980.9 million in 2020, at a CAGR of 2.3% during 2021-2026.

Key Takeaways: The Ethernet Switch market is expected to grow in single digits in terms of compound annual growth rate (CAGR) for 2018–2023. Cisco continued to dominate the ethernet switch market with a 57.4% share during 1Q20, followed by Hewlett Packard Enterprise (HPE) and Dell Technologies. With the demand for bandwidth and high data speed continuously increasing along with growing numbers of internet users across the globe, the Ethernet Switch market is expected to experience a decent growth.

Key Vendors: Cisco, HPE, Juniper, Broadcom, Commscope, D-Link, Huawei, TP-Link and Extreme Networks.
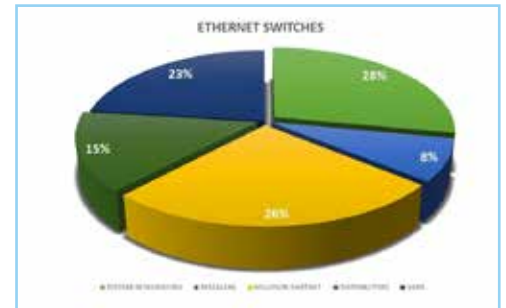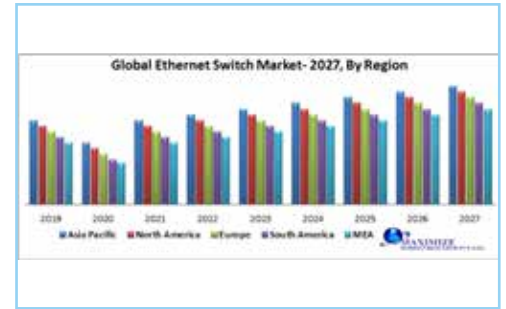
APT IS ABLE TO DETECT THREATS EARLY

12. FIREWALL /ADVANCED PERSISTENT THREAT PROTECTION (APT)

Firewall is an essential first layer of defense against APT attacks. Software firewalls, hardware firewalls, and cloud firewalls are the 3 most common types of firewalls used – any of which will help you prevent advanced persistent threats. Enterprises are beginning to consider how to provide comprehensive visibility and advanced layer 7 security, including threat protection, intrusion prevention, web filtering and application control, since they face a major complexity hurdle managing these point products with no integration and lack of visibility. The firewall segment in India has seen fast paced growth in the IT/ITeS, BFSI and e-Commerce verticals in the country. However as compared to other countries in APAC, in India there is still a lack of specific legislation on data breach disclosures or privacy protections despite the increasing number of cyber security threats, due to which the firewall market remains relatively small.

Key Takeaways: The enterprise Firewall market was valued at USD 8.90 billion in 2019 and is expected to reach USD 15.24 billion by 2025, at a CAGR of 9.44% from 2020 to 2025. The earlier versions of enterprise firewalls have lost their feasibility in the current market scenario, as the high level of threats posed by modern hacking methods cannot be handled by conventional systems. The growth for firewall will be driven by the growing network security and privacy concerns, the increase in network vulnerabilities, and the advancements in digital transformation in various industries.

Key Vendors: Check Point, Fortinet, Cisco, Juniper, Sophos, SonicWall, Forcepoint, Huawei and Infoblox.
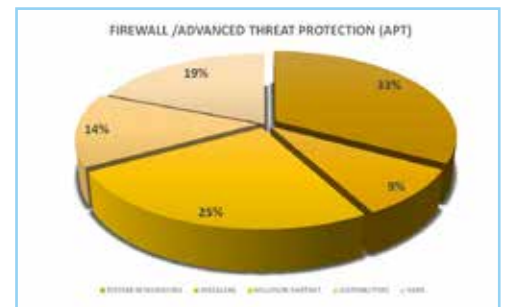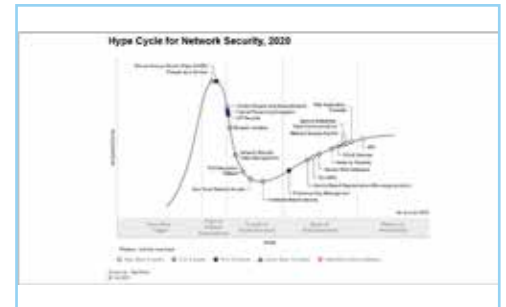
GRAPHIC CARDS BRINGS REVOLUTION IN THE DIGITAL TRANSFORMATION

13. GRAPHIC CARD

With graphic card vendors NVIDIA and AMD reinforcing their positioning strategies and competing with each other to lead the top position, demand for GPUs has witnessed a sudden spike over time. However as per Jon Peddie Research, NVIDIA has a peak market share of 72.9%,with the recent buyout of ARM. ARM allows Nvidia to control the full processing capability -- powering everything from tiny IoT devices to the data center and cloud to supercomputers.In the last 5 years, AMD has been trying in terms of performance to match NVIDIA, especially for the high-end GPUs, while the latter outclassed the former for many quarters.

Key Takeaways: The global GPU market size was valued at $19.75 billion in 2019, and is projected to reach $200.85 billion by 2027, growing at a CAGR of 33.6% from 2020 to 2027. A graphics card consists of many other major components besides GPU. It has VRAM or Video Memory, VRM (Voltage Regulator Module), Capacitors, Resistors and a Cooling Unit that can be either passive or active. However, the outbreak of the COVID-19 pandemic can have an adverse impact on this segment with the market projected to witness a sudden downfall in 2020.This increasing adoption is mainly attributed to the growing need of enhanced visual content by end-consumers.

Key Vendors: NVIDIA, AMD, Broadcom and Qualcomm
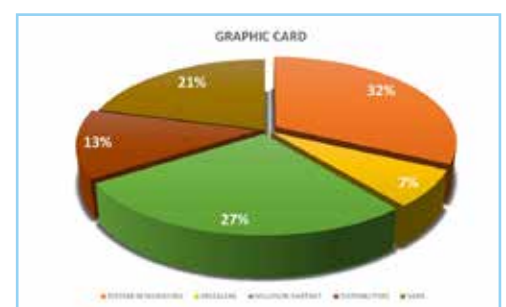
14. HARD DISK DRIVE (HDD)

Total HDD shipments in CQ1 2020 were down 12.9% from CQ4 2019 (67.8 M units in CQ4 2019 compared to 77.8 M units in CQ4 2019) compared with down 5.5% in CQ4 2019 from CQ3 2019, up 5.8% in CQ3 from CQ2, up 1.0% in CQ2 2019 from CQ1 2019 and

	Q1 19 Units/$	Q2 19 Units/$	Q3 19 Units/$	Q4 19 Units/$	Q1 20 Units/$
Seagate	31.0/$66.50	31.4/$70.2	33.8/$73.1	32.4/$76.6	29.3/$86.2
WD	27.8/$73.00	27.7/$75.0	29.3/$81.0	29.0/$81.0	24.4/$85.0

down 11.4% in CQ1 2019 versus CQ4 2018.In the third quarter of 2019, around 83 million hard disk drives were shipped worldwide. The HDD market segment data shows a decline as SSDs ate away all other categories except desktop PCs. The adaptation of flash based SSDs in laptops and personal computers continue which in turn impacts the traditional hard disk drive market. This is also resulting in the drop in price of the HDDs.

Key Takeaways: Led by slower enterprise demand during the pandemic, the HDD revenue is believed to further decline. The revenue is expected to decline at an average annual rate of 2.1% from $10.60 billion in 2018 to $9.94 billion in 2021. However, USB 3.0 hard disk drives, accounting for around a third of total sales, continue to observe greater demand as compared to their other counterparts. The market in Asia Pacific excluding Japan (APEJ) is showing promising growth and the market is projected at over US$ 11 Bn by the end of next decade. The growth of External HDD, comes,with there is need for Data Backup, if your computer's hard drive is damaged, you risk losing all of your digital content. This is why most people back up their content on an external drive in addition to their computer's internal drive.

Key Vendors: Seagate, WD and Toshiba.
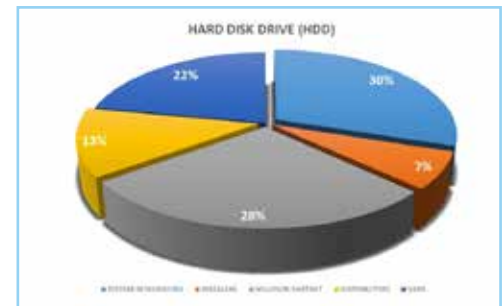
15. HYPER-CONVERGED INFRASTRUCTURE (HCI)

Hyper-Converged Infrastructure (HCI) is believed to be gaining traction to address both optimization demands and removing infrastructure management complexities. In India, its demand is going to come from various verticals like BFSI, IT & Telecom, Healthcare, and government sectors, among others. The Global Hyper-Converged Infrastructure Market size is expected to reach $27 billion by 2025, rising at a market growth of 33.2% CAGR during the forecast period. HCI is one of the most rapidly-growing methods for deploying IT in the datacenter. The HCI market is expected to increase due to many growth drivers such as shifting workload towards public cloud, growing HCI adoption rate in emerging countries, demand from the healthcare industry, etc. Yet the market faces challenges such as limitations due to dual-socket servers, challenges of HCI implementation, etc.

	Q1 19 Units/$	Q2 19 Units/$	Q3 19 Units/$	Q4 19 Units/$	Q1 20 Units/$
Seagate	31.0/$66.50	31.4/$70.2	33.8/$73.1	32.4/$76.6	29.3/$86.2
WD	27.8/$73.00	27.7/$75.0	29.3/$81.0	29.0/$81.0	24.4/$85.0

Key Takeaways: Hyper-converged infrastructure assures simplified and flexible solutions compared to the legacy ones. The worldwide HCI market has reached greater heights in recent years with the enormous sales of converged systems sales. The market is however expected to observe some new market trends such as the shift to subscription-based contracts. The global HCI Market size is expected to touch to USD 7.8 Billion in 2020. The major growth drivers for the global HCI market are the Increasing data protection and disaster recovery requirements and rising adoption of HCI among organizations to reduce Capital Expenditure (CAPEX) and Operational Expenditure (OPEX). However, restriction on hypervisor selection restrains the market growth.

Key Vendors: Nutanix, VMware, HPE, Dell, Cisco, NetApp, Oracle, Microsoft, IBM, Hitachi Vantara and Acuutech.
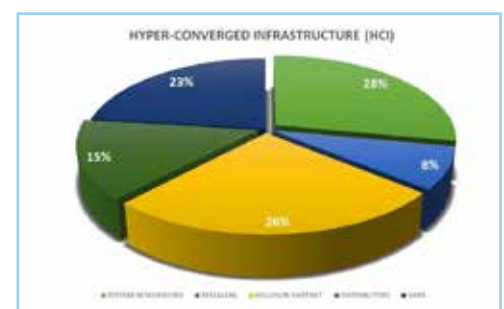
16. INKJET/INKTANK PRINTER

In 2020 the Inkjet segment has faced a sharp YoY decline of 46.7% due to supply chain challenges along with the pan-India lockdown at the beginning of the quarter. Vendors faced supply issues mid of the quarter as their manufacturing hubs in China and Southeast Asian countries grappled with the unprecedented global surge in demand for inkjet printers from the Home segment. Along with the inkjet segment, the ink tank printer segment noted a YoY decline of 41.1% while the ink cartridge segment declined by 59.1% in the same period.

HP regained its 2nd position in the Inkjet segment with a market share of 31.4% owing to its strong volume in ink cartridge-based printers, while Epson noted a market share of 40.6% in the inkjet segment as it lost out some share to ink cartridge models from HP and Canon. However, Canon declined YoY by 37.5% in the Inkjet category, according to data obtained from IDC.

Key Takeaways: Printing is here to stay. The Indian printing industry has grown at a tremendous rate and verticals like government, education, SMB, Enterprise etc has contributed to the growth. The upcoming festive season and channel expansion will further propel the growth of this market (both Inkjet/Ink tank). The decline in inkjet printer shipments was led by ink cartridge printers, which recorded a steep YoY decline of 23.8%.

Key Vendors: Epson, HP, Canon, Xerox, Ricoh and Brother.
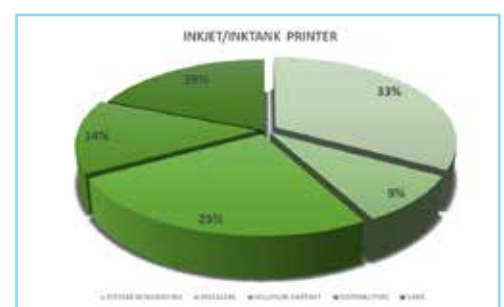
THERE IS GROWING IMPORTANCE OF IOT SECURITY SINCE IT IS CONTROLLING PUBLIC UTILITIES

17. IOT /OT SECURITY

According to Markets and Markets, the global Internet of Things (IoT) security market size is expected to grow from USD 12.5 billion in 2020 to USD 36.6 billion by 2025, at a Compound Annual Growth Rate (CAGR) of 23.9%. The key factors driving the growth of the IoT security industry are the rising security concerns for critical infrastructure, increasing ransomware attacks on IoT devices, increasing data risk in IoT networks, and growing IoT security regulations.

Operational Technology (OT) is hardware and software that detects or causes a change through the direct monitoring and/or control of physical devices, processes and events in the enterprise whereas, the IoT security solutions include identity access management, data encryption & tokenization, intrusion detection system/intrusion prevention system, device authentication & management, secure software & firmware update, secure communications, Public Key Infrastructure (PKI) lifecycle management, Distributed Denial of Service (DDoS) protection, security analytics, and others (virtual firewall and incidence response system).

Key Takeaways: Asia Pacific Excluding Japan (APEJ) which is forecasted to register a high double-digit CAGR through 2027 will continue to be the fastest growing market for IoT security products. India is ranked in the third position in the world in terms of adoption of IoT products and features. The growth of the IoT security product market in APEJ can be attributed to the rapid adoption of IoT among enterprises which has led to a surge in cyber-attacks, which in turn has further resulted into increased chances of cyber-threats.

Key Vendors: Cisco, Check Point, Microsoft, Fortinet, IBM, Forcepoint, Extreme Networks and Tenable.
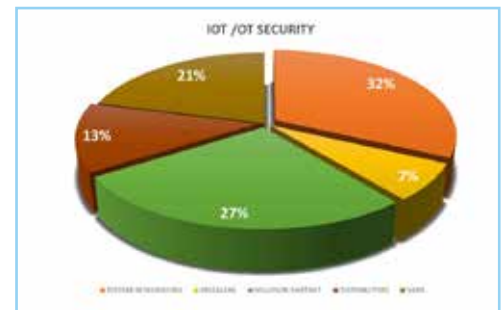
UNIQUE ADVANTAGE OF LASER PRINTERS IS SPEED AND ECONOMY

18. LASERJET PRINTER

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.

To top it, unfavorable market conditions forced businesses to cut their expenses, which resulted in the sharpest YoY decline of this category. However, on laser printer front, single-function printers captured the highest ever market since 3Q12 as small offices and SMBs purchased these printers to manage their operations from home.

HP continued to maintain its number 1 position with a 34.4% market share in the laser category (excluding copiers). In the overall Laser printer segment (including Laser Copiers) Canon replaced HP to occupy the market leadership position with a market share of 33.2%.

Key Takeaways: LaserJet Printers of late have been facing a stiff competition from Inkjet/InkTank printers. Another aspect that must be considered is the impact that Laser printers have on the environment, as they generate significant heat in the printing process based on the technology that is used and can create an impact on the environment. Printing vendors however look at both laser and inktank printers as different and unique product categories. Verticals such as Manufacturing, Retail, Healthcare, Banking, Insurance, Government and Education have adopted LaserJet as their mode of printing.

Key Vendors: HP, Epson, Canon and Xerox.
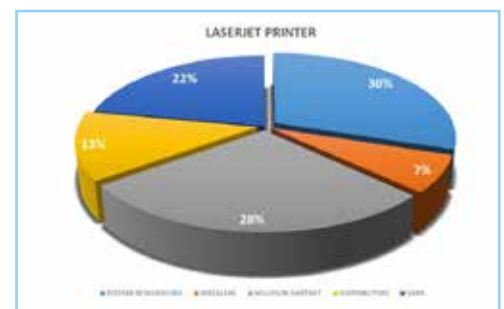
BESIDES COST SAVINGS, THERE ARE MANY GREAT FEATURE OF MANAGED PRINT SERVICES

19. MANAGED PRINT SERVICES (MPS)

The global managed print services (MPS) market size was valued at $27,500 million in 2017, and is projected to reach $59,709 million by 2025, growing at a CAGR of 10.3% from 2018 to 2025. The hybrid cloud-based MPS segment dominated the overall managed print services market share and is expected to continue this trend for a few years from now owing to increase in demand for hybrid cloud services among organizations of all sizes that are looking to minimize the cost of printing.

The BFSI industry that dominated the MPS market share in 2019 is expected to contribute to it due to the wide use of papers for loan applications, new account opening and other purposes, which leads to high investment cost in resources.

Key Takeaways: For many businesses, managed print services (MPS) have been the solution through partnerships with managed service providers (MSPs). Initiatives like lowering paper wastage in the workplace, increase in using of big data solutions, surge in productivity, reduced cost of operation, flexibility to match custom requirements, and enhanced information security, will continue to dominate the development of the Managed print services market. In addition to this, rise in adoption of cloud MPS and rise in print security investment are predicted to offer growth opportunities for the global Managed print services market.

Traditional printer vendors, who are finding it difficult to exponentially grow their printer business, are now finding huge growth in the area of MPS. Almost every major printer vendors are finding huge double digit growth in this segment.

Key Vendors: HP, Canon, Xerox, Konica Minolta, Kyocera, Ricoh and WeP.
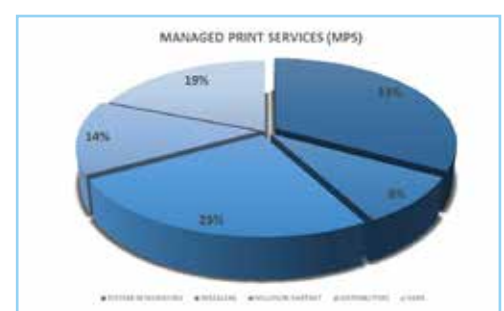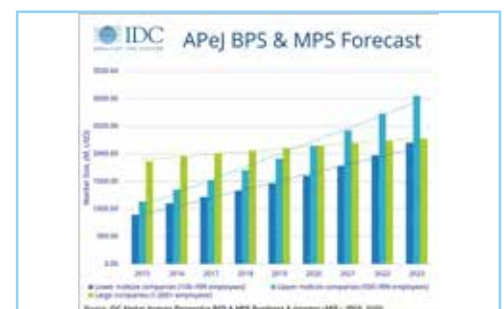
20. MULTI–FUNCTIONAL PRINTERS/DEVICES (MFP/MFD)

Multi-functional Printers (also known as All-in-One printers) are economical for their users, as they do not have to buy 3 different machines for individual tasks. These printers are suitable for small businesses or individuals who do not require a heavy amount of printing on a daily basis. The market size of the global Multi-Functional Printers/Devices (MFP/MFDs) is expected to grow by over USD 4.6 billion during 2018-2022, while another analyst forecasts the global MFP market to grow at a CAGR of 2.15% by revenue during the period 2016-2020.

Growth for MFPs/MFDs is seen in sectors like corporate including BFSI, manufacturing, IT/ITeS and government across the country. This, in turn is increasing the sale of these products and hence this segment is clearly growing much faster and has been undergoing many changes in its functionalities.

Key Takeaways: Many of the vendors manufacturing printers are extensively providing all-in-one printers as they are widely used by many businesses. As the new small businesses are ramping up, these vendors are introducing new technologically integrated all-in-one printers as a part of their product portfolio. For instance vendors have incorporated precision print and power management technologies to enable an enhanced print quality and manage the uniform ink distribution. However, one of its challenges is its high pricing. The machine comprises of a combination of the copier, fax machine, printer, and the ink for multi-function printers that gets depleted quickly compared to separate machines.

Key Vendors: HP., Canon, Epson, Brother, Kyocera, Ricoh, and Xerox.

India Top 5 HCP Brands, 2Q2020 Market Share
Source: 2020

MULTI-FUNCTIONAL PRINTERS/DEVICES (MFP/MFD)
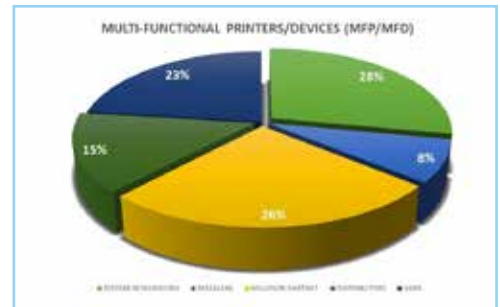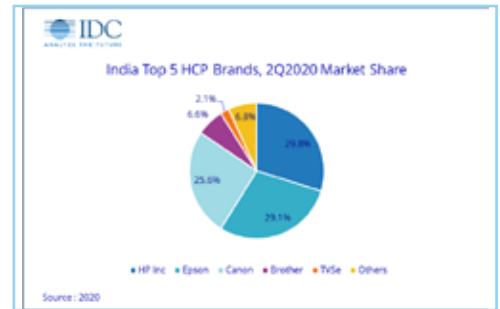
OPEN–SOURCE SOFTWARE HAS SHOWN THE WAY FOR MANY TO VENTURE

21. OPEN SOURCE

Enterprise customers believe open-source software is great and most of the leaders in the enterprise says, open-source is "strategically important to their organization's overall enterprise infrastructure software strategy.Adopting open source to develop applications and run a company is not a common phenomenon in India. India has been a huge contributor and developer of open source technology with the latter revolutionizing business growth in India. In fact many IT companies have built their entire business model around commercial open source, offering business value in the form of subscription services.

As more and more businesses adopted it, they gained agility, scalability, cost savings and accelerated business innovation. 80% of developers used open source in their apps in the last few years, for the simple reason that the open source code is publicly available for everyone to see, learn from, use, modify, and distribute. The Digital India initiative by the Government of India is another example of how it is using open source on a large scale. Governments are using open source software, as a key component of 'digital agenda' initiatives that include open standards and open data policies, to enhance citizen engagement.

Key Takeaways: Interestingly Indian GSIs (global systems integrators) are supporting many offshore clients with large open source projects, while many Indian schools and academies are also teaching open source as a regular part of their technical curriculum.

Key Vendors: Red Hat/IBM, SUSE, Mongo DB, Micro Focus and Redfish.

Top 40 Open Source Projects by Category & Sample of Related Companies

OPEN SOURCE
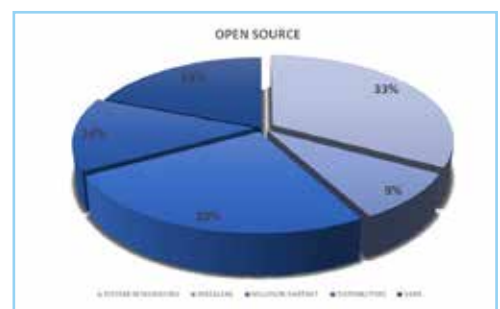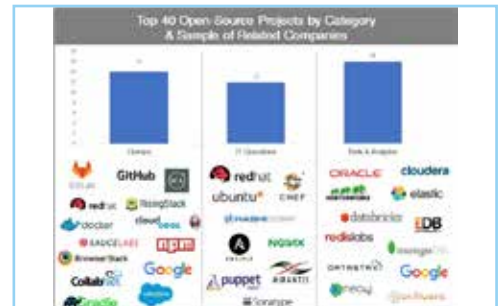
PC MARKET HAS SHOWN DECLINE WITH 37.3% YOY DURING Q2 2020

22. PC MARKET

The traditional PC market of India that includes desktops, notebooks, and workstations, registered a 37.3 per cent decline year-on-year for the June 2020 quarter to 2.1 million units, according to research firm IDC. Most IT services, global enterprises, and consulting companies placed large orders for notebook PCs last quarter, as enterprises rushed to ensure business continuity by providing their workforce the required infrastructure to work from home. This led to 105.5 per cent year-on-year surge in notebook PC shipments to enterprises. As per IDC, Sales of notebook PCs to small and medium businesses also increased 12 per cent as they too increased their procurement.

Key Takeaways: The consumer segment had a relatively small quarter since the market was operational for just 45 days before the nation went for a countrywide lockdown in the first half of the quarter. However, strong demand from e-learning and work from home was able to cover the gap to some extent. IDC reports that the consumer segment saw a y-o-y decline of 21 per cent in the June 2020 quarter, while there was a 3.3 per cent quarter-on-quarter growth.Online buying played an important role in this quarter as a result of which vendors shipped almost one-third of their PCs to online channels.HP Inc retained the top position in the overall PC market with 32.8 per cent share in the June 2020 quarter, followed by Lenovo (27.5 per cent), Dell Technologies (17.8 per cent), Acer Group (9.9 per cent) and Asus (5.1 per cent).

Key Vendors: HP, Dell, Lenovo, Acer, Apple, Asus and LG.

India PC Market, Top Five Companies, Market Share, Year-over-Year Growth 2Q20 (shipments are in thousands of units)

Company	2Q20 Shipments	2Q20 Market Share	2Q19 Shipments	2Q19 Market Share	Year-over-Year Unit Change (2Q19 vs 2Q20)
1. HP Inc.	692	32.8%	753	22.4%	-8.2%
2. Lenovo	580	27.5%	1,555	46.2%	-62.7%
3. Dell Technologies	377	17.8%	481	14.3%	-21.8%
4. Acer Group	209	9.9%	321	9.5%	-34.7%
5. ASUS	107	5.1%	69	2.0%	55.5%
Others	145	6.9%	186	5.5%	-22.2%
Total	2,110	100.0%	3,365	100.0%	-37.3%

Source: IDC Worldwide Quarterly Personal Computing Device Tracker, August 2020
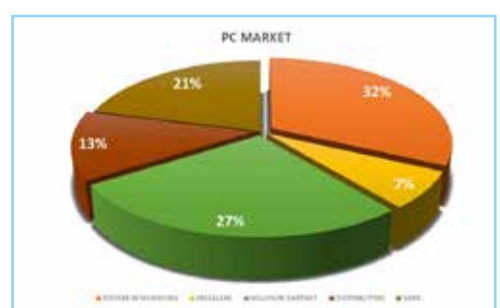
PC MARKET

POS ALLOW YOU TO MAKE BETTER DECISIONS ABOUT PRODUCT REORDERING

23. POINT OF SALE (POS)

With the Indian retail industry is gearing up for the future, the Point of Sale (PoS) terminal market in the country is seeing a healthy growth. The reason that the Government has transformed the country's commercial economy to a cash-less economy by encouraging digital payment is playing as a major growth factor. The market is also witnessing significant demand with banks pushing for merchant acquisition business through procurement of a large number of POS terminals. Also traditional PoS devices at supermarkets and small retail stores are gradually giving way to smart Android-based PoS devices that can not only process card payments but also make the entire supply chain more efficient with data analytics and potential credit scoring. Smart PoS machines are catching up fast in smaller (tier 1 and tier 2) towns that are starting to migrate to digital payments. Electronic devices POS terminals are increasingly being used for printing bills, card payments and implementing loyalty programs across various end-use verticals such as warehouse/distribution, entertainment, hospitality, healthcare, restaurants.

Key Takeaways: According to 6Wresearch, India PoS terminal Market is expected to grow at a CAGR of 16% during 2017-23 and is set to exceed USD 3 billion by 2024, while the global PoS market is projected to display a robust growth represented by a CAGR of 8.34% during 2019- 2024. Major deployments in end-user markets like hospitality, government and retail is majorly going to trigger this growth.

Key Vendors: Epson, VeriFone, TVS-E, Pinelabs,Posiflex, Visiontek and WeP.
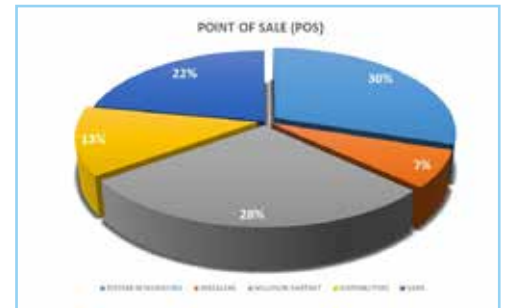
PROJECTOR GIVES TEACHERS THE POWER TO RISE ABOVE – AND CREATE IMMERSIVE, LASER–FOCUSED LEARNING

24. PROJECTOR

The demand for projectors has seen an increase due to the adoption of digital learning initiatives. Besides being a must have for small businesses and digital homes, the major industries that are driving the sale of projectors are IT, corporate, media, entertainment, rental, BPO and education sectors. India's projector sales were seen growing at a CAGR of approximately 20% over the past four years, with a focus on digital learning and smart classrooms fueling the demand for Interactive Projectors.

Though these growth parameters have slightly changed during the pandemic, nevertheless they are seen as an essential business tool and an important component of the education system. Factors such as high installation cost and lack of awareness however still remain a matter of concern for projector vendors.

Key Takeaways: Projectors are one of the fastest growing product lines in India. The education sector in India is reportedly the biggest segment for projector sales, while there is a huge untapped market for projector usage at home in the country. As per the Futuresource report 2,44,124 projectors were sold in India during Q1 to Q3 FY 2019. The projector market continues to show robust demand in India despite the difficult economic conditions. The demand for 3D projectors is expected to increase at a global level owing to the significant rise in the use of the 3D technology in areas such as cinema, education, home theater, business presentations, and event management.

Key Vendors: Epson, BenQ, Hitachi, Viewsonic, InFocus, Panasonic and NEC.
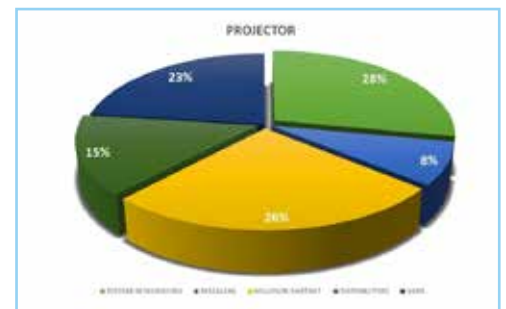
AUTOMATION TO SUPPLEMENT COST REDUCTION AND BOOST INDUSTRIES POST COVID–19

25. ROBOTIC PROCESS AUTOMATION (RPA)

The global robotic process automation market size was valued at USD 1.40 billion in 2019 and is projected to exhibit a compound annual growth rate (CAGR) of 40.6% from 2020 to 2027. it is therefore going to be a trillion Dollar opportunity in a few years from now. The rising demand for automation of redundant tasks in the business process coupled with Artificial Intelligence (AI) and Machine Learning (ML) enhancements is expected to drive the market growth. Implementation of this technology is expected to be high in the BFSI sector besides sectors like Telecom & IT, Manufacturing, Retail, and Pharma & Healthcare due to the automation of business tasks.

Key Takeaways: Organizations that have implemented automation before this crisis are likely to have an easier time dealing with the challenges. They are experiencing a smooth transition to remote work and keep up with similar levels of productivity by relying on automated IT back-office activities.The rise in demand for Business Process Automation (BPA) through the use of AI and software robots is anticipated to be the key growth driver for RPA in times to come. Asia Pacific is expected to be the fastest-growing region for RPA, as Automation (which includes ML, robots and AI) are the frontiers for market growth in this region.While Robotic Process Automation is being used in various internal operations for better productivity, the best use case during these times is to exchange information. Especially in healthcare, bots are being used to retrieve patients' medical history and organize records.

Key Vendors: UiPath, Automation Anywhere, Blue Prism, Microsoft and Pegasystems.

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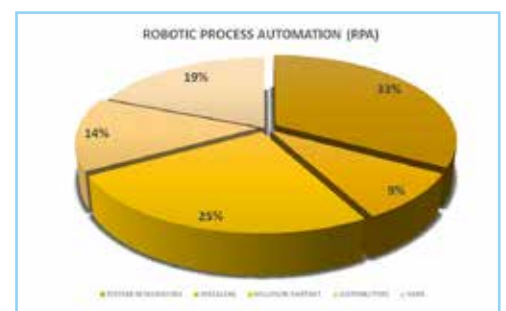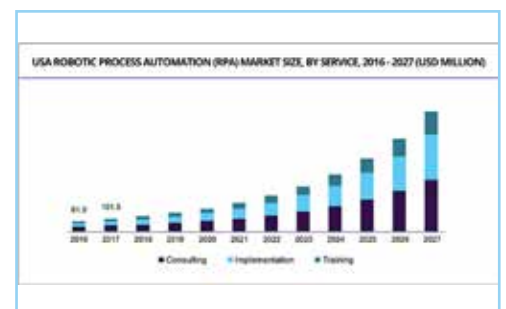
26. ROUTER

In the router category, service provider deployments have observed a healthy growth owing to their upgrading the network infrastructure. In the enterprise segment in India, Manufacturing and Natural Resources, and BFSI sectors are amongst the leading contributors to the router market. The router market saw a decline of 5.5% YoY; however, the quarter-over-quarter (QoQ) decline was only 1.2%.

Additionally, the rising data center build outs, and penetration of cloud computing and big data solutions are spelling big opportunities for growth for the router market in India. Indian consumers are increasingly shifting towards smartphones and laptops, which is also a factor driving growth of the router market. The anticipated 4G services rollout and shared last mile FTTx are also other factors that will drive the router market in the long run. The government is also contributing to the growth of the router market in the form of investments in projects like National Optical fiber Network (NOFN) project and National Fiber Spectrum (NFS).

Key Takeaways: The Router market is expected to grow in single digits in terms of compound annual growth rate (CAGR) for 2018–2023. The pandemic however had an immediate negative impact in terms of infrastructure buying and subsequent slowing of business activities, due to which the router market had been adversely affected. But the good news is that COVID-19 will act as a catalyst in enabling the next wave of digital transformation. The Indian router market in the first quarter of 2020 stood at $69.2 million (by vendor revenue) with a steep YoY decline of 48.4% due to the effects of Covid-19.

Key Vendors: Cisco, HPE, Huawei, Juniper, Arista, D-Link and TP-Link

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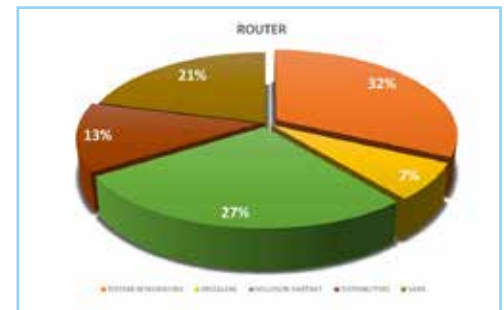
SERVER MARKET IN INDIA WITNESSED A DECLINE OF 22.1%

27. SERVER (X86/NON X86)

The overall server market (x86 server) in India to witness decline YoY in values by 4.2%, during the period 2019-2020. The decline in the Indian server market was due to the absence of multi-million dollar deals from the IT and IT-enabled services sectors in the later part of 2019. The growth of the x86 server market primarily came from professional services, education, telecommunications, manufacturing, and banking verticals. However, as per IDC, 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.

Key Takeaways: Large deals were witnessed from telecommunication vendors, nationalized and payment banks, high-tech semiconductor manufacturing companies, and education in India, during 4Q19. As per an IDC report, Reliance Jio, Adani Enterprises, Hiranandani Group, L&T and Shapoorji Pallonji had announced plans to enter the space last year but nothing much has been heard after that. Over the next three years, experts say, $7.1 billion (Rs 50,000 crore) would be spent in India on cloud infrastructure, the lion's share of which would be to buy servers. The market is expected to decline in 2020 further due to the COVID-19 outbreak adversely affecting the supply-side leading to a shortage of components and delays in shipping.

Key Vendors: Dell, HPE, Cisco, Lenovo, Huawei and Oracle
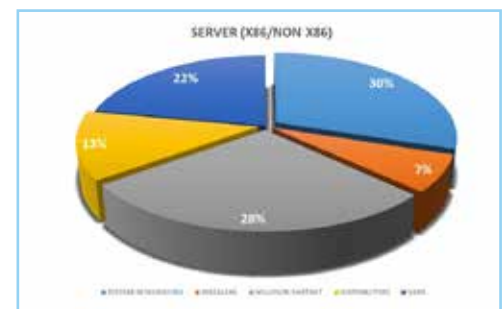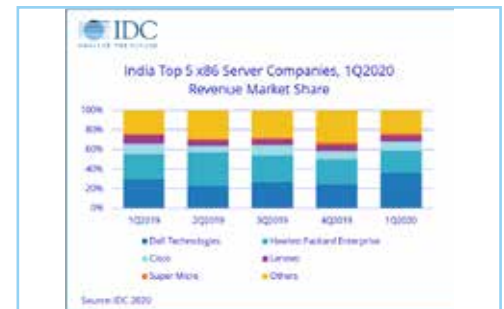
THE GROWTH OF SMARTPHONE IS COMPLEMENTED WITH THE INCREASED DIGITAL INCLUSION

28. SMARTPHONE

It goes without saying that the Indian market is one of the fastest growing smartphone markets globally. However as the country remained under lockdown through the first half of the year, India's smartphone market registered a sharp year-over-year (YoY) decline of (-50.6%) in the second quarter to 18.2 million units, as per data received from IDC. Vendors faced major supply chain disruptions at the beginning of the quarter, and the shortage still persisted as factories operated at partial capacity even after the lockdown. The growth of smartphone is complemented with the increased digital inclusion there are currently more than 300 government apps, which are facilitating essential citizen services, including information dissemination, direct benefit transfers, education and healthcare and the online channel too registered a high market share of 44.8% but declined 39.9% YoY in unit terms due to lockdown restrictions on the delivery of electronics.

Key Takeaways: India is home to the world's largest digital literacy programme and the Smartphones have also been vital to the government's response to the COVID-19 crisis, enabling the government to reach citizens across the country through apps like AarogyaSetu, which has more than 13 crore downloads and is available in 12 Indian languages. However during the 2nd quarter, the unique smartphone user base surpassed 500 million. Xiaomi led the Indian Smartphone Market with a 29% shipment share, while Samsung recovered the fastest, capturing the second spot in the smartphone market with 26%.

Key Vendors: Xiaomi, Samsung, HMD (Nokia), Vivo, Oppo, Apple, Lenovo/Motorola and OnePlus.
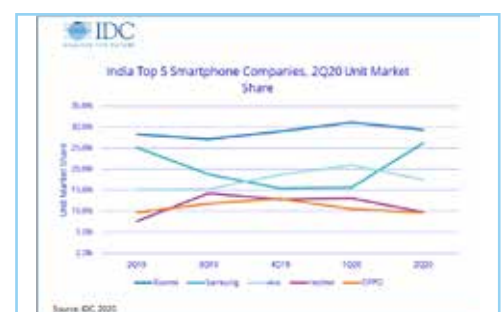
SDN PROVIDES MORE FLEXIBILITY IN TERMS OF TRAFFIC MANAGEMENT & EFFICIENCY

29. SOFTWARE DEFINED NETWORKING (SDN)

Software defined networking (SDN) is a network architecture and it is the key to meet the next-generation innovation and agility and to meet the demands into developing strong applications. SDN is a technology that is changing the way networks are designed, managed and operated with efficiency. This helps operators manage the entire network consistently and holistically, regardless of the underlying network technology. SDN solutions provide more flexibility in terms of traffic management to the operator for improving the efficiency of the network. It has thus established a foothold in cloud computing, intent-based networking, and network security. The maximum usage of a VPN for teleconferencing and the work from home model during the pandemic caused a significant surge on the internet over the globe. This situation forced all the IT infrastructure providers to switch toward SDN.

Key Takeaways: Software-defined networking (SDN) is agile networking architecture designed to help organizations keep pace with the dynamic nature of today's applications. As per IDC estimates, the worldwide datacenter SDN market will be worth more than $12 billion in 2022, recording a CAGR of 18.5% during the 2017–2022 period. The major growth drivers for the market are Investment of CSPs in SDN technology to automate network infrastructure, a significant reduction in CAPEX and OPEX, increasing demand for cloud services, data center consolidation, and server virtualization, increase in demand for enterprise mobility to enhance productivity for field-based services.

Key Vendors: Alcatel Lucent, IBM, HPE, Dell Technologies, F5 and VMware
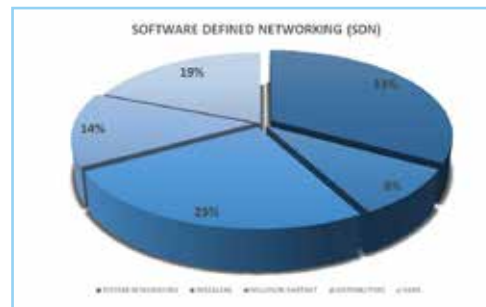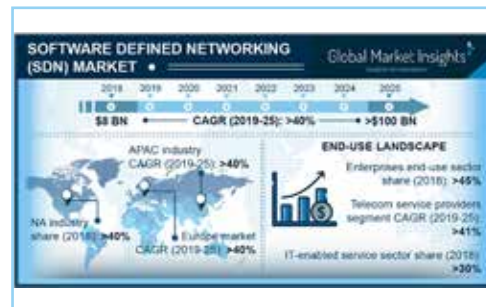
THE GLOBAL SDS MARKET IS EXPECTED TO TOUCH USD 11.13 BILLION BY 2023

30. SOFTWARE DEFINED SECURITY

The era of Digital Transformation has ushered in a new wave, which is the software-defined environment. Enterprises globally have embarked on initiatives to transform their business processes to become digital-first enterprises. Software-defined security (SDS) can be defined as a type of security model in which the information security in a computing environment is executed, organized and achieved by security software. The global SDS market is expected to touch USD 11.13 billion by 2023, at a compound annual growth rate (CAGR) of 31.40%. digital transformation (DX) technologies will expand at a compound annual growth rate (CAGR) of 17.9% through 2021 to more than $2.1 trillion. SDS allows businesses to automate and deploy intrusion detection, network segmentation and other network security controls with software.

Key Takeaways: SDS is emerging as the next big business opportunity for partners as they are persistently exploring the hidden opportunities behind the SD environment and developing new practices. Going forward, features of SDS such as working by integrating with other technologies such as identity & access management, data loss prevention and other software-defined networking technologies is expected to considerably drive this market. Specially, the APAC region is expected to witness the highest growth rate because of the higher number of Information Technology (IT) operations in the region and their growing awareness and willingness to adopt SDS.

Key Vendors: VMware, Cisco, IBM, HPE, Dell , Microsoft, Citrix and Broadcom.
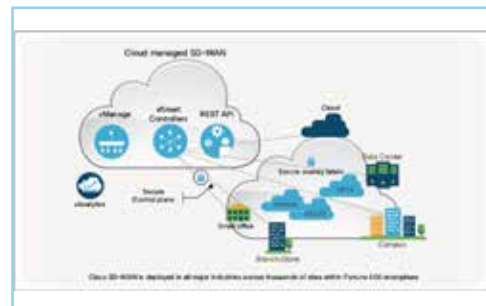
SSD MARKET IS EXPECTED A GROWTH OF 14.94% CAGR DURING 2020 TO 2025

31. SOLID STATE DRIVE (SSD)

Solid State Drives (SSDs) are the next big thing in the hard drive world. They are faster, quieter, susceptible to shock, low power consuming, less accessibility time with higher productivity and reliability. The SSD market was valued at USD 34.86 billion in 2019 and is expected to witness a CAGR of 14.94% during the period from 2020 to 2025, to reach USD 80.34 billion by 2025. The data storage demand that is on a massive rise over the past few years is believed to witness an increasing trend. Because of this enormous demand for data storage, SSDs have emerged as the leading storage solutions.

Key Takeaways: The SSD market in India is presently at a growing stage with the preferred low cost SSDs with 120-256GB capacity being in demand. The increasing use of advanced connected devices, growing high-end PC market, need for higher performance & capacity storage devices, increasing IT spending, and the growing number of datacenters are a few factors that would continue to trigger the growth of the SSD market in India. Rise in the number of gamers requiring super-fast and smooth access is also an added factor. Extensive adoption of desktop, laptop and tablet will also create a rise in demand for this highly efficient affordable option.

The demand for SSDs has been rapidly increasing, along with the growing number of cloud platforms, from the traditional corporate private and new public cloud to personal cloud. The commonly used SSD interfaces include Serial ATA (SATA), PCI Express (PCIe), and Serial Attached SCSI (SAS).

Key Vendors: Western Digital, Samsung, Kingston, Transcend and Toshiba.

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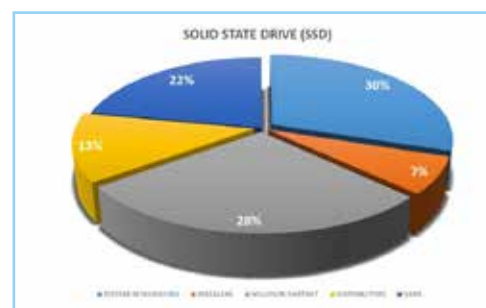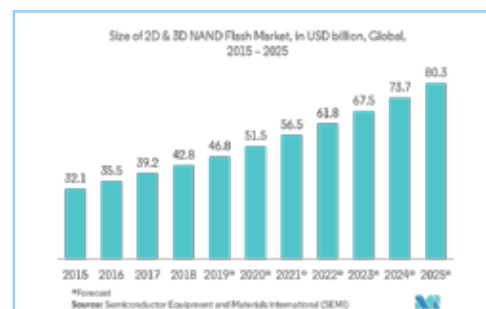
32. STORAGE

Storage industry in India is going to continue to grow in double digits. Data localization is fuelling the growth of the Indian data centre industry. The Global market revenue for enterprise external OEM storage systems declined 8.2% year over year to $6.5 billion during the first quarter of 2020 (1Q20). According to IDC data, the storage market declined $88 million between January and March, 2020. While the entry and mid-range storage segment declined in double digits in Q1 of 2020, dragging the overall sector growth, high-end storage systems, such as mega data storage facilities, grew 3.7% due to increased investments from financial services companies and public sector enterprises. The prominent verticals which were responsible for driving the demand for storage products/services were from the government, professional services and BFSI. Technology refresh/capacity expansion, modernization initiatives and investments on emerging technologies also drove an incremental growth of the storage market in the latter half of 2019.

Key Takeaways: The Covid-19 situation however has spelt doom for the sector. Businesses are revisiting their capex spending and will invest only if there is a pressing need; otherwise they are increasingly opting for the opex model. Dell Technologies was the largest external enterprise storage systems supplier during the quarter, accounting for 33.2% of worldwide revenue. NetApp placed second with a revenue share of 11.0%, followed by HPE/New H3C Group at 9.9%. Hitachi held the fourth position, while IBM, Pure Storage, and Huawei all tied* for the fifth position.

Key Vendors: Dell, HPE, NetApp, Hitachi Vantara, Oracle, Lenovo, Huawei and Hitachi Vantara.
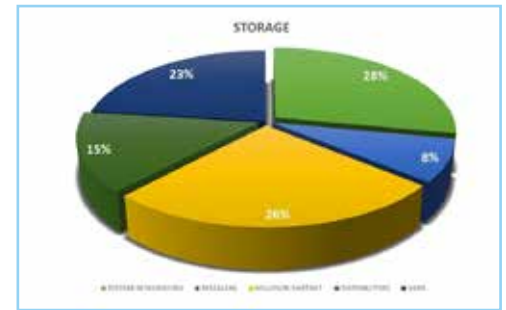
33. STRUCTURED CABLING

The India structured cabling market size was $430.4 million in 2019 and it is projected to advance at a CAGR of 7.4% during the forecast period (2020–2030). The demand for structured cabling is going to be driven by growing demand for higher bandwidth and transmission rates in India. It is riding high with the growth in data centre infrastructure, fibre to home and telecom services, Indian structured cabling player. Additionally, government initiatives to construct 100 smart cities and offer free Wi-Fi services in trains and the increasing demand for intelligent buildings are further augmenting the market growth in the country.

The COVID-19 pandemic has however impacted the India structured cabling industry adversely. Key industries, including IT & telecommunication, construction, automotive, and manufacturing, are severely impacted due to the lockdown implemented by the central and state governments, thereby lowering the demand for structured cabling in the country.

Key Takeaways: The global structured cabling market is poised to grow by US$ 3.23 billion during 2019-2023, progressing at a CAGR of 8 per cent during the forecast period. The India structured cabling market is projected to reach US$ 861.6 million by 2023, increasing the demand for copper cables, growing data centre market, increasing number of product launch activities by the market players, and rising demand for bandwidth solutions, are the major factors driving the growth of the market.The current pandemic forced companies to re-work on their GTM strategies.

Key Vendors: CommScope, D-Link, Legrand, Schneider, R&M , Citadel and 3C3.
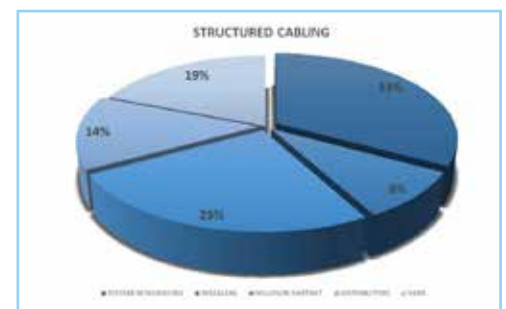
34. UNIFIED COMMUNICATION (UC)/ VIDEO CONFERENCING

Worldwide unified communications market is projected to reach around US $186 billion by the year 2026. Unified Communications and Collaboration (UCC) not only how we link various communication systems for the digital workforce, but alliance tools too which includes real-time video conferencing, e-mails, instant messaging, and desktop sharing. Some of the factors that are expected to facilitate the consistent growth of this market are the growing penetration of smartphones and large-scale investments by telecom players for modernizing communication network infrastructure.

Alongside, the cloud-based UCC market is also expected to exhibit excellent growth between 2019 and 2025 with a CAGR of over 10 percent owing to the growing popularity and adoption of cloud computing technology across businesses in varied sectors ranging from IT and telecom, BFSI, healthcare and public services.

Key Takeaways: The surging demand for unified communication from small- and medium-sized enterprises, higher penetration of mobile devices, and the growing trend of BYOD are believed to fuel the market growth over the future. During the ongoing pandemic, as organizations are inclining towards virtual collaborations, adoption of Unified Communication as a Solution (UCaaS) will witness a sharp rise on the back of remote access. UCaaS is enabling organizations to meet their requirements during this unforeseen scenario with major UCaaS players rising to the occasion by providing their cloud-based services free of cost to individuals and enterprises.

Key Vendors: Avaya, Cisco, Poly, Microsoft, Alcatel Lucent, Panasonic, Creston and Yealink.
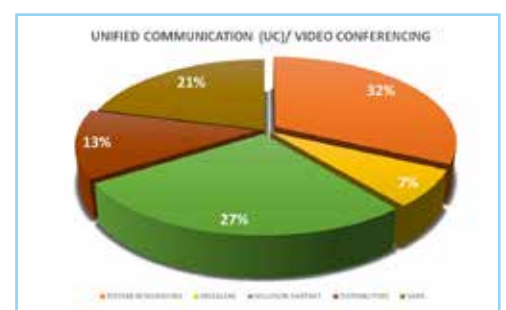
INDIA UPS MARKET FORECAST TO GROW AT A CAGR OF 9% BY 2023

35. UPS (UNINTERRUPTIBLE POWER SUPPLY)

The inconsistencies in power supply, which result in data loss, non-availability of essential services, a risk to hardware, and potential financial losses are some of the factors that have essentially driven the demand for UPSs over the years. Interestingly, though the demand for the uninterrupted power source is incessantly coming from all over the world, the Asia-Pacific region is currently generating the most substantial chunk. The high growth witnessed in colocation and cloud services and increased usage of cloud applications among industries is driving the modular UPS market.

India as a market is seeing a continuing growth for uninterrupted power across all the sectors, with UPS systems witnessing a rising adoption by end users ranging from residential households, small offices to large business enterprises.

Key Takeaways: The global Uninterruptible Power Supply (UPS) market has been projected to grow at a CAGR of 8.3% during the period from 2018 to 2025, while another research projects the UPS market to grow from USD 7,225.7 Mn in 2017 to 13,154.4 Mn by the end of 2025. This growth can be attributed to rapid urbanization and industrialization that are putting a lot of pressure for uninterrupted power supply. In addition to this, the boom witnessed, in both India and globally, in the IT sector in conjunction with a shift towards digitization has boosted the demand for UPS.

Key Vendors: Schneider Electric, Vertiv, Eaton, Luminous, Delta, Numeric and BPE.
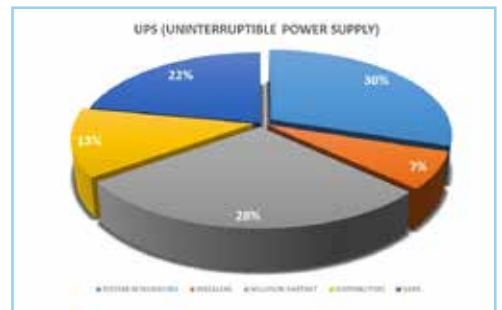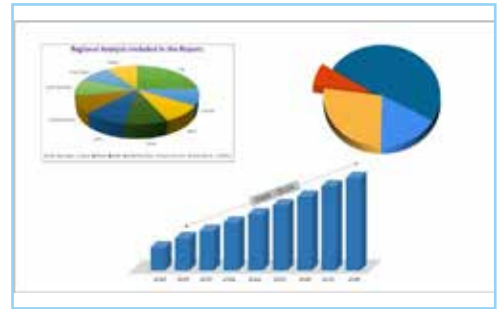
UTMBRINGS HOLISTICFUNCTIONS SUCH AS ANTI-VIRUS, ANTI-SPAM, CONTENT FILTERING & WEB FILTERING

36. UTM (UNIFIED THREAT MANAGEMENT)/ NEXT-GENERATION FIREWALL (NGFW)

The global NGFW market is expected to grow at USD $4.69 Billion by 2023, at 11.4% of CAGR between 2017 and 2023. Next-generation Firewall (NGFW) and Unified Threat Management (UTM) are firewall products built for today's enterprise needs that provide inspection, in-depth application visibility and control, lower CAPEX, in-built IPS, reputation and identity services, and better overall performance. While NGFW has seen impressive success among large enterprises, UTM has seen its usage in the small and medium businesses.

The recent increase in the number of sophisticated data breaches is the key driver for the growth of the UTM market. Moreover, with the advent of social networking sites, it has become easy for hackers to attack the users' data. On the other hand, introduction of virtual firewall providing security to the virtual network will be a key opportunity for the global NGFW market in near future.

Key Takeaways: Increase in sophisticated cyber attacks, development in IoT-based complex threat landscape, and enforcement of stringent government regulations for data safety & security is leading to the growth of the global NGFW market. The growing need for high-level network security in corporate firms is another critical factor that will continue to boost growth in the UTM market space. However, lack of skilled professionals and performance issues associated with cloud protection hamper the growth to certain extent of the NGFW market.

Key Vendors: Fortinet, Check Point, Cisco, Palo Alto, Sophos, SonicWall and Juniper.
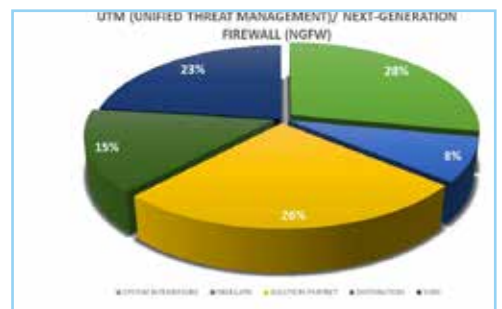
VIRTUALIZATION CAN MAKE THE INFRASTRUCTURE AN IT POWERHOUSE

37. VIRTUALIZATION

Virtualization is one of the three pillars that takes the IT of data center architecture to be efficient, highly automated datacenters, which is changing the IT world, the adoption of virtualization is also going to accelerate. The Server Virtualization market is expected to grow at approximately USD 8 Billion by 2023, a CAGR of 7% between 2017 and 2023. The Asia-Pacific region is expected to have the fastest growth in this space owing to the growing number of server virtualization vendors and the projects that are being undertaken. Furthermore, increasing IT infrastructure development and advanced technology implementation in small and large enterprises are a few factors fuelling the market in the region. The growth in this region is also characterized by the rapid adoption of VDI in datacenters, BPOs & KPOs and the increasing number of start-ups. The major restraint however faced by the virtualization market is the increase in capital investment which is required for reconstructing the network infrastructure and components.

Key Takeaways: Virtualization allows hardware to be optimized for capacity, computing prowess, connectivity, and business continuity across the entire IT infrastructure. The virtualization market has matured rapidly over the last few years, with many organizations having server virtualization rates that exceed 75 percent, thus highlighting a high level of penetration. Virtualization is a key driver of growth in the x86 market in India. India is one of the emerging economies in the APAC region and therefore has high potential for the adoption of virtualization solutions.

Key Vendors: VMware, Citrix, Microsoft, HPE, Nutanix, Oracle and Red Hat.

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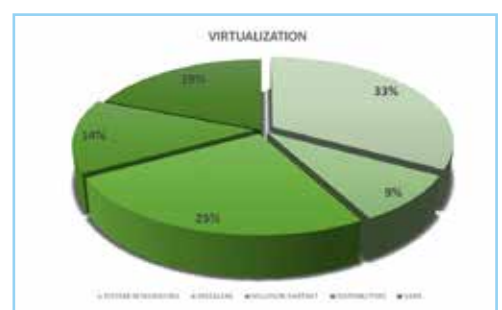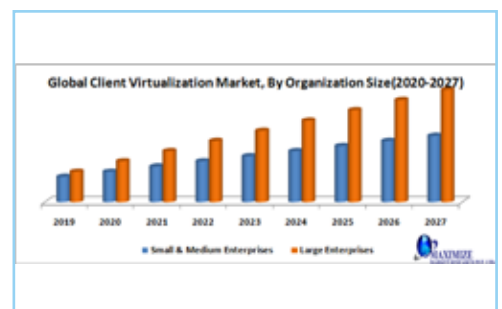
38. WI-FI

Mobile network data usage in India is significantly higher than other forms of Internet usage mainly due to cost and affordability of broadband services, depth of fixed-line coverage and lesser number of public Wi-Fi zones. India has over 640 million mobile broadband users accessing it through a 4G smartphone/dongle and other such devices, according to data from research firm TechArc. Internet traffic will be 154 Petabytes per day in 2021. In spite of the rise in data usage in the country, there is a need for better proliferation of Wi-Fi networks that offers an affordable, versatile & flexible method for scaling up of internet access. Wi-Fi 6 has started to gain significant traction in India, the overall WLAN market declined by 4.6%. With the announcement of six lakh villages to get high-speed internet in Modi's Digital Village initiative, brings huge spike in the business.Digi Village aims to make the root of Indian Society - "The Villages" Digitally Connected and every rural citizen digital literate.

Key Takeaways: Digitisation will help people in the field of education, banking, telemedicine and ensure that everyone is digitally-inclusive.The CSC and Bharat Net will connect every panchayat in the country through optical figure. According to a report by the Telecom Regulatory Authority of India (TRAI), India has only 52,000 Wi-Fi hotspots today, necessitating a proactive strategy to make high-speed Wi-Fi hotspots ubiquitous across the country. However there are several public WiFi projects taking off in India.

Key Vendors: Cisco, Aruba, Cambium, Commscope, Extreme Networks, Dlink and TP-Link.
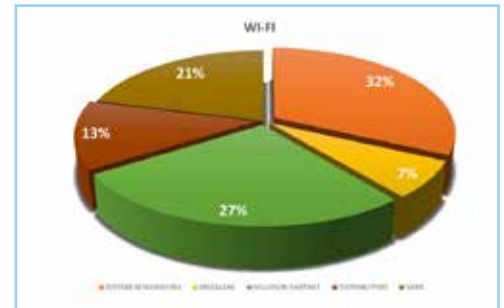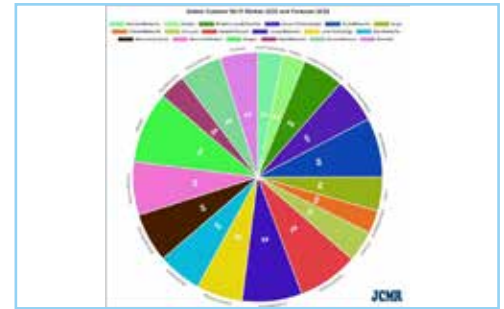
39. W-LAN

The consumer and enterprise worldwide wireless local area network (WLAN) market segments rose 7.1% year over year in the second quarter of 2020 (2Q20), according to IDC. The enterprise segment declined 9.5% year over year in 2Q20 with $1.4 billion in revenue. The second quarter results reflect the impact of the COVID-19 pandemic on the enterprise WLAN market. With the introduction of WiFi 6, is driving the deployment of Enterprise Wireless Local Area Network (WLAN) Market and upgrades of enterprise networks. However, the revenues for the enterprise class of WLAN infrastructure have now declined 6.1% in the first half of 2020 compared to the previous year. However, the consumer WLAN market grew 20.3% year over year in 2Q20.

The Indian WLAN market had a YoY decline of 16.8% during the first quarter of 2020. The market stood at $49.7 million, according to IDC's Worldwide Quarterly Wireless LAN Tracker. The WLAN market is expected to grow in single digits in terms of compound annual growth rate (CAGR) for 2018–2023.

Key Takeaways: The enterprise WLAN market is currently dominated by the 802.11ac standard, which will continue throughout the rest of 2020 and 2021. Increasing demand for network refreshes, digital transformation (DX) initiatives, and a new wireless standard - WiFi 6 (also known as 802.11ac) coming to market remain as the key boosters for the growth of the W-LAN market in 2020.

Key Vendors: Aruba, Cisco, Dell, D-Link, Huawei, CommScope, Cambium Networks and TP-Link.

40. WORKSTATION

The global market for workstations is witnessing a significantly high growth due to the rise in 3D animation, networking and graphics, and digital content creation. India's PC market, which includes desktops, notebooks and workstations declined by over 37 per cent to 2.1 million units, as COVID-19 and the lockdown hit consumer demand. Today, the global workstation market is made up of All-in-one workstation, tower workstation, rack workstation, mobile workstation, and blade workstation.

Although workstation is a high-performing device and designed for engineers and demanding software, there have been numerous instances of performance issues in the recent past related to data rendering and processing speed. Moreover, the high price range of workstations over a personal computer is another factor affecting its sales and is expected to hinder the market growth.

Key Takeaways: The global workstation market is expected to grow at a CAGR of 3.4% between 2019 and 2027. Interestingly, the growing rate of urbanization worldwide is believed to drive growth of the global workstation market. Additionally, growing adoption of CAD for 3D animation in manufacturing and construction industries will further fuel the global workstation market. Mobile workstations will grow at a much faster rate than desktop workstations, though the latter will still continue to hold their ground. The demand for mobile workstations is going to further increase in the areas of oil & gas exploration applications while All-in-one workstations are also expected to register a steady growth in their demand in the near future.

Key Vendors: HP, Dell, Lenovo, Acer and Apple

CYBER BREACHES IN THE BFSI
TO THE ECONOMIC GROWT

The world was gradually moving towards digital and it has been accelerated recentlyby the global pandemic – COVID-19. The pandemic has highlighted the need for digitally enabled citizen centric services to improve quality of life supported by remote, contactless city operations and focus on indicators such as public health and education.

This year Infotech Forum has designed with the idea of"Accelerating your Business Transformation Strategy, the forum had attended by 400 regulators, Policy makers, along with experts in technology, governance and over 130 delegates from the OEMs had attended the session. During the session there were various discussions that took place - how the core technologies has created the new vision to think ahead during the virtual interaction sessions.

This timethe Forum has witnessed15 exceptional founders, 10 deep tech start-ups of the new age and 30 start-upsinto cutting-edge technologies such as Artificial Intelligence and Machine Learning across different industries who joined the sessions to understand on how the OEMs are approaching the B2C partners across the country to support the local partners in growing and expanding their business via the digital and omni channel route, and giving a boost to the local businesses in India.

On this backdrop, the 18th edition of Infotech Forum 2020 took place which throws insight on the developing needs to lead on driving long-term value creation, through digitization. The forum also threw light on both enterprise-wide and security transformations with digitization for a substantial cost and operational efficiency.

The respected dignitaries who graced the e-event were Dr.Sanjay Behl,Director General, CERT-In- Government of India, Sanjay Sahay,IPS - Technology Evangelist, Vipin Tyagi, Ex- Executive Director- C DOT,Dr. B K Murthy, Scientist G, HOD(R & D Group)- MeitY, Rishi Mehta, Technology Expert from Silicon valley, Peter Melerud, Chief Strategy Officer and Co-founder- Kemp Technologies Alain Sanchez, CISO (EMEA) &Senior Evangelist-Fortinet,Rajeev Sreedhar, MD - India & SAARC – Infoblox, Sunil Sharma, Managing Director Sales- Sophos India & SAARC, Sandeep Bhambure, Vice President & M.D, India & SAARC – Veeam Software and Krunal Patel, Business Head, TeamViewer, India & South Asia - Team viewer.

Secondly, India is amongst the fastest growing FinTech markets in the world and ranked the highest globally in the FinTech adoption rate with China. Digital payments value of $65 bn in 2019 is expected to grow at a CAGR of 20% by 2023. The digital payments space, in particular, is witnessing remarkable innovations such as the emergence of alternative payment channels, setting up of payment hubs and tokenisation for securing payments."

DR. SANJAY BAHL, Director General, Indian Computer Emergency Response Team (CERT-In) explains, "Accelerating business transformation means accelerating change management strategy which can be defined as accelerating any shift or realignment or fundamental change in business operations. Why is the acceleration required now? So that the business can survive and thrive in an environment which is throwing up new innovation driven opportunities as it responds to shifting market demands while navigating the evolving regulatory complexities. So we are living in an Aja environment. Aja means 'asthirta' or volatile, it is 'anishchita' or uncertain, lack of clarity about the present and the future. It is 'jatilta' or complexity, multiple factors which are impacting decisions. It is 'aspastha' or ambiguity, lack of clarity. As we are living in this Aja world and this is an extraordinarily challenging time where this pandemic has given rise to a contact free economy which is accelerating digital business transformation and it is changing our government, society and industry. So businesses are now taking informed data driven decisions and making choices which have the potential to shape our economy, politics, Digital India, culture and society."

SANJAY SAHAY, IPS – Technology Evangelist talked about digital transformation and how COVID-19 has speed up the adoption. He said, "Today, we are living in an age that we call digital transformation. Companies, academicians, institutions have tried their level best to bring a digital transformation of this nature which you are experiencing today but in the last 20 years we were never able to accomplish this transformation. Courtesy COVID-19 per force we were forced into this digital transformation. Presently where we are today – it is in the laptop, everything has converged – our work, fun, entertainment, communication, banking transactions, social interactions, everything has converged into one single gadget like iPad, smartphone or laptop etc. This is where we exist and live. So this is a new paradigm. Home and laptop have become the harsh realities of today's existence and given the touchless world and the contagion in which we are living – COVID-19, we are lucky that we have this technology so that we could graduate our social and professional life all on this particular domain."

SECTOR POSE THREATS
H: INFOTECH FORUM

RISHI MEHTA, Technology Expert from Silicon Valley said, "Digital Transformation – we all are observing a relentless pursuit of the same. Emerging technologies, digital technologies are being adopted across all the segments. In our personal life gadgets like Alexa and Google which act as personal assistance, IoT sensors coming up to help, even in communities and cities spanning across Smart City initiatives that are going on across the world and also in India. A lot of Public sectors like banks which have their own adoption curve on digital technologies and the private enterprises spanning across various verticals that is where we see a lot of rapid growth of adoption of digital technologies for a variety of reasons. One, to stay competitive but more important is to add more value to their customers and also to keep a long term sustainable business model alive."

By giving the opening address **DR. DEEPAK KUMAR SAHU,** Editor-in-Chief, V A R I N D I A & Brand book said, " D i g i t a l transformation b e c o m e imperative for all businesses whether small, medium or large. However, change is the only thing that is constant. Enterprises should be able to deliver customised applications at the speed of ideas. Our survey from 300 CIO's in India says, about 85% of organisations said, their organisation is already undergoing digital transformation.

INFOTECH FORUM
18th
VAR INDIA
2020

PRINCIPAL PARTNER

SONATA SOFTWARE | Platinum Business Partner | IBM | Authorized Software

GOLD PARTNERS

F⊞RTINET | INGRAM MICRO

Infoblox
CONTROL YOUR NETWORK

CYBER SECURITY PARTNER
SOPHOS

NETWORKING PARTNERS
TeamViewer   veeAM

kemp

CLOUD COMPUTING PARTNER
CITRIX

CORPORATES SOLUTION DISPLAY

TEAM VIEWER

SOPHOS

IBM / SONATA SOFTWARE

FORTINET / INGRAM MICRO
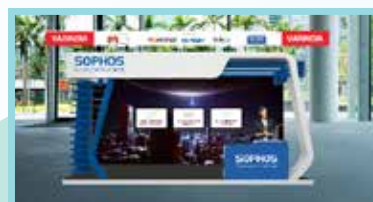
VEEAM

CITRIX

INFOBLOX

KEMP

VIPIN TYAGI, Former Executive Director- C-DOT said, "As we all know that traditional business model were rigid, siloed management, labour intensive, the computer and storage were in focus and then we moved to Cloud because of virtualization where the service is anytime and anywhere, no problems with the network etc. and then load sharing and sharing of resources were possible, large scale hardware and software can be put wherever you want, consequently Big Data came in. We still have siloed management but what happened is that we had difficulty in admission control which cause security issues. Consequently, we came to a situation where we had a multi-cloud architecture and then now what I am proposing is that we should go for cognitive self-aware application. Multi-cloud management is an integral part of basic functions building block – the security, privacy and transparency. The basic building block distributed software on simple generic hardware at the edges. We are doing it because of cost, availability, scalability, manageability, energy consumption, load fluctuation, complexity of managing the whole thing, latency and quality of service."

Digital technology emerging as a great enabler to pave the way for efficient service delivery, governance, and improved access to financial inclusion, education, justice, and healthcare. A disruptive innovation is an innovation that creates a new market and value network and eventually disrupts an existing market and value network, displacing established market-leading firms, products, and alliances. On this backdrop **SUNIL SHARMA,** Managing Director Sales- Sophos India & SAARC says, "Time has changed. Previously, we used to work with normal netware, all machines were wired, everyone is working in one particular office and in one premise and working in a trusted network. Today, there is a more complex infrastructure that has taken place because people are working from homes and anywhere. So time has really changed where you have different kind of users now and at the same time the infrastructure has changed. Earlier we had machines, server in office but now the server is placed at office or in different location. Whether it is public or private cloud, applications at the same time is actually evolving, so data, application, infrastructure is continuously evolving and at the same time it is also important that Malware has also become very smart. They are absolutely active and dynamic."

LATA SINGH, Executive Director, Partner Eco-system & CSI – IBM India/South Asia said, "Technology and technology innovation are so significant that they can actually influence the outcome of businesses. Technological, social, and regulatory market forces are precipitating this change and enterprises are increasingly leveraging cloud to accelerate digital transformation and gain competitive advantage. Therefore, it could not have been a better time to talk about how we are leading the digital exultation by helping companies use cloud platforms with enterprise-grade security and digital technology capabilities, to discover new ways to leverage data for improved business performance. If you look at the journey till now, the digital transformation worked on 'outside-in', that means we were looking at customer expectations or needs only and looking at all pervasive interconnectedness. When we move towards the future, we are looking at an 'inside-out' view, which means we are looking at the data that we have. How are we going to exploit that data and drive exponential growth is the key question? We believe the next digital transformation is going to happen in and around people, things and places, through the emergence of what we call as the Cognitive Enterprise™."

Talking about role of technology in the country's digital transformation and the collaborating tools, **S MOHINI RATNA**, Editor-VARINDIA said, "We can't deny the fact the role technology plays in India's digital transformation and how innovations in India can help in finding solutions to global problems.

A few years back, many companies took a big bet to be 100% agile by 2020 but we are seeing the reality during the pandemic. It has leveraged a lot of collaboration technologies that have been brought to bear. The consumer internet has reached out to many more people than any of us could have imagined at the beginning of the decade about Working from Home (WHM) becoming the buzz word."

KRUNAL PATEL, Business Head, TeamViewer, India & South Asia – Team Viewer said,"Lot of large and small enterprises, a lot of CIOs, CTOs are in talks to make remote work the new normal. One of the major factors in this is 'Connectivity'. You need a solution to make your business connected remotely. Connecting man to man, man to machines, machines to machines is a very defining requirement of the current era. Collaboration is another factor.

Virtual meetings have limitations than the physical meetings; there is a restriction due to physical distancing, we have to push very hard on collaboration. The next is cloud; different enterprises are now embarking on cloud more than ever due to security and flexibility."

SANDEEP BHAMBURE, Vice President & M.D, India & SAARC –Veeam Software highlights, "As per Gartner, 40% of the organizations are likely to replace their backup applications even if they have deployed it at the beginning of 2018. It is because customers are not really finding so much confidence as they accelerate into their digital transformation journey. They are safe when it comes to the availability of the workload, their data is protected and hence there is a need to look at new solutions that can really give them confidence. This is exactly where Veeam has been doing well in the marketplace. The three key parameters which start with capability, which is very important because of the incumbent backup solution, if you have been using a backup solution for more than a decade, you would be limited in your ability to protect modern workloads and hybrid cloud movements. Second is complexity and this is very relevant when it comes to the current environment where it is not just availability of applications, data center and workloads, it is also about the availability of skilled people. Finally, cost – customers are looking at sweating their IT assets more than ever before."

RAJEEV SREEDHAR, MD – India & SAARC– INFOBLOX said, "In the new hyper connected world opportunity has come to us faster than before because of intelligent apps, IoTs, Machine Learning, Blockchain and more. Traditional networking excels in a tightly connected world but that was not designed for today's rapidly evolving cloud infrastructure. Hyper-connected world demands a new level of networking designed from ground-up to be agile while remaining rock solid and secure with visibility across the entire ecosystem. As a customer you would have expanded it to cloud, added more hardware and would have gone to more third party solution providers. This is actually creating a lot of complexity when it comes to managing these environments. Infrastructure now is all over the place. All these include breaches, data loss and downtime. Infoblox strategy response in a unique position as the foundational layer for networking security which gives us a prime advantage. Infoblox security provides foundational security that works with the existing infrastructure in the cloud on premise to help detect attacks soon, stop them fast, and optimize the performance for the entire security stack."

ALAIN SANCHEZ, CISO (EMEA) & Senior Evangelist, Fortinet said, "Security was always at the centre of digitization but what happened in the last couple of months it really has become something that helped enable digital innovation itself. If you look at the number of records that have been stolen over the last 20 years, we started from a few million and now we are talking about billions. Today, the moment the object starts to exist until its final design, its production and evolution over time, it is all digital. So the number of moments and points of contacts between the idea and the object is completely in the digital world. If we look ahead, we will still continue with this and the applications will be everywhere at the edge or the core, fully collaborating together at very high speed, the business models themselves will be influenced by this capability of super collaboration in the hyper-connected world and the access will be absolutely distributed."

100 EMINENT CIO'S OF INDIA 2020

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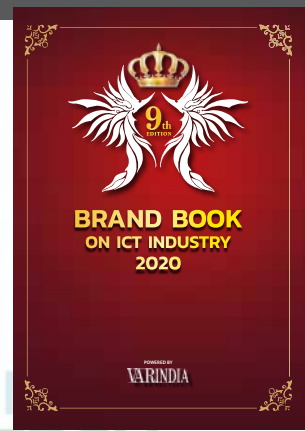
Panel Discussion Session – I
ACCELERATING YOUR BUSINESS TRANSFORMATION STRATEGY

Mr. VIJAY SETHI
CIO
HERO MOTORCORP LTD.

DR. S K MEHER
CIO
AIIMS

Mr. KAMAL SHARMA
DIGITAL TRANSFORMATION LEADER– UNITED TECHNOLOGIES

Mr. UPKAR SINGH
DIRECTOR–IT
FIS

Mr. PUNEESH LAMBA
SR. VP & GROUP CIO– C K BIRLA GROUP

MR. MOHAN MUTHURAJ
VICE PRESIDENT
SONATA SOFTWARE

The first panel discussion for the day was on Acclerating your Business Transformation Strategy. It was moderated by Dr. Deepak Kumar Sahu, Chief Editor-VARINDIA. The panelists who joined the session to discuss on the topic were - Vijay Sethi, CIO, Head of Human Resources and CST, Hero Motorcorp, Dr. S K Meher, CIO, AIIMS, Kamal Sharma, Digital Transformation Leader, United Technologies, Upkar Singh, Director-IT, FIS, Mohan Muthuraj, Vice President- India Business- Sonata Software, Puneesh Lamba, Sr. VP & Group CIO, C K Birla Group.

MOHAN MUTHURAJ, Vice President– India Business– Sonata Software

"Business transformation is an opportunity to define a bold ambition for your organization and make fundamental change in the way business is connected to cope with the changing market environment. It is to make changes to the process, people and systems and align with business strategies."

VIJAY SETHI, CIO, Head of Human Resources and CSR, Hero Motorcorp

"In reality the word business transformation is changing so fast, so the business model, the way of working, the way people behave and think in organizations, the way they interact with customers will not be valid tomorrow. So how to change the business to meet the new consumer expectation, expected consumer experiences and just transform the way rather than continuing with the way we have been working. The objective is to ensure that the company to survive, to grow, reduce the cost and gives a much better customer experience."

UPKAR SINGH, Director–IT, FIS

"Business transformation is an opportunity to rethink the business and operating model to deliver breakthrough values. It may involve strategic decision that attract the way we will grow, how our organization operates and what kind of performance improvement we can expect. When a company adopt changes and creates a culture of capabilities, competence, collaboration and communication using computerization to conduct its business activities winning market competitions continuously and facing challenges carefully is what business transformation is."

KAMAL SHARMA, Digital Transformation Leader– United Technologies

"When technology is changing at a rapid pace and accordingly the leadership board are building up the aspirational transformation expectation, we need to align with the aspirational situation and that is where the business transformation strategy gets aligned. Definitely, digital remains a backbone but there are other important parameters like people, culture, process and the flexible and agile leadership which powers them. In business transformation we will see the tenure of it getting reduced which starts from incubation to maturity will get reduced from the previous era what we saw five to six years back.

PUNEESH LAMBA, SR. VP & GROUP CIO, C K BIRLA GROUP

"When the world is trying to create a vaccine in 12 to 18 months of time but history says that it takes a decade to do that, it is business transformation, when you radically reduce your time to market. When you try to change your product to a service for recurring a definitive revenue so that it can reach different segments of customer that is business transformation. It is also a business transformation when you try to change your business model from a brick and motor to e-commerce base model to reach new geographies or to overcome other challenges. When you delight your customers and improves their experience by miles is also business transformation. These are big objectives. So taking baby steps towards them is also a start of a transformation of a business like trying to find inefficiencies in current processes, challenging the status-quo, improving productivity all of these are building blocks to larger business transformation."

DR. S K MEHER, CIO, AIIMS

"The meaning of business transformation is almost same for everyone but objective may vary from organization to organization. In my case the objective of transformation is different from others. For me business transformation means it is one of the best opportunity based on the environment or situation or the requirement with which we can transform our business to betterment. In my caseit is how to transform in COVID time to a greater high. In that case we need to take the opportunity in a requirement basis. It can be in agile form or a baby step but to take the business to a new height so that service should continue as we are a service organization as per our requirement."

100 EMINENT CIO'S OF INDIA 2020

Panel Discussion Session – II
ACCELERATING YOUR BUSINESS TRANSFORMATION STRATEGY

BRAND BOOK ON ICT INDUSTRY 2020

POWERED BY VARINDIA
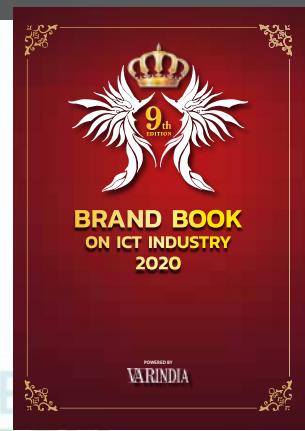
Mr. ATUL GOVIL
CHIEF TRANSFORMATION OFFICER – INDIA GLYCOLS

DR. HAROLD DCOSTA
DIRECTOR– INTELLIGENT QUOTIENT SECURITY

Mr. SHIV KUMAR BHASIN
CTO/COO – NATIONAL STOCK EXCHANGE OF INDIA LTD.

Mr. CHANDRA MOULI
CHIEF INFORMATION & TECHNOLOGY OFFICER – SANKARA NETHRALAYA

Mr. HARNATH BABU
CIO KPMG INDIA

Peter Melerud
Chief Strategy Officer & Co–Founder – Kemp

The second panel discussion of the forum was on Shortage of Cyber Security workforce, budget limitations and remote working. This panel was too moderated by Dr. Deepak Kumar Sahu, Chief Editor-VARINDIA. The panellists who joined the session to discuss on the topic were – Atul Govil, Chief Transformation Officer & Head (SAP & IT) - India Glycols, Dr. Harold D'costa, Director- Intelligent Quotient Security, Shiv Kumar Bhasin, Chief Technology & Operations Officer- National Stock Exchange India, Chandra Mouli, Chief Information & Technology Officer, Sankara Nethralaya, Harnath Babu, CIO-KPMG India and Peter Melerud, Chief Strategy Officer and Co-founder- Kemp Technologies.

HARNATH BABU, CIO–KPMG INDIA

"The new normal is powered by remote working and contactless payment. We have seen the business is accelerating in the digital arena and companies have substantial assets and data which are settling in the digital form. I think the threat of cyber security certainly haunts most of the organizations and with the rise of the cyber security risk that the organization is facing today, it is important to have the right skillsets. We have a shortage of skillsets for sure but it is important to have our people trained in cybersecurity and it is important that they are aware of cybersecurity issues. It is more of a prevention than cure. "

ATUL GOVIL, CHIEF TRANSFORMATION OFFICER & HEAD (SAP & IT) – INDIA GLYCOLS

"Everyday from newspaper we figure out that one or the other of the large enterprises are getting some kind of data breach. This is creating a lot of risk for the enterprises not from the stand-point of data loss only but it is also a loss of credibility in the eyes of stackholders and the business partners. The remote working due to the Covid-19 pandemic gives an exponential rise in the surface area of the attack. So in that context, at one end these attacks have increased on the other end, companies are struggling to maintain their cash flows. On top of it due to different types of cybersecurity breaches that are happening, it is actually very difficult in manufacturing per say to cope up. We have to rely on our partners to provide us tools and periodic assessments so that one can have a continual view of what is happening and keep doing course correction. On the other end one can also have a regular audit to see whether the company is prepared for these new age attacks or not. As per the survey of World Economic Forum, nowhere in the workforce assessment the shortage of skills is so pronounced as in the case of cybersecurity."

CHANDRA MOULI, CHIEF INFORMATION & TECHNOLOGY OFFICER, SANKARANETHRALAYA

"The shortage of skills is still a global issue and it does impact all kinds of organizations. But it also depends on the security of the industry and the maturity of the organization to deal with that. We have a specialized team to deal with this and we also work with outsourcing partners to help us on some of the machines to deal with shortage of skills. As an industry, particularly healthcare which is based on multiple levels, I think budget, skill and training is an issue. The opportunity for remote working in healthcare is limited to certain people."

SHIV KUMAR BHASIN, CHIEF TECHNOLOGY & OPERATIONS OFFICER– NATIONAL STOCK EXCHANGE INDIA

"Today, during remote working, people would like to have the highest compliance in terms of only authorized persons interacting in real-time while video and audio authentication is happening on, while on boarding the remote employee. As you are enabling remote working people are going for a public cloud based solution where SaaS or CRM everything is hosted on a public cloud."

PETER MELERUD, CHIEF STRATEGY OFFICER AND CO–FOUNDER– KEMP TECHNOLOGIES

"As we look at the shifts in the global market area, we actually see the gap in the shortage of security professionals increasing not decreasing over the time. We are also seeing that there is not only a shortage of people but also in the qualification of the people. As the attack surface is increasing there is more and more opportunity for bad actors to introduce problems across a much wider range of areas and unfortunately our education systems, universities are not able to keep up. As a technology vendor our part is to help create and innovate solutions to some of these problems. We are in a fortunate position where we are effectively occupying both the network part of the challenges, the application side and on the edge. We can see the traffic flows from end users trying to connect to remote hosted applications, the web traffic that is coming into the company's environments. We also provide encryption and decryption services, authentication and authorization services. We are working on some really innovative technology to help bridge everything because the gaps and the shortage of skills are continuing to grow. So the only way we see to get ahead is to create innovative solutions to close the gaps and try to stay ahead of the game."

DR. HAROLD D'COSTA, DIRECTOR– INTELLIGENT QUOTIENT SECURITY

"The skilled cyber security force is a big challenge. We need a large quantum of well qualified, trained practical cyber security professionals to be there. In terms of the organization's technology budget, few years before organizations were constrained – not understanding the power of technology but I believe in the last five to six months organizations have realized that it's only the technology that can ensure sustainability. Therefore, under this preview many organizations today have their budgets to be revamped and most of them have now increased the technology or security related budget within the organizations."

Every year VARINDIA comes out with the survey on how OEMs are performing in the product performance, R & D support, On-time availability and the most important is the post-sales support and these 50 Most Admired Brands gains unique confidence of the consumers in their respective areas and took the positionin the Top 50 Most AdmiredBrands in India, it reflects the performance in the Indian market out of hundreds of technology brands were evaluated first by the industry leaders and then our editorial team. The ratings are listed below:

VARINDIA INDIA'S MOST TRUSTED COMPANIES 2020

MOST TRUSTED COMPANY

1	amazon	2	(Apple)
3	Google	4	TATA CONSULTANCY SERVICES	5	Infosys
6	Microsoft	7	SAMSUNG	8	DELL Technologies
9	Jio	10	airtel	11	IBM
12	HCL	13	wipro	14	Tech Mahindra IT Services and Telecom Solutions
15	accenture	16	Hewlett Packard Enterprise	17	CISCO
18	salesforce	19	hp	20	INGRAM MICRO
21	SAP	22	intel	23	Canon Delighting You Always
24	Lenovo	25	LG Life's Good		

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50 MOST ADMIRED BRANDS 2020

- ACER INDIA PVT. LTD.
- ALCATEL LUCENT ENTERPRISE
- AMD INDIA PVT. LTD.
- ARRAY NETWORKS INDIA PRIVATE LTD.
- ARUBA- A HEWLETT PACKARD ENTERPRISE
- AUTODESK INDIA PVT. LTD.
- AXIS VIDEO SYSTEMS INDIA PRIVATE LIMITED
- CHECK POINT SOFTWARE TECHNOLOGIES LTD.
- COMMSCOPE INDIA PVT. LTD.
- COMMVAULT SYSTEMS INDIA PVT.LTD.
- CP PLUS INDIA PRIVATE LIMITED
- CITRIX SYSTEMS INDIA PVT. LTD.
- CTRL S DATACENTERS LIMITED
- INDIA LTD.
- ESDS SOFTWARE SOLUTIONS PVT. LTD.
- EXTREME NETWORKS INDIA PVT. LTD.

- FITBIT INDIA PVT. LTD.
- FORTINET TECHNOLOGIES INDIA PVT. LTD.
- PRAMA HIKVISION INDIA PVT. LTD.
- HITACHI VANTARA INDIA PVT. LTD.
- HUAWEI TECHNOLOGIES INDIA PVT. LTD.
- KASPERSKY LAB INDIA
- L&T TECHNOLOGY SERVICES LTD.
- LAVA INTERNATIONAL LTD.
- NEC TECHNOLOGIES INDIA PVT. LTD.
- NETAPP INDIA MARKETING & SERVICES PVT. LTD.
- NETMAGIC SOLUTIONS PVT. LTD
- NVIDIA GRAPHICS PVT. LTD.
- ONE DIGITAL ENTERTAINMENT PVT. LTD.
- ORACLE INDIA PVT. LTD.
- PALO ALTO NETWORKS INDIA PVT. LTD.
- PLANTRONICS INDIA PRIVATE LIMITED
- QUALCOMM INDIA PVT. LTD.
- RADWARE INDIA PVT. LTD.
- REDHAT INDIA PVT. LTD.

- REDINGTON INDIA LTD.
- SAS INSTITUTE INDIA PVT. LTD.
- SAVEX TECHNOLOGIES PVT. LTD.
- SCHNEIDER ELECTRIC INDIA PVT. LTD.
- SEAGATE TECHNOLOGY HDD (INDIA) PRIVATE LIMITED
- SONICWALL TECHNOLOGY SYSTEMS INDIA PVT. LTD.
- SOPHOS TECHNOLOGIES PVT. LTD.
- SUSE SOFTWARE SOLUTIONS INDIA PVT. LTD.
- TEAMVIEWER INDIA PVT. LTD.
- TECH DATA ADVANCED SOLUTIONS (INDIA) PVT. LTD.
- THALES INDIA PVT. LTD.
- UIPATH ROBOTIC PROCESS AUTOMATION INDIA PVT. LTD.
- VEEAM SOFTWARE PVT. LTD.
- VMWARE SOFTWARE INDIA PVT. LTD.
- WESTERN DIGITAL(U.K.) LTD.

Lucky Winners in 18 Infotech Forum 2020

There were certain lucky winners for those who had attended the entire sessions and participate in the Quiz's by our sponsors and participate in the Questions and Posting in the Twitter. The conditions are: 90% attendance will get Rs.10,000/- (Amazon Gift Coupon), 80% attendance will get Rs.5,000/- (Amazon Gift Coupon) and 70% attendance will get Rs.3,000/- (Amazon Gift Coupon).

The winners for Rs.10,000/- (Three**)**

Mr. Ajay Bakshi, Chief Digital Officer & SVP -Business Transformation- Aegis Customer Support Services Pvt. Ltd.

Mr. Chandra Mouli, Chief Information & Technology Officer- Sankara Nethralaya

Ms. Meetali Sharma, Head Risk,Compliance & Information Security- SDG Software(I) Pvt. Ltd.

The winners of Rs. 5,000/- (Three**)**

Mr. Ravi Razdan,Head- IT & HR- Jyothy Laboratories Ltd

Dr. Karnika Seth, Cyber Law Expert & Founder- Seth Associates

Mr. Avneesh Vats, Dy. GM-IT- Energy Efficiency Services Ltd.

At last the winners of Rs. 3,000/- (Five**)**

Mr. Suresh Kumar,Partner & CIO- Grant Thornton

Mr. Virendra Kumar Bansal,Executive Vice President & Group CIO- SAR Group

Mr. Deepak Kalambakar, AVP Infra & CSO- SAFEXPAY

Ms. Jyoti Chopra, Director-IT- Sakshem IT Solution Pvt. Ltd.

Ms. Ruchika Mehta, Associate Dir. IT Finance BRM - Pepsico

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Interra Information Technologies, Inc
25 Metro Drive, Suite 550,
San Jose, CA – 95110
Tel + 1 408 451 1700
Fax + 1 408 441 7495

Interra Information Technologies (I) Pvt Ltd
SDF E – 22, Noida Special Economic Zone
Noida – 201305, U.P.
Tel + 91 120 256 8037
Fax + 91 120 256 8110

Interra Information Technologies (I) Pvt Ltd)
223-226 SDF Building, Block GP Sec V,
Salt Lake City, Kolkata, WB 700 091, India.
Tel + 91 33 23579052
Fax + 91 33 23573847

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MARKETING MANAGER,
COMMVAULT SYSTEMS PVT. LTD.

B. S. RAO
VICE PRESIDENT – MARKETING,
CTRLS DATACENTERS LTD.

DEEPALI NAAIR
CMO, IBM INDIA PRIVATE LIMITED

KUNAL AMAN
HEAD MARKETING & COMMUNICA-
TIONS, SAS INSTITUTE INDIA PVT. LTD.

NIKHIL DUDWADKAR
MARKETING MANAGER – INDIA,
KASPERSKY LAB

"BRAND ICONS OF THE YEAR 2020"

VARINDIA
BRAND ICON OF INDIA

NIKHIL SHARMA
MARKETING HEAD,
VEEAM SOFTWARE

RISHI PRASAD
MARKETING LEAD, SOUTH ASIA,
SEAGATE TECHNOLOGY HDD
INDIA PVT. LTD.

ROSHNI DAS
DIRECTOR – MARKETING, INTEL
TECHNOLOGY INDIA PVT. LTD.

VINNY SHARMA
MARKETING HEAD, FORCEPOINT
INDIA PVT. LTD.

WOMEN LEADERSHIP IN TECHNOLOGY SALES

WOMEN LEADERSHIP IN TECHNOLOGY SALES – 2020
VARINDIA

We have launched the first leg of the series during the Infotech Forum 2020 by recognising the 'Women Leadership In Technology Sales' in India. We did our internal survey and took nominations from the industry to reach at the finest women leadership in the country.

LATA SINGH
EXECUTIVE DIRECTOR, PARTNER ECOSYS-
TEM & CSI – IBM INDIA / SOUTH ASIA

BHAWNA AGARWAL
SENIOR DIRECTOR & COUNTRY HEAD,
HEWLETT PACKARD ENTERPRISE

KRITHIGA THAKKAR
DIRECTOR CONSULTING, RED HAT INDIA
PRIVATE LIMITED

JAYA MAHADEVAN
DIRECTOR – CHANNEL, DISTRIBUTION, &
ALLIANCES, SCHNEIDER ELECTRIC INDIA
PRIVATE LIMITED

SHALINI MALHOTRA
VICE PRESIDENT – STRATEGIC ACCOUNTS
VODAFONE IDEA LIMITED

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THE EMINENT CIOS OF INDIA

No.	Name	Designation	Company
1	Jaideep Khanduja	Chief Technology Officer	AccioMango Pvt. Ltd.
2	Lakshmana Vadaga	Head-IT	Adlabs Entertainment Ltd.
3	Kiran Belsekar	CISO	Aegon Life Insurance Company Ltd.
4	Ramkumar Mohan	CIO	Air Works India (Engineering) Pvt. Ltd.
5	Dr. Sushil Kumar Meher	CIO, Department of Computer Facility	All India Institute of Medical Sciences (AIIMS)
6	Naresh K Pathak	CIO - India & South East Asia	ANDRITZ
7	Ajay Yadav	Regional Head IT-North	Arshiya Rail Infrastructure Ltd.
8	Sandeep Jamdagni	Head-IT	Ashiana Housing Ltd.
9	Yogendra Singh	Head-IT/SAP	Barista Coffee Company Ltd.
10	Dr. Mukesh Mehta	Chief Technology Officer	Batlivala & Karani Securities Ltd.
11	Prashant Bokli	Chief Technology Officer	Being Human Clothing
12	Tanmoy Mukhopadhyay	Chief Executive Offier	Bestow Infotech Company
13	Anurag Saxena	Head - Information Technology	BIBA Apparels Pvt. Ltd.
14	Amit Dhawan	CISO & DOP	Birlasoft
15	Kersi Tavadia	CIO	BSE Ltd.
16	Manish Sinha	Global Application Manager SAP	Busch Vacuum Pumps and Systems
17	Ian Hooper	Partner and Head of Banking & Payments	CAPCO
18	Deepak Singhal	Enterprise Architect Director for DEMS Business	Capgemini
19	Vishal Madan	Executive VP & CTO	Capital Small Finance Bank Ltd.
20	Puneesh Lamba	SVP & Group CIO	CK Birla Group
21	N Balasubramanian	GM & Head IT-Applications & Support	Cloudnine Group of Hospitals
22	Kunal Nagarkatti	COO	Clover Infotech
23	Ramesh Lakshminarayanan	CIO	CRISIL
24	Anil Nama	CIO	CtrlS Datacenters Ltd.
25	Adv. Prashant Mali	President & Founder	Cyber Law Consulting
26	Dr. Harold D'Costa	President	Cyber Security Corporation
27	Dr. Makarand Sawant	Senior General Manager – IT	Deepak Fertilisers and Petrochemicals Corporation Ltd.
28	Subbarao Hegde	CTO and CMO	Deshpande Foundation (Global), India
29	Arvind Gupta	Head and Co-Founder	Digital India Foundation
30	Munender Soperna	CIO	DR. Lal Pathlabs Ltd.
31	Arindam Singha Roy	Head Information Technology	EIUL
32	Chirag Boonlia	Group CTO	Embassy Group
33	Avneesh Vats	DY. GM-IT	Energy Efficiency Services Ltd.
34	Dr. Rajeev Papneja	Chief Growth Officer	ESDS Software Solution Pvt. Ltd.
35	Sourav Das	CIO	Essel Mining & Industries Ltd.
36	Aparna Gupta	MD	Evolve Digitas
37	Sandip Pradhan	Chief - IT	Exide Industries Ltd.
38	Upkar Singh	Director IT	Fidelity Information Services India Pvt. Ltd.
39	Arindam Paul	DGM IT	Gainwell Commosales Pvt. Ltd.
40	Arvind Kumar	GM- IT	Genisys Information Systems (I) Pvt. Ltd.
41	Ashish Bansal	Director, Global ERP Operations, App Testing & RPA Service	GlaxoSmithKline Pharmaceuticals Ltd.
42	Suresh Kumar	Partner & CIO	Grant Thornton Advisory Pvt. Ltd.
43	Dr. Vineet Bansal	AVP-IT (CIO)	Greenpanel Industries Ltd.
44	Manikkam Subramaniam	Sr. V.P.	Heritage Group
45	Vijay Sethi	CIO, Chief Human Resource Officer & Head Corporate Social Responsibility	Hero MotoCorp. Ltd.
46	Ajay Srivastava	Head-IT	HFCL Ltd.
47	Dr. Harsha Thennarasu	Chief IT & Cyber Security Advisor	HKIT Security Solutions
48	Vivek Ahuja	Director IT - MEA & India	IDEMIA
49	Atul Govil	Chief Transformation Officer	India Glycols Ltd.
50	Sanjeev Sinha	President – IT & Digitization	India Power Corporation Ltd.

No.	Name	Designation	Company
51	Rohit Kachroo	CISO	Indiabulls Group
52	Vivek Gupta	DGM- IT	INDIAN BANK (eALLAHABAD)
53	Sanjeev Jain	CIO	Integreon
54	Ambuj Bhalla	Director IT Security and CISO	Interglobe Aviation Ltd.
55	Ravinder Arora	Chief Information Security Officer	IRIS Software
56	Sandeep Sengupta	MD	ISOAH Data Securities Pvt. Ltd.
57	Mansi Thapar	IT Leader, Head - Information Security	Jaquar Group
58	V Ranganathan Iyer	CIO & EVP-IT	JBM GROUP
59	Sunil Tripathy	AGM - IT	Jindal Saw Ltd.
60	Jitendra Singh	CIO	JK Cement Ltd.
61	Ravi Razdan	Head IT & HR	Jyothy Labs Ltd.
62	Dr. Keshab Panda	CEO & MD	L&T Technology Services
63	Dr. Ashish Bharadwaj	Director-IT	Laureate Education Services Australia & New Zealand
64	Nandkishor Dhomne	VP-IT & CIO	Manipal Health Enterprises Pvt. Ltd.
65	Vineet Love	Director - Cyber Security & IT Governance	Mazars India
66	Parna Ghosh	VP & Group CIO	Minda Industries Ltd.
67	Bibhas Sen Choudhuri	AGM IT	Neotia Healthcare Initiative Ltd.
68	Sunil Sirohi	VP	NIIT Ltd.
69	Amit Jaokar	CISO & CDO	NKGSB Bank
70	Milind G. Mungale	Executive VP & CISO	NSDL e-Governance Infrastructure Ltd.
71	Rakesh Upadhyay	CTO	ONEOTT iNTERTAINMENT Ltd.
72	D V Seshu Kumar	Asst. VP – IT Head	Orient Cement Ltd.
73	Punit Rastogi	CIO	Orient Electric Ltd.
74	Anil Sharma	CTO Lead AMENA	Pepsico INC.
75	Sandiip Kothari	Head- IT	PRINCE Pipes and Fittings Ltd.
76	Amit Kapoor	DGM - IT/Application	Pristine Logistics & Infraprojects Pvt. Ltd.
77	Tarun Bali	AVT & Head of IT	Quest Retail Pvt. Ltd.
78	RP Rath	CTO	Radical Minds Technologies Pvt. Ltd.
79	Farhan Khan	Sr. VP-IT	Radico Khaitan Ltd.
80	Sayed Peerzade	Group CIO	Reliance Entertainment
81	Pragnesh Mistry	Group IT	RPG Enterprises Ltd.
82	Arijit Dasgupta	Head-IT	Rupa & Company
83	Jyoti Chopra	Director IT	Sakshem IT Solution Pvt. Ltd.
84	S. Chandra Mouli	Chief Information & Technology Officer	Sankara Nethralaya
85	Virendra Bansal	Group CIO	SAR GROUP
86	Gyan Prakash	VP - Enterprise IT	SCADA Geoinformatics Pvt. Ltd.
87	Meetali Sharma	Head - Risk, Compliance & Information Security	SDG Software (I) Pvt. Ltd.
88	Dr. Karnika Seth	Cyberlaw expert & Founding Partner	Seth Associates
89	Dinesh Kaushik	CIO	Sharda Motor Industries Ltd.
90	Hariharan Subramanian	VP-IT & Technology	Shriram Properties
91	Amrut Urkude	GM/Head (IT & SAP, Corporate HR)	Shubhalakshmi Polyester Ltd.
92	Anand Ruhela	Head - IT	Sikkim Manipal University
93	Chitranjan Kesari	CEO	TECH 4 LOGIC Pvt. Ltd.
94	Parveen Kumar Sharma	Consultant – IT	The Institute of Chartered Accountants of India
95	Bhaskar Rao	Asst. General Manager – IT	Vasai Vikas Bank Ltd.
96	Sampath Sowmynarayan	President Global Enterprise	Verizon Business Group
97	Colleen Berube	CIO	Zendesk
98	Milan Kumar	CIO - CVCS	ZF Group
99	Bipradas Bandyopadhyay	Head-IT	Zuari Infraworld India Ltd.
100	Rishi Mehta	Global Technology Expert	

CADYCE USB-C TO LIGHTNING CABLE - CA-CLC

Apple came up with a new technology in the middle of 2019 to give the best charging experiences to its users. It is the USB-C to lightning cable, which ensures the fast charging of its devices. Previously the USB-A lightning cable featured with the devices, but that was not good in terms of charging duration. Besides this, the USB-C is more refined compared to USB-A. In simple words, USB-C is the future of the industry.

Cadyce has recently launched a super elegant, convenient technology to help its customers. Its USB-C™ to Lightning cable comes with all premium features which would satisfy an Apple user in his day to day life.

WHAT IS USB-C™ TO LIGHTNING CABLE?

USB-C™ to Lightning is a kind of cable which is used to charge iPhones, iPad, Siri remotes, and many other Apple devices when these are connected with the USB-C port.

KEY FEATURES OF USB–C TO LIGHTNING CABLE:

- **Provide fast-charging experience:** As the company claims, it charges the device faster than the previous cables, which used to come with the package.
- **Fast data transmission:** It can transfer any data or media files from one device to another faster than earlier.
- **More flexible:** The old version of Apple devices could be connected easily with the help of adaptors. This new version is more compatible and flexible in terms of connection.
- **Easy to use:** This new C to lightning cable can be used directly without any installation.
- **Both-End reversible:** The new cable comes with each end connection ability. So no more confusion while plugging.
- **More powerful and fast charging capability than USB-A:** The cable carries more power which ensures faster charging.
- **Easy connectivity:** No additional cable is required to connect iPhone with Mac or PC.

CADYCE'S USB–C TO CADMIUM LIGHTNING CABLE:

Cadyce, one of the leading networking and digital lifestyle brands, recently presented new lightning cables for iPhone users at a very reasonable price.

WHY SHOULD YOU BUY FROM CADYCE?

- **MFi certification approved:** "Made for iPad, iPhone, iPod" is a unique type of certification provided by Apple to third parties to make products for Apple devices. MFi ensures you to use that company's product with your Apple devices. Without the permission and logo of Apple, no company can distribute or claim that product for Apple devices. Cadyce is a fully MFi certified company which is selling new technologies for a long time.
- **Design:** Cadyce's USB-C to lightning cable comes with a very reliable and compact design. The metallic connector can resist heat easily. The length of the cable is around 3.9 feet / 1.2 meters, so you can charge any device without stretching so much, and that's too tangle-free.
- **Quality and durability:** CADMiUM Lightning Cable is made of premium quality materials that pledge its durability. It comes with Aluminium forming plugs, which is strain resistant. The fiber materials control solidity and sturdiness inside the cable. External materials are also thick and waterproof, which is another plus point in terms of its durability.
- **Fast charging and data transferring as promised:** After Apple's lightning cable, Cadyce's CADMiUM Lightning Cable ensures its customers with the same fast-charging and media transferring capability with 100% sync, 480 Mbps data transferring, and 2.4 AMPS fast charging facility. It uses 100% of the provided AMPs to decrease the charging duration. So no waste of power anymore. The oxygen-free, high-density copper wire helps in fast charging, and tough CADMiUM cotton braided cord increases its lifespan.
- **Portable and reversible:** It has maximum bend capacity so you can carry it anywhere easily without losing its property. Also, it comes with a reversible Type C connector, and is compatible with Thunderbolt 3 and USB 2.0.
- Prices and other specifications: You can easily get Cadyce's CADMiUM Lightning Cable on our website.

THE FUNCTIONALITIES OF A USB–C TO LIGHTNING CABLE ARE AS FOLLOWS:

FUNCTION	CONNECTED CONFIGURATION	DEVICES
Charge	Charger with USB–C Port	iPhone, iPad, iPod
Fast charge	Apple 29w, 30w, 61w, 87w, USB–C power adapter	iPhone 8, iPhone 8 Plus, iPhone X series, iPhone 11 series, iPad Pro 12.9 and later, iPad Pro 10.5
Sync and share/import	USB–C port on Mac	iPhone, iPad, iPod
Siri remote charges	USB–C port on Mac, USB–C charger	Siri
Use as a personal hotspot.	USB–C to lightning cable	iPhone and iPad

YouTube

Unleash
your Idea
Submit your Idea.

Get Shortlisted.
Present your Idea to the CEO.
Disrupting the disruptors

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.

www.mybrandbook.co.in
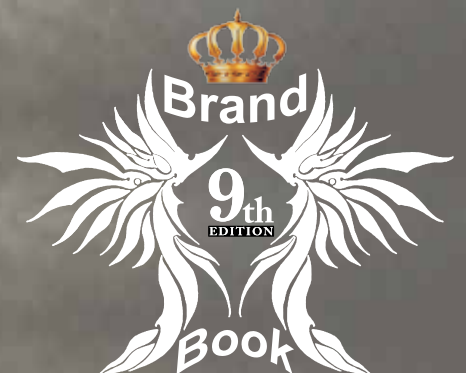
SOPHOS ENABLING PARTNERS WITH SOLUTIONS AND TRAININGS TO MEET CUSTOMER NEEDS DURING THE PANDEMIC

The vendor partner relationship is most crucial when it comes to meeting challenges faced by their customers. Presently, all the businesses are facing cyber security challenges due to the new normal – Work From Home (WFH) which organizations are forced to adopt because of the global pandemic, COVID-19. Sophos with its partner community and products are safeguarding their customers in this remote work environment where the chance of cyber breach has increased manifold due to unprotected network.

A 100% channel focused company – Sophos puts its partners at the centre in whatever they do. Its extensive global partner channel is the key differentiator for the company. With its huge partner ecosystem the company has been able to address customer challenges in the time of pandemic. Talking about the channel policy and how the company is helping its partners to meet the customer demands during the critical time of pandemic, **Sunil Sharma, Managing Director- Sales (India & SAARC), Sophos** says, "Sophos is a 100 percent channel focused cybersecurity company. We put our partners first in everything we do—from sales, marketing and support through to product development. Our extensive global partner channel is a key strategic asset for Sophos and remains a key differentiator.

The core things around which we design our channel policy are:
• *Partner Profitability:*
Our channel policy rewards commitment. The more partners are committed to Sophos, more profitability they can achieve. We provide tiered discounts aligned to respective partner tiers: Authorized Partner, Silver Partner, Gold Partner, Platinum Partner and Sub-Distributors. These discounts help partners built their profitability on consistent bases.
• *Margin Retention Opportunities:*
We give much importance to secure our partners' efforts in our channel policy. Deal Registration and Incumbency are the arrangements to provide margin retention for our partners. Deal Registration helps partners to secure upsell, cross sell and new customer opportunities. Incumbency helps them to secure their renewing customers.
• *Technical Enablement:*
We emphasize on training partners to increase their technical abilities to secure their customers. Sophos provides certification for each important role at partner companies: Certified Sales Consultant, Certified Engineer, Certified Architect and Certified Technician.

Engaging with Partners & Customers
Pandemic has changed one thing categorically that it has changed the physical platforms to virtual. Earlier we had physical meetings with customers and partners, physical webinars, customer roadshows, partner conferences. But during this pandemic time everything has changed to virtual platform. Many people are of the opinion that there is a lot of time saving but at the same time a lot of customers believe that until they meet the vendor physically they do not enjoy the discussion. Today, the new normal has been set up and people are enjoying it.

Sophos addressing customer challenges
Sophos has been doing a lot of work and supporting its customers through over 3000 partner network in the country. The first requirement in work from home scenario is a secured connection from anywhere, so we established the VPN connectivity between remote employees and organization servers. The client VPN enables on their devices and with the help of our XG Firewall we have IPsec or SSL kind of VPN which we enabled for our customers. Second, on end points customers were using our solutions and we have upgraded them from plain antivirus to anti-ransomware. So when you are using anti-ransomware and InterceptX, what we did is we deployed synchronised security with the XG Firewall and that helped to eliminate any kind of attack happening on a particular remote device. It is synchronised security which has actually protected so many customers and all IT Managers were happy to see the central dashboard and with this they can identify the malicious attack which has happened on a particular device, how it went into quarantine zone and how the same device became healthy and come back as a healthy device to the network.

Partner ecosystem
We have over 3000 partners in India and SAARC. I can proudly say that approximately over 25000 customers have been protected with the help of Sophos solutions which we have in the last four to five years and they are very happy with the solutions. I feel proud that the job which we are into - protecting the most precious customer data from cyber criminals. So that is a proud feeling for all of the Sophos employees."

"Sophos is the only security vendor which can provide an end to end security solution for Network and Endpoint Security"
Ronil Mehta, Director – Sales, Magnamious Systems

Security challenges during remote workforce
Due to the pandemic we are seeing massive tsunami of customers who are looking to transform their IT and make it capable to serve the remote workforce. With this particular shift come a whole gamut of security challenges which threaten their Data and infrastructure integrity. In order to address these needs we have created a dedicated team of engineers who have hands on the solutions that we deliver to such customers. We have structured the working of these team in a way that the roll out can be as fast as possible.

Addressing the growing security challenges
This is where our security partner Sophos helps us in addressing these needs. With Sophos's VPN & MFA we are now enabling remote workers connect to corporate network. With Sophos's next gen technology on Endpoint we can now be rest assured that there is no security breach when these endpoints are being used in an open and unsecure environment. Sophos has empowered us with all the tools and demo licenses so that we can conduct these PoC and demo seamlessly and efficiently. Thanks to Sophos team where they have ensured timely trainings for our engineers so that our team is always updated with the latest version and product of Sophos.

We have seen a substantial growth in our security sales and all thanks to the world – class solutions from Sophos. We have had customers coming back to us and sharing great feedback on the product and road map of the product.

Challenges & Sophos Sync Security
Remote working has surely brought in a lot of challenges however one of the key challenges in remote working is users connecting to their corporate IT network to access their apps and data. This is where the excellent capabilities of the Sophos Sync Security come in where users can authenticate themselves using XG Firewall, VPN with MFA option along with this Sophos Endpoint makes sure that the remote user's laptop is able to meet all the security parameters set by IT. In case if the parameters are not met then Endpoint can instruct the XG Firewall through heartbeat to block this access. Hence this is boon to the IT where Sophos is the only security vendor which can provide an end to end security solution for Network and Endpoint Security.

Sophos: The strongest Partner of VIBS Infosol

Vibhore Shrivastava, Director, VIBS Infosol

Security challenges during remote workforce

COVID 19 pandemic is among the toughest time for any economy. This COVID-19 crisis will leave a great learning for all of us. Most customers had adopted high availability as mandate for their design and architecture. Similarly, during this pandemic, most industries and institutes across vertical have understood the real meaning of agility. Since we consider employees and customers as our real assets, we need to stand with them in this unprecedented times. Applying policy of WFH and allowing everyone to connect to work safely is the prime concern for all customers. Customers had really taken this challenge positively and mostly managed safe connectivity to all their workforce.

There were initial challenges for WFH majorly related with connectivity, complete Data Protection, Employee monitoring, End point management, Collaboration tool for Audio and Video conference. Similarly, migrating to Cloud environment is also one of the important factor every customer is looking for. Today, early adapters had already implemented majority of them and followers are soon going to be on track.

Addressing the growing security challenges

During the pandemic, customers had to face a major responsibility to provide data accessibility while managing all possible controls. It is also important for them to ensure safety of data at all levels, whether it is from internal threats or mishandling of data. Ensuring the actual data availability and securing it properly, is what every customer wants to talk about today. Our enterprise customers were earlier more concerned about perimeter security and basic endpoint management solution; however, with the sudden rise in cyber threats and different attack patterns, they are now looking for endpoint threat management suite, including anti-malware, anti-Ransomware, EDR, MDR, APT, encryption, anti-phishing and many more. As an organisation, Sophos is always our strongest partner, we always have a great message for our customer to stay safe in all situations.

Challenges & Sophos Solutions

As we all know, WFH is a new normal and most companies want to maintain social distancing and complete hygiene within their work place. Some companies have started partial operational hours with limited work force. Major challenges are to manage compliances and security with complete connectivity and optimal productivity. Large enterprises were initially concerned about connectivity factors but lately, they understood and realised the real reason for concerns from audit and other relevant department about security protocol and compliance. Our major services comprises of managing security for customers centralized environment and end-user threat management. We had offered secured VPN connectivity to many of our customers comfortably to manage the panic situation during lockdown. Thanks to our partner Sophos who had shown real value, to stand with its customers and partners in bad times. We had also offered complete endpoint threat management tools to all concerned customers. Many customers had adapted advanced InterceptX, Cloud security, EDR, Phishing threat solutions, Email security and Encryption during this lockdown. Additionally, with the help of Sophos and it's on going webinars (throughout the tenure), we could help our customers more confidently. Customer sessions were very informative and accurate to understand and resolve their problems. We had also improved our learning curve through internal trainings and got major of our engineers certified on Sophos complete product line. This helped us to stand strongly for our esteemed customers and society to manage all their major issues / threats during COVID-19. With Sophos, we are future ready to stand against most security challenges on behalf of our esteemed customers.

"With the help of Sophos we were utilizing the 2FA functionalities and SAAS managed solution for the endpoint security"

Srikkantan Venkatesh, Director, DigitalTrack Solutions

Security challenges during remote workforce

Considering the spike in remote work today customer are taking two aspects, one is company provided assets and another one BYOD. On the both scenarios VDI would be better choice in terms of security as well the performance (mostly for the on-premise applications). In addition to VDI we will have the hybrid proxy (office asset) and host check to ensure the client is compatible enough to connect network and restricted access irrespective of any internet provider.

Addressing the growing security challenges

For most of our customers during the consulting phase this point (security challenges) is mostly covered from the business continuity perspective, this unprecedented outbreak (COVID-19) thought us to secure the WFH (Work From Home) by enabling Host check through VPN, Hybrid proxy and zero trust access. With the help of Sophos we were utilizing the 2FA functionalities and SAAS managed solution for the endpoint security to achieve additional level security on web and user authentication.

Challenges & Sophos Solutions

The current outbreak forced every other business verticals to WFH, traditionally ITES users are familiar with WFH however industry like hospitality, or departments like administration and accounts not familiar with the new style of working from home. So we had challenge in educating them but we have successfully enabled them to continue their work without any hindrance. Our team is totally in sync with Sophos local team and attending the webinar conducted by Sophos which helps our team to understand the technologies, which will make the team to help the customer on their challenges.

Macaws Infotech provides customers comprehensive, scalable, end to end Sophos solutions

Manasi Saha, CEO, Macaws Infotech

Security challenges during remote workforce

Our esteemed customers are in uncertainty due to COVID-19 pandemic and are pushed into work from home (WFM) situations. We as a cybersecurity solution provider has suggest following things.

- Set up the 2FA
- Preconfigure work-from-home arrangements
- Remember to back up data and encrypt valuable data
- Limit the use of VPNs
- Use of antivirus either centralised or Cloud-based

- Ensure anti-phishing solution for email
- Proper deployment of firewall, WAF, load balancers, DDoS protection
- Use a ransomware protection
- Skilled manpower

Addressing the growing security challenges

We have a long lasting relationship with Sophos (since last 8 years) and are providing Sophos Security Solutions to our customers. We offer our customers comprehensive, scalable, end to end Sophos solutions. We are doing extensive virtual webinars for the employees of customers on awareness and trainings.

Challenges & Sophos Solutions

Before COVID-19, we use to take remote from our office and now we are taking it from home, we face some technical hitches with internet bandwidth. As per security is concerned, we use 2FA, limited VPN, Sophos encryption and MDM.

CHANNEL CHIEF IN INDIAN TECH INDUSTRY-THINK BIG

It is an absolute necessity for every corporate to build alliances to thrive in the business ecosystem. Corporates are always looking for expanding their partner base combining with the customer base to increase their business to address the $1 trillion addressable market in the next 2 years. Channel Partner programs are so powerful that even multi-billion tech companies they plan implement and works hard to execute the programme.

Creating a successful partner programs isn't a piece of cake. it takes a huge efforts ,time and after it requires team work with strategic planning and implementation. The channel chief is responsible for establishing the Partner Program , with a clear strategy to motivate and engage channel partners to create more value for customers.

It is always recommended to create a customer-centric sales process. The idea behind nurturing a story on the above said topic is, since digital technologies are fundamentally changing the way companies are operating and competing in many industries. To stay ahead of the competition as well as sustain during a crisis like the COVID-19, it is time for enterprises to identify their 'go-to strategy' in accelerating and implementing digital technologies – Build, Buy or Partner."

The partner programme expects its partners to be innovative and have the capabilities for business model innovation that can extend across the geography. Partner programmes vary from company to company based on their size, volume and expertise. Corporates are spending billions of dollars to grow the partner business annually by giving direct access to all the critical business tools and information they would need to do business with their customers and partners.

Certain corporates follow their Global agenda and some customize the need and demand in the country by embracing partnership and collaboration strategy for their development. Most of the corporates expect their partners to be innovative and have the capabilities for business model innovation that extend beyond a service provider scope, so that they can leverage the partner's competencies and resources to deliver their business transformation goals. The fact is partners are the significant contributors to the company's revenue.

The partner programme is designed for the Value-added Resellers (VARs), Managed service providers (MSP), Consultants, System Integrators (SI), Original Equipment Manufacturers (OEM), Independent Software Vendors (ISV),Distributors and in cases also for the agencies. It is utmost important to define the parameters that will decide whether you have achieved your objectives or not. Define the parameters of KPI (Key Performance Indicators) to measure your success.

Let's understand from the IT Corporates on how the Channel chiefs has formularised the better partner programme in their respective organisations to meet the KPIs at the same time, it need to be robust and partner friendly and their command to influence the Influential.

AJAY DUBEY
FORCEPOINT INDIA PVT. LTD.

ANIL SETHI
DELL TECHNOLOGIES

ALOK SHARMA
AUTODESK

ANUPAM NAGAR
HITACHI VANTRA CORPORATION

ASHISH TANEJA
LENOVO DCG

GURPREET BRAR
HP INDIA MARKET

JAGNNATHAN CHELLIAH
WESTERN DIGITAL INDIA

JAYA MAHADEVAN
SCHNEIDER ELECTRIC INDIA PVT. LTD.

JITHESH CHEMBIL
PURE STORAGE INDIA PVT. LTD.

JOYBRATA MUKHERJEE
HEWLETT PACKARD ENTERPRISES

J N MYLARAIAH
COMMSCOPE

LATA SINGH
IBM INDIA PVT. LTD.

MURALI MOHAN
UIPATH ROBOTICS
PROCESS AUTOMATION
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NETAPP INDIA
MARKETING & SERVICES

RAGHURAM KRISHNAN
CITRIX SYSTEMS
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RAJESH GOENKA
RP TECH INDIA

RAMYA CHATTERJEE
CYBERNETYX TECHNIK
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RASHMI BHARGAVA
ESDS SOFTWARE
SOLUTIONS PVT. LTD.

RITESH SYAL
NUTANIX
TECHNOLOGIES
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SAMEER BHATIA
SEAGATE TECHNOLOGY

SANJAY MANOHAR
MCAFEE SOFTWARE
INDIA PVT. LTD.

SANJIV PARDAL
TENABLE NETWORK
SECURITY INDIA
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SANJEEV MEHTANI
ACER INDIA PVT. LTD.

SANJOY MUKHERJEE
ORACLE INDIA
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SANKET KULKARNI
DLINK INDIA LTD.

STEVE KIM
HUAWEI INDIA

SUCHIT KARNIK
RAH INFOTECH PVT. LTD.

SUDHINDRA HOLLA
AXIS COMMUNICATIONS

**SUNDAR N
BALASUBRAMANIAN**
CHECK POINT SOFTWARE
TECHNOLOGIES LTD.

SUNIL SHARMA
SOPHOS TECHNOLOGY
PVT. LTD.

**VENKATA
SEETHARAMARAJU DATLA**
EXTREME NETWORKS
INDIA PVT. LTD.

**VENKATARAMAN
DHANAPATHY**
CRAYON SOFTWARE
EXPERTS INDIA

VINEET GEHANI
XEROX INDIA PVT. LTD.

VINEET MAHAJAN
UNILUMEN GROUP

INNOVATION IN PARTNER PROGRAMS HELPS OUR CHANNEL PARTNERS SELL MORE

NEED OF A PARTNER PROGRAMME

A Partner Program helps in engagement and enablement between partners and vendors. Forcepoint's channel model is built through what we call a 'Frictionless Channel Program' which involves streamlining the way we do business with our partners through simplified and consistent processes. It helps to build a deeper level of trust, while also placing a strong focus on strategic investment through business planning, engagement and execution.

IMPORTANCE OF A PARTNER PROGRAMME

While companies are not required to invest in new partner programs every year, however, they do come up with innovations in the partner program depending upon the evolving technology enhancement and enablement. Forcepoint recently introduced two key initiatives the Global System Integrators (GSI) Platinum and Accredited Services Partners (ASP) programs that empower and enable partners to deliver world-class services and market-leading security solutions to Forcepoint customers worldwide. The innovation in partner programs also help our channel partners sell more. For e.g. we have recently launched Channel Sales Plays. These are essential tools available to our partners that enables them to sell deeper to our mutual customers.

MAIN CONCERNS TO ADDRESS

Forcepoint Global Partner Program aims to achieve three organizational priorities, we call it 3Ps — First one is to make sure we are predictable, and our partners know exactly what they can expect from us. The second is to protect our partners, to make sure their investments are protected working with us. The program provides protection to partners, including deal registration and incumbency protection. And, the third is to make sure our partners are profitable doing business with us. We ensure every engagement, when partners work with us, is profitable from end-to-end perspective.

AJAY DUBEY
Country & Channel Head,
Forcepoint India Pvt. Ltd.

EVERY INVESTMENT IS DESIGNED TO EMPOWER OUR PARTNERS TO SERVE CUSTOMERS BETTER

NEED OF A PARTNER PROGRAMME

Partners are an integral part of Dell Technologies' business growth. Dell Technologies' business is strongly supported by its global partner ecosystem and we continue to strengthen our partner ecosystem, with renewed focus and ample growth opportunities. Customers need partners whom they can trust and who can help them build the right foundation. They need partners who are technically proficient, partners who understand their businesses and what they are trying to accomplish. Together along with the partners, we're bringing the solutions that enable customers, skills that simplify the complexities and capabilities that encourage innovation.

IMPORTANCE OF A PARTNER PROGRAMME

Dell Technologies continues to raise the bar on our promise of offering a simple, predictable, profitable partner program. These 3 tenets, along with the direct feedback from Partner Advisory Boards, Partner Summits and satisfaction surveys, guide the evolution of the Dell Technologies Partner Program. Simplifying our go-to-market structure, we have reduced our core product segments from seven to three, as part of widespread channel enhancements. We are making big investments to deliver self-service tools, a simpler program and more streamlined processes. Every investment is designed to empower our partners to serve customers better, to help them modernize their infrastructure and to deliver business outcomes faster than ever before. Dell has globally launched the new Payment Flexibility Program (PFP). The program offers more choice and predictability for our customers.

MAIN CONCERNS TO ADDRESS

It is critical to design a simple, predictable and profitable partner program which benefits the partner ecosystem and enables them to support their customers. At Dell, we continue to invest heavily in refining and developing a world class partner program and we ensure that our partner's feedback is implemented effectively to improve the program.

ANIL SETHI
Vice President & General Manager–Channels India, Dell Technologies

A WELL-STRUCTURED PARTNER PROGRAM IS BENEFICIAL TO BUILD THE PARTNER ECOSYSTEM

NEED OF A PARTNER PROGRAMME

The digital transformation of businesseshas led to a significant increase in the creation, consumption and analysis of data. To help customers in their Dataops initiatives which drive their Digital Transformation, several new processes and solutions need to be implemented. This can happen only when customers work with a diverse partner ecosystem that co-creates these solutions using technology building blocks from OEMs and their own services and IP. A well-structured Partner program which is easy to adopt, understand and beneficial to both parties is necessary for all OEMs to build this partner ecosystem

IMPORTANCE OF A PARTNER PROGRAMME

Any Innovative Partner Program cannot be static – it has to change in line with business imperatives and it should also be able to create the desired change. It is also not necessary to change it every year if the deliverables do not change much as this would only end up confusing the partner community.

MAIN CONCERNS TO ADDRESS

Hitachi Vantara looks at the following features in the design of our Partner Program: It must be Predictable: Proven, future proof offerings that leverage an integrated portfolio and open standards for third party integration and repeatability. Secondly, it must be Profitable: Build IP and services catalogue leveraging automation tools in a repeatable, efficient manner that extends touch points and increases customer value and lastly, it must be Pioneering: Extend relevance across customers by aligning technology and business outcomes. Up-level IT to an Innovation Center.

ANUPAM NAGAR
Sr.Dir.– Channels & Alliances,
Hitachi Vantra Corporation

LENOVO DCG HAS ALWAYS BELIEVED IN A "CHANNEL FIRST" STRATEGY

NEED OF A PARTNER PROGRAMME

Innovation and Intelligent Transformation are at the core of any successful business. For Lenovo DCG, channel partners are at the epicentre of our go-to-market strategy. Our goal is to elevate the partner experience by offering more attractive incentives, providing partners with tools that enable seamless sales, and automate the co-selling process. Lenovo DCG has always believed in a "Channel First" strategy, with an aim to provide continued support to and improve the performance of our channel partners.

IMPORTANCE OF A PARTNER PROGRAMME

Our channel strategy is constantly evolving. Market dynamics are changing along with demographics. The challenge is that as customer demands increase, so does the pressure on the channel to understand every aspect of a customer's business. It is no longer enough to be simply good at selling a product – partners also need to offer guidance on how that product will maximize business outcomes for the customer and transcend their status from a 'seller' to a trusted business aide.

MAIN CONCERNS TO ADDRESS

At Lenovo, we are guided by our '3S' Intelligent Transformation strategy – with Smart Infrastructure being one of those three pillars. It is our belief that in order for the world to be able to support its technological ambitions, we need to invest in our core technologies, such as servers, cloud, and edge computing. Our partner programs are built around this strategy and how we can help them value-add to their customers with Intelligent Transformation in mind.

ASHISH TANEJA
Channel Lead,
Lenovo DCG

CHANNEL PARTNERS ARE THE NATURAL EXTENSION OF OUR BUSINESS

NEED OF A PARTNER PROGRAMME

We are a channel-led organization, and channel partners are a strategic asset for us. We believe that channel partners are crucial for our success, they are a natural extension of our business as they help us reach target customers across markets including tier-2 & tier-3 areas. We have equipped our channel partners with the right information, products, and tools to reach out to potential customers and manage this challenging phase.

IMPORTANCE OF A PARTNER PROGRAMME

At Western Digital, we have an integrated marketing strategy designed keeping in mind the future aspect. We try to bring innovative partner programs for our channel partners to get robust insights into the technologies, product design, etc. We design partner programs basis three pillars: Education, Reward, and Engagement. To educate our channel partners, we run consistent and robust partner programs to armour them for the changing consumer needs, market dynamics, and educating them on Western Digital products and solutions.

MAIN CONCERNS TO ADDRESS

We value what the Channel partners bring to our organisation and run significant channel reward initiatives to reward their performance. We run different programs like TechTalk- an app-based training module for channel partners, and WhatsApp business platform to engage with channel partners to address newer opportunities emerging in the current environment. Thereby able to create demand for partners to revive and grow their business quickly. We are the first mover in embracing new sets of initiatives to enable partners to manage their business effectively during the lockdown and post lockdown phase.

JAGNNATHAN CHELLIAH
Director–Marketing
Western Digital India

GROWTH AND PROFITABILITY ARE THE CORE OF OUR PARTNER PROGRAM

NEED OF A PARTNER PROGRAMME

A partner programme showcases a framework that shows the direction by which partners can align with a company. At Schneider Electric, our Partner Programme supports the evolution aligned growth for partners in line with the present market trends, formidable industries and growth areas. Most of our programme structures come from real-time situations and challenges which our partners face and share with us. We offer the services and tools necessary for our partners to be more successful and ultimately more profitable. Our focus is strictly centered around providing profitability, training/support, insight and an overall better partner experience.

IMPORTANCE OF A PARTNER PROGRAMME

At Schneider Electric, we are committed towards rapidly making changes aligned with the changing market dynamics. These innovative changes and modifications provide critical stabilisation levers to our partners. Recently, to support faster recovery, we announced a stimulus package comprising of lead generation, listing of our offers on b2b platforms, heightened focus on eCommerce, improved engagement on GeM, dormant and new partner activation and a well-oiled tele marketing engine. Our channel mission is to Create a best-of-breed, autonomous, scalable and modern channel eco system with equal importance to growth and profitability.

MAIN CONCERNS TO ADDRESS

Growth and profitability are at the core of our Partner Programmes with the wrapper of ease of doing business. All our initiatives are scalable. A very essential component of our partner programme is the enablement for improved sales and technical vitality. Improved digital maturity ensures accuracy and speed. We are keen to support partners growth with equidistant balance of run rate and large deals. Lastly, we believe our partners are an extension of Schneider Electric.

JAYA MAHADEVAN
Director–Channels, Distribution & Alliances,
Schneider Electric India Pvt. Ltd.

IT'S IMPORTANT TO STAY AGILE AND FLEXIBLE TO THE CHANGING CUSTOMER NEEDS

NEED OF A PARTNER PROGRAMME

Channel partners are critical for any organisation as they not only extend your reach into the market but also provide the local knowledge, expertise and close relationships with end-users. Pure has a 100% channel business model so our partners have the trust that we will never sell direct to customers. Our partners also provide additional value by adding their own services or complementary solutions to enhance the end user experience.

IMPORTANCE OF A PARTNER PROGRAMME

We think it's important to stay agile and flexible to changing customer requirements with innovative partner programmes but we believe the most important thing is to establish and maintain trust with our partners. For example in the past few months, we created a formalised lead passing program so that no leads get left behind. We want to make sure all leads have a dedicated resource reaching out to understand their business needs. Our experience shows, many times a new customer lead is looking for more than storage and this allows our partners to sell into their entire data center, creating even more business for our partners.

MAIN CONCERNS TO ADDRESS

Some of the things we take into consideration are making sure that we have the right incentives for our partners to train their employees and also sell our solutions. We also encourage our partners to create their own solution bundles depending on customer needs and we often help them with our internal technical and marketing resources.

JITHESH CHEMBIL
Head of Channels-India, Pure Storage India Pvt. Ltd.

OUR PROGRAM DEFINES THE CLIENT REQUIREMENTS AND BUILDS MOMENTUM TO ADDRESS THE MARKET SHIFT

NEED OF A PARTNER PROGRAMME

The partner program is a strategy to engage partners to create more value for customers. It is how we at IBM recruit, activate and retain partners in our ecosystem. Companies that utilize a partner program have been very successful in growing their platform through the ecosystem. The program also defines the way that we are observing our client requirements and the overall ecosystem shift that is happening across the industry and the need to build momentum to address the market shift.

IMPORTANCE OF A PARTNER PROGRAMME

Key program attributes & benefits that IBM invests & evolves include areas such as: technical resources, education & training, marketing & go-to-market support, competencies and partner tracks that provide innovative benefits and focus on building capabilities that are core to the client needs. Just as the client needs are accelerating and transforming, the partner programmes need to also bring into play the new models that IT companies are using to deliver services to the customers across on-prem, hybrid cloud and multi-cloud models.

MAIN CONCERNS TO ADDRESS

One of the most critical features of a partner program is the program framework which shows how the partner program should work and allows the partner to understand how they should engage with the vendor. In the recently launched reimagined IBM PartnerWorld Program, we focused on the 'build', 'service' and 'sell' motions of partners, allowing them to take advantage of innovative benefits in one or more tracks thereby expanding their opportunities with IBM. This also expands our engagement to the ISV and Managed Service models that are driving client engagements. IBM with its large portfolio of solutions ensured that there is a uniform programme for partners and a model that defines the different solutions and how the same will be consumed by end clients in its programme. We strive to continuously simplify our program in the complex world of how we and our partners engage with clients.

LATA SINGH
Executive Director – Partner Eco-System & CSI – India & SA,IBM India Pvt. Ltd.

UIPATH'S VISION IS TO DEMOCRATIZE RPA AND MAINTAIN AN OPEN, TRANSPARENT, CUSTOMER AND PARTNER-FOCUSED CULTURE

NEED OF A PARTNER PROGRAMME

Our valued partners are critical to our success in India. Ours is a large and diverse country, and it's our Partner community that ensures both the reach and quality of service as expected by our customers. UiPath's vision is to democratize RPA and maintain an open, transparent, customer and partner-focused culture. A successful partner programme is one that ensures creation of qualified customer opportunities, allows access to the best of UiPath solutions to our customers, promotes active participation of the partner in line with our customers' success metrics, and also establishes a co-dependent relationship to service the customer in the long term.

IMPORTANCE OF A PARTNER PROGRAMME

Automation is an evolving area and is bringing about new learnings with each passing year – to our customers, partners and to us at UiPath. We bring relevant changes to our programs in order to service our customers better. Our Partner Program is designed to provide easy access to required information and tools, ready to use marketing, sales and technical resources, campaigns, and event kits etc to help partners be more successful. The Automation portfolio of offerings is growing rapidly. It's very important to continuously upgrade our integrated partner ecosystem by providing them access to our learning platform - Academy for Partners.

MAIN CONCERNS TO ADDRESS

A strong partnership is required to scale training, expedite deployment, and innovate new solutions. This allows us to seize opportunities and add value to our service delivery. The UiPath Partner Program is designed to: Accelerate a partner's ability to guide their customers through their RPA journey, thereby preparing them for the future of work and it allow the partner to leverage the platform internally to help reinvest their core services and achieve workforce gains. Secondly, it allows to co-develop innovative new solutions that utilise RPA capabilities and deploy RPA solutions as part of a broader business process optimization initiative.

MURLI MOHAN
Vice President, India Business, UIPATH

STRATEGIC PARTNERSHIPS ARE FUNDAMENTAL TO ENSURE OUR CUSTOMERS' SUCCESS

NEED OF A PARTNER PROGRAMME

As technology advancements continue to disrupt business models and organizations need to adopt new technologies, such as hybrid cloud, containers, artificial intelligence, automation to transform their business and innovate in order to differentiate themselves from competitors and drive business growth. As a result, partner programs have become an integral part of business strategies to grow in unfamiliar and new territories, tap new customers or sell additional solutions and services.

IMPORTANCE OF A PARTNER PROGRAMME

Our partners with leading platform architects provide solutions that speed deployment, improve performance, and maximize return on investment. This allows Red Hat solutions to be incorporated in both broad and niche industries and ultimately allows us to reach a larger customer base and embed technology into more industry solutions. Our partners play a significant role in our go-to-market strategy and our overall success. Year over year, they have brought invaluable ability and resources for the benefit of our customers by being true ambassadors of Red Hat and our enterprise open source solutions, from automation to hybrid cloud infrastructure, Openshift based containerisation and beyond.

MAIN CONCERNS TO ADDRESS

It is essential for partners to possess the necessary service capabilities to maintain and continuously enhance applications for customers, while delivering solutions around the cloud. This not only allows channel partners to maintain a higher bottom-line but also to expand their market share. Therefore, it becomes imperative to enable partners with emerging concepts like cloud, containerization, virtualisation, automation, AI, ML, etc. which will allow them to build necessary services frameworks to fulfill the role of service provider to their customers and address their business challenges.

NEERAJ BHATIA
Director Channel & Partner Alliances- India & South Asia-Red Hat India Pvt. Ltd.

OUR SUCCESS DEPENDS ON THE SUCCESS OF OUR PARTNERS

NEED OF A PARTNER PROGRAMME

Channel partners are the backbone of any sales organization and key for their go-to-market strategy. A robust channel partner ecosystem enables an organization to identify new market opportunities, reach, launch products and services and make the right set of tools, and resources available to help address customer requirements. We have always recognized that our success depends on the success of our partners and that we can all accomplish more by working together than we ever could on our own. The NetApp Partner Programs focus on enabling digital transformation for customers, accelerating partner profitability, and providing them a predictable business environment.

IMPORTANCE OF A PARTNER PROGRAMME

At NetApp, we review and update our partner programs on an annual basis to make them current and aligned to the business and market demands. To ensure a consistent approach in our sales and marketing efforts, we run ongoing partner listening activities and seek their feedback on improvising the programs. Keeping in mind the ongoing global pandemic, we specifically designed Initiatives such as extending credit terms by 30 days for direct purchasing partners (distributors and direct resellers), extending eligibility for achievement in partner growth programs, delaying our next compliance review by three months and extending all certification expiries by six months – all helped us stabilize and respond to the pandemic better.

MAIN CONCERNS TO ADDRESS

Our channel partner strategy is based on three key pillars – ensuring their business growth aligned to us, enabling their sales and technical resources skillset to be industry ready & supporting them in their innovation journey towards new technologies. We constantly and consistently work with our partners in simplifying their access to our systems, making it easier for them to claim; supporting them with new use cases in AI/ML, IoT, etc. as they innovate; running various enablement sessions to ensure up-to-date skills while at the same time investing in joint marketing activities and expanding into newer geographies.

PUNEET GUPTA
Managing Director, Netapp India Marketing & Services

EARLY INVESTMENT HAS ALSO HELPED PARTNERS SEE A SIGNIFICANT UPTICK IN CLOUD BOOKINGS

NEED OF A PARTNER PROGRAMME

Partner Programs are a key tool to reward, recognize and drive the behaviour of a partner organization towards achieving common goals and objectives set by both organizations. A healthy partner program not only helps build and continue businesses with incremental opportunities around this, but also helps drive success for both an individual and pan ecosystem level. With Citrix Partner Programs, we provide our partners with incentives that help them to drive and boost opportunities for their businesses. Along with driving business, our partner program also helps them earn the trust of their customers as an expert in secure digital workspace technologies.

IMPORTANCE OF A PARTNER PROGRAMME

As a channel-driven enterprise, enabling our partner programs to best suit our partners' needs has always been a priority for us. We've been accelerating customers on cloud, since we have a large drive there. We have been enhancing our programs primarily to make sure that our partners have a jump start, while also teaching them how to use micro-edge services to build applications. Early investment has also helped partners see a significant uptick in cloud bookings, aiding their understanding of how the system works. At Citrix, we believe in aiding and enabling our partners to drive growth and bring that value as a differentiator into the workspace story.

MAIN CONCERNS TO ADDRESS

For us at Citrix, virtualization, cloud, and digital workspace have been the key focus areas while putting together our partner programs, where we have also been performing better than most. Partner programs are basically about selling value. Helping partners understand the value that they can bring to Workspace, and making sure that we are accelerating cloud, has helped our programs to be successful. One of our key initiatives has also been educating and enhancing our partner skill sets. Our partners' long-term engagement with our initiatives comes from how they are able to build unique and differentiated businesses around some of the capabilities that we facilitate.

RAGHURAM KRISHNAN
Director–Partner, Citrix Systems India Pvt. Ltd.

NO PROGRAM CAN BE IMPLEMENTED SUCCESSFULLY WITHOUT AN INVESTMENT

NEED OF A PARTNER PROGRAMME

Partner Program is like blood in the body as it sets up the target between OEMs, Distributors and partners. Partner program binds all the three stakeholders together so that they can plan, sale in and sale through appropriately. Significantly, it acts as a regular reminder of for the entire duration of the program. In the absence of partner engagement programs, a business can become pure transactional where there is only a buy and sell relationship. This should not be a scenario for a long term and sustainable partnerships and therefore, partner programs are critical for business growth and success.

IMPORTANCE OF PARTNER PROGRAMME

No program can be implemented successfully without an investment. The investment can not only in the form of rewards but it can also be in sales support. Also, partner programs give recognition to channel partners, which is equally important to maintain the tempo and motivation of the entire ecosystem.

MAIN CONCERNS TO ADDRESS

The criteria RP tech India take into consideration are business targets, rewards, linearity, business hygiene and the additional breakthrough the partner program will be able to generate. A point-based partner program is the most popular and effective program implemented by RP tech India along with various vendors.

RAJESH GOENKA
Director, Sales & Marketing, RP tech India

CHANNEL PARTNER PROGRAM ENABLES BUSINESSES TO SCALE UP SALES FASTER AND MORE EFFICIENTLY

NEED OF A PARTNER PROGRAMME

For a company with an aggressive growth plan, it needs an accelerator and this can be achieved through Strategic Partnerships, where the partners can expand their influence and create captive market share, leading to a significant increase in revenue. Channel partner program enables businesses to scale sales faster and more efficiently. A single channel manager paired with multiple channel partners can accelerate growth and bring in the same amount of revenue as five or six sales reps, at only a fraction of the cost.Basically, Channel partners facilitate accelerated growth, higher brand awareness, increased revenue, presence in new markets and verticals.

IMPORTANCE OF A PARTNER PROGRAMME

Creating a comprehensive portfolio of products and services to meet customer need while juggling cost and resource constraints is an ongoing struggle for nearly any business. Partnerships can help improve the range of products and services to create more value for customers. Creating or curating a partner program is an investment of time, effort and resources to align it with company strategy and vision. Investments on partner programs largely depend on the value a company is building for its customers.

MAIN CONCERNS TO ADDRESS

The most critical and highly influential factor to be considered while designing a partner program is "Go-to-market strategy" which is uniquely focused on partner relationships. A clearly defined strategy towards the type of partners that the organisation would like to have in its eco-system will reduce bottlenecks. Your strategy can straightaway point out if you need MSPs, VARs, or Consultants, SI, OEMs and ISVs etc.

RASHMI BHARGAVA
Chief Revenue Officer, ESDS Software Solutions Pvt. Ltd.

CHANNEL PARTNERS ARE CRUCIAL FOR BRINGING THE COMPANY EXPERTISE DIRECTLY TO THE CUSTOMER

NEED OF A PARTNER PROGRAMME

Our channel partners are key to our business in India - Nutanix is 100% channel driven in India and we see the IT Channel as our strategic partners. Channel partners are crucial to bringing the company expertise directly to the customer.Ultimately, we assist our partners in their own journey to the cloud and evolution to a multi-cloud future, by empowering them to effectively compete, transform and succeed in the modern, multi-cloud era. In turn, our partners work alongside us to ensure that our customers get the best quality of service, and the right technology, for their unique business requirements.

IMPORTANCE OF A PARTNER PROGRAMME

We believe in consistently listening to the feedback of our partners to make our programmes effective, and that is what influenced our new global channel programme, Elevate – which was announced in early September. Elevate solidifies our commitment to our channel ecosystem. We have made investments into tools and resources that our partners can make use of, to succeed and adapt to the current business landscape. We also prioritize support to our IT channel.

MAIN CONCERNS TO ADDRESS

At Nutanix, we believe complexity hinders growth. Our new partner programme Elevate, is built on delivering simplicity, profitability and predictability. We simplified the way partners can run their Nutanix business by reducing the partner levels to just two; Cloud Professional and Cloud Champion. At Nutanix, we have ensured that our new programme rewards the good quality of work that our partners do, ultimately benefiting our partners and in turn, influencing positive business outcomes for customers.

RITESH SYAL
Head & Director, Channel & Alliances,
Nutanix Technologies India Pvt. Ltd.

BUSINESSES OF ALL SIZES AND ACROSS SECTORS ARE LEVERAGING THEIR PARTNER NETWORK TO CREATE VALUE

NEED OF A PARTNER PROGRAMME

In India, we have observed a growth trend for both enterprise and gaming businesses for which our channel partners are absolutely essential to drive business. Businesses of all sizes and across sectors are leveraging their partner network to capitalize on the potential of data to create value. As a brand we believethat partners play a vital role in driving business success. Engagement with our reseller partners, understanding and enabling them with right set of knowledge and tools helps them keep pace with the latest product trends and serve their customers with right offerings.

IMPORTANCE OF A PARTNER PROGRAMME

At Seagate, we believe in continuous and consistent investments to ensuresustained growth of our partner and distributor network. We undertake several initiatives towardsempowering them with the right set of knowledge and tools. We help them in improving their businesses, and delivering compelling results equipped with Seagate's full suite of enterprise and consumer data solutions.

MAIN CONCERNS TO ADDRESS

It has to a win-win business relationship for thepartners and the programme is built for partners to reap the benefits with our ever-expanding product portfolio and wide distribution coverage on various channels that we operate in. The programme is a success when end consumers have the freedom of choice and accessibility to any of our channel partners to purchase our products, conveniently and readily. When building the program, more key factors that come in play are ensuring a smooth onboarding processes, aligning partners with our authorized distributors, offering our partners profitable business returns, providing excellent after-sales support services, and equipping them with the right product knowledge so that these partners are able to sell the right product that best suit the customer needs.

SAMEER BHATIA
Dir. Asia Pacific CBG & Country Manager,
SAARC & India, Seagate Technology

THE PARTNER PROGRAM OUTLINES INVESTMENTS REQUIRED TO ACHIEVE RETURNS

NEED OF A PARTNER PROGRAMME

A partner program provides the guidelines in which a business can create a growth plan. These programs and guidelines create predictability so that there is certainty in that plan. The program outlines investments required to achieve returns. With this, a business can determine what investments they can make.

IMPORTANCE OF A PARTNER PROGRAMME

Yes, a company running a partner program and go-to-market strategy must make investments every year. Some investments sustain the foundation of the program fundamentals, like systems and enablement. And some investments must be aligned to strategy and continued evolution of the program given market and industry dynamics. This is particularly true in a growing market, but even in flat or declining markets there must be investment to support the program. At McAfee, we are constantly working to improve our program and that requires changes in investment or additional investment to be competitive in the market.

MAIN CONCERNS TO ADDRESS

A partner program is made up of benefits and requirements. There must be a balance and fairness to the relationship between the two. Partner profitability must be put at the forefront and there must be a clear path to profitability given the requirements set to be in the program. For instance, there must be due diligence done to require the right amount of training to enable a partner, but not too much training such that it results in higher costs in time and resource that cannot be off-set by sales. Even "free" training costs a partner resource time. In other words, the benefits have to more than pay off the cost of the requirements.

SANJAY MANOHAR
M.D.,
McAfee Software India Pvt. Ltd.

CHANNEL IS AN EXTENSION OF OUR BUSINESS IN INDIA & APAC

NEED OF A PARTNER PROGRAMME

Two heads are better than one and this is especially true for partner programmes. The partnership between vendors and channel partners are mutually beneficial in that it enhances brand awareness, extends market footprint and grows customer base. As a channel-first company, Tenable regards the channel as an extension of our business in India and the rest of APAC to decrease time to market, provide access to new competitive markets, tap into training resources and establish an indirect sales channel.

IMPORTANCE OF A PARTNER PROGRAMME

Just as growing plants requires watering, organisations must invest in partner programmes to help them keep pace in an evolving business landscape. Many factors such as economic, social and technology changes can impact channel programmes. It's advisable to review programmes, have the flexibility to change gears when needed and ensure those channel partners are armed with the latest knowledge, resources and technology to be effective.

MAIN CONCERNS TO ADDRESS

We continue to invest time and resources into our Tenable Assure Partner Program, which positions partners to build long-term, consultative relationships with customers.

Our partner program provides long-term protection for partners by registering all enterprise and commercial deals and helping them build predictable annual revenue by protecting incumbent partners at renewal.

SANJIV PARDAL
Channel Manager,
Tenable Network Security India Pvt. Ltd.

OUR EFFORTS ARE AIMED AT MAKING OUR POLICIES AND INITIATIVES CHANNEL FRIENDLY

NEED OF A PARTNER PROGRAMME

Without a doubt, partner programs create significant growth in sales and distribution of a product or service. I believe, it is very important to ensure channel partner programs to evolve in order to respond to changing market needs, consumer behavior, and channel desires. At Acer, our programs have evolved much ahead of the market where it helps partners to give better experience and competitiveness especially in the face of intense e-commerce sales. Our program aims to create an environment combining our strengths with our partners to create immense value for customers and, in turn, foster mutual growth.

IMPORTANCE OF A PARTNER PROGRAMME

Time to time investment in partner programs help accelerate partnerships and provide new growth opportunities for the party. However, Acer periodically undertakes extensive reviews of its existing Channel partner programs based on their suggestions, changing needs, and dynamics in the market and identifies opportunities to provide support and thereby increase productivity. Our innovative Omni-Channel experience is designed to cater to the needs of our Acer Exclusive retail partners in the current COVID-19 scenario and it is Acer's first step towards a longer-term Omni-channel strategy.

MAIN CONCERNS TO ADDRESS

Our partners have played a crucial role in positioning Acer as a leader in the technology segment and remain the key medium to reach out to our target audience. They are an extension of our company and the only go-to route for us. However, to keep the success ongoing, as a brand we need to understand their requirements which is a necessity to design a successful partner program. We also spend considerable marketing investments on platforms like Google and social media to promote our partner stores to generate leads and help partner's business grow. All our efforts are aimed at making our policies and initiatives channel friendly and support them to grow.

SANJEEV MEHTANI
Country Manager – Sales, Acer India

THE FOCUS OF OUR PARTNER PROGRAM IS TO DRIVE CUSTOMER SUCCESS TOGETHER

NEED OF A PARTNER PROGRAMME

Harnessing the strengths and abilities of the partner ecosystem is one of the most strategic ways for businesses to scale their innovation and solve complex challenges. We treat partners as an extension of Oracle. We see to it that partner resources are as enabled as every other resource within our organization. A well-designed and sustained partner program complements our efforts to collaborate more deeply with our customers. Our partners understand and appreciate our technology as well as how it can be integrated into their business to help their customers become more successful.

IMPORTANCE OF A PARTNER PROGRAMME

Aligned to Oracle's cloud-first strategy, we're committed to nurture a robust partner ecosystem and engage with customers on transformational deals. The cloud has shifted customer demands, placing the focus on innovation, speed, and customer experience. Ultimately, our partner-focused programs are designed to ensure customer success.we have recently made a huge investment to completely revamp our existing partner program by launching "Modernized Oracle PartnerNetwork" which is a customer-focused, cloud-first partner program that accelerates the transition to cloud, driving superior customer experience and business outcomes.

MAIN CONCERNS TO ADDRESS

At Oracle, the focus of our partner program is to drive customer success together. Therefore, our partner program OPN 2020 has been designed with focus on 3 key tenets and they are

Customer centricity, Success driven approach and Simplified process. Partners are key stakeholders for us when it comes to driving growth for Oracle as they account for around 80% transactions in one way or another in JAPAC. Therefore, we have ensured to integrate elements in our program such as – trust & relevancy with customers, accelerating time to market and enabling easy identification of new opportunities through clear program tracks.

SANJOY MUKHERJEE
Senior Director & Head Technology Alliances & Channels, Oracle India Pvt. Ltd.

PARTNER ENGAGEMENT IS A TWO–WAY STREET, WHEREIN INTERACTION & DIALOGUE HOLDS THE KEY

NEED OF A PARTNER PROGRAMME

Ever since D-Link set its foot in the Indian subcontinent, channel partners have played an important role in our business growth. They have been a strong propagator of D-Link products, advocating our networking solutions across various business segments. At D-Link Partner Programs are designed to engage with partners, motive them to do better and support them to grow business. Through our well-structured and well-defined Partner Program we offer special incentive programs on monthly and quarterly basis that allow partners to derive maximum benefits & keep them motivated.

IMPORTANCE OF A PARTNER PROGRAMME

Building strong relationships, Consistent communication, Rewarding & recognizing partners for their support is crucial to the success of any business in long term.Partner engagement is essentially a two-way street, wherein interaction & dialogue holds the key. For a healthy, scalable and long-term association brands need to be invested in understanding partner needs, practical challenges being faced & then providing feasible support.

MAIN CONCERNS TO ADDRESS

D-Link has a rich partner ecosystem who have played a vital role in broadening our reach across various segments, accelerating business growth, and reaching out to newer markets. Being a channel driven company most of our marketing & promotional activities are directed towards partner welfare, offering support to get them up and running with minimal effort on their part.

SANKET KULKARNI
V.P– Channel Sales,
D–link India Ltd.

A PARTNER PROGRAM HELPS TO CREATE MORE VALUE FOR CUSTOMERS

NEED OF A PARTNER PROGRAMME

As modern enterprises strive for digital transformation, they need to constantly adapt to evolving technologies and business models. A Partner Program therefore helps define the guiding principle and strategy for the working of a partner program that will motivate and engage partners to eventually create more value for customers. Huawei follows a 'Being Integrated' Partner Ecosystem Strategy to strengthen its enterprise business, and aims to establish partner policies that are fair, just, transparent and simple. Huawei will continue to collaborate with its partners to help them make the very best use of their market coverage.

IMPORTANCE OF A PARTNER PROGRAMME

As part of its commitment to build strong, global partner ecosystem through collaboration between Huawei and its many partners, Huawei has time and again released corresponding partner programs for its various partner categories including Sales Partners, Solution Partners, Service Partners, Talent Alliance Partners, and Investment & Operation and Financing Partners. These partner enablement programs cover multiple areas of cooperation and knowledge building such as trainings, go-to-market success programs, co-marketing with partners. Huawei also continues to fund the technical, marketing, and sales resources needed for its partners to develop, construct, and market Huawei-based solutions.

MAIN CONCERNS TO ADDRESS

At Huawei, we are dedicated at maximizing the value for our Channel Partners and customers by encouraging them to explore enterprise business market opportunities and foster an all-inclusive growth for the ecosystem.To further encourage this growth, we follow a multi-pronged development programs and activities for our partners globally as well as in India.

STEVE KIM
President Of Cloud & AI Business Group, Huawei India

WE ENGAGE WITH THE CUSTOMERS AT ALL LEVELS AND ARE VITAL FOR BUILDING RELATIONSHIPS

NEED OF A PARTNER PROGRAMME

Channel partners are the most important element in the overall distribution network and we take utmost care in building and nurturing our partner ecosystem. They engage with the customers at all levels and are vital for building relationships and offering support and services for them. Henceforth, it is very important the partners are well trained, adequately informed and sufficiently supported to add value to the over distribution led business.

IMPORTANCE OF A PARTNER PROGRAMME

Investment in our partner ecosystem is a continuous and ongoing programme and our investment goes in for conducting technical training sessions, relationship building measures and partner empowerment activities.

MAIN CONCERNS TO ADDRESS

We design our partner program keeping in mind the requirements of our technology partners or OEMs as well as with a close eye on the industry dynamics and customers' requirements. The partner program also includes technical demonstration sessions and simulations to give them hands-on experience of various technologies and probable use cases.Besides, as part of our partner connect program, we run spiff and incentive programs to encourage as well as to recognize the efforts of our channel partners.

SUCHIT KARNIK
COO,
RAH Infotech Pvt. Ltd.

PARTNERS ARE THE FACE OF THE COMPANY AND THE WHOLE RESPONSIBILITY LIES ON THEIR SHOULDER

NEED OF A PARTNER PROGRAMME

Channel Partners always play a crucial role in the success story and form the backbone of the company as they represent a vendor to the customers when it comes to their go-to-market strategy. Partners are the face of the company and the whole responsibility lies on their shoulder as the influencer to convert a potential customer into a permanent one. Thus, to achieve success a happy partner is of utmost importance and that a vendor company like us needs to understand the requirements of the channel partners which are the key to reach the pinnacle and fight competition. Thus, partner's compatibility with the company is extremely important to make any partner program a success for the greater good of both.

IMPORTANCE OF A PARTNER PROGRAMME

An effective Partner Program spurs growth of the channel, hence it remains the most important part of the channel expansion strategy. A meticulous planning and execution of the Partner Program certainly help to create the conditions for success. It presents partners with an opportunity to grow the business and expand profitability. At Axis Communications, we go through year-on-year investment planning process, at a global level, basis the pulse of the market to have a successful partner program for a beneficial reach in the market.

MAIN CONCERNS TO ADDRESS

One of the key features that we emphasizeon, is towards educating our channel partners, as we want them to be trained withtheAxis tools and technologies – both in terms of how it can benefit the customer and how to successfully deploy our solutions as per their requirements. As an organization, our focus is to sell end-to-end solutions integrating audio and thermal solutions. Our focus will be to align our channel partners and support them during the deployment of solutions, and service, making the process seamless. Once our customers see the benefit, we expect more of our end to end solutions being implemented.

SUDHINDRA HOLLA
Director– India & SAARC, Axis Communications

WE LEVERAGE THE PARTNER NETWORK TO DELIVER A BETTER CUSTOMER EXPERIENCE

NEED OF A PARTNER PROGRAMME

Channel is central to our business growth strategy. We leverage our existing India Channel Partner network to reach all customers spanning all ecosystems, working and strategizing with them to deliver a better customer experience.

IMPORTANCE OF A PARTNER PROGRAMME

The focus for the Check Point is to deliver the best growth opportunities and rewards in the industry and help our partners be more successful and profitable. We remain committed to helping our partners win new business and build even stronger relationships with existing customers. That is why we continually look at ways to improve our initiatives and benefits for our customers. At the beginning of 2020, we launched the Check Point Partner Growth Programme, a new programme to reward, enable and expand partner capabilities to win new customers and deepen customer relationships.

MAIN CONCERNS TO ADDRESS

The Check Point Partner Growth Programme was designed in consultation with hundreds of Check Point partners across the globe. The following are key features we took into consideration is the support and resources: The program enables deeper collaboration with Check Point, giving access to expert support and resources to speed up customer sales cycles and secondly, predictable growth margins: Partners enjoy predictable growth margins and recognition when winning new accounts, closing strategic win-backs, and accelerating customer adoption and success.

SUNDAR N BALASUBRAMANIAN
M.D.-India & SAARC,
Check Point Software Technologies

OUR PARTNER PROGRAM IS BUILT ON SIMPLICITY AND TRANSPARENCY

NEED OF A PARTNER PROGRAMME

Partner Programs help to consolidate sales and distribution of any business that adopts channel-based business model. A well-defined partner program provides a framework that lays the foundation of growth-oriented path for channel partners. Through a partner program, a channel partner can plan and execute its business journey that is rewarding at each step. A level-based partner program helps channel partners to increase their revenue and profitability according to their partnership level (Authorized, Silver, Gold and Platinum) and loyalty.

IMPORTANCE OF A PARTNER PROGRAMME

Innovations are at two levels. One is at broader framework and strategic level and another is at the tactical level. Broader framework includes attributing level-based partnerships, tiered discounts, launching promotions, and training calendars. Whereas, tactical level includes way partner program is executed to empower partners and their business. Sophos believes in innovating at both the levels.

MAIN CONCERNS TO ADDRESS

Sophos' global partner program is built on following key features and they are Simplicity and Transparency: Our entire partner program is simple but comprehensive. Partners are well aware and informed on the registration process, enablement tools, trainings and growth path associated with the partner program and the other one is Partner Profitability: Our channel policy rewards commitment. The more partners are committed to Sophos, more profitability they can achieve.

SUNIL SHARMA
M.D-Sales - India &SAARC,
Sophos Technology Pvt. Ltd.

THE NEW 'EXPERTISE REBATE' PROGRAMME WILL REWARD PARTNERS FOR BUILDING THEIR CAPACITY

NEED OF A PARTNER PROGRAMME

Extreme operates as a 100% indirect business in India, which means our distribution and reseller partners are critical to our business. As a result, we focus on our Indian partners' growth, profitability and competitiveness; and their capability to sell, implement and support Extreme's entire cloud-driven networking portfolio. We provide our partners with sales and marketing, training and technical support. We support our partners with joint sales and marketing campaigns and MDF, and we have a robust deal registration process so that any partner who brings a new deal to Extreme is backed 100%, with additional margin support and rebates at the front end of a deal for net new logos to better compete with other alternate networking solutions.

IMPORTANCE OF A PARTNER PROGRAMME

Extreme is constantly looking at new ways to add value to our partners through innovations to our partner programme. We do this by responding to our partners' feedback during the year, which is then incorporated into new programme features and enhancements that we roll out on an annual basis. Next year, we will be introducing a new 'EXpertise Rebate' programme, a backend rebate for strategic products and specialisations, to reward partners for building their capacity and resources to supporting our solutions.

MAIN CONCERNS TO ADDRESS

Ultimately, the design of our Partner Programme and any enhancements and investments we make in it have to meet our three core goals in how we work together with our partners. These goals are to increase the simplification of our programme; We have created more not-for-resale (NFR) bundled offerings, giving our partners a one-click request for quote which has made the process a lot easier for our distributors and partners. Lastly, we offer our partners marketing teams free self-service resources like Website Content Syndication, Emailand Event marketing tools and multi-language campaigns.

VENKATA SEETHARAMARAJU DATLA
Channel Sales Director(India & SA), Extreme Networks India Pvt. Ltd.

PARTNER PROGRAMME IS AN IMPORTANT LINK BETWEEN VENDORS AND CUSTOMERS

NEED OF A PARTNER PROGRAMME

Partner programs are effective business strategies that help the business to grow its sales footprint and diversify the users network. Partner programmes bring in the revenue, and can be an important link between vendors and customers. Similar to a company's advisors or collaborators, partners can be crucial to the overall success of a business. Their impact on sales, market share, innovation, and even brand recognition can be enormous.

IMPORTANCE OF A PARTNER PROGRAMME

Yes, we do invest in our partner programmes on a regular basis. At Crayon, we are committed to making partner success synonymous with customer success. Our goal is to help partners intelligently connect with their customers and offer them a frictionless experience in their DX journey. Supported by our wide partner network, we are confident that Crayon now has the additional skills & experience to meet its partners' demands and further create new business opportunities.

MAIN CONCERNS TO ADDRESS

While considering a partner programme, we have to take into account what we are offering to our partners, in terms of resources and benefits. It has to have technical training as well as sales enablement, incentives and discounts, marketing assets etc. At times, the programme may also include benefits such as sales and technical support, IP Co-Sell, Solution Show Case, POC credits, Access to a dedicated partner account manager and joint business planning sessions for the partners.

VENKATARAMAN DHANAPATHY
E.D.– Sales & Strategy,
Crayon Software Experts India

A WELL-ROUNDED PARTNER PROGRAM SERVES THE MUTUAL INTERESTS OF THE ORGANIZATION AND ITS CHANNEL FRATERNITY

NEED OF A PARTNER PROGRAMME

Partners are the backbone of sales organizations and a strong and robust channel network is a key contributor to overall business success. Well-designed Partner programmes add value in many ways – from creating a structured approach to the education and upskilling of partners, to feeding back insights into the system that guides innovation, to motivating them to drive business growth.At Xerox, our partner program certifies partners to ensure they have access to high-value products, they progress within the program and receive incremental benefits and access to cooperative marketing support.

IMPORTANCE OF A PARTNER PROGRAMME

That depends on a multitude of factors, but ideally, that may not be required. Frequent updates – based on market led adaptive dynamics– to a well-rounded Partner programme to begin with, usually serves the mutual interests of the organization and its channel fraternity well enough. We introduced a series of initiatives to support business continuity and digitization efforts, including training on doing business in line with the changing landscape. The end goal for any program should be to equip channel partners with the right knowledge, business tools and motivation, enabling them to do better.

MAIN CONCERNS TO ADDRESS

Our Channel Partner programme certifies and rewards our partners, helping to grow and develop channel business. The certification process ensures partners have access to high-value products (such as production technology) and reach higher levels in the programs, receiving greater benefits and access to cooperative marketing funds and rebates.We have recently launched a channel partner program coined as "Xerox A.C.E", which focuses on working closely with our channel partners and rewarding them to cover and WIN more end customer accounts, in varied end customer segments of the wide SMB and Large enterprise market in India.

VINEET GEHANI
Director – Technology & Channels, Xerox India Pvt. Ltd.

PARTNER PROGRAMME IS VERY IMPORTANT TO WIN LOYALTIES TOWARDS A BRAND

NEED OF A PARTNER PROGRAMME

Partner (Channel partner) is the backbone of the fourth 'P' of marketing i.e. "Place". Technology partners are integral part of the Solutions world and are an extended arm of a company to promote its products and services to end customers. These partnerships augment the sales teams, broaden the reach, and provide the customers with a complete solution if the technology is vetted, tested, and add value to your ecosystem.

Thus partner programme is very important to give comfort level and win their loyalties towards a brand. A partner program is a business strategy that vendors use to encourage channel partners to recommend or sell the vendor's products and associated services.

IMPORTANCE OF A PARTNER PROGRAMME

Yes!! Every company does and invest 1% to 4% of their revenues in bringing innovative partner programmes.The idea is to take the relationship to next level and hone the skills of partners to sell our brand.

MAIN CONCERNS TO ADDRESS

The idea is to take the relationship to the next level and win their loyalties amidst throat cutting competition. The program and brand equity should be strong enough to make partner feel proud of the association. While designing we ensure that partner feels confident on selling our product in their designated domain area and earn decent profits.

VINEET MAHAJAN
Director, Unilumin Group

STORY TO BE CONTINUED....

TOP 10 TECHNOLOGY DISTRIBUTORS IN INDIA

Distribution and Value added distribution also can defined as General Distribution(managing the supply chain) and Value added distributor (Intelligent distribution). Today most of the technology distributors does both the things such as distribution and value added distribution as the separate entity in their organisation to maintain the top line, since the box pushing time has gone and we are into the era of smart distribution.

IT distribution business in India has undergone tremendous transformation and becoming more and more mature and organized over a period of time from being largely disorganized and immature in the past. Distributors and Value added distributors (VADs) are a very important part of the overall growth strategy of every corporate. As they are the extended family of the OEMs , and part of the Eco-system of the every corporates go-to-market strategy for delivering an excellent customer experience.

The growth of channel growth is shifting from transactional to contractual and contactless business. They are highly instrumental in highlighting and educating the customers about the latest products. While the division of VADs add fuel in the competitive IT market by adding value to the products and services, distributors bring technology solutions to the market and in the process create a true value proposition for its partners.

This year two companies such as In-flow technologies and I value, their original business is into Value Added Distribution(VAD) could get position in this year Top 10 technology distribution categories , for their strong penetration and the turnaround capability to reshape the technology distribution arena. At the same time two HCL Info-systems is moving out of the distribution business by strong focusing into its solution and services business through its flagship HCL Technologies. Another, transformation we have seen with Iris Computers, they are geared to offer the services business by merging with its sister concern " IRIS Global Services" seems it has strong vision of growth, with the present demand shifts towards more into services and cloud offerings.

Armed with the best-of-breed technology solutions, Distributors and VADs are transforming their style of functioning like suggesting customers on how disruptive technologies could enhance their customers top and bottom line at the same time.

We have seen a huge transformation with the distribution house like SAVEX, there is remarkable transformation in their business structure and process in the last one year and the need of the hour for today's distribution and re-selling business is mix of the cloud and value added distribution apart from the traditional ones, they are all coming under a broader horizon that is VARs. Seems the concept of VAR is maturing in India.

VADs are providing an enhanced and superior level of services to the partners and customers, so that they can select the best combination of software, hardware and services to meet the desired objectives. Partners will be able to better advise their customers on the solutions that are necessary to accelerate their digital transformation and thrive in an increasingly volatile, uncertain and complex business environment. In this scenario the role of distributors and VADs are becoming very important as part of the overall growth strategy of every corporate.

Lastly, the ultimate winners are the Partners/VARs of India with the massive opportunities ahead for the Technology Distribution houses with the emergence of newer technologies such as Cloud, E-commerce, Big Data, Artificial Intelligence, Cloud Computing and IoT (Internet of Things). At the same time, we have observed that, there are certain companies are trying their luck by adopting the direct model. Experts says, it is a dangerous step by certain corporates for leaving their existing partner, with this they are inviting new players into the same segment, that again bring opportunity for the partners to define their business transformation to reshape their organisations objective.

1. INGRAM MICRO INDIA

Head of the Organization : **NAVNEET SINGH BINDRA**
Designation : **M.D. & Country Chief Executive**
Website : **www.imonline.co.in**
Company's Turnover (2019-20): **$3.5 Bn**
(2018-19) : **$3.5Bn**

Company Profile : A subsidiary of Ingram Micro Inc., the Indian entity – Ingram Micro India is among the top IT distribution companies with a wide partner network across the country. Ingram Micro helps businesses realize the promise of technology. It has a vivid understanding of technology solutions, mobility, cloud, and supply chain solutions that enables its business partners to operate efficiently and successfully in the markets they serve. Unrivalled agility, deep market insights and the trust and dependability that come from decades of proven relationships set Ingram Micro apart and ahead. 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.

2. REDINGTON (INDIA)

Head of the Organization : **RAMESH NATARAJAN**
Designation : **CEO – Distribution**
Website : **https://redingtongroup.com/india/**
Company's Turnover (2019-20): **Rs 18632.57 Cr.**
(2018-19) : **Rs 16851.21 Cr**

Company Profile : Today, in the digital-first world, businesses are embarking upon deploying increasingly sophisticated IT systems to automate and modernize their operations. Redington partners with leading global technology innovators to help bring these technology solutions for businesses across India. Redington's team of certified experts works with system integrators and value-added resellers countrywide.

Redington, commencing its Indian operations in 1993, is today positioned as the largest Supply Chain Solution Provider in emerging markets. Present in more than 37 markets encompassing India, Middle East, Turkey, Africa and South Asian regions including Singapore. Redington partners with over 210+ international companies to bring their products to consumers across emerging markets.

3. SAVEX TECHNOLOGIES

Head of the Organization : **ANIL JAGASIA**
Designation : **Managing Director**
Website : **www.savex.in**
Company's Turnover (2019-20) : **Rs. 15100 Cr**
(2018-19) : **Rs. 13450 Cr**

Company Profile : Headquartered in Mumbai and established in the year 1988, Saves Technologies is among the top players of Information and Communication Technology distributor in India. It has 39 sales offices, and 42 stock locations, a sales force of over 400 and 7000+ partners in 700 cities. It has an experience of 32 years in the ICT industry and its core strength lies in selection of the best breed of products and solutions, seasoned team with knowledge and expertise along with cutting edge technology and rigorous process control. It focuses on solution selling and security services with strong logistics and ability to deliver in 700 cities in India and globally over 200 countries in local currency. Savex prides itself in its deep expertise and knowledge in cutting edge technology and rigorous process control, as well as a strong MSP partner network. The company also holds a professional service arm, uniserved, which acts as an aggregator to deliver tech services.

4. COMPUAGE INFOCOM

Head of the Organization : **ATUL H MEHTA**
Designation : **Chairman & Managing Director**
Website : **www.compuageindia.com**
Company's Turnover (2019-20) : **Rs.4249 Cr**
(2018-19) : **Rs.4531 Cr.**

Company Profile : A leading ICT distribution company, incepted in 1987, Compuage caters to dynamic requirements of all consumers, SOHO, SMB, Mid-size, Large Enterprise and Government organizations through online and offline resellers and system integrators. Compuage's products and solutions complement all the IT and mobility needs be it Hardware, Software, Networking, Data Management, Storage and Smart Phones. 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.

5. RP TECH INDIA

Head of the Organization : **SURESH PANSARI**
Designation : **Director**
Website : **www.rptechindia.com**
Company's Turnover (2019-20) : **Rs. 4000 Cr.**
(2018-19) : **Rs. 4700 Cr.**

With 50 branches and 50 service centers, RP tech India is one of the leading value-added distributors of technology solutions.

The company is growing consistently at 20+ percent CAGR YoY, the company offers products from over 23 renowned global brands to 9000+ customers spread across 750+ towns/cities. The company has created a strong IT infrastructure and unique marketing platforms that have helped to put their partners on a pedestal.

6. SUPERTRON ELECTRONICS

Head of the Organization : **V K BHANDARI**
Designation : **CEO & Director**
Website : **www.supertronindia.com**
Company's Turnover (2019-20) : **Rs 3700 Cr.**
(2018-19) : **Rs 3400 Cr**

Company Profile : Supertron Electronics, headquartered in Kolkata, with its 35 branch offices and 18 satellite branches is ranked among the top distributors of India. It has a robust network of more than 9000 retail points and 24x7 logistics support and safe warehousing.

The company started with the aim to provide cost-effective products and solutions in all areas of IT with just INR 2 lakh as capital, and has today grown into a professionally managed supply-chain specialist.

7. TECH DATA INDIA

Head of the Organization : **SUNDARESAN KANAPPAN**
Designation : **Country General Manager**
Website : **https://in.techdata.com**
Company's Turnover (2019-20) : **$ 37 Bn (Global Turnover)**
(2018-19): **$ 37.2 Bn**

Company Profile : Tech Data with its power of technology connects the world. Its end-to-end portfolio of products, services and solutions, highly specialized skills, and expertise in next-generation technologies enable channel partners to bring to market the products and solutions the world needs to connect, grow and advance.

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.

8. INFLOW TECHNOLOGIES

Head of the Organization : **BYJU PILLAI**
Designation : **President & CEO**
Website : **www.inflowtechnologies.com**
Company's Turnover (2019-20) : **Rs. 2215 Cr**
(2018-19) : **Rs. 1920 Cr**

Company Profile : With presence in 15 locations, Inflow Technologies is a player in the niche segment like IT Infrastructure Distribution and 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 is also a value added distributor in Cyber Security, Networking, Unified Communications & Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products and related Services in South Asia.

9. BRIGHTSTAR TELECOMMUNICATIONS INDIA

Head of the Organization : **SANJEEV CHHABRA**
Designation : **Managing Director**
Website : **www.brightstarcorp.in**
Company's Turnover (2019-20) : **Rs 1400.40 Cr**
(2018-19) : **Rs 1949.6 Cr**

Company Profile : With the help of technology, Brightstar, a leading ICT distributor is connecting business and people. It provides its solutions to consumers across verticals like 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 also has its own products which includes 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.

10. IVALUE INFOSOLUTIONS

Head of the Organization : **SUNIL PILLAI**
Designation : **Managing Director**
Website : **www.ivalue.co.in**
Company's Turnover (2019-20) : **Rs. 1000 Cr**
(2018-19) : **Rs. 714.4 Cr**

Company Profile : iValue InfoSolutions is a premium technology enabler which drives "Go to Market" for niche, compelling and complimentary offerings, "Digital Assets" Protection, Optimization and Transformation area, leveraging Customer Life Cycle and Product Life Cycle Adoption frameworks.

It has partnerships with over 35 OEMs and more than 700 partners. iValue has a direct presence across over 13 locations in multiple continents, with channel, solution, vertical and horizontal focused teams, addressing pre-sales, sales and post sales needs of Customer, Consultants & Partner for Private, Public and Hybrid cloud needs. Apart from India, iValue overseas presence includes Nairobi, Kenya office for Africa foray.

ONCAM : A FRONTRUNNER IN 360 DEGREE TECHNOLOGY CAMERA

Oncam is known for its security cameras and has an experience of 15 years in the 360-degree technology and has always at the forefront of this particular camera technology. Leveraging the learnings of the Oncam development team, Oncam announced the introduction of its powerful and compact C-Series and the first two cameras of this line, the C-12 Indoor and the C-12 Outdoor Plus, both featuring a 12MP sensor and powered by Qualcomm Technologies, Inc. Designed to support mission- critical video surveillance and security deployments, the Oncam C-Series provides the performance, resilience, scalability, and ease of use required of advanced 360-degree fisheye solutions.

In a chat with VARINDIA, **ABHISHEK KUMAR, REGIONAL DIRECTOR, ONCAM** talks about the security trends that the company is observing, latest technologies taken for its customers, how the company is dealing with the global pandemic - COVID-19 etc. Oncam also feels their cameras are eligible enough to find occupancy rate inside the office and public places which can be beneficial to deal with the social distancing norm of Coronavirus pandemic.

WHAT ARE THE SECURITY TRENDS THAT YOU ARE OBSERVING IN INDIA AT PRESENT?

The industry is rapidly adapting new compression technologies which reduce storage. The number of cameras in a project is also increasing indicating a greater need to have more and more areas under surveillance.

HOW ONCAM IS LEVERAGING THE LATEST SECURITY TECHNOLOGIES FOR ITS CUSTOMERS AMIDST THIS CORONAVIRUS OUTBREAK?

C-Series gives organisations a camera that can offer them total situational awareness, with the ability to monitor large spaces without blind spots. The advanced HDR, light management and compression technologies, coupled with the market leading frame rates allows organizations to record and access footage of high quality to sustain their investigations. We are the only company to have colour based compression technology over and above widely available motion based compression.

WHAT STEPS HAVE YOU TAKEN TO FIGHT THIS CORONAVIRUS OUTBREAK?

Health of the team is first priority, which is why we have moved the team in a WFH environment. We're practicing social distancing rules and complying to country specific laws.

ANY LATEST PRODUCT THAT ONCAM HAS COME UP WITH, TO HELP DEALING WITH CORONAVIRUS PANDEMIC?

> "ONCAM HAS 15 YEARS OF EXPERIENCE IN 360 DEGREE TECHNOLOGY AND HAS ALWAYS BEEN AT THE FOREFRONT OF THIS PARTICULAR (C-SERIES) CAMERA TECHNOLOGY".

C-12 with analytics can help in maintaining Social distancing norms. Our cameras can also be used to find occupancy rate inside offices and public areas.

HOW ONCAM'S C-SERIES HAS HELPED IN THE ORGANIZATION'S GROWTH?

Oncam has 15 years of experience in 360 degree technology and has always been at the forefront of this particular camera technology. The C-series is the culmination of the learnings of the Oncam development team and it represents the best that customers and partners can find in the market when looking for this niche camera. It brings Oncam and its well-recognised brand to be at the centre stage of the surveillance market.

WHAT IS YOUR STAND ON 'VOCAL FOR LOCAL' CAMPAIGN? HOW IS YOUR MANUFACTURING FACILITY CONTRIBUTING TO IT?

India lacks in having a semiconductor manufacturing set up. Without semiconductor fabrication and made in India ICs, it is difficult to have truly Made in India Cameras. The electronic policy of the government is the step in the right direction. We are keenly watching the ecosystem developments and shall truly manufacture Made in India product as and when the ecosystem makes it feasible.

The New
ONCAM C-12
Compact and Powerful
360-Degree Surveillance

OUTDOOR PLUS   INDOOR

YouTube

PRAMA HIKVISION INTROS AX PRO FOR
COMPREHENSIVE WIRELESS ALARM SOLUTIONS

Prama Hikvision has introduced a new generation of wireless alarm systems – the AX PRO – delivering comprehensive alarm solutions for both residential and commercial applications.

AX PRO SERIES
WIRELESS ALARM SYSTEM
INTRUSION AND VIDEO, REFOCUSED
Tri-X wireless technology

COMPREHENSIVE AND INTEGRATED ALARM SOLUTIONS

The newly launched AX PRO product family includes a compact panel hub for a wide range of detectors and peripherals, covering intrusion detection, video verification, smoke detection, flood detection, and home automation. Developed with both the installer and user in mind, the system can be configured according to a variety of needs. Installation complexity is minimal so the end user can easily manage the system with its intuitive user interface.

AX PRO PANEL HUB WITH DUAL RF CHIP DESIGN

The AX PRO hub itself supports several protocols for wireless integration, welcoming the connection of up to 210 peripherals. The panel has been designed with dual RF (radio frequency) chips, featuring Tri-X and CAM-X wireless technologies, to block interference across channels and enable high speed and reliable transmission of alarm messages simultaneously.

EXTENSIVE RANGE OF DETECTORS AND PERIPHERALS OPTIONS

Alongside the panel, Prama Hikvision has developed an extensive range of detectors and sensors to tailor the system to different installation needs, such as combined PIR-Glass Break detector, safety detectors, door contacts, smoke sensor, water-leak detector, etc.

Also available is a wireless passive infrared PIRCAM detector, which detects infrared signals over a 12-meter range and collect snapshots of any moving object. With the PIRCAM, users can view those snapshots of detected activity to verify alarm notifications, receiving alerts even before intruders realize that they have been recorded on video. The PIRCAM is also equipped with LED Illumination for high-quality imaging in the dark.

Built with practicality in mind, Prama Hikvision has created a wide range of peripherals to maximize user safety and assist their day-to-day activities. Such devices include static and portable panic button options to keep occupants safe, while the wireless LED keypad or ergonomic keychain fob provide multiple control options to suit the user's preferences.

INTRUDER VERIFICATION AS A SERVICE

If customers choose, the AX PRO hub panel can be linked to their IP cameras over the cloud or a sub-stream to initiate Intruder Verification as a Service (IVaaS). This service provides live video verification or 7 seconds of video recording for users to quickly and efficiently confirm alarm events on the system.

APP COMPATIBILITY

Users will take charge and stay connected using the AX PRO since it is fully compatible with Prama Hikvision's proprietary Hik-Connect app. The app provides voice and video clip notifications for users, and allows them to remotely control and monitor their alarm systems. The AX PRO also supports the Hik-ProConnect app, which can provide full configuration assistance for installers and enable them to offer cloud-based security solutions and services with customer's authorization.

With the PIRCAM, users can view those snapshots of detected activity to verify alarm notifications, receiving alerts even before intruders realize that they have been recorded on video. The PIRCAM is also equipped with LED Illumination for high-quality imaging in the dark.

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, VM**ware 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, ArrayNetworks, 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., Micros**oft 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 : Aut**odesk, 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, Health**care, E-commerce
Key Vendors : Cisco, Riverbed, Dell EMC, Ne**tApp, 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, Ora**cle, 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, WatchGuar**d, Juniper Networks, Sophos, Checkpoint, Tally and Sequirite.**

18. Corporate Infotech Pvt. Ltd.

Name : **VINOD KUMAR**
Designation : **Managing Director**
City : **New Delhi**
Website : **www.cipl.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, Intelligent Infrastructure,
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   : Coimbator
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   : Bhubaneshwar
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, DELLEMC, 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 Survillance 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   : Hydrabad
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, Eductaion, 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.itcgindia.com

Focus Verticals : Backup & Storage, Security Solutions
Key Vendors : N Computing, QNAP, Autodesk, Adobe, Microsft, 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.

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

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

54. LDS Infotech Pvt. Ltd.

Name : **AMARNATH SHETTY**
Designation : Manging 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

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

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

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

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

59. Microgensis 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

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 : NewDelhi
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 & Refinary, 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. Quadsel Systems Pvt. Ltd.

Name   : **GIRISH MADHAVAN**
Designation : Director
City   : Chennai
Website   : www.quadsel.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, Microsft, 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   : MAanaging 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, Ritaal, 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   : Bengalore
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, Consturction
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, Heathcare, E-commerece, 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 : Inte, Microsoft, Google, Cisco, Netgear, D-Link, Symantec , Mcafee, Trend Micro, eScan, Ruckus Wireless61.

Rajat Sud roped in as Managing Director for EESL

Rajat Sud is roped in as Managing Director for Energy Efficiency Services Limited (EESL), a joint venture of PSUs under the Ministry of Power, Government of India.

Sud has succeeded S. Gopal Director (Commercial), who had taken on the additional charge of interim MD. Sud, an energy sector veteran, with 29 years of industry experience served as Executive VP at Sterlite Power Transmission Ltd before joining EESL. He was responsible for the growth of the services business, with a focus on providing solutions for enhancing power delivery through congested transmission lines and corridors. He has also served in leadership positions at Siemens IT Solutions (SISL) and PwC.

His repertoire encompasses energy sector restructuring, business strategy, performance improvement and acquisitions. His experience in the sector will be indispensable in helping EESL achieve its ambitious goals and create a new energy paradigm in the country.

Brightstar India ropes in Ankur Agrawal as new CFO

Brightstar Corp has appointed Ankur Agrawal as the Chief Financial Officer for Brightstar India.

Ankur brings with him a wealth of experience from across key sectors, with an enviable industry reputation for helping businesses increase efficiencies, drive sustainable growth strategies, and build their presence across B2B and B2C markets. In a career spanning over more than 20 years, Agrawal has led Indian & International Businesses with 13 years of tenure at Jindal Stainless followed by GFG Alliance India and Livguard Energy, being his last stint.

Sanjeev Chhabra (Managing Director – Brightstar India), said, "We welcome him to Brightstar India family, and look forward to his many contributions as we expand and grow our business. He brings unprecedented knowledge and accomplishments to the Leadership Team. His dynamic and broad – based experience will be highly valuable in optimizing and leading the operations, that continue to build as the company grows. With several new appointments, we are glad to build a Leadership team with complementary strengths and diversified Industry experience."

Twitter signed in Rinki Sethi as its CISO

Twitter has inked Rinki Sethi, a former information security executive at IBM, as its Chief Information Security Officer (CISO), the social media company tweeted on Monday.

Sethi had previously worked as the vice president of information security at cyber-security firm Palo Alto Networks Inc, according to her LinkedIn profile.

As reported in July, Twitter, which had been without a security chief since December, stepped up its search in the weeks before the breach of high-profile accounts on its platform.

Earlier in July, the company had reported a breach where hackers accessed its internal systems to hijack some of the platform's top voices including U.S. presidential candidate Joe Biden and reality TV star Kim Kardashian and used them to solicit digital currency.

Tenable Appoints Kartik Shahani as Country Manager in India

Tenable®, Inc., the Cyber Exposure company, today announced the appointment of Kartik Shahani as Country Manager for India where he'll spearhead strategic initiatives in the enterprise security market, manage operations and continue the momentum of channel activities in the region.

The appointment comes at a time when organizations' attack surfaces are expanding due to distributed workforces, increased cloud deployments and evolving OT environments - making the need to manage, measure and reduce cyber risk more important than ever.

"Kartik's extensive experience and knowledge in sectors such as telecommunications, finance and government along with his innovative sales strategies will be instrumental in driving further growth in the region," said Gary Jackson, Vice President, Asia Pacific at Tenable. "As more organizations function in distributed and complex environments, the need for alignment between security and business leaders is crucial. I'm confident that under Kartik's leadership we will continue to help our customers narrow the disconnect in the way business and security leaders understand and manage cyber risk."

Cloud4C appoints Paresh Shetty as President, Sales

Cloud4C is World's leading Cloud Managed Services Provider has announced the appointment of Paresh Shetty as President, Sales of the company. He will be providing executive leadership to transform growth and will be leading the global sales for cloud as well as colocation services as the company plans to consolidate its geographical footprint across eighty countries.

Paresh Shetty brings along two and half decades of rich experience in growing business fast and profitably. His strategic focus on customers and growth will help us enhance our market share in India and global markets across our business segments through technology partnership, alliances and collaboration.

Sridhar Pinnapureddy, Founder and CEO, Cloud4C said, "As we continue to integrate our purpose with the overall culture and global growth strategy, am delighted to welcome Paresh to the Cloud4C family. As a versatile, dynamic, visionary and transformational leader he has led organizations to greater heights."

Ganesan Arumugam to head the Channel sales in NetApp

Ganesh Arumugam has joined in NetApp as the Director, Channel Sales and will be based out of Bangaluru. Ganesh brings 25+ years of experience. He has gained exposure and cross cultural experience in handling & leading diverse functions like sales & marketing operations, developing Partner Eco System, formulating sales strategies, designing organisational structures, processes & policies, software marketing, direct & channel marketing, brand building, events & programs management, client servicing, business & revenue growth, capacity planning.

Ganesh is proficient in formulating and effectuating market entry strategies and establishing strategic alliances relevant for enhancing business growth, conceptualizing & implementing strategies as a part of brand building and market development effort and ensuring maximum brand visibility and capture optimum market shares.

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