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Cloud Security - forging new directions

Insights from the industry about how Cloud security is evolving



Zakir Hussain Rangwala
BD Software



Punit Thakkar
Shivaami Cloud Services



Manish Chasta
Eventus Security



Major Vineet Kumar
CyberPeace



Anand V
Raksha Technologies



Muneer Ahamed
Digital Track



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**New Directions for
Channel Business in
Changing Times**



Devesh Rastogi
President
FAIITA



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Innovate and Move Forward

Greetings friends!

The security landscape has evolved a lot, with ever new solutions and ways of working with the Cloud security coming into practice. The most interesting is the growing number of MSMEs adopting the Cloud and therefore, adopting the new modes of Cloud security.

However, digital systems can function only when integrated with the hardware environment. The hardware partners therefore, are becoming more important with time. It is time for the partner leadership to provide new directions for them and for the partners to rethink their business strategies to stay ahead with time.

The growing usage of AI is now very important for the Cloud security as well, for its ability to predict models of threat and suggest solutions. This trend is only going to become more intensified with time.

There are growing global centres in India, where all digital processes are being reimaged. This can perhaps lead to innovations which can help the IT businesses to stay ahead.

The issue of cyber insurance is very important with the growing threat of cyber security.

We have brought you discussions on all these topics.

I am confident that this issue is going to be of utmost importance to you.

Read, comment, download and share this issue.

*Archana Verma*

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WHAT'S INSIDE

Cloud Security – Forging New Directions

How is Cloud security evolving, especially in the MSME segment?

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Cloud security is continuously becoming more in demand now, as more and more organisations adopt Cloud. Cloud security continuously monitors and protects devices, systems and networks integrated to Cloud. It also enables central management of software updates and even implement risk management.

Some common Cloud security solutions –

- Specific access to Cloud-based resources based on the users' identity.
- Identification, monitoring and countering security-related threats in the Cloud-based systems and networks
- Ensuring that data remains uncompromised during data transfer using authentication tools
- Use of AI is increasing to map and predict threats and resolve them as a proactive measure

The CSPs use a shared strategy between the CSP and the client, both of whom follow the security measures in Cloud. Usually, the CSP is responsible for the core Cloud infrastructure and the client ensures the secure transfer of data, access of individuals to resources



and network controls.

We talked to some Cloud solutions provider partners to understand how the Cloud security technology is evolving and related issues. Following passages give a glimpse into these interactions.



**ZAKIR HUSSAIN RANGWALA
CEO, BD SOFTWARE**

How is the Cloud Security technology evolving to tackle the ever emerging new Cloud threats?

Cloud security is advancing with AI-powered threat detection, zero-trust models, and automated defences to address emerging threats. Improved encryption and tokenization secure data, while more sophisticated identity and access management (IAM) systems block unauthorized access. Continuous monitoring and automated compliance provide real-time threat detection and regulatory adherence, enabling organisations to swiftly respond to new vulnerabilities and maintain a secure cloud infrastructure.

How do you remain updated with the ever-emerging technology skills in Cloud security?

To stay current with cloud security skills, focus on ongoing learning through certifications, webinars, and workshops. Keep up with the latest trends by reading top security blogs, subscribing to newsletters, and joining global professional association focusing on IT governance, risk management, and cybersecurity. Practice regularly with cloud tools and stay informed by reviewing updates from vendors. Engaging in forums and talking with experts also helps you stay up to date with new developments.

How much has the Cloud Security technology expanded to the MSME segment?

Cloud security technology has greatly expanded to help MSMEs (Micro, Small, and Medium Enterprises), offering affordable and scalable solutions designed for them. As cyber threats grow, more MSMEs are using cloud-based security tools like automated threat detection, encryption, and identity management. Cloud providers now offer flexible pricing and easy setup, making advanced security available even to smaller businesses. This allows MSMEs to improve their security without needing large upfront investments.

What are the challenges in this sector and how do you resolve them?

MSMEs encounter issues such as tight budgets, limited expertise, and increasing cyber threats. To tackle these, they can use affordable cloud security solutions with automated threat detection. Working with managed service providers (MSPs) offers expert help without needing full-time staff. Regular training and staying updated on new threats also help MSMEs improve their security while keeping costs under control.



PUNIT THAKKAR
CEO & MD, SHIVAAMI CLOUD SERVICES

How is Cloud Security technology evolving to tackle the ever-emerging new Cloud threats?

Cloud Security is evolving at a fast pace, and it's something I'm really passionate about. We're seeing AI and machine learning becoming integral in detecting and responding to threats almost instantly. The shift towards a Zero Trust approach is crucial – where every access point is scrutinized, no matter where it originates. Security is no longer an afterthought; it's being embedded right from the start in our cloud infrastructure through practices like DevSecOps. It's all about creating a multi-layered defence that not only detects, but also prevents and responds to threats effectively.

How do you remain updated with the ever-emerging technology skills in Cloud Security?

For me, staying updated is part of the job. I make it a point to attend industry conferences, participate in webinars; and keep close ties with Cloud providers and security experts. My team and I are constantly learning, whether it's through new certifications or regular training sessions. It's a culture of continuous improvement we've built at Shivaami, where we're always sharing knowledge and keeping up with the latest in the field. It's this dedication that ensures we're always at the forefront of Cloud Security.

How much has Cloud Security technology expanded to the MSME segment?

I've been really encouraged by how much Cloud Security has expanded within the MSME segment. More and more small and medium businesses are recognising the value of secure cloud solutions. Providers are now offering scalable, budget-friendly security options that are perfect for MSMEs. At Shivaami, we've definitely seen a surge in demand from this sector. It's great to see smaller businesses getting access to the kind of security that was once only available to larger enterprises.

What are the challenges in this sector and how do you resolve them?

The challenges in this sector are real – especially when it comes to budget limitations and the complexity of managing security across different Cloud environments. For MSMEs, it can be overwhelming. But that's where we come in. At Shivaami, we focus on delivering solutions that are both effective and affordable. We offer managed security services that allow businesses to tap into our expertise without having to build an in-house team. And we make sure our solutions are easy to use, so even smaller teams can manage their security effectively. It's all about educating and empowering our clients, helping them navigate the complexities of cloud security with confidence.



MANISH CHASTA
CO-FOUNDER & CTO, EVENTUS SECURITY

How's business performing in the last year?

Last year was a remarkable period of multifaceted growth for us, marked by significant milestones. Our year-over-year revenue doubled for the second consecutive year, driven by the increasing demand for managed cybersecurity services across various business sectors. This growth was accompanied by a substantial increase in our team size, with over 200 employees now on board, prompting our move to a new, modern Head Office in Mumbai which is designed to support our expanding workforce, fostering an environment of productivity and innovation.

We also expanded our global footprint with the grand opening of our state-of-the-art Cyber Defence Centre (CDC), extending our reach into Southeast Asia, West Asia and the US. In the past year, we successfully onboarded 70 new enterprise clients, further solidifying our presence in these regions.

Our efforts and achievements have not gone unnoticed. Eventus Security was honoured as the Publisher's Choice Managed Security Service Provider (MSSP) in the Global InfoSec Awards 2024. Additionally, we received three prestigious awards at the Cybersecurity Excellence Awards 2024.

By consistently delivering advanced cybersecurity solutions, Eventus has firmly established itself as a leader in the managed security services industry.

What main challenges you are facing in the cybersecurity domain and What strategies do you suggest overcoming the challenges?

The cybersecurity landscape today is more complex and challenging than ever before. We are confronted with a range of challenges, including rapidly evolving threat vectors, a significant shortage of skilled professionals, and the increasing complexity brought on by the integration of emerging technologies like AI, IoT and Cloud computing.

Cybercriminals are becoming more sophisticated, leveraging advanced techniques. This underscores the necessity for organisations to maintain a proactive stance. To address this, we advocate for a multi-layered cybersecurity strategy. This includes the implementation of advanced threat intelligence, continuous monitoring and proactive incident response mechanisms. By staying vigilant and responsive, organisations can better anticipate and counteract potential threats before they cause significant damage.

The shortage of skilled cybersecurity professionals is another critical challenge. The demand for talent in this field far exceeds the supply, making it difficult for organizations to establish and sustain strong security teams. To address this gap, we recommend investing in automation and AI-driven analytics, which can significantly enhance threat detection and response, enabling organisations to achieve more with limited resources. Partnering with trusted managed security service providers (MSSPs) like Eventus Security can provide access

to specialized expertise and resources that may not be available internally.

Emerging technologies, while offering tremendous benefits, also introduce new vulnerabilities. The integration of AI, IoT and Cloud computing into business operations has expanded the attack surface, creating more entry points for cyber threats.

Overcoming the challenges in the cybersecurity domain requires a proactive and comprehensive approach. Organisations should prioritise ongoing education and training for their employees. By leveraging advanced technologies, investing in talent and training; and fostering a culture of security awareness, organisations can stay ahead of the ever-evolving threat landscape and safeguard their operations.

What are the new emerging technologies in the cybersecurity domain?

Several emerging technologies are reshaping the cybersecurity domain. AI and machine learning are leading the charge, driving more sophisticated threat detection, predictive analytics, and automated incident response, significantly boosting our ability to address threats quickly. Advanced threat intelligence platforms are gaining traction, collecting and analysing threat data from diverse sources to help organisations stay ahead of emerging threats by delivering actionable insights.

As organisations increasingly migrate to the Cloud, the adoption of Cloud-native security solutions is on the rise. These solutions are specifically designed to secure Cloud environments, offering real-time monitoring, automated compliance checks and scalable security controls.

Zero Trust Architecture is also becoming increasingly vital, with a growing emphasis on continuously authenticating and authorizing every user and device, regardless of their location inside or outside the network. The advent of quantum computing is poised to transform encryption, making the development of quantum-resistant algorithms a crucial priority for the industry. Collectively, these technologies are contributing to a more resilient cybersecurity landscape.



MAJOR VINEET KUMAR GLOBAL PRESIDENT AND FOUNDER, CYBERPEACE

How's the business performing in the last year?

Businesses in the cybersecurity domain are capitalising on the current boom. With an increased need for cyber security solutions, cybersecurity businesses play an important role in the broader technological landscape and provide fine-tuned solutions for organisations/individuals to strengthen their cyber security posture. Due to the evolving threat landscape, public-private partnerships, tech advancements, research and development projects, cyber security exercises, capacity building and training programmes and other significant collaborations have increased, prominently promoting cyber security industry/business growth in the preceding year and now. Organisational resilience has become a top priority considering factors such as broader cloud adoption, hybrid work environments, sophisticated threats and more. This has raised the need for cybersecurity businesses to assist organizations in adopting strategies and solutions to

improve their organisational cybersecurity resilience and safeguard their digital assets.

What main challenges you are facing in the cybersecurity domain and What strategies do you suggest to overcome the challenges?

Cybersecurity is the most advancing field where we are witnessing the exponential tech growth with new technologies emerging. However, the rapid adoption of technology in every sector also presents certain challenges, threats and vulnerabilities in cyberspace targeting both individuals and organisations. Some of the growing challenges include security risks in remote work environments, rising cryptocurrency attacks, all new types of ransomware attacks, IoT vulnerabilities, Cloud attacks, software vulnerabilities, insider and outsider threats, supply chain attacks, increased hacktivism, misuse of deep take technology, AI-driven social engineering attacks and more.

Managing security exposures in a constantly evolving threat environment is significantly challenging. We see that all such types of cyber-attacks are emerging day by day and targeting organizations of every scale. As an expert cybersecurity organisation, we advise businesses to allocate the required resources and budget for their organisational cybersecurity posture. Implementing measures such as limited access control, risk management, business continuity plan, data protection measures, resilient IT infrastructure, incident response plan, regular vulnerability assessment, secured data backups and recovery plan and multi-layered security solutions. All these strategies by organisations are helpful in strengthening their cyber security measures against growing cyber security threats and ensuring smooth business operations.

Artificial Intelligence plays a significant role in cybersecurity, with the ability to counter the threats however AI is also misused by cybercriminals to launch sophisticated attacks. We advocate for the responsible use of AI, adhering to ethical and legal standards. There are also issues of skill gap and cyber security staff force which require attention. Collaboration between government, academia and tech can enhance cybersecurity education and training; and build a resilient workforce. Organisations should invest in cybersecurity aspects by designing preventive measures and prioritising regulatory compliance. These solutions help establish cyber resilience and defend against growing threats in the digital landscape.

What are the new emerging technologies in the cybersecurity domain?

We're at the cusp of a new era, where we're looking at technological advancements not as a tool but as a way of life in the tech-driven world with innovative thinking to transform industries with cybersecurity services/solutions to strengthen their journey towards cyber resilience. As the tech adoption in every sector evolves, the convergence of emerging technologies has risen. These advanced emerging technologies include artificial intelligence, machine learning, quantum computing, zero-trust architecture, AI-driven threat hunting, AI-powered drones, next-generation firewalls, Cloud security solutions tools and practices, IoT security, automated security operations, behavioural analytics et al. The continuous evolution of these technologies used in cybersecurity aspects is aimed at addressing the increasing frequency and complexity of cyber threats.

COMMENTS FROM PARTNERS FROM THE SOUTH



ANAND V
Raksha Technologies

MSMEs in India often invest less in cybersecurity due to several compelling reasons rooted in financial constraints, lack of awareness and prioritisation of immediate operational needs over long-term security concerns. Many MSMEs operate with tight budgets and limited resources, leading them to prioritise expenditures that directly impact their day-to-day operations and growth prospects, such as marketing, product development, or infrastructure improvements.

In contrast, cybersecurity is frequently perceived as a non-essential or add-on expenses, rather than a critical component of business operations. This perception can be exacerbated by a general lack of awareness about the potential risks and consequences of cyber threats. Many MSME owners may not fully understand the sophisticated nature of modern cyber threats or the significant financial and reputational damage that a security breach can cause. Additionally, the complexity of cybersecurity solutions and the associated costs can deter MSMEs from investing in robust security measures. They might also lack the technical expertise to implement and manage these solutions effectively, leading to an over-reliance on basic or inadequate security practices. This situation is further compounded by a reactive rather than proactive approach to cybersecurity, where investments are only considered after experiencing a security incident or breach. Consequently, while larger enterprises might have dedicated resources and teams for cybersecurity, MSMEs often grapple with balancing immediate business needs with the often undervalued necessity of investing in comprehensive cybersecurity measures. As a result, many MSMEs remain vulnerable to cyber threats, which can have devastating impacts on their operations and overall business health.



MUNEER AHAMED
CEO, Digital Track

In 2025, MSME investments in India are likely to be influenced by several factors like Government policies, digital transformation, access to capital, sectoral focus, infrastructure and skill development. Increased investment in digital technologies and E-commerce platforms to enhance business operations and market reach and growth in alternative financing options such as venture capital, private equity, and fintech solutions to provide MSMEs with easier access to funds are some of the reasons to be bullish about the market. Overall, the MSME landscape in India is expected to see substantial growth with a focus on innovation, digitisation and supportive policies.



YOGESH CHORDIA
CEO, Technosphere Solutions

Medium enterprises in India often hesitate to fully embrace digital transformation due to concerns about high implementation costs and technical complexities. The initial investment in digital infrastructure and training can be prohibitive for medium businesses with limited budgets. Additionally, the complexity of integrating new digital systems and the need for ongoing tech support can be daunting. These factors, combined with a fear of disrupting existing operations and a lack of digital skills, contribute to their reluctance to transition entirely to digital platforms.



PRADEEP DAGA
MD, Suntronix

MSMEs are expected to focus their technology investments in several key areas as listed below –

- Cloud Computing – Over 50% of businesses are predicted to have at least half of their applications running in the public cloud, allowing for scalability and innovation.
- AI – Investments in AI will continue to grow, as it enables businesses to gain insights from data and automate complex processes.
- Data Security and Trust – As technology becomes more integrated into business operations, the

importance of data security and establishing trust with customers will become a battleground for technology providers.

- Agility – The ability to make rapid decisions and respond quickly to market changes will be crucial, with technology being the enabler of this agility.
- Collaboration Tools – With the shift to remote work and distributed teams, investment in collaboration tools that facilitate communication and productivity will be essential.
- Sustainable Technologies – In response to climate change, there will be a significant focus on technologies that support renewable energy, carbon capture, and circular economies.

These investments are aimed at enhancing competitiveness, operational efficiency and customer trust, positioning MSMEs for success in the evolving business landscape.

The comments above from different parts of India show that Cloud security is a vibrant space with ever evolving new models and systems. CSPs have to continuously evolve their knowledge and skills in order to keep pace with this evolving segment.

The Role of AI and ML in Transforming IT Solutions

AIOps leverage AI and ML to analyse large volumes of IT data in real-time, enabling IT teams to proactively identify and resolve issues before they impact business operations

ABHISHEK AGARWAL

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AI and ML are driving innovation, enhancing efficiency, and enabling new solutions that were once considered impossible. This article explores the pivotal role that AI and ML play in transforming IT solutions and the profound impact they have on businesses. In the early stages, AI and ML were primarily used in research and specialised applications. However, with advancements in computing power, data availability, and algorithmic innovation, these technologies have become integral to modern IT solutions.



AI and ML in IT Operations

One of the most significant ways AI and ML are transforming IT solutions is through the AIOps. AIOps leverage AI and ML to analyse large volumes of IT data in real-time, enabling IT teams to proactively identify and resolve issues before they impact business operations.

Enhancing Cybersecurity with AI and ML

Cybersecurity is another critical area where AI and ML are making a substantial impact. As cyber threats become more sophisticated, traditional security measures are often inadequate. AI and ML enhance cybersecurity by providing advanced threat detection, response, and prevention capabilities –

Threat Detection and Response AI-powered security systems can analyse vast amounts of data to identify anomalies and detect potential threats in real time. ML algorithms continuously learn from new data, improving their ability to identify previously unknown threats and adapt to evolving attack patterns.

Behavioural Analysis AI and ML can analyse user behaviour to detect unusual activities that may indicate a security breach. By establishing a baseline of normal behaviour, these systems can flag deviations that could signify insider threats or compromised accounts.

- 3. Continuous Integration and Deployment (CI/CD)** ML algorithms can optimize CI/CD pipelines by predicting the impact of changes, automating deployment processes, and reducing the risk of introducing bugs into production environments. This enables faster and more reliable software releases.
- 4. Enhanced User Experience** AI and ML can analyze user feedback and behaviour to inform design decisions, ensuring that software products are more user-friendly and aligned with customer needs. This leads to higher user satisfaction and better adoption rates.

The Future of AI and ML in IT Solutions

The role of AI and ML in transforming IT solutions is only expected to grow as these technologies continue to advance. In the future, we can expect AI and ML to drive even more sophisticated automation, enabling self-healing systems that can detect and resolve issues without human intervention. Additionally, AI-driven analytics will provide deeper insights into IT operations, allowing organizations to make more informed decisions and optimize their IT strategies.

As AI and ML become more pervasive, ethical considerations will also play a crucial role in their development and deployment. Ensuring that AI systems are transparent, unbiased, and secure will be essential to maximizing their benefits while minimizing potential risks.



AI and ML are also transforming the software development process, making it more efficient, accurate and innovative.

—Abhishek Agarwal, President of Judge India & Global Delivery, The Judge Group

AI and ML in Software Development

AI and ML are also transforming the software development process, making it more efficient, accurate and innovative. From code generation to testing and deployment, these technologies are enhancing every stage of software development:

- 1. Automated Code Generation** AI-powered tools can assist developers by generating code snippets based on natural language descriptions. This accelerates the development process and reduces the likelihood of errors, especially for repetitive tasks.
- 2. AI-Driven Testing** Software testing is a critical but time-consuming part of the development process. AI and ML can automate testing by generating test cases, executing them, and identifying bugs. These tools can also prioritize testing efforts based on the likelihood of defects, ensuring that the most critical areas are tested first.

Conclusion

In conclusion, AI and ML are playing a transformative role in the field of IT solutions. By automating complex processes, enhancing cybersecurity, and revolutionizing software development, these technologies are driving efficiency, innovation, and competitiveness. As organizations continue to embrace AI and ML, they will unlock new opportunities for growth and success in the digital age. The future of IT solutions is undoubtedly intertwined with the continued evolution of AI and ML, making them indispensable tools for any organization seeking to thrive in an increasingly technology-driven world.

The author is President of Judge India & Global Delivery, The Judge Group

Cyber Insurance for the MSMEs

Evaa Saiwal, Head, Cyber Insurance, Policybazaar on the critical need of cybersecurity insurance solution for the MSMEs

DR ARCHANA VERMA
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How useful is cyber insurance for the MSMEs in relation to the investment?

Cyber insurance is an essential investment for MSMEs, especially given the increasing frequency and sophistication of cyber threats. While the initial cost might seem significant, the potential financial impact of a cyberattack - ranging from data breaches to operational downtime - can be devastating. Cyber insurance not only provides financial protection, but also offers risk management services, helping MSMEs mitigate potential threats. The investment in cyber insurance pays off by safeguarding the business against losses that could otherwise cripple its operations.

How much are the MSMEs interested in adopting cyber insurance?

The interest in cyber insurance among MSMEs is steadily growing, driven by the rising awareness of cyber risks and the increasing number of cyber incidents targeting small and medium businesses. Many MSMEs now recognize that they are just as vulnerable as larger organizations, if not more so, due to potentially weaker cybersecurity measures. As a result, more MSMEs are exploring cyber insurance as a critical component of their risk management strategy, seeking protection against the financial and reputational damage that could result from a cyberattack.

What protection do you provide against ever-emerging new cyber threats?

Our cyber insurance policies are designed to evolve alongside the rapidly changing threat landscape. We provide comprehensive coverage that addresses a wide range of cyber risks, including data breaches, ransomware attacks and business interruption due to cyber incidents. Additionally, our policies are supported by expert risk management services that help businesses stay ahead of emerging threats. This includes access to cybersecurity experts, breach response services, and regular updates to coverage options, ensuring that MSMEs are protected against the latest cyber risks.

What has been the growth of cyber insurance among small and medium IT enterprises in the last 1 year?

The growth of cyber insurance among small and medium IT enterprises has been significant over the past year. As cyber threats continue to rise, these businesses have become increasingly aware of the need for robust protection. We have observed a double-digit percentage increase in the adoption of cyber insurance policies among MSMEs, particularly in the IT sector. This trend reflects the growing recognition of cyber insurance as a vital tool for safeguarding business continuity and protecting against the potentially crippling effects of a cyberattack.

NEWS CHANNEL

Satcom Infotech Partners Fortra to Strengthen Cybersecurity Solutions

Satcom Infotech, a value-added distributor in cybersecurity management, has signed a distribution agreement with Fortra, a global cybersecurity provider. The partnership aims to expand the availability of Fortra's cybersecurity products across the Indian subcontinent and SAARC countries.

Under this agreement, Satcom Infotech will distribute Fortra's range of cybersecurity solutions. These include data protection, offensive security, email security, anti-phishing, digital risk protection and secure file transfer.

This partnership is designed to help businesses in India and the SAARC region enhance their cybersecurity infrastructure. By offering Fortra's technologies, Satcom Infotech will enable organizations to protect against evolving cyber threats.

Vinod Kumar, CEO of Satcom Infotech expressed his enthusiasm about the partnership, stating, "We are delighted to join forces with Fortra, a global leader renowned for its advanced cybersecurity solutions. This collaboration aligns with our commitment to providing our customers with the best-in-class security products and services. With Fortra's innovative technologies, we are confident in our ability to meet the growing cybersecurity needs of businesses across India."

Satcom Infotech has partnered with global cybersecurity provider Fortra to enhance the distribution of cybersecurity solutions in India and SAARC countries. This agreement aims to provide businesses with the tools needed to protect critical data and infrastructure.

By offering Fortra's advanced technologies, Satcom Infotech is focused on supporting organizations in safeguarding against cyber threats and ensuring the resilience of their cybersecurity infrastructure.

Integrated Digitisation of Product Management Process

Varghese Daniel, Co-Founder and CEO, Wrench Solutions about data management in Smart Tech solutions

DR ARCHANA VERMA
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What smart techs do you use for data management of your clients? How are these techs evolving and your segment?

Customer data management is at the core of Smart Project. We rely on Azure Data management services as well as hand-full of home grown artificial intelligence technologies to manage data. Backbone of data security is the adaptable encryption and key management facilities available on MS Azure. Analytics and visualization is powered by the consummate Azure Power platform. Thus customer's data, throughout the lifecycle such as the storage, accessibility, analytics and visualization are taken care of; leveraging the MS Azure capabilities. We have extensive investments in developing cloud neutral AI capabilities that can help organise data intelligently, easing out the arduous process of cleansing and classifying data. On the governance side of the future data management, we believe, has no human users. The size of data streamed in from modern IoT powered devices has grown exponentially, making it impossible to manage without such automation in data governance.

What is the geographical expansion of your clientele?

We are in 37 countries with 6 fully-owned subsidiaries so we already have a strong presence in the Middle East, APAC and of course India, the locations where we were pioneers in this space, and of course we are continuously expanding. Our current focus is on North America and South America, to that end we are investing quite heavily in sales and marketing to expand our presence in those markets. In regions where we don't yet have a presence or where there are language barriers we're building up a

network of partnerships and alliances, which will help us expand our reach in such markets as well.

How much has your company grown in terms of revenue growth % in last 1 year?

Last year we achieved double digit growth. After the pandemic, the demand for digital solutions ramped up, we saw the industry beginning to understand the need for digitisation, which means a much bigger potential market for us. We're also seeing customers open up to new tech like AI and that means our ready-to-go AI-enabled PMS solution is exactly what the industry needs right now. So we are expecting good growth in upcoming years as well. We are also considering expanding into other industries and verticals, but that is still in a nascent stage.

What are the challenges in this field? How do you resolve them?

The biggest challenge we face the lack of awareness about the role of digital technology in project management. There's a misconception that pocket digitisation (ie digitising only certain aspects of project lifecycles) is good enough, or it's the only practical solution, but that couldn't be further from the truth. The industry needs integrated digitisation of the entire project management process, design to handover, only then will they see the results they're hoping for, and that kind of technology is now both available and affordable. But it's hard to convince project organisations who've been doing things a certain way for decades if not centuries, especially as in this industry people tend to trust a fellow builder over a software company. So breaking through that barrier is difficult. That's why most of our business is still through word-of-mouth. So yes, it's a tough misconception to break - but we're trying.

Hitachi Vantara and Broadcom Introduce New Integrated Cloud Solution

Hitachi Vantara, a subsidiary of Hitachi focused on data storage and hybrid Cloud management and Broadcom has announced a new private and hybrid cloud solution. The solution combines Hitachi Vantara's Unified Compute Platform (UCP) RS with VMware Cloud Foundation to help organizations manage increasing data volumes and the growing need for artificial intelligence (AI) technologies.

"As more businesses face the realities of the AI age, they are actively seeking solutions that help them scale and improve data reliability without sacrificing on cost or environmental commitments," said Octavian Tanase, chief product officer of Hitachi Vantara. "At Hitachi Vantara, we are committed to driving innovation and sustainability in the data infrastructure space. Our enduring collaboration with Broadcom exemplifies our dedication to providing cutting-edge solutions that meet our customers' evolving needs and contribute to a greener planet."

Hitachi Vantara and Broadcom have introduced a new private and hybrid cloud solution by integrating Hitachi UCP RS with VMware Cloud Foundation, powered by Hitachi Virtual Storage Platform One array. The solution offers several benefits aimed at improving cloud infrastructure management.



How do Global Capability Centres in India Drive Digital Innovation?

GCCs in India are playing a much more inclusive and crucial role in facilitating and driving the digital transformation of their global organisations

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Initially considered as offshore cost arbitrage centres for large corporations, Global Capability Centers (GCCs) have now been transformed into strategic partners to drive innovation and scale business in India. This transformation has been driven by technological advancements and the growing demand for digital skills. Global corporations increasingly entrust their Indian GCCs with end-to-end responsibility for critical functions, products and services. This shift is driven by high-level executive sponsors who ensure strategic coherence and cooperation between GCCs and their parent organisations. In the last few decades, India has established its credentials as the go-to destination for GCCs. India is home to more than 1600 GCCs, which is expected to reach 1,900 by 2025.

According to a recent report by NASSCOM, the Compound Annual Growth Rate (CAGR) for GCCs in India increased by 11.4% compared to 11% in the previous year. The report further highlights that 18 GCCs were established in the first 2 quarters of calendar year 2023. Additionally, around 20% of the top Forbes 2000 companies already have their GCCs in India. The figure is anticipated to increase to 55% by 2030.

Strategic Partners, Not Just Service Providers

The evolution of GCCs from service providers to strategic partners and enablers is the most significant shift in recent years. High-level executive sponsorship has elevated the role of GCCs, ensuring they are not only aligned with corporate strategy but are also actively shaping it. This C-suite engagement has empowered GCCs to take bold steps in driving innovation with the support of parent organisations. GCCs in India are playing a much more inclusive and crucial role in facilitating and driving the digital transformation of their global organisations. They are responsible not just for services, but for end-to-end ownership of critical business processes and product development. This responsibility goes beyond execution; it encompasses ideation, development, and continuous improvement. By nurturing a culture of innovation and agile methodologies, GCCs in India deliver products and solutions that meet current needs and deal intuitively with future challenges. In the last few decades, India has not just established itself as a leader in the Global Business Services (GBS) sector, but has also boosted leadership roles from GCCs in India. Currently Indian GCCs host over 5000 global roles of which 18% are led by women. The number is poised to increase to more than 20,000 by 2030.



Talent and Technology – The Key Drivers for GCCs

India has the second-largest digital talent pool in the world. GCCs are tapping into vast pools of skilled professionals to drive global business growth with advancing technologies. Investment in talent development has become a hallmark of forward-thinking GCCs. Through upskilling initiatives, partnerships with educational institutions, and promoting a culture of continuous learning, these centers are nurturing a workforce that can tackle the complexities of digital transformation. GCC employees in India are at the forefront of technological adoption and innovation, from AI and ML to blockchain and IoT.

GCCs enable tracking real-time information from connected devices through IoT platforms, increasing operational efficiency and improving customer experience. With the use of AI and ML, GCCs can automate processes and make data-driven decisions across various domains, from insurance and financial services to manufacturing and supply chain management. Additionally, they enable their parent organisations to adopt cloud computing, allowing access to advanced technologies like AI, ML, and IoT while scaling down operations and reducing costs. GCCs utilize blockchain technology to streamline processes in areas such as supply chain management and financial transactions while ensuring data protection.

The Future Outlook

GCCs in India are increasingly becoming hubs within larger innovation ecosystems of their parent organizations, collaborating here with startups, academia, and service providers. These associations allow rapid exchange of ideas, access to cutting-edge research, and the ability to pilot new technologies in real-world settings. Whether it's co-creating with a local startup to develop a new fintech solution or partnering with a university to advance research in quantum computing, GCCs are breaking down silos and working for an environment where ideas can flourish and transform into real-world solutions.

The role of GCCs in India in driving digital innovation and transformation cannot be overstated. These centers have evolved from cost-saving tactics to strategic imperatives in the global tech landscape. According to a recent article, GCCs in India are anticipated to contribute 2% of India's GDP by 2030. Today, India accounts for around 50% of the world's GCCs, and the sector increased by 11% between 2015 and 2023, topping the 7% growth of the Indian IT services sector in the same period. The data points to an extremely exciting and bright future for GCCs in India.



India's engineering capabilities form the cornerstone of the increasing number of GCCs in the country. Of more than 1580 GCCs, over 1440 are focused on Engineering R&D and it employs approximately 695,000 of the 1.66 million professionals in this sector.

—Tanay Kediya,
MD, Allstate India

The author is MD, Allstate India

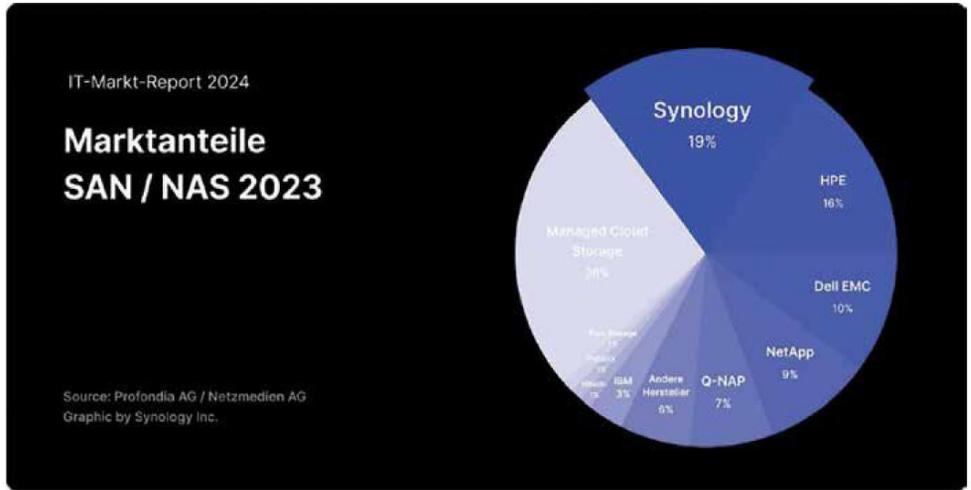
Synology® Named Leading Brand in Swiss Storage Market

Synology has been recognised as the leading data storage and management brand in the Swiss market according to the IT-Markt-Report 2024 published by IT-Markt, one of Switzerland's foremost professional IT media companies. This marks the third consecutive year that Synology has held the top position in this market report.

The research surveyed over 13,000 of the largest Swiss companies that use at least 10 physical or virtual servers or have more than 100 PC workstations. The results show that 19% of respondents have deployed Synology NAS/SAN systems in their environments, making Synology the largest vendor in the Swiss storage market.

“Ongoing digital transformation, the adoption of AI and the increasing risks associated with data security and business continuity have significantly boosted the impact of data management on business competition,” said Chad Chiang, MD, Synology GmbH. “Synology continues to push the boundaries of data storage and protection solutions, equipping businesses with the tools they need to face the dynamic challenges and threats of today’s complex, data-driven world.”

Synology offers a comprehensive lineup of private and hybrid Cloud



solutions, encompassing data management, protection, productivity and physical and cybersecurity. With field-proven reliability, security, and industry-leading ease of use, Synology’s solutions empower customers to streamline workflows and boost business productivity effortlessly.

To learn more about the IT-Markt Report 2024, please visit <https://sy.to/itmarkt2024>

Learn More about Synology solution <https://sy.to/p4djd>

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New Directions for Channel Business in Changing Times

Devesh Rastogi, FAIITA President talks about what FAIITA is doing for partners to evolve in the evolving times

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As FAIITA President what new programmes have you started for the members?

When I took over as President, I realised that the manner of business needed to be changed to survive and grow in this domain. Only fighting with the online business wasn't going to help us. Challenges are growing every day. Apart from the online system, LFR (Large Format Retail) is a bigger challenge since they buy in bulk. Hence, FAIITA has started IndiaTMall.com, which encourages members to sell in hybrid mode. We are trying hard to make it a success, but I feel it will a little more time to achieve its ends completely.

Second, we are trying to connect them to new opportunities, so that the next generation which is not coming to this business, can come back.

Third, we have been trying to explain to the members that only box selling will not help them. They have to add to it service, customer satisfaction incentives as additional value. Reselling business will survive only if these extra values are added to it.

Fourth, we are supporting them to join and work on GeM.

How do you help the channel partners to resolve their problems?

We have good connection with the members. If they come to us, we help them with their requirement, which is a continuous process. If they need to sort out a problem with the vendor, we intercede and that is also a continuous process. It's an everyday routine for us.

How have FAIITA member associations been doing I recent times, especially in the North, which has had a little different in work culture from the South?

The association in UP, which is called UPCDWA, is amongst the largest in India, with more than 800 members. The work culture in UP and in the most of North, is a little different. As compared to South, in UP the mode of operation is a little different. The associations are very strong in UP. In fact, when we were fighting against the online system, the UPCDWA took the lead.

Punjab is also very well organised. MP was not that well organised. But now we have 4 associations in MP. There's one each in Jabalpur, Indore, Bhopal and in Gwalior. They are doing very well. Jharkhand association is also doing very well. COMPASS in Kolkata has expanded its reach. The association in Guwahati was earlier confined to Guwahati only. But now they

have expanded across the North East. In Rajasthan we had one association in Jaipur. Now we have another one in Udaipur. In Himachal we have activated the association. They're doing very well. In Chandigarh we activated an association. They're also doing well. So we have covered a lot of ground.

Only in Telangana and Andhra the association is not strong. Haryana is a little weak. But in the rest of the North, I feel we have done a lot of work. Altogether now we have about 45000 indirect members.

How is your equation with the online system now evolving?

We have some parity programmes. Sometimes, especially during festive seasons they offer discounts for a few days. I don't think either the vendors or the FAIITA will be able to stop that. If the customer gets a better price at doorstep in the comfort of home, then the only counter is that we offer the same price online with the same comfort of home.

If the cost of onboarding Amazon or Flipkart is 5-7%, at IndiaTMall it's NIL. But still, bringing the entire channel network online is very difficult. Ut we have not lost hope. We are going to have a gathering in November. There the main focus will be the IndiaTMall. We are also negotiating with the ONDC.

The government has to take note of the way business is happening online, because there is a lot of information hidden in online sales. Only when the customer gets the final invoice with the product, do they know from whom they have bought. Earlier the government had taken note of our points about online. They have to continue with this process of monitoring the online system.

How do you see the channel business evolving in the next few years? Especially as OEMs are also directly connecting with the end users?

OEMs have to sell their products. That is their main goal. But the channel is a showpiece for them. Hence, the channel business is here to stay. Brad stores where customers can see the products are going to survive. There's no doubt about that. But their business is ultimately going to be a regulated business. They can't make fortunes over there. That is the reason we always encourage FAIITA members to go for the Make in India products.

Make in India needs a lot of resources, R&D investment etc.

I have got my own brand. It doesn't require much effort. If they go for an assembly line production, not much R&D investment is required for that. They can avail of the government schemes of Make in India related funds, MSME funding, startup funding etc.

Is Make in India actually good for the partners?

Make in India is very good. In sometime you will see that the channels will deal more with the Make in India products. They have better margins, less complications, less number of managers to deal with. So it will be helpful for the channels to work with the Make in India products.

Empowering Partners to Stay Ahead

Muneer Ahmad, Vice President, Sales and Marketing, ViewSonic India on how they are supporting their partners

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What new elements have you brought in this year to connect and support your channel partners in India?

This year, we focused on deepening our engagement with channel partners by giving them more support and creating new initiatives. We have over 7,000 dealers and more than 235 service centres across India to drive robust local engagement and reliable support. We recently introduced a CRM portal to enable seamless collaboration between our internal team members and resellers to enhance this engagement. The CRM portal has been a total game changer for how we interact with our channel partners. By centralising key functions like Stock Reports, Schemes and Liquidation Support the portal allows for better communication and faster issue resolution. CRM portal comes with a customizable nature which means we can tailor it to our partners needs so they have the right tools at their disposal. It has provided us with the advantage of being able to adapt to each partner's distinctive needs, which is one of its distinctive features. Irrespective of whether a reseller specializes in the consumer, educational or enterprise markets, they can tailor the portal to concentrate on those modules that are important for their trade as well as meet individual needs more effectively.

All these steps are taken to arm our partners with the proper tools to build a robust, long-term association and to boost revenue generation.

How do you help your partners to meet challenges and scale business growth?

At ViewSonic India, we consider our partners an extension of our team, who work with us for mutual growth. It is essential to encourage and boost their presence, and hence, we emphasize giving them regular training and organizing dealer meet giving product and service demonstrations. We organize workshops, seminars, and incentive programs that give partners

the necessary skills and further motivate them to sell and service our customers. This helps them to derive efficient business operations and customer satisfaction, hence driving our business growth and revenue.

Do you have any programmes in place to upskill your partners to meet the demands of evolving techs?

We empower our partners to stay ahead in the rapidly evolving tech landscape. Our comprehensive upskilling programmes include training sessions, webinars, dealers meet and workshops giving hand-on experience of our products, services and solutions across segment. We also provide exclusive access to our cutting-edge technology solutions, so that our partners are well versed with our products and solutions. We also run marketing support and incentive programs aimed at motivating partners to enhance their sales and customer service competencies. These certainly will help our partners be better positioned to adapt to fast moving, changing technologies and meet the changing demand of the market.

What is your go to market vision in India?

We envision becoming the leading provider of comprehensive AV solutions tailored to the unique needs of the Indian market. To achieve this vision, we focus on building strong and collaborative relations with our partners, empowering them with the tools and training. By leveraging our deep understanding of local challenges and opportunities, we strive to deliver customized solutions. We are committed to fostering innovation and growth through our strategic alliances, continuous upskilling programs, and localised resources, ensuring our partners thrive in India's dynamic and evolving AV landscape.

Redis Unveils Redis 8 and New AI Tools to Improve the Data Platform

Redis has released Redis 8, bringing advanced Redis features to all users. The latest version builds on Redis Community Edition, a tool for developers worldwide. Reportedly, Redis 8 includes features like JSON support, search, and vector databases, streamlining app development across mobile, web, and AI platforms.

Redis has launched Redis for AI, a package designed to support AI application development and scaling. The package includes AI capabilities like RedisVL 0.3.0 and new partner integrations like LangChain-Redis and llama-index-vector-stores-redis. These tools aim to help developers easily bring generative AI (GenAI) apps into production, addressing challenges like data speed and security.

RedisCopilot is a new virtual assistant that leverages the Redis real-time data platform and Redis for AI. It helps developers retrieve information, write code, and get answers quickly by using features like semantic caching and vector databases. RedisCopilot is now available for free inside Redis Insight.

Redis has introduced Redis Data Integration (RDI), which synchronizes data from existing databases to Redis with minimal setup. RDI connects data stores to Redis through a single API, helping customers improve performance without overhauling their data strategy. RDI is currently available on Redis Software and will soon be available on Redis Cloud.

ASIRT Holds Flagship Event Synergy Biz Conclave 2024



The Association of System Integrators and Retailers in Technology (ASIRT) has successfully hosted its flagship event, the Lenovo-Bluecom Synergy Biz Conclave 2024.

Lenovo-Bluecom was the Title Sponsor, while Synology-Data Skill was the Platinum Sponsors. ITCG Technologies, Enjay IT, Tally-Neotech, Indio Networks and Kotak Mahindra Bank were the Gold Sponsors, with Proteus and Rincon joining as member sponsors. The event also received support from 10 media houses, including DQ Channels at Cybermedia. FAITA President Devesh Rastogi, played a significant role in the summit's success.

"In terms of the new technologies like Cloud and AI, we bring forward the people associated with these new techs, so that the SIs get benefitted from them. Through the Synergy platform, the SIs work as collaborators rather than competitors. We see that on this platform, members come together, work together, grow together and have fun together," said Nilesh Kadakia, Chairman, ASIRT

"The Synergy event strengthens ASIRT's position as a leading voice in the technology ecosystem and shows how the Synergy Biz Conclave 2024 underscores ASIRT's pivotal role as a catalyst for innovation and growth in the Indian IT industry," said Bharat Chheda, President, ASIRT.

JCDA organised General Body Meeting at Jammu



The Jammu Computer Dealers Association (JCDA) held its General Body meeting in Jammu, attended by over one hundred IT business owners from various regions. The meeting took place at Asia Greens, National Highway Near Nagrota.

The newly elected team of JCDA led this General Body Meeting including Sandeep Malhotra of L S Technologies as President, R C Sharma of Aar Gee Traders as Vice President, Dr Gopal Parthasarathi Sharma of Aarya Technology Ventures as General Secretary, S Jatinder Singh of Royal Infotech as Organizing Secretary and S Gurpreet Singh of Duke Computers as Treasurer of JCDA.

During the meeting, Sandeep Malhotra, President of JCDA, presented an action report since the last General Body Meeting. He emphasised the importance of unity among members and informed them that the association is addressing the issue of long overdue payments owed by government departments to JCDA members.

Organising Secretary Jatinder Singh provided an account of recent events organized by JCDA and encouraged members to celebrate the upcoming Independence Day as per JCDA's program. Treasurer Gurpreet Singh detailed the financial transactions of the association.

IESA and KDEM unite on India ESDM Tech Yatra



The India Electronics and Semiconductor Association (IESA), in partnership with the Karnataka Digital Economy Mission (KDEM) and supported by the Karnataka Department of IT, BT, and ST, organised the Mysore ESDM Tech Yatra. The event aimed to provide detailed information about the Electronic System Design and Manufacture (ESDM) industry in the Mysuru cluster and to advance India's ESDM sector.

Dr. V. Veerappan, Chairman of IESA, during press interactions, stated, "We envision Bengaluru as a design hub and Mysuru as a manufacturing hub. The Bengaluru-Mysore corridor is strategically important for India, not only to meet domestic needs but also to become a significant player on the global stage. IESA is pleased to be part of today's session and to collaborate with Mysore companies to support their growth and expansion."

Ashok Chandak, President of IESA stated, "This initiative, in collaboration with KDEM, aims to provide industry stakeholders with opportunities to gain insights, learn from successes, and engage in productive discussions with Mysuru industry leaders and the Government of Karnataka. The event's highlight was the engaging discussions on the market trends, R&D, and opportunities within the ESDM sector, bringing together top Indian and global tech industry leaders from IESA's 300+ members, Mysuru Cluster Entrepreneurs, KDEM and Karnataka's IT, BT, and ST department under one roof."

ISODA Holds United Summit 2024



The Infotech Software Dealers Association (ISODA) hosted its United Summit 2024 in Kovalam, Kerala, bringing together channel partners, OEMs, and end customers, including C-level IT decision-makers. The event featured discussions, networking opportunities, and celebrations, providing a platform for industry collaboration.

The event commenced with the ISODA Annual General Meeting, where members discussed initiatives to enhance the association's visibility and membership. The Management Committee, with the unanimous support of members, decided to retain the current board for continuity. However, a new appointment was made, with Pratik Shah, Director at ITCG Technologies, being named the new Regional Secretary, West.

The meeting included the following representatives -

Chairman—Prashant Jain; **Vice Chairman**—Zakir Hussain Rangwala; **President**—Vinod Kumar; **Vice President**—Ajay Bhayani; **Secretary**—Vimesh Avlani; **Treasurer**—Ravi Jalan; **Regional Secretary - West**—Pratik Shah; **Regional Secretary - South**—Ravikumar Rajaseharan; **Regional Secretary - North**—Kamal Gulati; **Regional Secretary - East**—Satya Priya Das; **Regional Secretary - Gujarat**—Gaurang Patel; **Regional Secretary - Rajasthan**—Manoj Tiwari; **Regional Secretary - North East**—Tapan Ghosal; **Regional Secretary - Bangalore**—Sanjay Srivastava

The Title Sponsor Firemon led the presentations, followed by sessions from Gold Sponsors Scale Fusion and Bahwan Cyber Tek. In the afternoon, Silver Sponsors Fortra, Acronis, Trellix, Efficient IP and Phozaze conducted their sessions.

Securonix Partners with RAH Infotech to Strengthen Cybersecurity



Ajay Biyani
VP, APMEA, Securonix

Ashok Kumar
MD & CEO, RAH Infotech

Securonix has announced a strategic partnership with RAH Infotech, a value-added distributor in India. This partnership aims to enhance cybersecurity offerings for Managed Security Service Providers (MSSPs) by providing access to advanced SaaS security solutions, including Unified Defense SIEM, User and Entity Behaviour Analytics (UEBA), and Security Orchestration, Automation, and Response (SOAR) capabilities.

“Our partnership with Securonix aligns with our commitment to deliver best-in-class security solutions to our customers,” said Ashok Kumar, Managing Director & CEO, RAH Infotech. “Together, we will help businesses across India enhance their security operations, ensuring they can confidently embrace digital and cloud technologies. We believe our partner ecosystem will take full advantage of the next-generation product offerings from Securonix and the RAH Infotech team will do everything possible to build partner capabilities and their revenue stream by offering best-in-class services.”

“We are excited about our partnership with Securonix, a global leader, redefining the next generation of cyber-threat detection using the power of machine learning and big data. MSSPs’ needs have evolved, and they look for easy-to-deploy, cloud-based innovative security solutions to explore new market opportunities and drive more revenue. With this partnership, we are looking forward to successful MSSP collaborations”, said Umashankar, Senior Director, Alliances & Sales, RAH Infotech.

Shorthills AI Studio Now Available in Microsoft Azure Marketplace



Shorthills AI has announced the availability of its Shorthills AI Studio in the Microsoft Azure Marketplace, allowing customers to deploy and manage the AI-powered platform on the trusted Azure cloud infrastructure.

With Shorthills AI Studio available on the Azure Marketplace, customers can now benefit from simplified deployment and management through the Azure cloud platform, enhancing productivity and efficiency in AI-driven processes.

“We are excited to bring Shorthills AI Studio to the Microsoft Azure Marketplace,” said Paramdeep Singh, Co-Founder, of Shorthills AI. “By leveraging Azure’s robust infrastructure and global reach, we can now offer our AI-powered solutions to a broader customer base. This partnership empowers businesses to unlock the full potential of their data, drive innovation and achieve tangible business outcomes.”

Shorthills AI Studio is on the Azure Marketplace, a platform for buying and selling cloud solutions certified to run on Microsoft Azure. The Azure Marketplace connects companies with ready-to-use cloud-based solutions.

Coforge Wins MuleSoft Top Partner of the Year Award



Coforge has announced its recognition as the MuleSoft Top Partner of the Year (Europe). This award highlights the 12-year partnership between Coforge and MuleSoft, acknowledging their collaboration and mutual support in driving business success.

“At the heart of everything we do is helping our clients achieve success. We invest a lot into MuleSoft through the development of strategically relevant solutions, accelerators, service offerings, and marketing. We also invest heavily in the relationship. The MuleSoft Partner of the Year Award is a validation of our commitment to delivering exceptional client experiences. We’re excited to keep pushing the boundaries,” said John Speight, Executive Vice President and Customer Success Officer, at Coforge.

Coforge is a global digital services and solutions provider, focusing on select industries and leveraging emerging technologies to drive business impact for its clients. With a deep understanding of industry-specific processes and strategic partnerships with leading platforms, Coforge offers a distinct perspective on transforming businesses.

Internet Society Reviews Traceability Clause in India's IT Rules 2021



The Internet Society (ISOC) has published a detailed brief that examines the ‘traceability’ requirement under the IT Rules 2021 and its potential impact on digital security, businesses, individuals, and the national economy.

One of the central issues in the IT Rules 2021 is the traceability mandate for significant social media intermediaries providing messaging services. This mandate requires platforms to identify the first originator of messages, which is a point of concern for services that utilize end-to-end encryption (e2ee) such as WhatsApp, Signal, and iMessage.

ISOC’s brief highlights the challenges associated with implementing traceability measures. It discusses how methods like the Kamakoti proposal, hashing, and metadata analysis could weaken encryption, compromising the security of e2ee services. The brief also outlines the potential implications for user privacy, particularly for those who rely on secure communication channels.

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5 Laptops from Asus

ASUS, announced the expansion of its laptop portfolio with five new models across their ROG and Consumer lineups. The latest launches include the AMD AI 300 Series powered Zephyrus G16, TUF Gaming A14, Zenbook S 16 OLED, ProArt PX13, and Vivobook S 14 OLED, redefining user experiences by integrating cutting-edge AI capabilities, innovative design, and modern technology.

Each laptop is engineered with advanced AI features and cutting-edge components, ensuring exceptional performance, and empowering users to play, stream, and create without limits.

Arnold Su, VP, Consumer and Gaming



PC, System Business Group, ASUS India said, "At ASUS, our mission is to empower users with technology that makes a meaningful impact. Keeping in alignment with this ethos, our latest launches deliver AI-driven performance in exceptionally designed laptops that meet a wide array of needs."

Nitro V 16 Laptop

Acer launched its first complete (CPU/GPU/Hardware) AI gaming laptop, the Acer Nitro V 16, set to redefine gaming with its cutting-edge technology. This powerful device features AMD Ryzen R7 8845HS Series processors and NVIDIA GeForce 4060 series AI graphics with 16GB DDR5 RAM and 1TB SSD seamlessly integrated with the revolutionary Copilot in Windows 11.

The laptop is engineered to handle the most demanding tasks with its advanced dual-fan, quad-intake and quad-exhaust cooling system. By drawing in cold air from the top keyboard cover and expelling heat through side and rear vents, the laptop remains cool, preventing throttling and maintaining optimal CPU and GPU performance. Users can also manage the cooling system with the NitroSense key, enabling them to adjust fan speeds and select from four modes viz., Eco, Quiet, Balance and Performance. Seamless connectivity is ensured with Wi-Fi 6E, Gigabit Ethernet and USB4 40Gbps, keeping users connected in any setting.



Inbook Y3 Max

Infinix unveiled its most advanced laptop to date, the Inbook Y3 Max. At the core of the Inbook Y3 Max lies the advanced 12th Gen Intel Core processors, offering a choice of i3, i5, and i7 options. This cutting-edge processor is paired with up to 16GB of LPDDR4X

RAM and up to 1TB of PCIe 3.0 SSD storage, ensuring lightning-fast processing speeds and ample space for all your files and applications. The laptop also features a dedicated SATA slot, allowing users to expand storage up to an additional 1TB.

Priced at Rs29,990/-, Infinix Inbook Y3 Max offers connectivity with two USB 3.0 ports, an HDMI 1.4 port, two USB-C ports (one for data, one full-function), a 3.5mm audio jack, and a microSD card slot. The laptop also supports Wi-Fi 6 for high-speed wireless connectivity. An FHD 1080p webcam with dual microphones ensures crystal-clear video calls, while the Ice Storm Cooling Technology keeps the system running smoothly even during intensive tasks.



POCO Pad 5G



POCO commenced the sale of the POCO Pad 5G in India. With this device, POCO India has marked its entry into the tablet market, bringing its signature combination of cutting-edge technology and unbeatable value to a new product category.

The POCO Pad 5G is available in two colour options; pistachio green and cobalt blue. Buyers making payments through SBI, HDFC and ICICI bank cards may be eligible for a discount of Rs 3000/- to make the device even more lucrative.

The POCO Pad 5G is designed for immersive entertainment at comfortable portability. The device delivers a stunning visual experience with 2.5K resolution and 120Hz Adaptive Sync refresh rate.

Snapdragon 7s Gen 3



Qualcomm Technologies introduces the Snapdragon 7s Gen 3 Mobile Platform, building on the 7-series momentum of bringing enhanced capabilities to more users. The new platform offers on-device generative AI capabilities with support for LLMs, including Baichuan-7B, Llama 2 at 1B parameters and others. It also features new adventure-packed mobile gaming experiences powered by the powerful Qualcomm Adreno GPU, and professional-grade camera and video capture features such as 12-bit triple ISP and 4K sHDR.

"Snapdragon 7s Gen 3 will bring the best of the 7-series to more mid-tier devices by selecting top 7-series features including on-device AI support," said Chris Patrick, senior VP and GM, mobile handsets, Qualcomm Technologies. "This platform is another proof point in our commitment to deliver the best-in-class mobile experiences to consumers at every price."

Oppo K12x 5G



Oppo India has introduced its K12x 5G, the 5G smartphone in its segment, at just Rs 12,999/-. The device is available in two attractive colours, Breeze Blue and Midnight Violet, and will be available starting 2nd August 2024.

“The Oppo K12x 5G is equipped with ‘MIL-STD-810H’ durability standard under INR 15,000,” said Savio D’Souza, Head of Product Communications at Oppo India. “It strikes the perfect balance between design and durability, without compromising performance and battery life to make it an extremely attractive value proposition for those who need day-long battery in an attractive yet robust package.”

AI Linkboost, ensures a stable signal in highly crowded environments like concerts and enables faster signal recovery in elevators and basements so users don’t experience lags in calling or messaging. The offer price is Rs 12,999/-.



Liebert GXE Single-Phase UPS



Vertiv introduced the Vertiv Liebert GXE, an online double-conversion single-phase uninterruptible power supply (UPS) available in 6 kVA power ratings in tower or rackmount configuration. The system is designed to provide reliable power to distributed IT networks and edge computing applications in various industry segments such as enterprise, government, manufacturing, finance, education, and retail.

“The introduction of the Vertiv Liebert GXE UPS underscores our dedication to supporting the evolving needs of distributed IT networks and edge computing applications across industries,” said Dr. A S Prasad, VP, Product Management, Vertiv. “With its high efficiency and flexible deployment options, the Liebert GXE stands out as a cost-effective solution to not only enhance power reliability but also optimize operational costs. We are excited to bring this high-performance UPS to the Indian market, empowering businesses to achieve greater resilience and efficiency in their operations.”

Advanced Memory Solutions from Lexar

Lexar, a provider of memory and storage solutions, highlighted its award-winning portfolio of next-generation memory solutions at Photo Video Asia 2024, the premier B2B platform dedicated to revolutionizing the photography and videography industry in India.

Fissal Oubida, GM and Global Marketing Director for the Middle East, Africa and India, Lexar said, “We are dedicated to advancing memory and storage technology. Our involvement in Photo Video Asia 2024 provided



us with an opportunity to engage with the dynamic community of photographers and videographers as well as let them experience our products firsthand at the event. We will look forward to our participation in more such expos to expand our network, showcase our innovations, and connect with potential partners.”

T-Force Delta RGB Eco DDR5 and PD20 Eco Mini SSD

Teamgroup launched the T-Force Delta RGB Eco DDR5 Desktop Memory and the Teamgroup PD20 Eco Mini External SSD, as a part of the Eco series that highlights the concept of circular economy. Both products feature PCR (post-consumer recycled) plastics and are packaged with FSC-certified materials, fully embodying Teamgroup’s commitment to green innovation from product technology to packaging and fostering the spirit of environmental sustainability.



The T-Force Delta RGB Eco DDR5 offers two frequency specification options, 5600 and 6000 MHz, and supports the latest Intel XMP 3.0 and AMD Expo dual-mode one-click overclocking technology.

The Teamgroup PD20 Eco Mini External SSD is crafted from 75% PCR plastic and FSC recyclable packaging, which saves approximately 42,200 plastic bottles for every 100,000 units produced.

Earphones from U&i

Designed for music lovers who appreciate both high-quality sound and practicality, the U&i Push Series Stereo Earphones feature magnetic buds that prevent tangling for effortless wearing and storage. These earphones provide Hi-Fi sound with clear bass and noise reduction, delivering an outstanding listening experience. Equipped with 10mm dynamic drivers, the earphones cover a frequency response range of 20Hz to 20KHz, ensuring detailed and rich audio. With a sensitivity of 115±3dB, they offer excellent sound clarity. The 3.5mm audio jack, combined with a 1.2-meter cable and an inline microphone, adds convenience and versatility. The U&i Push Series Stereo Earphones are the perfect blend of superior audio performance and user-friendly design.



The U&i Push Series wired earbuds are available at U&i outlets and leading retail stores across India, priced at Rs 599/-.

RANKING OF TOP 100 ENGINEERING COLLEGES IN INDIA

2 0 2 4 September 2024 edition



Dataquest along with CyberMedia Research is coming up with Employability Index in September 2024. It will focus on the current trends in education and prevailing job market conditions. Based on the research methodology, aim is to find out and highlight the leading engineering colleges in India focussing on the jobs for the students and building India as global hub for talent.

<https://techschools.in/employability-index/>

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KEY SURVEY HIGHLIGHTS

- Measures the campus recruitment.
- Measures of the Industry interface of the college
- Overall feedback of HR managers of the engineering colleges
- Industry perspective regarding the edu-tech-training gap in the college
- Survey of HR heads/L&D experts of the big recruiters of the country
- Industrial training in the college and many more.
- Current edu-tech trends of the industry.

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To be part of the Survey and Get your Copy, Write to:
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