

DQ

Solutions for Solution Providers

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Gayathri Vivekanandan
CEO
Ideas2IT



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Blessings of Lockdown!

Greetings friends!

Our country has faced many adversities since last year. Lockdown has been decapitating for many businesses and staying at home has been limiting for the species that is known as a social animal.

However, lockdown has also been a boon for many ICT businesses in certain segments. Security distribution is one such segment, which has seen many swings. As the lockdown began last year, the security reselling distributors complained that their business was going down. During the 2nd wave of Corona this year this trend was especially devastating. However, as the 2nd wave subsided, their business began to see light again.

We talked to some security solutions distributors and also to some security solutions companies to understand this trend. This issue brings to you this exploration.

We continue with our finding new international markets for you. This will help you to expand beyond the borders of India.

Service segment in the ICT is rising. Now we have many Make in India companies offering international level services.

While security distribution may be looking up, surveillance products may not be a good option to go for.

While buying or selling an oximeter, how do you decide whether it's genuine or fake?

We have brought all these perspectives for you in this issue.

*Archana Verma*

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Acceleration of Security Business

The business graph of security solutions is in upswings



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Security solutions have been going up and down during the 2nd wave of Corona and complete lockdowns. However, 2021 seems to have been better for the security solution business than 2020. DQ Channels held some conversations with some security solutions organisations in the market.

Business Growth of Security Solutions in 2021

It appears that with remote work and hybrid work environment, the demand for security solutions has grown in 2021. Further, the issues of identity and user management has also played a role in increasing security solutions related concerns and companies are now investing more on security solutions than in 2020.

Ashok Kumar, MD, RAH Infotech says, "Security, whether in the cyber space or network, has seen tremendous momentum in last year, especially post Covid. The pandemic disrupted the way businesses operate. Restricted physical movement, remote working, and virtual meetings – all these demanded a robust digital infrastructure and future ready applications to be in place to maintain business continuity, and on top of that, this infrastructure needed a near fool-proof security apparatus to work 24x7 to ensure sensitive and crucial information does not land with an untended entity. Security remained the top priority for CIOs of enterprises in 2020-21 as the technological disruptions forced by Covid opened up security vulnerabilities to multifold."

Ashok Kumar adds, "At RAH with having over 30 global security players as our partners, we have seen unprecedented demand for security solutions from our OEMs."

Zakir Hussain, CEO, BD Soft says, "The year 2021 has been going good for BD Software. The company has signed up with a couple of good vendors whose solutions are required by almost all SMB and corporates in India. This is helping in getting good business and spreading the reach of our solutions and also growing the network."

Views from the Security Solutions Providers

Dipesh Kaura, MD, Kaspersky South Asia says, "Kaspersky South Asia growth in the B2B business increased twofold in the past year. As for the B2C perspective, we have registered 43% YoY growth with major contributions coming in from our online business given the Pandemic situation in India. Furthermore, we see immense acceleration in the consumer segment for the year ahead due to our formal alliance with Bharti Airtel, where Airtel customers will be able to purchase our B2C solutions on their Airtel Thanks app."

Rajesh Maurya, Regional VP, India & SAARC, Fortinet gives a

detailed account of the growth of Fortinet security solutions. He gives the following figures –

- **Total Revenue** – Total revenue was \$801.1 million for the second quarter of 2021, an increase of 29.7% compared to \$617.6 million for the same quarter of 2020.
- **Product Revenue** – Product revenue was \$298.3 million for the second quarter of 2021, an increase of 40.8% compared to \$211.9 million for the same quarter of 2020.
- **Service Revenue** – Service revenue was \$502.8 million for the

“

"Solutions related to data protection, network visibility, EDR, application security, DDoS, VAPT and ransomware saw maximum deployment throughout the year. Besides, cloud security solutions also saw unprecedented growth during the same period."

–Ashok Kumar, MD,
RAH Infotech, Security Distributor

”

second quarter of 2021, an increase of 23.9% compared to \$405.7 million for the same quarter of 2020.

- **Billings** – Total billings were \$960.9 million for the second quarter of 2021, an increase of 35.1% compared to \$711.5 million for the same quarter of 2020.

Comparison with 2020

When asked about how the security solutions business compares with 2020, Zakir Hussain is frank about it. He says, "Previous year, it was business more via indoor selling. This year there have been some activity on the field. Definitely, if we have to compare month on month sales from last year, we are doing better."

For Ashok Kumar, the security business growth began last year itself. He feels that this year more MSMEs have come into the fold. He says, "Security has always been a top-of-mind product for CIOs



“The year 2021 has been going good for us. Our company has signed up with a couple of good vendors whose solutions are required by almost all SMB and corporates in India.”

-Zakir Hussain, CEO, BD Soft, Security Distributor

of enterprises. If I compare both the years, a significant amount of growth for cybersecurity solutions actually started during last year which continued in the current year. The only difference that was witnessed during this year is that the SMEs, SMBs and startups have also taken security quite seriously and this is being seen in the number and size of security solutions deployment.”

Causes for the Growth

Zakir Hussain attributes his growth to the following causes, “Due to on field presence we have been able to spread into some new territories with our new solutions resulting in leads and sales closures. We have also been steadily increasing our team and this has also been resulting in more ground coverage plus helping us put all our solutions in the market. In short more team members + New solutions + market opening up has helped us keep our growth rate steady.”

On the other hand, Ashok Kumar attributes the growth to the following, “There are multiple reasons for this uptake in security solutions deployments. First, organisations, across sizes, have increasingly relying on data to run their businesses. Sharing



“We increased our revenue growth by 20% in 2020-21.”

-Mansi Saha, Owner & Founder, Macaws Infotech, Security Distributor

information across the digital interface internally and externally has created avenues for hackers and cybercriminals to access networks. Thus, the need for cyber defence is crucial among organizations. Furthermore, the rapid increase in vulnerabilities, threats, frauds, and risks has compelled businesses to modify strategic measures to counter cyberattacks, subsequently driving the market growth.”

Ashok continues, “Second, Covid turned out to be an unwanted trigger for major shake ups in organisations as far as IT was perceived. The pandemic accelerated shift to digital transformation in many organizations by multiple years. Third, introduction of IoT and AI has started generating enormous amount of data for enterprises and these enterprises need reliable infrastructure to safeguard their sensitive data. All these factors contributed to the growth.”

Both Kaspersky and Fortinet say they are a 100% channels company and attribute their success to the security solutions distributors and channel partners.

Rajesh Maurya says, “Fortinet has over 3300 registered partners in India and we are a 100% channel business driven company. The Fortinet Engage Partner Programme helps partners develop the expertise needed to deliver digital transformation through customisable programs with business opportunity as well as the programs and infrastructure in place to accelerate their growth. Partners are also provided flexibility to engage on three business levels: Integrator, MSSP, or Cloud, which provide multiple opportunities to

grow different segments of their business, as well as multiple ways to differentiate their offerings with specialisations.”

Maurya adds, “Fortinet introduced four specialisations last year for partners, including Secure SD-WAN, Data Centre, Adaptive Cloud Security and LAN Edge and SD-Branch. We are now adding three more specialisations based on areas driving customer demand. The introduction of these new specialisations is representative of the rapidly growing market areas that customers are searching for expertise on. Fortinet’s new specializations are focused on high growth areas with additions including: Zero Trust Access, Operational Technology and Security Operations. They will further enable partners to differentiate their skillsets and knowledge in these fast-growing areas and help customers to rely on them as trusted advisors.”

Maurya continues, “Fortinet’s Security-driven networking strategy enables partners to offer customers greater levels of protection while growing their own businesses. Helping customers establish a security-driven networking strategy also gives partners a way to demonstrate value by providing guidance when addressing hybrid IT challenges.”

Dipesh Kaura says, “We have received immense appreciation,



“we have registered 43% YoY growth with major contributions coming in from our online business given the Pandemic situation in India. Furthermore, we see immense acceleration in the consumer segment for the year ahead.”

-Dipesh Kaura, GM, Kaspersky South Asia

acceptance and trust from the channel community from India as well as other South Asian countries. This has helped Kaspersky quadruple its reach in the market as well as to the customers. Further, Kaspersky has emerged as a cyber-solutions provider having a spread of offerings in endpoint, server security, cloud security, industrial cyber security. In addition, a handful of large enterprise and government deals contributed to a spike in our target accomplishments and growth.”

Future Strategy for Distributors and Other Resellers

In conclusion, security solutions business has really seen a growth in 2021, especially from May onwards. Channel partners’ contribution in it is significant, if not complete, as online commerce also has had a significant impact in his growth.



“For the Q2’21, our total revenue showed an increase of 29.7% over Q2’20; our products revenue for Q2’21 showed an increase of 40.8%, our service revenue showed an increase of 23.9% and our billings for Q2’21 showed an increase of 23.9% over 2020.”

-Rajesh Maurya, Regional VP, India & SAARC, Fortinet

The distributors and other resellers of security solutions must keep it in mind that this growth was linked to the Corona-related demands on the enterprises and government organisations. Once Corona goes away and life returns to normal as usual, it may be difficult to sustain this growth.

Since online platforms are providing an attractive solution to the customers, perhaps it is time for the security resellers to go online and build a strong online presence and capture their customers online. This will help them to evolve a sustained, long-term growth strategy rather than link their growth to short-term developments. They should ask the security companies to help them build a strong presence online.

Detailing Software Integration

Kunal Kislav, CEO & Co-Founder, Integration Wizards Solutions tells us about security, surveillance and protection of data privacy

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How do you distinguish between the thin line between surveillance, tracking and invasion of privacy?

Surveillance accesses and analyses data to protect from potential threats. It can be deployed to monitor a place/situation, ensure smooth operations via automated SOPs and identify defaulters. The data may be recorded for administrative purposes. Surveillance for sectors like retail, warehouse, health and safety, among others, optimise their outputs sans intrusion.

Tracking, alternatively, is the process to gather and utilise data on the basis of consent. It is useful to comprehend customer behaviour, deliver specific recommendations and arrive at business decisions for the future. The data is recorded and saved for longer durations. Tracking is largely employed in the E-commerce sector, followed by delivery-based businesses (eg. Food delivery), marketing and health.

Invasion of privacy enters when the data collected is extracted to re-purpose beyond the consent of the party. The facilitation of such a process is easy, once the consent to read and gather data has been provided.

The lines between the three get blurred as the other side is not accessible to the party whose data is being compiled.

What are the challenges in software integration with Cloud security?

Misuse of tools and threats like data breaches can have an everlasting negative impact, irrespective of the type of software integration system. The first identifiable challenge is the insider threat, i.e. issues around negligence and credential thefts within the enterprise.

Secondly, misleading consent-notices give selective freedom to people regarding their information. Known as the 'dark patterns,' these are misleading website visitors to create a pool of information. The big data is generated via consent notices with confusing/multiple sets of instructions. Most of this data is not cleaned and consists of biases. It makes the outputs biased and hence, decisions built on such outputs get compromised.

KUNAL KISLAY

Thirdly, the data is stored and tracked for longer durations to analyse and create relevant results. It only increases the chances of data breaches. Recently India has experienced regular reporting of such breaches. The chances will exponentially increase, given our intensified need for big data storage for almost every sector.



How do you resolve these challenges?

It is imperative for organisations to have dedicated teams focusing on audits, review and testing of the possible security threats periodically. One must ensure standards of data security and breaches are tackled since its inception. Apt processes and systems can be aligned with the software systems. From the ideation to the design phase of a product/ service/ platform. Access & key management, insecure interface & APIs, change control, data duplication, migration, and storage policies and processes are key areas that need to be under supervision.

Half-yearly or annual threat analysis in organisations is a feasible solution. This may vary based on the frequency of changes, upgrades, and add-on in one's product or service. A Vulnerability Assessment and Penetration Testing (VAPT) may be conducted. Security teams can then review the same for any major release, to affect changes in the platform or interface with cloud infrastructure.

To relieve businesses from insider threats, certain SOPs can be established. They may be supervised by a threat assessment team that reviews all these possible challenges on a regular basis. For the end-users (websites and products), the consent-driven notices must have clear and transparent instructions.

With respect to governance, there is a need for surveillance laws and robust guidelines to reduce bias in AI systems. The laws and regulations like the GDPR and PDPA are some critical steps to encourage best industrial practices and ensure comprehensive safety. But the onus lies on the organisations to form a structure, culture and processes to enforce appropriate practices and standards.

What are the new directions software integration is taking in 2021?

Remote work only increases the chance of breaches as we become more and more dependent on the digital for our personal as well as professional lives. We are witnessing an increase in Bring Your Own Device (BYOD) across the globe. On one hand, it welcomes benefits like an increase in comfort and productivity. On the other hand, it reduces operational costs for the enterprise. However, it poses a challenge for IT teams across organisations.

With regards to this, organisations and service providers are shifting focusing on potential security threats of the present and the future. Proper device and access management will be crucial in ensuring the mitigation of security threats. SaaS setups have paved their way into multiple channels and businesses. Moreover, Hybrid integration Platforms(HIP) is an evolving stream that shall encourage a multi-cloud ecosystem. However, the potential challenges of such an ecosystem are to be evaluated.

Though we have a long way to go, the future of software integration looks forward to reliable, secure and adaptive discourses.



UN Experts Demand a Moratorium on Surveillance Products

Both UN and Amnesty Tech are calling for a ban on the sale and use of surveillance products till a proper regulatory framework is brought in place for them

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A group of UN-appointed experts has called for a moratorium on the sale of surveillance technology, warning against the danger of allowing the sector to operate as “a human rights-free zone.” Amnesty Tech, the technological arm of the Amnesty International has also supported this.

Their recommendation comes in the wake of the Pegasus spyware scandal targeting hundreds of journalists, activists and politicians.

Violating Rights, Endangering Lives

They said until robust regulations on the use of surveillance technology are implemented, and which guarantee human rights, countries should impose a global moratorium on the sale and transfer of these “life threatening” tools.

“We are deeply concerned that highly sophisticated intrusive surveillance tools are being used to monitor, intimidate and silence human rights defenders, journalists and political opponents,” the experts said in a statement.

“Such practices violate the rights to freedom of expression, privacy and liberty, possibly endanger the lives of hundreds of individuals, imperil media freedom,” they added.

“Such practices violate the rights to freedom of expression, privacy and liberty, possibly endanger the lives of hundreds of individuals, imperil media freedom.”

—UN Expert Panel on Surveillance Products

Appeal Ignored

The experts recalled that this was not the first time the issue has been raised, citing a May 2019 report by the then UN Special Rapporteur on Freedom of Opinion and Expression. While it also called for an immediate moratorium on surveillance products, but they said the international community failed to pay attention.

The Pegasus scandal erupted in July when non-profit organisation Forbidden Stories and Amnesty International exposed the widespread surveillance of the mobile devices of hundreds of journalists, human rights defenders and political leaders. Surveillance was carried out using Pegasus spyware, developed by the NSO Group, an Israeli firm, which has denied allegations of involvement.

‘Contempt for Human Rights’

“Given the extraordinary audacity and contempt for human rights that such widespread surveillance shows, if the denial of collusion by the NSO Group is to have any credibility at all, the company must disclose whether or not it ever conducted any meaningful human rights due diligence in line with the UN Guiding Principles on Business and Human Rights and publish fully the findings of any internal probes it may have undertaken on this issue,” the experts said.

They also urged Israel to fully disclose measures it took to review the NSO Group’s export transactions, stressing “it is the duty of States to verify that companies like the NSO Group do not sell or transfer technology to or contract with States and entities that are like to use them to violate human rights.”

The experts underlined how they have repeatedly warned about the danger

surveillance technology poses to human rights.

‘Robust Regulatory Framework Required’

“Once again, we urge the international community to develop a robust regulatory framework to prevent, mitigate and redress the negative human rights impact of surveillance technology and pending that, to adopt a moratorium on its sale and transfer,” they said.

The eight UN experts who issued the statement include three Special Rapporteurs who monitor challenges to freedom of expression, peaceful assembly and association, as well as the situation of human rights defenders globally.

They are appointed by the UN Human Rights Council and operate in their individual capacity. They are not UN staff and do not receive a salary.



“Until a proper regulatory framework brought in place, a moratorium on the purchase, sale, transfer and use of surveillance equipment to governments linked to human rights violations should be enforced.”

—Rasha Abdul Rahim, Director, Amnesty Tech

Relevance for the IT MSMEs

Many IT MSMEs are engaged in reselling these products and many more are buying them and installing them on their premises. India is a signatory to the human rights declarations of the UN and if India accepts this moratorium, then the IT MSMEs may have to face complications. Hence, in the name of complying with human rights and freedom of privacy, they should withhold both selling these products and installing them on their premises.

This will keep them out of problems and they can also project themselves as following the UN regulations of human rights, right to privacy and the right to freedom of movement and expression.

Surveillance Companies Indicted

It must be remembered that on 22 June, it was announced that four executives of French surveillance companies Amesys and Nexa Technologies were indicted by investigating judges of the crimes against humanity and war crimes unit of the Paris Judicial Court.

The companies are accused of providing surveillance technology to governments in Libya and Egypt that was then used to track down opponents, who were then arrested and tortured in jail. The executives have now been indicted for complicity in torture in Libya and Egypt, and complicity in enforced disappearance in Egypt.

Responding to this news, Amnesty Tech Director, Rasha Abdul Rahim said, “The indictments are unprecedented. When left unchecked, the activities of surveillance companies can facilitate grave human rights violations and repression, including the crimes of torture and enforced disappearance. These indictments send a clear message to surveillance companies that they are not above the law and could face criminal accountability for their actions. This case also shows the urgent need for states to implement a human rights regulatory framework that governs the sale and transfer of surveillance equipment.”

This is a very serious and important issue and the IT MSMEs should take note of this and be very careful while reselling surveillance products.

A Strategy for the Channels

Sunil Sharma, MD, Sales, Sophos India & SAARC tells us about the channel partner programme of Sophos

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Briefly describe your channel strategy for 2021

Sophos is entirely a channel driven company. Our channel strategies are well designed and driven through our global partner programme. We launched the new Sophos global partner program in July 2020.

The programme is built on the following key parameters –

Simplicity and Transparency – The Sophos Global Partner Programme is comprehensive but simple. It clearly defines and informs our channel partners on the registration process, enablement tools, trainings and growth path associated with the partner programme.

Partner Profitability – Our partner programme rewards commitment. The more the partners are committed to Sophos, the more profitability they can achieve.

The partners can attain profitability under two aspects of our partner programme –

1. **Tiered Discounts** – 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 consistent profitability.

2. **Margin Retention Opportunities** – ‘Deal Registration’ & ‘Incumbency’ are the arrangements to provide margin retention to our partners. Deal Registration helps partners to secure upsell, cross sell and new customer opportunities. Incumbency helps them to secure their renewing customers.

Partner Enablement – The training modules under our partner program enables our partners to be responsive to the changing needs of today’s cybersecurity customers. These trainings empower our partners to tackle common trends that are impacting our industry, such as customers moving to the cloud, increased consumption of managed services across the full security spectrum, and of course, the proliferation of advanced and targeted attacks.

To enable our partners, Sophos provides certification for every important role at partner companies: Certified Sales Consultant, Certified Engineer, Certified Architect and Certified Technician.

What are you doing to get more channel partners to benefit from this channel strategy?

To optimise the Sophos global partner programme for our partners, we make sure that they are well versed with all the features and benefits under our partner programme. Through regular touch points like channel webinars and trainings, we make partners aware of their growth path with Sophos.

In addition to this, Sophos has a comprehensive and intuitive ‘partner portal’. All the important partner campaigns are regularly highlighted there. Partners can avail all such benefits under our partner program in a few clicks within the partner portal.

What new challenges have emerged in 2021 which have necessitated this strategy?

We believe in putting partners first in all our efforts. Hence, the partner strategies that we have in place, are proactive and not a response to sudden challenges. Due to our next generation cloud native cybersecurity solutions, our partners were able to secure their customers even during the peak of the pandemic and lockdown.

We make sure that our partners are empowered to tackle any kind of business or other challenges. And it starts from with the products that we create. There are features designed specifically for partners,

such as the Sophos Central-Partner dashboard that allows partners to centrally manage their customer endpoints and firewalls from a single dashboard. Partners also have clear upsell and cross-sell opportunities with their existing customers, due to the broad portfolio of Sophos products that are available within Sophos Central.

How have your channel partners responded to this strategy?

The Sophos global partner programme is hugely appreciated by our partners. Today, we have more than 3000 partners utilising various features, campaigns and benefits associated with our partner programme.



SUNIL SHARMA

Opportunities in Thailand

Thailand presents great scope for the export of electronics goods for IT MSMEs

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On the Independence Day, PM Narendra Modi encouraged the businesses to engage more in exports and in alternative energy products. He gave the example of mobile phones, which he said are now being exported more than being imported into India.

The government policy has been to increase these two sectors. Hence, IT MSMEs will do well to explore foreign markets and sell their products globally rather than depend upon the unstable markets of India.

Thailand's Electronic Imports in 2020

Thailand offers very good opportunities for the Indian IT MSMEs to export their products. In 2020, despite Corona and related lockdown across the globe, Thailand important substantial amount of IT and electronic products.

Following are some figures of Thailand's 10 electronics imports in 2020 –

1. Integrated circuits/micro-assemblies US\$12.3 billion
2. Phone system devices including smartphones \$6.7 billion
3. Lower-voltage switches, fuses \$2.1 billion
4. Solar power diodes/semi-conductors \$1.9 billion
5. Electrical converters/power units \$1.3 billion
6. Computers, optical readers US\$3.2 billion
7. Computer parts, accessories \$2.4 billion
8. Printing machinery \$1.3 billion

9. Automobile parts/accessories US\$5.1 billion
10. Miscellaneous machinery \$976.5 million

The Indian IT MSMEs shall benefit greatly if they capitalise on the electronics imports figures of Thailand.

Indian government has facilitated exports in the sense that it is under NIL GST. Further, Thailand is a neighbour of India, hence export cost will not be much. There is also no duty on export.

It is the time for the IT MSMEs to begin exporting their products to Thailand.

India – Thailand Trade Agreements

India has a Comprehensive Economic Co-Operation Agreement with Thailand. According to this treaty, there are 82 items which shall be traded between the two countries with zero tariff.

Electronics and ICT products, services and solutions are included in this list of tariff-free flow of goods between India and Thailand.

Further, India and Thailand have entered into a Free Trade Agreement. According to this treaty, free trade zones is set up in Thailand, which is beneficial for the Indian exporters to Thailand.

It is time for the Indian IT MSMEs to avail of these benefits and expand to the Thai markets with their IT products, solutions and services. This is a lucrative Asian market with close ties to India in terms of economy, culture and history and it is beneficial to tap this country for exports.

| Table of Comparison between most popular Thailand free zones | Nong Khai | Kachanaburi | Tak SEZ | Sa Kaeo | Songkhla | Trat | Mukdahan |
|--|-------------------------|-------------|------------------------------|---------------------------|---------------|----------------------|----------------------------------|
| Our recommendation in order of preference | 3 | 7 | 4 | 6 | 1 | 5 | 2 |
| Summary at a Glance | | | | | | | |
| Special Economic Zone used mostly by which industry? | Agriculture and textile | Automobile | Agriculture & Light Industry | Light & Chemical Industry | Manufacturing | Agriculture, Tourism | Agriculture and Industrial Zones |
| Average annual Industrial space rent per 1000 sq. m. | US\$50,000 | US\$77,000 | US\$60,000 | US\$62,000 | US\$45,000 | US\$62,000 | US\$50,000 |
| Exempt from corporation tax and VAT? | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Our Client must travel? | No | No | No | No | No | No | No |
| How long to set the company <u>Paid-up register capital requirement?</u> up? | US\$62,000 | US\$62,000 | US\$62,000 | US\$62,000 | US\$62,000 | US\$62,000 | US\$62,000 |
| Manufacturing allowed in the free zone? | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Incorporation requirements | | | | | | | |
| Branch or LLC recommended? | LLC | LLC | LLC | LLC | LLC | LLC | LLC |
| Can be wholly foreign owned? | Yes | Yes | Yes | Yes | Yes | Yes | Yes |

Source - Healy consultants

Managing from the Top

Gayathri Vivekanandan, CEO, Ideas2IT talks about managing an organisation which has a high percent of women in it

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How many women do you have in your organisation at the senior decision-making level? What is this % as compared to the overall senior decision-making management?

In our organisation, 4 out of 7 people are women at the senior decision-making level. Percentage compared to the overall senior decision-making management is 57%.

If you looked beyond these numbers, you would understand that Ideas2IT is a company that is co-founded by a woman leader, Bhavani Raman. While Murali (Founder & Chairman) handled Technology and Sales, it was Bhavani who took care of testing, project delivery, and all the other support functions like Finance, Accounting, HR, Administration, Auditing, and Company Affairs.

So right from the beginning, we have been a company that encouraged women to take up leadership roles.

As the CEO, I oversee the business strategy, client relationships, and expansion plans. I also lead Ideas2IT's delivery teams and numerous support functions. Bhavani has gone ahead to co-found and head element5, a successful spin-off venture from Ideas2IT.

ChitraAnnapoorni is another woman leader in the company. She was given the opportunity to start the mobile practice from scratch. And she was given all the support in her mission. Or for that matter, KalpanaJagdish is another leader who is entrusted with moving the needle on challenging projects.

What role do women play in directing the decision-making process even if they are not at the top?

At Ideas2IT, there is no differentiation created based on gender. But there is a stark difference in the way we operate. People lead to process. So we have a panel of employees (called C-Square Committee), who brainstorm on all the operational aspects of the company. This panel consists of employees with varying levels of work experience (from freshers to laterals with 10+ years of experience), and a healthy percentage of women. So in all operational aspects of the company, women do have their say.

In top business matters like strategy, expansion, etc. – the decisions are jointly taken by Gayathri, Bhavani, and Murali.

How easy or difficult is it for the women in your organisation to rise to senior positions?

Very easy. Here is why – at Ideas2IT, people have a plethora of opportunities to upskill – either in a particular technology (Frontend, Backend, Cloud, etc.)

upskilling programs across a period of 3-4 years and have become Senior Technical Architects.

There are several formal and informal platforms at Ideas2IT for women to demonstrate their talent. Let's take, for example, the Ideas2IT Shark Tank and Ideas2IT Hackathon. These are platforms for people to share innovative business/product ideas. If the ideas are great and are selected (Gayathri, Chitra and Kalpana are on the selection committee), the contributors are given funds and resources to develop or produce the idea.

And then, there is also the Ideas2IT Entrepreneur-in-Residence program (ideas2it.com/eir-programme). You could already be an entrepreneur or one in the making. You could come in with your own deep-tech idea or validate one of the ideas that we have been incubating for a while now. As an EiR candidate, you would receive support to secure VC-funding, develop the product, build the team – basically everything that is required to co-found and start a company. Once the company is founded, you will run the company as an independent profit centre. If woman entrepreneurs leveraged this opportunity correctly, they could be heading a successful company before the next Woman's Day.

How do you balance your women employees' workplace efficiency with their necessities of maternity leave, working from home to look after domestic responsibilities etc? How do you help them to balance their both responsibilities?

Compassion and empathy are key qualities here at Ideas2IT. As leaders who manage teams, we have all been through tough times. It is for this reason that we have recently announced unlimited sick leave and work-from-home options for people in special circumstances.



GAYATHRI VIVEKANANDAN

or even jump from one technology to another (a Front-end engineer could be trained to become a backend developer, a full stack developer could be trained to become a Data Engineer, and so on). We have numerous examples where people have undergone

Extending Software Services to the MSMEs

Wolken Software has the primary offerings as Customer Service Desk and Enterprise Service Management. Rohan Joshi, Co-Founder & CEO and Sudhir Prabhu, Co-Founder & CTO, Wolken Software, talk to us about MSMEs using software and the challenges involved in it

DR ARCHANA VERMA
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How can MSMEs use software services to their advantage with limited resources?

MSMEs are the drivers of the country's economy and yet they have their own struggles to face especially during Covid19 with the Economic slowdown and Liquidity crunch SaaS has been a Godsend to help MSMEs minimise their troubles.

MSMEs come with their own set of limitations with regards to Resources and Bench strength and Self Service Softwares can help them immensely in reduction of CAPEX with configuration and maintenance costs going down and also help them increase their OPEX simultaneously.

SaaS comes with its own advantages of the "pay as you grow" model and gives MSMEs the flexibility to upgrade when the time is right. Moreover SaaS has become a business development tool for MSMEs with Internet penetration.

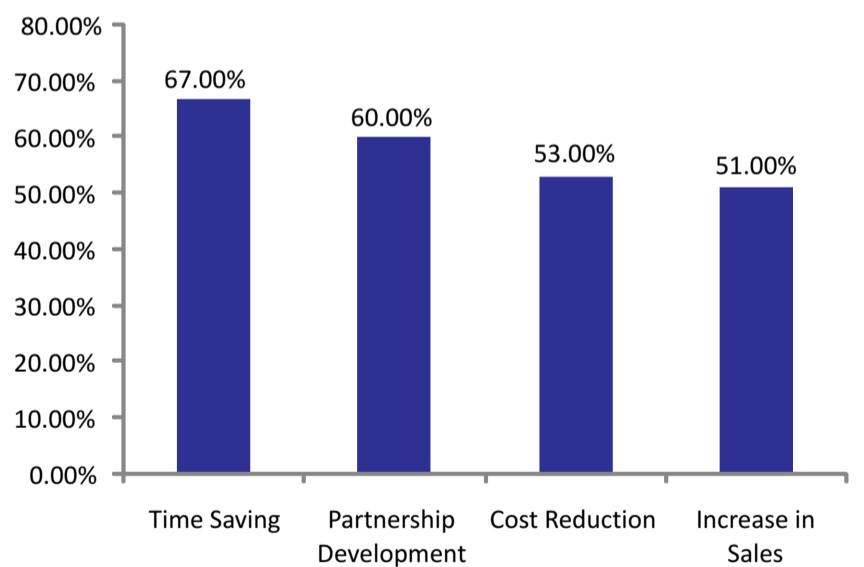
With Covid19 playing a huge role in digitising and pushing the MSMEs towards becoming self-service, businesses these days understand the power of Social Media and are leveraging the channels to their optimal use. Instant messaging applications like Whatsapp, Signal and Telegram help to serve their customers and grow their businesses significantly.



ROHAN JOSHI

SUDHIR PRABHU

Advantages of ICT for MSMEs



What are the challenges in bringing MSMEs into the software services fold?

There are many challenges in bringing MSMEs into the software services fold –

- Resistance to change is a huge psychological hindrance when it comes to transformation.
- Most of the MSMEs are unaware of what features are best suited for their enterprises and there is ambiguity due to limited exposure.
- Network challenges till last year were a huge mix-up for SaaS

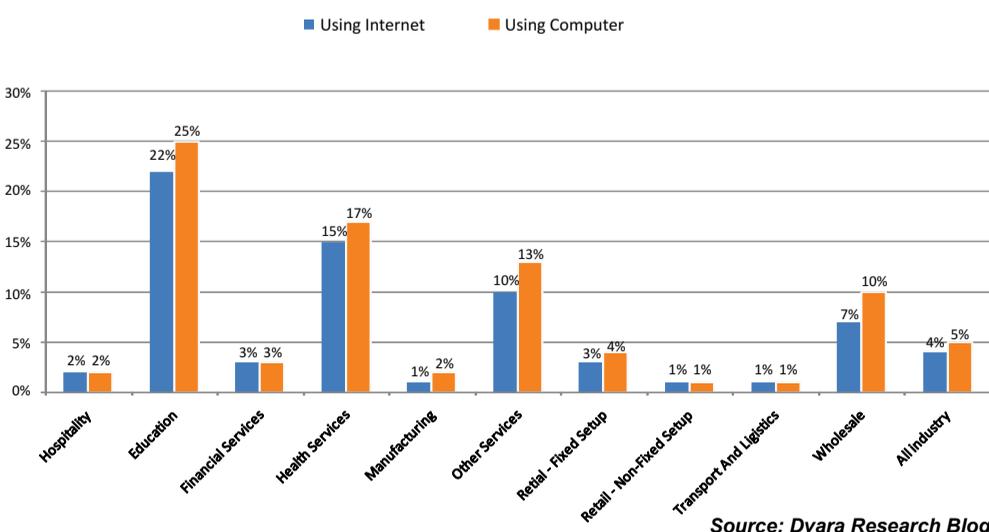
How do you resolve these challenges?

- Mobility has helped as the enterprises no longer require to invest in expensive devices to use softwares.
- Covid19 pandemic has played a huge role in digital transformation at MSMEs
- Social Media channels made way for MSMEs to optimise SAAS based softwares.
- Real popularisation of Infrastructure as a service and Platform as a service

What is the graph of MSMEs going on software services in 2020-21?

According to global news with distinct competitive advantages enhanced by

Percentage of MSMEs using IT in each industry



a level, Indian-heritage SaaS companies are well poised to reach \$40 billion in revenue and capture 7% to 9% share of the global SaaS market by 2022.

Over the last five years, the number of Indian funded SaaS companies have also doubled up and the number of SaaS companies drawing Series C or late stage capital has quadrupled, representing significant traction. India now has a thriving ecosystem of enablers comprising SaaS investors, incubators, accelerators, and government initiatives. This growth was made possible because of a wide base of skilled engineering talent stemming from a large IT Services workforce and meaningful number of fresh graduates; global ambition of founders, several of whom have spent time at pioneering product companies; capital efficiency by bringing competitive products to market at a fraction of the cost in western markets; and excellent 24x7 customer support.

How does the software service industry in India differ from that in the US?

The key difference starts with the US being an extremely matured market, there are comparatively less challenges in deploying SaaS softwares to enterprises as compared to India. The U.S. and Canada together account for 55% of all software expenditures globally and with low cost of Self Service platforms, US market has seen a boom in Cloud native and SaaS Applications.

Digitising Customer Success

How do you retain customers with a limited employee strength? Some suggestions for the MSMEs

PIYUSH AGRAWAL
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Keeping customers happy while urging them to buy more is no easy task. The customer success role comes with its fair share of ups and downs. Most of us who have spent multiple years and decades in this role understand the psychology, the discipline, the rigour, the attitude, the framework, and the team set up to engage successfully with customers. But how do you run an organisation responsible for retaining customers when your team strength is limited or comprises an experience range from novice to senior?

Internal Customer Management

This situation is especially acute when companies are introducing new business models and new products and services, a process that requires continuous follow-ups to validate and expand. Add to that the complexity of engaging with several end-users to ensure they stay engaged and come back to ask for more. IT companies are offering Software-as-a-Service (SaaS) products where retention is a core concern, given that customers have the flexibility to turn off usage at any time or after a limited time. Even for products that serve an internal user community at large enterprises, annual budgets are updated based on perceived usage and impact. So, internal customer management is as relevant as external customer management for the professional growth of the parties involved in serving internal customers. In today's Covid impacted world, where labour is hard to find and where the ability to interact with others in person is minimal, the need for a digital platform is becoming critical for customer or account management.



“Keeping customers happy while urging them to buy more is no easy task. The customer success role comes with its fair share of ups and downs.”

—Piyush Agrawal, CEO & Founder, Latvix

Challenges with Software

Nowadays, companies have deployed CRM (customer relationship management), support desk, email campaign and survey tools to manage some of these needs. Let's review how they are performing today –

1. CRM systems manage open sales opportunities
2. Support desk software tracks logged issues and product bugs
3. Email campaign software sends specifically composed emails to a selected end-user audience for a specific purpose, such as to advise end-users about a new product version, update, issue, or company developments
4. Survey tools collect feedback

The challenge with these piecemeal steps is the lack of an integrated system with a holistic view to create a seamless link across these products. The team that picks up the implementation work post-sale typically never uses a CRM system and manages the customer interaction via miscellaneous MS Office products or project management tools. Support management manually reviews issues or bug trends in other reporting tools such as Power Building Product management teams track enhancement requests in a separate system, such as in one of the Atlassian products. Product usage metrics, buried in the companies' digital platforms, are pulled out and analysed manually in third-party business intelligence tools. Due to these disparate arrangements, senior management constantly struggles to see the top-level end-user subscriber view to decide the next steps. High-level account executives struggle to see the action items associated with key customer issues when talking with customers. Customer success professionals manually engage with end-users individually or by launching mass email campaigns with standardised content.

Customer success platforms are emerging as the 'knight in shining armour' and helping businesses create more effective and integrated operational and communication systems, with the customer experience at its core! They redefine the basics of customer success, the objectives, and the value proposition communicated at the initial sale pitch. Return on investment (ROI) models are built and tracked throughout the implementation phase and beyond. Impact metrics relevant to

the customers' businesses are estimated and presented to customer contacts for confirmation. Customer success professionals track usage, health, performance, user sentiment, perception, escalations, and everything needed to predict user behaviour in one system. With detailed knowledge of the sizeable end-user base – their demographics, expectations, perceptions, and state of their product knowledge – customer success systems can send targeted communications to end-users. As a reminder, most companies don't configure CRM systems to capture this level of detail.

While this is all interesting, companies don't have the time to stand up another technology undertaking. So instead, they lean on customer success platform vendors to take on the heavy lifting like 1) connecting these systems, 2) add the business

intelligence to process company product data, and 3) deploy automation to send pre-built insights directly to the company executives' email inboxes with actionable steps. In addition, they expect the platform vendor to digitally engage with end-users to congratulate them on feature usage, with relevant tips and tricks and subtle suggestions for higher-end paid features. Finally, companies expect the customer success

platform vendor to analyse customer retention risk in real-time and suggest remediation measures.

Some Insights

Pivoting over to the customer experience aspect, companies want a standardised customer onboarding process that is time-tested to drive consistent customer satisfaction and customer delight experience with all customers. According to recent research by Forrester, for some industries, organisations can boost their revenue by up to \$1 billion annually through improved client satisfaction. This observation applies to smaller brands as well at more minor scales. The secret is to identify the most important elements impacting client satisfaction and using them to define and refine your customer management strategies. These essential elements need to be enforced in every customer interaction to repeat and improve customer experience.

As providers of such a platform, we have had several conversations with customer success professionals from companies that have tried to leverage a CRM system, a call centre platform, or a home-grown eclectic product mix to repurpose it as a customer success platform. Others have tried products from our competition. A few professionals brush aside the concept as unnecessary. Others push the conversation out to a later stage when they have grown enough. A few have taken the next step to incorporate these ideas to drive business growth. The last group is stimulating a lot of creative thinking and innovation in this space. We think that enterprising companies that set ambitious customer expansion and retention goals should adopt a customer success platform to:

1. Enhance product and service design
2. Draft effective communication and marketing strategies
3. Create winning innovations and solutions
4. Drive consumer loyalty

As the global economies struggle to recuperate in the aftermath of the pandemic with limited labor, factors like customer loyalty and customer satisfaction need automation, and third parties help to drive business success and long-term growth. Enterprising companies should take advantage of these capabilities, differentiate themselves, and dominate their respective sectors with a renewed emphasis on monitoring and improving customer satisfaction. Executives driving this initiative will tap new business from current accounts and numerous reference stories for new accounts.

The author is CEO & Founder, Latvix

5 As of Remote Work Security

How to achieve the Access and Identity Management (AIM) of enterprises in remote work situations?

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With remote work becoming the norm, remote data access, data analysis and data management involves among others, the problem of identity theft. This is a major issue plaguing the enterprises that have gone for the remote work model. There needs to evolve a proper Access and Identity Management (AIM) to resolve this problem.

CMS IT Services, a digital transformation partner of enterprises, has released a new framework with 5 As for Identity and Access Management (IAM) to be used in the remote work digital economy.

Increased Vulnerabilities

“With a staggering 4000 cyber-attacks carried out daily, cybercrime surged by 800 per cent during the pandemic. Social engineering is a prime threat, with hackers employing AI-assisted tools to steal user identities and perpetrate supply chain attacks and enterprise-wide fraud. Our 5A framework helps businesses stay ahead of disruption by heightening identity governance for all entities in the system – be it in-house employees, partners, or third-party integrations – while also preserving the user experience”, explains AnujVaid, Executive Director, CMS IT Services.

The report further says that in modern enterprises, a hybrid IT architecture – along with a complex web of distributed users, devices and applications – amplifies the access points to data and system vulnerabilities. With the volume, velocity and variety of operational data generated every minute, it’s impossible to scale a piece-meal approach to control who has access to what, where and how.

5 As Framework

The report elaborates upon the 5 As framework in the following manner –

A1 Assurance – Enterprise security should have assurance based on Zero Trust (ZTX) principles, ensuring that the intended features, functionality, practices, procedures, and architecture of the Identity and Access Management (IAM) solution are correct, resilient and

“It helps you maximise the power of your existing security investments and fortify your enterprise-wide defences without having to make new capex investments.”

—Sudhansu Nayak, Head Cybersecurity, CMS IT Services

“Social engineering is a prime threat, with hackers employing AI-assisted tools to steal user identities and perpetrate supply chain attacks and enterprise-wide fraud.”

—Anuj Vaid, Executive Director, CMS IT Services

always functional.

A2 Authentication – Enterprises today operate through networks that involve users and devices accessing data in the information ecosystem and linking up with different elements in the network to use that data. The complexity of such operations mandates solid authentication systems to allow access for various processes and services, with robust SSO mechanisms and cutting-edge protocols (such as SAML, OIDC, RADIUS and LDAP).

A3 Administration – It is not enough to merely authenticate users. An Identity and Access Management (IAM) system must integrate that with ensuring the physical security of clients’ managed sites, thereby preventing damage to assets, nullifying data exfiltration and preventing the interruption of IT services.

A4 Automation – Many processes in managing identity and access involve tasks that are repetitive, which can be automated. This can be achieved with a native Identity and Access Management (IAM) system.

A5 Analytics – The above functions are best enabled and aided with the intelligence of analytics that process an immense amount and range of data on user and endpoint behaviour, network analytics, business applications, identity and access, external anomaly and internal fraud detection, and policy compliance.

“The best part is that the 5As of AIM approach doesn’t require you to re-engineer your cybersecurity strategy. Instead, it helps you maximise the power of your existing security investments and fortify your enterprise-wide defences without having to make new capex investments,” says Sudhansu Nayak, Head, Cybersecurity, CMS IT Services.

The report asserts that the 5As framework utilises the principles of Ikigai to ensure that all the layers and dimensions of functions that are fulfilled in an enterprise by different people, at different places come together in a reliable and secure way. This holistic approach is the foundation of a comprehensive suite of scalable security solutions that span the whole expanse of areas and entities in a contemporary business.

How to Know if Your Oximeter is Fake or Genuine

Some useful information to protect yourselves

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When the 2nd wave of Corona was upon us, many IT business leaders began to sell Corona-related healthcare products, as these were in high demand. Oximeter is a very important product in this category and practically every retailer is trying to sell oximeter since then. This is because in the 2nd wave of Corona, oxygen deficiency was a major complaint and many patients required oxygen support. Further, there is a warning that 3rd wave of Corona may come in September-October. Hence, doctors are advising everyone to regularly take their oxygen level reading daily, so that if they see a change in their oxygen level, they can contact the doctor well in time and get the necessary support.

Oximeter Readings

An oximeter is a small gadget with digital reading surface. When the index finger is inserted inside the gadget and the oximeter is switched on, the glass above the digital reader shows the pulse rate and the related oxygen level reading. Usually, readings of oxygen level of 95% and above are regarded as normal, though a healthy individual with no illness should display between 98% and 100%. If the reading continuously shows below 94% then the individual can think about asking for medical help. A reading below 90% is certainly critical.

With the rise in the demand for oximeter, we are also seeing many fake gadgets in the market and many of these are fake Chinese products.

In this moment, when correct and proper medical support is critical, a seller must ensure that the oximeter s/he is selling is not fake. But how to know if the oximeter is giving accurate reading?

Which Oximeter is Genuine?

In order to know whether the oximeter is genuine, we need to do a simple test. Insert your finger inside and switch on the oximeter. If the reading panel shows the graph of the rising and falling pulse below the Oxygen level reading displayed as SPO2, then the gadget is genuine. But if the oximeter shows only the oxygen level reading with no graph of pulse below, then it's fake. Do not sell such oximeters.

Another test to recognise a fake oximeter is to insert the finger inside and take the reading. Now, keeping the finger inside, tie a thread at the base of your index finger a little tightly, so that the flow of blood to the finger slows down. If the reading becomes less than the oximeter is genuine, otherwise it's fake.

We must also remember that an oximeter takes time to stabilise. So you may have to take approximately 3 readings to get the correct figures. It may also be possible that in the first trial you'll only get the reading with no pulse graph below. But in the 2nd or 3rd trial you may get the pulse graph below. So, it is advisable to get 3 readings to see if the pulse graph shows and if the stable reading shows. Sellers of oximeters must take precautions to ensure that they are selling genuine product to the customers. This precaution is important to fight Corona.

Hitachi Vantara Announces DataOps Software Suite



Hitachi Vantara has announced the availability of the next generation Lumada DataOps software suite.

The suite of data management and analytics software is designed to help businesses rapidly identify and utilise data to enhance customer experiences and provide a source of competitive advantage – from customer, operational and product intelligence to compliance and fraud management.

The LumadaDataOps software suite helps lower the cost of data operations by using AI to place trusted data quickly into the hands of data analysts and business leaders.

“The ability to provide the right data, in the right hands, at the right time is a simple formula to enable data-driven outcomes,” said Radhika Krishnan, Chief Product Officer, Hitachi Vantara. “The LumadaDataOps software Suite transforms disparate data silos into one in which everyone can use a governed data fabric for innovation. Customers are enabled to tackle data complexity and reduce the time it takes to get access to data and to create valuable insights.”

Providing a logical data fabric in a single, unified platform, the LumadaDataOps software Suite consolidates data across silos, lines of business and applications to create a complete view of company-wide data, leveraging AI to automate processes such as data discovery.

Probe Locker Offers a Laptop Locker Solution



Probe Locker is offering laptop locker as a laptop security solution. Lockers, in general, are very safe with a variety of locking features. It comes with 24X7 Surveillance, user authentication and 4-digit combination locking software. The laptop locker system provider must have a mechanism to provide support all day long—different people worldwide work in different time zones. Select the provider that provides service in the users time. Nowadays, office work is highly dependent on laptops. In case of any issue, there should be an option to solve it and retrieve the laptop immediately. It would help if the user interacted with the provider about their responsiveness to different kinds of issues.

Laptop surveillance is an essential feature of laptop lockers where surveillance products such as RFID tags are installed on any laptop before storing it in the locker. In addition, to get management software systems that manage the usage of the laptop. These tools start monitoring the laptop immediately after entering the locker.

Avaya Acquires CTIntegrations to Strengthen Avaya OneCloud

Avaya has acquired CTIntegrations, a specialised contact centre software development and system integration company. CTIntegrations provides Avaya with additional digital capabilities for its extensive contact centre customer base and will further enhance the Avaya OneCloud AI-powered experience platform.

CTIntegrations is the company behind CT Suite and its connectors, and has been part of the Avaya DevConnect partner ecosystem, bringing deep expertise in the Avaya OneCloud platform and an understanding of its customers’ evolving needs. Many current Avaya customers are currently benefitting from CT Suite capabilities that integrate into their Avaya contact centers today.

“We are excited to have the CTIntegrations team join Avaya,” said David Austin, GVP, Corporate Development, Avaya. “The tremendous talent they bring along with their deep domain expertise in Avaya’s contact center platform will immediately add value to our innovation engine and super-charge our Avaya OneCloudCCaaS solution. This acquisition also plays a key role in supporting our overall Avaya OneCloud platform beyond CCaaS, so customers can take full advantage of our composable cloud platform with additional building blocks for solutions optimized to address their specific needs.”



Only 10% of Enterprises Have Achieved Digital-First Goals – Tata Communications

Tata Communications has released a report, according to which, 90% of enterprises are yet to achieve digital-first goals. The report records –

- 10% Digital Trailblazers, 52% Digital Migrants and 38% Digital Aspirants
- 45% enterprises attribute productivity loss during the crisis to connectivity
- 45% CXOs fear employee burnout without the right tools and systems
- 41% enterprises confirm threat of losing market share if they didn’t shift to a digital-first operating model

In its Leading in a Digital-First World; Enabling Success with the Right Mindset, Ecosystem and Trust Report, which finds 90% of enterprises are yet to achieve their digital-first goals with 49% admitting that

Digital maturity also boosts firms’ confidence in a crisis, as they edge out competitors through innovation

Proportions of firms that are confident in their ability to continue business as usual in the face of disruption:



Proportions of firms that struggled to innovate in 2020 as a result of the pandemic:



cyber security is the top most priority for their business. It also brings to light, 45% of enterprises lost productivity during the crisis due to problems of connectivity and 41% enterprises attribute the shift to digital-first operating models for maintaining market share during the course of the pandemic. The survey was conducted among business leaders across 750 enterprises in 11 countries and classifies them into three distinct categories as per their digital maturity stage.

“The scale of digitisation will be the new barometer of success for enterprises irrespective of its size or industry,” said A.S Lakshminarayanan, MD & CEO, Tata Communications.

Vertiv Offers UPS and rPDU Power Management Software



Vertiv, a provider of critical digital infrastructure and continuity solutions, has introduced the UPS and rPDU Power Management Software, the latest version of Vertiv Power Insight, which directly integrates with VMware vCenter Management Platform, the industry's most popular centralised monitoring application. This is the first version of the Vertiv Power Insight software to provide single-pane-of-glass management capabilities in vCenter. Vertiv Power Insight v2.4 can be downloaded now from the Vertiv website.

With Vertiv Power Insight v2.4, datacentre and IT managers can manage up to 100 devices, including Vertiv uninterruptible power supply (UPS) systems and rack power distribution units (rPDUs), directly from the Power Insight software or their vCenter application.

"Today's networks are more powerful than ever, but also more complex and decentralised, relying on virtualisation to maximize their efficiency and reliability," said Ramesh Menon vice president of single phase UPS, Vertiv. "This evolution has reduced visibility into critical power protection equipment and limited the ability of organisations to respond to issues expeditiously. Vertiv Power Insight provides much-needed visibility and control that leads to increased efficiency and availability."

Cloudera Introduces DataFlow Solution for the Public Cloud



Cloudera, the enterprise data cloud company, has announced the launch of Cloudera DataFlow for the Public Cloud, a cloud-native service for data flows to process hybrid streaming workloads on the Cloudera Data Platform (CDP). With this DataFlow for the Public Cloud, users can now automate complex data flow operations, boost the operational efficiency of streaming data flows with auto-scaling capabilities, and cut down on cloud costs by eliminating infrastructure sizing guesswork.

While the cloud provides an easy outlet for processing or storing massive volumes, there are multiple challenges that must be addressed. Deploying dozens of sophisticated data flows into a single cluster can lead to operational and monitoring challenges. When multiple NiFi flows compete for the same resources, it can lead to performance issues. IT administrators often choose larger infrastructure sizes out of caution, leading to under-utilisation and high costs. Finally, companies want a pay-as-you-go model to avoid paying for resources not in use.

"Cloudera DataFlow automates and manages cloud-native data flows on Kubernetes – and it is something only we offer," said Dinesh Chandrasekhar, Head of Product Marketing, Data-in-Motion at Cloudera. "Now it is easy for our customers to boost the operational efficiency of their streaming workloads and save on infrastructure costs in the public cloud."

TechnoBind is StorCentric's Appointed VAD in India

TechnoBind has been appointed by StorCentric as its Value-Added-Distributor (VAD) partner in India.

The alliance allows TechnoBind to distribute StorCentric's portfolio of storage and data protection solutions to its network of channel partners and provides additional resources to address the growing demand for StorCentric products and services.

"TechnoBind has a solid reputation of providing comprehensive enterprise technology solutions in India, and our partnership will help meet the increasing demand of data management needs across the region," said Mihir Shah, CEO of StorCentric. "Building a strong channel ecosystem means working with reputable VADs and VARs who understand client's needs. We work closely with our channel partners, listen to end customers, and address each of their data and business challenges – from high transaction processing requiring extreme performance and low latency, to secure backup and active archive, and everything in between. Our partnership with them will ensure Indian enterprises have access to our award-winning technologies."

StorCentric hopes to expand its reach and reinforce its presence in the region by this association. TechnoBind partners with the technology vendors, focusing on plotting the future with the best of breed disruptive technologies. This unique approach has taken TechnoBind to the forefront, representing some of the most innovative technologies of India.

StorCentric



TECHNOBIND
Defining New Possibilities

HyLyt Appoints Uptalent as Its Affiliate Partner in Chandigarh



HyLyt, a global unified information management and collaboration platform has appointed affiliate partner Uptalent for better outreach in Chandigarh. This is the first tie-up in a series of collaboration that HyLyt is eyeing for pan India expansion and increasing footprints across all geographies.

HyLyt plans to appoint 8 outreach partners like Uptalent for markets like Delhi, Mumbai, Pune, Bangalore, Jaipur and Ahmedabad in the course of next 8-10 months, in order to reach out start-ups, micro and mini businesses and especially those enterprises that are planning to continue work from home.

Rajat Singhania, Founder of SocioRac, HyLyt said, "This is a patented solution for smarter management of digital assets, which aims to turn enterprises more powerful, productive and profitable. Sustained outreach for the right users is as important as developing the digital app. Not only India, we are also eyeing ties-ups and market share in Europe, UAE, Singapore and USA in next phase of expansion."

Two types of businesses are set to benefit from usage of HyLyt. Firstly, those companies which are generating too much digital information and need to have privacy maintained among employees. Secondly, those companies which has more than 25 employees who do not work under the same roof.

THE DQ WEEK

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LG Releases 3 New Light Laptops for Hybrid Work

LG Electronics has launched 3 new gram laptops, which are ultra-light and ultra-portable. The new models claim to give computing convenience. Stylish new designs and productivity-boosting 16:10 aspect ratio screens add even more value to the company's versatile solutions.

High-resolution of WQXGA (2560x1600) in gram 17 and gram 16 and WUXGA (1920 x 1200) in gram 14, covering 99 percent (typical) of DCI-P3 colour space, the new displays are good for entertainment as well as work, delivering



stellar picture quality with vibrant, accurate colours, excellent contrast and sharp details. The four-sided super-slim bezel design aids in viewer immersion and contributes to the premium products' sleeker, more sophisticated look.

Commenting on the occasion, Hak Hyun Kim-Director, Home Entertainment, LG Electronics India said, "LG Gram has been designed to maximize the usability for the consumers. It is a laptop for multi-taskers, with a superior performance and strong battery life."

ViewSonic Launches New Portable LED Projectors

ViewSonic has announced new M series ultra-portable LED projectors with the launch of next-generation M1_G2 and M1+_G2 projectors. ViewSonic has upgraded and improvised its projectors by offering 300 LED lumens. These LED projectors can also be powered by a power bank resulting no interruption to your viewing experience and also, the focus performance of the projector is stable. Additionally, the M1+_G2 LED projectors are also embedded with 'Bluetooth Out' feature which helps connecting to external headphones or speakers that support Bluetooth.

"We are excited to expand the award-winning M series bringing the magnificent experience to our end-users delivering a big-screen cinematic experience at home or wherever they go. We are expecting to gain similar momentum as we observed for our earlier M-series projector," said Muneer Ahmad, AV Head, ViewSonic India.



Canon India Introduces Pigment Based Ink Tank Printers

Canon India, has introduced the MAXIFY GX7070 and MAXIFY GX6070 ink tank printers for colour printing for MSMEs.

With water-resistant, fast printing and flexible paper handling, the two new printers are designed to combine productivity and laser printer-like efficiency and enable users to increase business productivity.

Manabu Yamazaki, President and CEO, Canon India said, "India has been one of the most important markets for Canon's printing business, having received a huge acceptance for our ink tank printers amongst all customers. It has been our constant endeavour to bring forth the latest



technological innovations, catering to diverse and evolving demands of our customers. Continuing the momentum in 2021, we have introduced 13 models of ink tank printers so far, bringing our customers the most innovative, cost effective and productive solutions. As we continue to grow stronger, we are proud to extend the ink tank technology to our flagship MAXIFY series, reinforcing our commitment to the growth of small businesses in the country. We are optimistic that the new MAXIFY range of printers will boost efficiency for small and mid-sized businesses, along with reinventing their printing experience at utmost utility value."

Infotrend Introduces All Flash U.2 NVMe SSD EonStor DS

Infotrend Technology has launched U.2 NVMe SSD EonStor DS all-flash SAN storage solution to be used in such applications as virtualisation, database, video editing and HPC.

Each storage host can be installed with 24 U.2 SSDs through the high-speed and low-latency PCIe interface, providing 1000K IOPS and 11GB/s performance which allows DS to quickly respond to multiple I/O requests of virtual machines, HPC servers, database data queries, etc. Moreover, users can scale up capacity to more than 7PB with up to 448 SSD+HDD drives. In hybrid configuration, the auto-tiering function automatically allocates data to tiers to provide fast access to hot data.

"EonStor DS now supports the newest generation of U.2 NVMe SSD to offer high IOPS and low latency for all kinds of enterprise SAN environments along with great CP value," said Frank Lee, Senior Director of Product Planning.



New Seagate One Touch SSD with Increased Performance

Seagate Technology has announced the new Seagate One Touch SSD, offering NVMe-competitive performance and stylish portability for technology enthusiasts and content creators alike. One Touch SSD delivers maximum sequential read/write speeds (up to 1,030 MB/s)¹ and up to 2 TB of storage making it a high-performance external drive optimised for efficiency when managing and transporting important files. It is now available in India.

Compatible with Windows and Mac, the drive offers USB compatibility out of the box (exFAT formatted). Seagate's One Touch SSD uses USB 3.2 Gen 2 USB-C technology and is compatible with USB-C and USB 3.0 computers; both cables are included in the box. Also compatible with Android mobile devices, One Touch SSD helps free up extra space by backing up videos, photos, and files using the Seagate Mobile Touch app. Great for those on the go, the drive offers shock-resistance to a drop height of up to 2 meters.



Legrand Unveils Infinium for Datacentres



Legrand Datacentre Solutions unveiled the Infinium Quantum Fiber System designed for advanced datacentre applications. Infinium Quantum is an industry leading lowest loss optical fiber system offering a 67% improvement over industry standard systems. With this launch, the company envisions to offer higher efficiency, flexibility and scalability to the growing data center needs, without additional costs.

On the launch, Sanjay Motwani, Business Head, Legrand Datacentre Solutions says, "As we see the exponential growth in data generation, the ability to process this data quickly, securely with architectures to support high density workload becomes crucial for data centers. As technology partners, it is critical that we help businesses navigate these challenges of scaling network capacity and connection loss issues. Infinium Quantum is the solution to improving performance with enhanced network capacity that is beyond the current industry standards. We are confident that with this product, data centers will be able to achieve the desired demands of the marketplace."

D-Link Offers New Feature-rich Wireless 11 AC Routers



D-Link India, a networking brands has announced the availability of three new 11 AC routers. These are variants of High performance Gigabit router, namely DIR-2150 (AC2100 Wi-Fi Gigabit Router), DIR-1950 (AC1900 Wi-Fi certified EasyMesh Gigabit Router), and DIR-1260 (AC1200 Gigabit Router). These new routers are based on Lightning-fast 11AC Wireless technology and packs in enough processing power to handle every high-bandwidth intensive networking task you throw at it.

The new 11 AC routers by D-Link are feature-rich like the – D-LINK WI-FI App with intuitive interface and step-by-step instructions for easy setup. Profile-based Parental controls is another noteworthy feature that make it easier to control kids' online activities. In addition to the lightning speed users can also experience advanced features such as an automatically optimising QoS with a built-in speed test.

Syska Launches New P1037B Power Banks in India

Syska Accessories has announced P1037B Power Banks. There is a growing demand for power banks owing to the rise in remote work culture in 2021. The Syska power bank weighs around 217gms and consists of a steady capacity of 10000 mAh/37Wh and comes with an LED



indicator as well as a micro USB. Syska has designed this power bank with advanced technology that provides a powerful charging experience. It has the capability to charge multiple gadgets at one go with seamless fast charging speed.

Commenting on the launch of P1037B power banks, Jyotsna Uttamchandani, Executive Director, Syska Group said, "We launched the Syska P1037B power banks loaded with advanced features keeping these ever-changing times in mind and also at a disruptive price point. We intend to continue delivering the best quality products that are made in India"

AjnaLens Unveils Enterprise – Grade AR Glasses

AjnaLens has launched enterprise-grade AR Glasses and advanced XR software AjnaSuite. Looking at the current business scenarios, this combination is a one-stop solution to help enterprises leverage technology to prosper. From Holographic Collaboration to AR-based Training and Operations, the powerful combination of AjnaX & AjnaSuite is all set to revolutionize the way we do business.



Abhijit Patil, Co-founder and COO, AjnaLens, said, "The pace at which Industry 4.0 technology is evolving has risen in the past few years. The impact of the pandemic on work culture has been extraordinary. More and more enterprises are accepting technological change and adopting novel technologies. The workplace of the future is no longer a swanky office, but a collaborative environment – both virtual and physical. One thing we can promise is that AjnaX is going to revolutionise and transform the Indian Business Ecosystem. So, brace yourself for the revolution."

AIWA Releases New Wireless Earbuds and Neckbands

AIWA has launched new Active Noise Cancellation, True wireless earbuds – AT-X80FANC. Surprise your friends and relatives by gifting these reliable and unique TWS which will give them the best musical experience. The new AT-X80FANC comes with 12 hours of playback time, Type -C charging, and 1 hour of flash charging. Moreover, the stylish TWS buds are equipped with Bluetooth and V5.0, True wireless speakers.



Ergonomically designed and light-weighted AT-X80FANC provides high-definition audio quality and are the perfect fit for your ears. The stylish TWS buds are available in two colors, Black and white at INR 13,500/-

AIWA ESBT 401, Ultra-light wireless Neckband for high fidelity music experience has also been launched. It can be an ideal choice for the family. It has 8 hours of playtime, a built-in mic for hands-free calling and a voice assistant. Additionally, the neckband is equipped with IPX5 water-resistant and Bluetooth V5.0. It can be purchased at INR 2,499/-

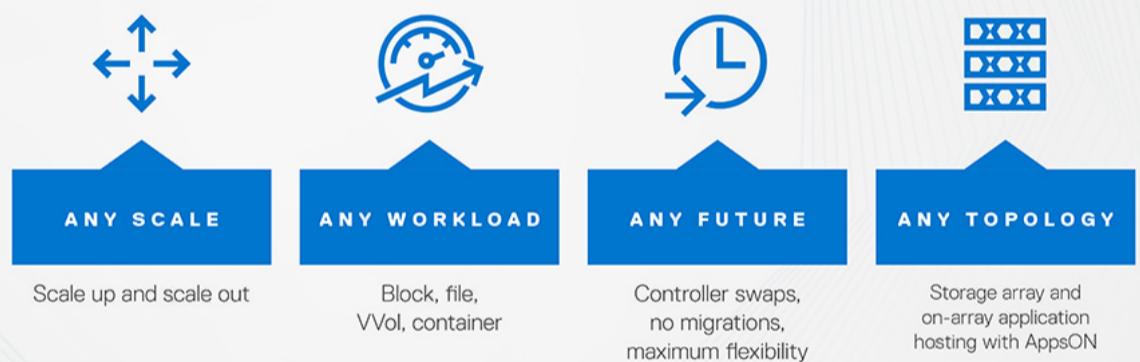
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**POWERSTORE FROM DELL TECHNOLOGIES
STAY AGILE IN A CHANGING WORLD WITH
THE NEW RELEASE OF POWERSTORE**

To address the challenges of the data era, where organizations must capitalize on the myriad of data sources available in order to achieve competitive advantage, Dell Technologies launched PowerStore, its revolutionary storage appliance. Since its launch PowerStore has received industry accolades and acclaim¹, and with systems in over 50 countries and a sales pipeline over \$2Bn, it is also achieving significant sales success.

PowerStore has proven itself to be highly differentiated in the all-flash market, delivering significant performance, architectural and program advantages versus every competitor in terms of:



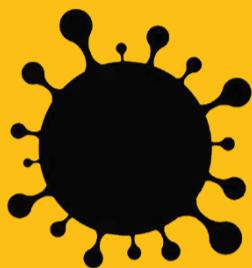
¹CRN Product of the Year: Best SMB External Storage hardware and The Channel Co CRN Tech Innovator Winner of the Year 2020.



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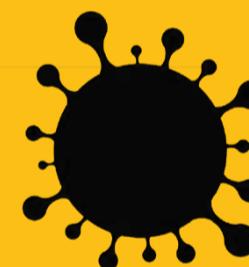
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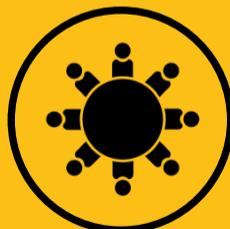
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