

# DQ

Solutions for Solution Providers

# Channels

www.dqchannels.com

Vol. 23 • No. 4 • April 2021 • Subscriber copy not for resale



# How did the Jan-Mar'21 Quarter go?

*2021 may show mixed trends*



### Perspective

**Hardware Shortage** | p7



### International Markets

**Markets in 4 Continents** | p10

**KUNALSINH VAGHELA**  
CEO  
Global Vox



### Women In IT

**Smart Tech in SMBs** | p11

**LAKSHMI SHASTRY**  
Principal Architect, Technology  
Advisory & Consulting,  
Brillio





**LEADING TECH MEDIA PLATFORM & NETWORK SINCE 1982**



**6**  
Brands



**3500+**  
Impact Articles



**20+**  
Webinars &  
Virtual Roundtables



**9000+**  
Attendees Across Verticals



**90,000+**  
People Influenced



**90+**  
Industry Leaders  
& Tech Experts



### COMMUNITIES

Technology Decision Makers - Enterprise and SMB, Telecom, Channel Partners, Start-ups, DeepTech, Functional Heads and many more

## MOVED THE NEEDLE DURING COVID-19 CRISIS

- From Survival to Revival
- Proactive Business Recovery
  - Changing Customer Expectation in Crisis
- Cyber-Sanitize your business
- Proactive Sales Strategies for faster business recovery
  - New IT Priorities 2020



- CXO of the Week
- CiOL Live Video Series
  - Start-Up Circle
  - CiOL Cloud Burst
- CiOL Live Tech News



- Are There any Make in India IT Products for Us to Use?
- Cloud Adoption in Digital World
- Govt to Harness IT to Empower MSME Sector



- **DQ TECH TALK** Series
- Business Continuity Planning Series
- Dataquest Digital Indexing
- DeepTech (India's largest Virtual Conference)

**CREATING HIGH IMPACT & INFLUENTIAL CONTENT**  
IN THE LAST 330 DAYS



- Secure Smart & Intelligent Network
- App Modernisation
- Collaboration in WFH environment
- DevOps
- **CyberMedia LABS** Product Review



- Business After Covid
- TLF Dialogue Series
- 25 Years of Mobile Telephony India

and many more....

Rajiv Pathak | rajivp@cybermedia.co.in | 8010757100

**EDITORIAL**

**Consulting Group Editor:** Ibrahim Ahmad (ibrahima@cybermedia.co.in)  
**Managing Editor:** Thomas George (thomasg@cybermedia.co.in)  
**Editor:** Dr. Archana Verma (archanav@cybermedia.co.in)  
**Asst Editor (Special Projects):** Ankit Parashar (ankitp@cybermedia.co.in)  
**Consulting Editor (Website):** Anusha Ashwin (anushaa@cybermedia.co.in)  
**Contributing Columnist:** Swaminathan Balasubramanian

**DESIGN & LAYOUT**

**Manager:** Nadeem Anees

**ONSITE & DIGITAL COLLABORATION**

**Dr Archana Verma** (archanav@cybermedia.co.in)

**MARKET RESEARCH SERVICES**

**Vice President Research:** Anil Chopra (achopra@cmrindia.com)

**PRODUCT REVIEW**

**Manager:** Ashok Pandey (ashokpa@cybermedia.co.in)

**MARKETING**

**Manager:** Rajiv Pathak (rajivp@cybermedia.co.in)

**PRINT ADVT/COMMERCIAL PUBLICATION**

**Sr. Vice President:** Rachna Garga (rachnag@cybermedia.co.in)  
**Manager:** Sudhir Kumar Arora (Sudhira@cybermedia.co.in) (North & East)  
**Manager:** Shubhadeep Sen (shubhadeeps@cybermedia.co.in) (South & West)

**ONLINE ADVT/COMMERCIAL SOLUTIONS**

**Associate Vice President:** Harminder Singh (harminders@cybermedia.co.in)  
**Manager:** Sudhir Kumar Arora (Sudhira@cybermedia.co.in) (North & East)  
**Manager:** Mohammad Shoeb Khan (shoebk@cybermedia.co.in) (North)  
**Manager:** Shubhadeep Sen (shubhadeeps@cybermedia.co.in) (South & West)

**PRINT CIRCULATION**

**Head:** Rachna Garga (rachnag@cybermedia.co.in)  
**Sr Manager:** Sarita Shridhar (saritas@cybermedia.co.in)

**ACCOUNTS & COMMERCIAL**

**General Manager:** CP Kalra  
**Manager:** Ashok Kumar

**PRINTING**

**Sr Press Co-Ordinator :** Harak Singh Ramola

**OUR OFFICE ADDRESSES**

**DELHI/NCR/GURGAON:** Cyber House, B-35, Sector 32, Gurgaon - 122001 Ph: 0124-4822222, Fax: 0124-2380694  
**BENGALURU:** 205-207, Sree Complex (Opp. RBANMS Ground) # 73, St John's Road, Bangaluru - 560 042 Ph: +91 (80) 4341 2000, Fax: +91 (80) 2350 7971  
**MUMBAI:** 404 Trade Square, Mehra Industries Compound Safed Pool, Sakinaka, Andheri East, Mumbai – 400072. Ph.: 09969424024

For editorial queries: dqchannels@cybermedia.co.in  
 For sales queries: dqchannels.sales@cybermedia.co.in

Printed and Published by Pradeep Gupta, on behalf of CyberMedia (India) Ltd at D-74, Panchsheel Enclave New Delhi - 110017  
 Printed at M/s Archana Printers, D-127, Okhla Industrial Area, Phase 1, New Delhi-110020  
 Associate Editor: Dr. Archana Verma  
 All rights reserved. No part of this publication may be reproduced by any means without prior written permission from the publishers.  
 Cover Design: Nadeem Anees

**For Subscription**

For subscription queries contact our reader service executive at rse@cybermedia.co.in or call on 0124-4822222 extn 156

**DQ Channels Exclusives**  
**Select what you want!!!!**

- For news, views, analysis & latest updates visit: [dqchannels.com](http://dqchannels.com)
- For daily updates transferred directly to your mail box, subscribe: **DQ Channels Newsletter-Everyday**

To share your inputs and raise your voice follow us on:



You have something interesting to say or feel strongly about the topics of relevance to the channel community. We welcome your valued articles. Write to [archanav@cybermedia.co.in](mailto:archanav@cybermedia.co.in)

# Mixed Trends

Greetings friends!

It appears that 2021 has begun on a diverse note. But the partner community is hopeful of better times to come. There are problems of the delivery of hardware, which need to be sorted out.

We have some insight into the 4 different markets outside India where you can send your products and services.

There may be some financial support available for the hard pressed business leaders. Computing and Cloud services are growing in demand and it would be worthwhile to include them in one's offerings.

Partners' associations are active and are taking the problems of their community to the government. One association has celebrated its 9th anniversary!

I am confident that you'll enjoy reading this issue. I look forward to receiving comments from you.

*Archana Verma*



**DQ CHANNELS THIS MONTH DQ CHANNELS THIS MONTH**

<b>COVER STORY</b> ..... 4-5	<b>INTERNATIONAL MARKET</b> ..... 10
<b>How did the Jan-Mar'21 Quarter go?</b>	<b>Markets in 4 Continents</b>
<b>COVER STORY</b> ..... 6	<b>KUNALSINH VAGHELA</b>
<b>Security Business Ridden With Challenges?</b>	CEO Global Vox
	
<b>ZAKIR HUSSAIN RANGWALA</b>	<b>WOMEN IN IT</b> ..... 11
CEO BD Software Distribution	<b>Smart Tech In SMBs</b>
<b>PERSPECTIVE</b> ..... 7	<b>LAKSHMI SHASTRY</b>
<b>Hardware Shortage</b>	Principal Architect Technology Advisory and Consulting Brillio
<b>MAKE IN INDIA</b> ..... 8	
<b>Loan For Partners</b>	<b>INDUSTRY LEADER</b> ..... 12
<b>TUSHAR DROLIA</b>	<b>Learnings From The Lockdown</b>
Chief Business Officer SMEcorner	
<b>MAKE IN INDIA</b> ..... 9	<b>PUNIT KAPOOR</b>
<b>Indian IT Services Expanding Overseas</b>	Director, Channel & Distribution India & SAARC Commvault
	
<b>ANURAG MEHROTRA</b>	<b>INDUSTRY LEADER</b> ..... 13
CEO CMS IT Services	<b>Cost Optimise The Hybrid And Multi-Cloud</b>
<b>INDUSTRY TRENDS</b> ..... 14	<b>ASIRT Turns 9</b>
<b>NEWS CHANNEL</b> ..... 15-16	<b>DQW NEWS</b> ..... 17-18

WHAT'S INSIDE

# How did the Jan-Mar'21 Quarter go?

A discussion with the Partners and business leaders shows mixed trends

**DR ARCHANA VERMA**  
 archanav@cybermedia.co.in  
**AYSHWARIA LAKSHMI**  
 dqchannels@cybermedia.co.in

There seem to be up and down swings in the IT hardware market in India in Jan-Mar'21 Quarter, as suggested by the figures that have come down to us.

#### PCs

IDC has come out with a positive forecast of 2021 for the Indian PC market. It says that in Oct-Dec'20 Quarter, there was an impressive rise of laptop shipments, contributing to 34.3% rise. On the other hand, desktops saw a decline of 33.2% as customers didn't want to invest in fixed workstations.

HP India stood on top, claiming 28.7% market share, vis à vis the 23.2% of Dell's market share.

Based on the above, IDC has given a very positive forecast for 2021. Commenting on the future outlook, Jaipal Singh, Associate Research Manager, Client Devices, IDC India said, "2021 will give another opportunity to the vendors to leverage the missed prospects due to supply constraints in 2020. So far, consumer demand does not seem to be abating anytime soon, and enterprises also continue to place fresh orders. Additionally, many government education deals are under discussion which can set a strong foundation for 2021. However, if the current supply challenges continue for some more months, it can offset the ongoing demand to some extent. Availability of the devices will not only be critical for the category growth but will play an important role in the expansion of the market in the country."



"We have seen a surge in billings in JFM 2021."  
**-Santosh Agrawal, Esconet Technologies, New Delhi**



"Amid COVID-19 restrictions and life-altering consumer habits, Webscale grew 108% in 2020, and has grown more than 100%+ year over year since we were founded in 2013. In terms of our team, we grew about 30% even during the lockdown and expect to double our team size this year. We now power thousands of storefronts and are proud to include brands such as Adidas, Dollar General, Unilever, Olympus and Swarovski among our customers."

**-Sonal Puri, CEO, Webscale Networks**

#### Printers

Initially the supplies couldn't meet the demand for printers and hence, there was a lag for meeting the demands. But as China and Taiwan opened, there was a surge in demand for printers. The inkjet printers showed a growth of 38.8%. Within this segment, ink tank printers were on top. Laser printers, without copiers showed a growth of 3.8%.

However, there was a decline in the demand of copiers by 27.5%.

HP printers were on top, claiming 40.2% of the market share, followed by Epson at 26.2%.

Following these trends, IDC predicts a steady revival of the printer market. "Consumer Demand is expected to remain robust for 1H21 while enterprise demand is expected to resume in a phased manner as employees return to office. Additionally, government demand is also expected to pick up in 1Q21 as ministries and public sector enterprises exhaust their CAPEX quota, as the financial year ends. However, the supply challenges are expected to continue for the first half of the year, which can impact the demand fulfillment to some extent," says Nishant Bansal, Senior Research Manager, IPDS, IDC India.

#### Cloud Computing

NASSCOM had reported in early 2021 that the Indian Cloud Computing market was valued at \$2.2 Billion and was growing by 30%. IDC is hopeful of a steady growth of the Cloud market in India.



“2021 Q1 has not been good, especially due to predatory pricing from online portals and rationed supplies by the brands. 2020 Q4 also was not great but was better than 2021 Q1.”

**-CP Praveen, Vasavi Computer Academy, Vellore**

“Cloud is an important part of the organizations’ forward-looking strategy. Cloud continues to be the underpinning platform for digital transformation initiatives and has therefore seen an acceleration in demand. Enterprise applications and software that support and align with organizations’ digital transformation strategy are critical investments,” said SwapnilShende, Senior Market Analyst, Artificial Intelligence, IDC India.

451 Research, a global research and advisory firm within S&P Global Market Intelligence expects the Cloud Computing as a Service (CCaaS) to grow steadily at the rate of 15% for the next 5 years. Seeing these varied figures, it’s perhaps plausible to keep this figure at 20%.

#### Partners’ Voices

In comparison to the research agencies’ figures and predictions discussed above, the partners gave a more cautious and some negative views of their business graphs. Part of this caution was linked to the delayed delivery of hardware discussed in the Perspective column of this issue. They felt that the lack of momentum in the market may further pull down their business and hence, they needed to be cautious.

#### Optimistic Cloud & IT Services Providers

The Cloud Services Providers have maintained that their business has been good. This aligns with the research agencies’ forecast.

Large IT service providers are also optimistic about their revival in 2021.

#### Jan-Mar’21 Worse than Oct-Dec’20

There are many partners who are facing the onslaught of a continuously drowning business and have reported that this year’s first Quarter was worse than the last Quarter o 2020.



“There are various dynamics that are impacting the market. On one side, the elections are round the corner and thus, all the government orders are closed. Also, the second wave is also impacting the market and the general feedback of the market is to play safe and not to take risk by over-procurement and get your payments stuck in between.”

**-Alagappan S, Distributor, Computer Waves, Chennai**

There are also concerns in the election-bound states that the orders from the government will stop till the new government comes in. Moreover, since the market is unstable, there is a caution about investing a large amount of money at this moment.

“There are various dynamics that are impacting the market. On one side, the elections are round the corner and thus, all the government orders are closed. Also, the second wave is also impacting the market and the general feedback of the market is to play safe and not to take risk by over-procurement and get your payments stuck in between,” says Alagappan S from Computerwaves,

“As IT has become an essential commodity for business continuity, many invested in this segment. This gave a larger business graph in the Oct-Dec’20Quarter. This momentum got carried into the Jan-Mar’21 Quarter. In comparison to the previous quarter, there has not been a huge growth in the business.”

**-Ravikumar Rajaseharan, V4 Technologies Chennai**

a leading distributor. He also says that it will take more than two months for the availability of products and things to get set.

#### Finding a Way

Thus, we see a varied, often contrasting views of the IT sector as reflected in the trends shown in the market research, in the comments of some large IT service providers vs the situation of IT partners. There needs to be developed a holistic strategy to uplift these partners who are facing a downslide in their business graph. One solution is that they supplement their business by reselling the Made in India products. Other solution may be that they begin to export abroad instead of depending upon the highly unstable market. For this, DQ Channels has been giving them ideas about international markets. Further, the MNCs need to seriously divide the segments between partners and E-commerce websites. For example, they can restrict the E-commerce websites for small number of products and eave the large volumes for the partners. If they have a long term plan to shift completely online, then they should help the partners a convenient exit to some other segment so that they don’t have to suffer from sudden shocks. In any case, their channel strategy should be clear. This is especially important for the hardware manufacturers.



## Brand With Us!

### Advertise in the DQ Channels Digital Magazine

- 100% digital format • Reach 1 Lakh + Viewers and Growing
- Get social media promotion link • Great Brand; Affordable Rates
- Inquire for Other Branding Opportunities

**Call Now : +919611307365 | +919811625351**

# Security Business Ridden with Challenges?

*Security may be rising in demand, but Zakir Hussain Rangwala, CEO, BD Software Distribution — a security solutions partner — tells us about a declining Jan-Mar'21 Quarter*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in



**ZAKIR HUSSAIN**

**How was your business in Jan-Mar'21 Quarter?**

The Oct-Dec'20 was good time for business. Compared to it Jan – Feb'21 has not been as expected looking at the last quarter. March looks like doing much better for us and we are hopeful that till the time March ends we would be able to achieve the set target goal.

**How did it compare to the Oct-Dec'20 Quarter?**

The demand from September till December 20 was good. It was growing as per the same quarter of 2019.

**Which regions were the topmost in sending demands to you?**

For us West and South region were leading in generating business.

**Were these more of SMBs or enterprises?**

SMB more. But we had a fair share of enterprise business too. We had financial institutions, some educational institutes and enterprises in manufacturing also going for our solutions.

**What challenges are you facing in your business?**

Since we are channel focussed company and are spreading across the country, not able to travel freely is a constant issue. We are not able to meet new partners and discuss business opportunities. Not many are still ready to discuss it online and the fixed answer is, "Let the business start and we can discuss more," or something to that effect. Credit period has gone up by 30-60 days and we are trying to help our genuine partners at the same time keeping a strict watch on payment and collection.

# Hardware Shortage

*There may be many reasons for this crisis*

**DR ARCHANA VERMA**  
 archanav@cybermedia.co.in  
**AYSHWARIA LAKSHMI**  
 dqchannels@cybermedia.co.in

**T**here is shortage of IT hardware in the stores as the partners have pointed out. This seems to be a pan-India problem. DQ Channels talked to the partner community and also attempted to get statements from the hardware manufacturing organisations to understand the problem.

### Delayed Shipping

It has been reported that there is delay in shipping of products and this has impacted the delivery of hardware across India. The delay in shipping is because of a number of causes, including a slowdown of work as an aftermath of lockdown as also the rising conflicts between India and China. There is no conflict with Taiwan, but due to Corona problem, Taiwan has also lagged behind in shipping of products in time. One must remember that China is engaging in a conflict with US as well, which may also have surmounted this problem.

Ritchie Street at Chennai, the second-largest market for electronics in India after Nehru Place in New Delhi, sells a wide range of products that span from TVs, Laptops, accessories and more, including spare parts used for various manufacturing units.

**"There is very late shipping period of HP, Acer (in desktop segment) and Epson."**

**—Anupam Sharma,  
 One Stop Computer Solutions, Bhopal**

### Artificial Demand?

As the lockdown brought in the need for remote working, mobile computing and personal computers saw a spike in demand. But the required production was not happening around the world. Besides this, the migration of the processors has also added to the supply shortage. Some channel partners believe that this might be an artificial demand because of the unavailability at the national distribution level. The channel partners are stocking up whenever the product is available. Despite this the supply does not meet the demand.

**"There is a huge unavailability of products in the market. We have a lot of demand, but not enough supply to match it. Due to the pandemic, the manufacturing and shipping from China and Taiwan where we get our spares from our either not coming through or is coming in limited quantity."**

**—Rajesh Thiyagarajan, VB Systems, Chennai**

- **Dell India and Epson declined to comment on the shortage of hardware including laptops and printing machines.**
- **There were no forthcoming comments from other large MNC manufacturers e.g., HP India, Asus, Lenovo, Acer etc. till the time of writing.**



**"We cannot comment on the demand as almost all the products or verticals are at a demand right now and we have a shortage. We are expecting this to last until June'21. We might see some products stock come in the next month, but the supply issue is to be expected for the next quarter."**

**—Vinod Vajawat, Nvakar Computers,  
 Thevaluestore.in, Chennai**

There is a shortage of screens for 20-inch and 18-inch monitors, silicon products. This rise in demand has caused a huge push in price. For instance, RAM would have cost Rs 2000 last month, being at Rs 3000 this month. Some dealers believe that this also has a positive side. There is a less competitive advantage in the market, which gives space for better margins. There are also some comments on this supply shortage to empty their warehouse, which has piles of stocks that have been stored because of the pandemic and last-minute cancellation of contracts.

### Lack of Cash Flow

A leading partner, on the condition of anonymity, also warns of lack of cash flow in the market and asking partners not to get locked in bigger supplies which might get them in long time vows.

### Chip Shortage –Chinese Companies Hoarding the Chips?

There are some media reports that there is a huge shortage of computer chips manufacturing, as a result of the lockdown. This has affected the slowdown of other IT hardware manufacturing. Some large Chinese companies have allegedly begun to hoard the chips in large numbers, anticipating a high demand and shortage of supply. This has caused an artificial crisis in the hardware market. To some extent, Taiwan has gained a leverage out of this, as US, Europe and Japan are looking towards Taiwan to provide the supplies. However, this goal has to be realised yet, as is evident from the hardware market still suffering from a shortage.

It's inexplicable that many MNCs who are engaged in manufacturing, are not willing to come forth to give reasons for this shortage. Logistics problems because of lockdown are understandable and they shouldn't have any hesitation in explaining the situation to the IT partners, so that they feel reassured. But their silence on this situation raises eyebrows about the causes of shortage in supply.

# Loan for Partners

*Getting a loan is often difficult for the partners. Tushar Drolia, Chief Business Officer, SMEcorner, tells us how they help the SMEs to get loans through their fintech platform*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in

## What are the IT technologies you are using in your platform?

- Our Tech Stack is built using programming languages and frameworks like React, Java, Python and Node.js.
- For data storage and indexing, we use MySQL and ElasticSearch.
- For Infrastructure and Monitoring, we use Amazon (EC2, RDS, Lambda, S3, Cloudwatch).
- For DevOps, we use Atlassian toolsets (Bitbucket, JIRA).
- We also use a number of 3rd party SaaS solutions like Zoho CRM and Fresh-Desk for managing leads and internal support and service desk processes.
- Besides all these we also use a number of libraries to build our proprietary solutions.
- We also have our proprietary OCR technologies to read bank statements & do EMI mapping basis of CIBIL.

## What is the procedure for SMEs to receive loans from you?

There are 2 modes of sourcing in SME-corner –

- **Branch model** – We have our branch presence across 4 states in India (Delhi, Maharashtra, Rajasthan & Gujarat) and we service loans through 22 branches spread across these 4 states.

Our Fleet on Street in branches everyday reaches out to the retailers to solicit interest for a business loans.

- **Digital model** – We have our tele calling team based in Mumbai to source loans from the above 4 states as well as 4 southern states of India through collaboration with major sourcing partners.

We have tied up with relevant B2B partners who deal with small SME merchants. These partners provide an option to apply for a loan with SMECorner through a digital link. Once an application is received, these telecallers help the applicants through the further process.

Getting a loan through SMEcorner is seamless through the following easy steps: Submit a loan application, provide the most recent documents, Know the decision & amount eligibility & get the funds in your preferred account quickly

## Is there any maximum/minimum limit and some criteria about to whom you give loans and if you restrict loans to certain categories?

The sourcing limit in branch model varies from 2 to 25 lakhs. The overall criteria revolve around a good business vintage of around 3 years

& ownership of either residence or office. Post COVID situation, we have restricted our funding to certain industries, especially in the sectors which are impacted due to COVID.

## How do you make it easy for the borrowers to repay the loan?

We provide our customers various repayment options of Monthly EMI as well as Step-down EMI & flexible tenure, where the customer can choose how much EMI would he/she be comfortable paying. We offer a host of repayment modes like, standing instruction through Bank, NEFT/RTGS, payment gateway through vendors & net banking to facilitate easy repayment.



# Indian IT Services Expanding Overseas

*Anurag Mehrotra, CEO, CMS IT Services, talks about the challenges in diverse market situations*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in

## **What Smart technologies such as Cloud, AI & ML and automation do you integrate with your services? How is their reception in different parts of India?**

We help over 300 global companies accelerate their digital transformation and leverage future-fit technology to be resilient, evolve with the market, and continuously enhance value.

We recently launched the Remote Automation Centre for Enterprise (RACE). It is India's first shared service delivery model and competence centre for Intelligent Automation. RACE delivers the full power of AI-augmented robotic process automation amplified by the flexibility, scalability and support of a shared service. This makes IT-infrastructure automation affordable for organisations of all sizes.

We've received very encouraging feedback from all over the world. Our focus is to always make our customers' lives easier by deploying risk-free and error-free repeatable models. To this end, we've developed our own IP, framework and best practices for technology integrations. We are extremely mindful of our customer's unique environments. When the framework is implemented in a specific working environment, the solution "auto learns" to deliver predictive support.

We deliver a complete technology stack - hardware, software and business applications - so our customers can focus on making their customers happy.

## **How are the Systems Integration services evolving in 2021 across India in SMBs and the large enterprises?**

Today, the most interesting aspects of the systems integration market are 1) Cloud maturity, 2) data analytics and security, and 3) hybrid integration frameworks. Leveraging the cloud is on everyone's wishlist. The implementation focus is on application migration (to cloud), managed services for the cloud, defensible cybersecurity and digital experience.

In the enterprise segment, there is a clear evolution to hybrid multi cloud environments. Alongside this, compliance and data security challenges are escalating. The SMB customer has an obvious preference for SaaS applications that free up resources and deliver a hassle-free IT management experience.

It's an exciting journey to keep pace with rapidly changing customer needs as well as evolving technologies.

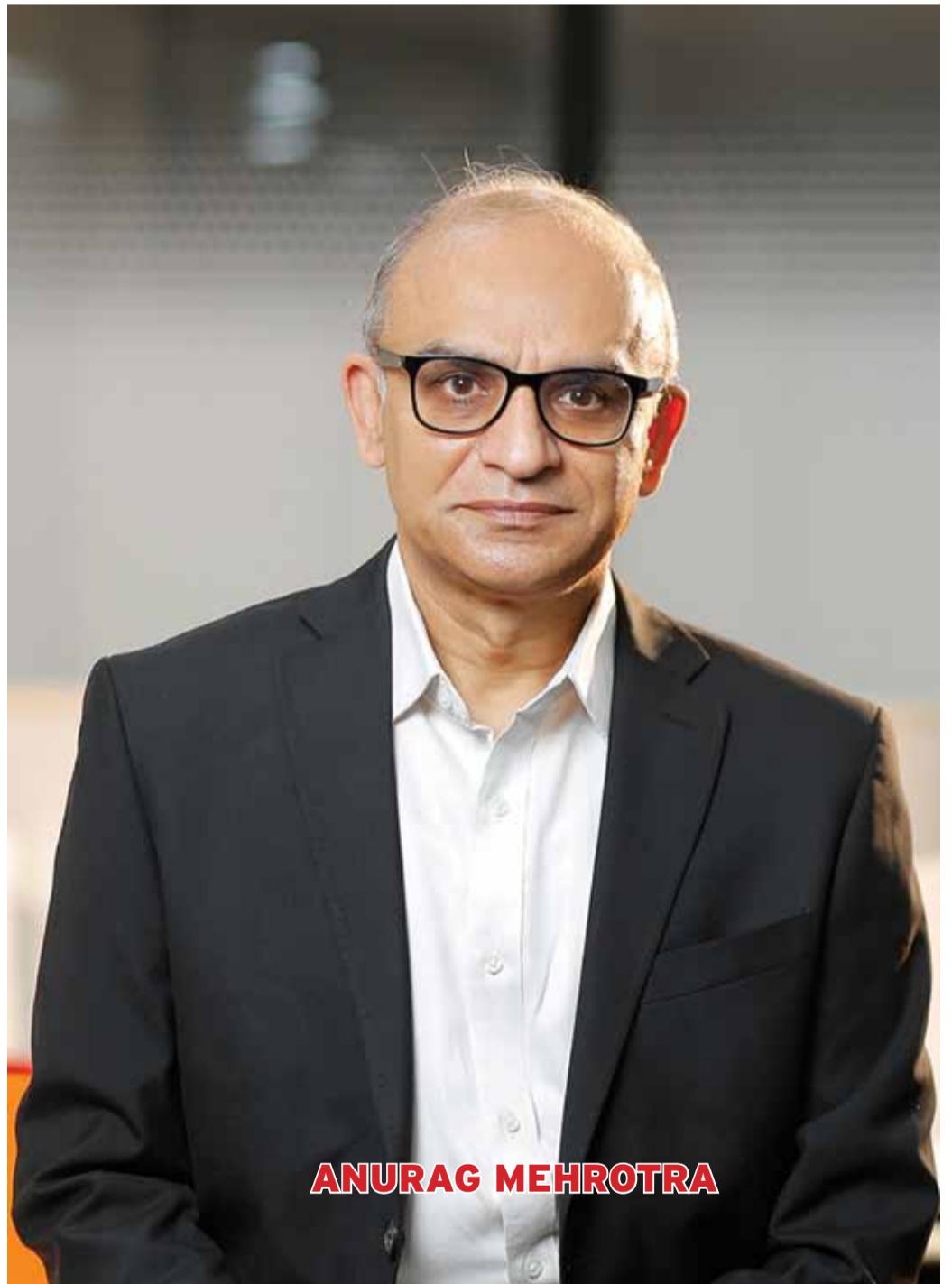
## **Are you expanding abroad? How do you find the markets abroad as compared to the Indian markets?**

Yes, we are expanding our footprint in West Asia and Asia Pacific regions. These are growing markets with an appetite for distributed cloud deployments, SaaS, open standards, advanced analytics, and mobility. With our top-notch cloud, digital, automation and cybersecurity expertise and a core strength in leveraging optimal technologies, we're a good fit for these markets.

We are also developing new models to support primary service providers in more mature markets. We will leverage our deep implementation expertise and partner with the global ecosystem to deliver world-class, cost effective services from India.

## **What are the challenges you're facing and how do you resolve them?**

Service businesses are often plagued by a lack of best-in-class talent and



**ANURAG MEHROTRA**

difficulty in retaining resources. We advocate new age technologies like Cloud, automation and cyber security that lean heavily on other technologies like AI and ML. This reduces person-specific dependency, frees up resources and makes it easy to scale and adapt. It also results in faster and predictable support leading to higher uptime and greater customer satisfaction.

Another challenge is change management in the customer environment. Traditionally, end users prefer "on-demand" support that they can tap anytime. The new approach is to remove such dependencies and make users self-reliant. This calls for a change in mindset and culture. It can be achieved; it just requires patience and discipline.

# Markets in 4 Continents

*Kunalsinh Vaghela, CEO, Global Vox, who is an Oracle Gold Partner, talks about the markets in US, UAE, Uganda, Kenya and Mexico*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in

**You offer tech solutions in 4 countries across 4 continents - Africa, UAE, Mexico, the US. How do these markets vary from each other?**

We have business across multiple geographies. Last year we got opportunities to work in Uganda and Kenya in Africa, Dubai in UAE and in Mexico. The USA has been our territory for a long time. Each country brings in a different mindset and ways of working. Following are the characteristics of each of these markets –

**Africa** - Working with the locals in Uganda and Kenya was a pleasant experience. People in these lands really respect Indians and have very high regards for the software prowess that Indians bring to the world. From the business point of view, there is a lot of scope in these countries, since they are on the path of development.

**UAE** – Working with people in UAE is very different. In our experience, people there really value and cherish relationships. They would prefer working with people and companies they have trust in or are introduced via a chain of trust. People in UAE seek world-class service and deliveries. Money is not a problem in this part of the world.

**Mexico** – A country which I would say is very similar to India. It is moderately developed but is fighting with menaces of corruption, unemployment, poverty. Nevertheless, a beautiful place to visit, because of a very long coastline and tourist-friendly culture. Good opportunities, but language is an issue. Most speak Spanish. English is spoken and understood by very few.

**USA** – The land of opportunities. Perfection is what this country strives for. They respect human time and skills and pay well. A lot of scope for software companies like ours.

**How do these countries compare with the Indian market?**

Indian market from software aspect is very different from the US market.

India is a service provider to fully developed nations like the USA and the European countries.

The US and the European countries focus more on innovation, concepts and products. No wonder all the big enterprises such as



**KUNALSINH VAGHELA**

Google, Facebook, Amazons and other companies of this might belong to that part of the world. Indian market though growing, is not yet there in product space. We are excellent at delivering what a client from the USA/Europe/UAE wants.

**Is there a revenue difference between India and other countries?**

The remunerations from an Indian customer are significantly lower as compared to the billing rates in the USA/Europe/UAE. However, African customers either pay at par or lower than the Indian customers.

**Which are your expertise platforms?**

We are a Gold Partner of Oracle, SAP and Salesforce. Further, we work with all major Cloud platforms such as Microsoft Azure, AWS and others.

# Smart Tech in SMBs

*Lakshmi Shastry, Principal Architect, Technology Advisory & Consulting, Brillio, discusses how to resolve the challenges of implementing Smart Tech*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in



## **How is the demand for smart tech in the SMB segment in India in 2021?**

According to a recent report, 94.7% of Indian organisations have accelerated their digital transformation programs, while 92.3% have re-invented their business models to keep themselves relevant in the new hybrid model of working. The pandemic has fast-tracked digital adoption for India, seeing over 80% of the near-term spending driven by COVID-19 resilient digital offerings, as per a NASSCOM report. SMBs are now focusing on their business continuity plans, operational resiliency to meet the rising customer demand, and return on investment (ROI) for sustainable growth.

India being the second-largest software market in Asia-Pacific region, digital transformation becomes an integral part where growth will shape the industry by the demand for cloud-based applications, improve data privacy and increase cybersecurity. Emerging technologies such as Big Data, Internet of Things (IoT), Robotics, Artificial Intelligence, and data analytics help predict consumer behaviour, specifically in retail, manufacturing, and healthcare segments to improve human productivity and efficiency. SMBs currently contributes to 34% of Indian GDP, making this segment an important provider for the country. These trends and shift towards a contactless world and digital transformation will continue to empower the whole SMB segment in the future.

## **What challenges do you face in this field?**

As a technologist experienced in providing digital solution strategies, the primary focus is on emerging technologies-based innovation, co-creation and thought leadership for the customer value chain. It requires the art of looking at contrasting possibilities

and approaching unique customer problems with effective and efficient Engineering Solutions wired for the digital future. It entails an important interplay of strategic and technology decisions. The ever-changing market dynamics and technology landscape requires proactive management of uncertainties and adds to the pressure of delivering results in a short period. I am fortunate to be part of the technology accelerated journey that is reshaping the mode of interaction across the world and brings profound challenges and opportunities with a continuous change to the nature of work and skills to perform in the digital age.

## **How do you meet those challenges?**

Being a woman with a passion for technology, the important factor is to navigate, strike a balance, and set boundaries. A 5 steps success model of IndraNooyi stands the test of time – Competency, Courage and Confidence, Communication, Consistency, Compass provides much needed enthusiasm to work with boundless energy, to step-change the world, and make a difference. Keeping oneself relevant with the fast-moving technology trends is critical to respond, redirect, rebound and ultimately accelerate growth alongside. For any individual, learning is a process and needs time. One needs to anticipate, adapt, and evolve to be a step ahead. New opportunities, tools, techniques, with potential to address problems and handle new challenges helps to elevate solution standards. Being a subject matter expert, solving problems, nurturing the engineering quotient, and storytelling gives me an immense sense of contentment and keeps the excitement on. Be your own advocate, continue to grow, and progress.

## **What particular smart tech do you see as rising in demand in 2021 for enterprises?**

Pandemic continues to accelerate the path towards a digital future. Technology applications are creating vast opportunities in the era of the digital enterprise. Emerging technologies are chief change agents that influence rethinking and reimagining the future of everything – responsiveness, customer service, product quality, and business processes, to name a few. The nexus of Cloud, Edge, 5G, AI, IoT, Blockchain, Data, and Analytics enable solutions for emerging use cases such as smart cities, drones, connected and autonomous vehicles, remote healthcare, and smart retail. Digital shifts are opening new opportunities in manufacturing, financial services, consumer products, media, and technology. The rapid adoption of technology is a key factor in protecting and expanding businesses, efficiencies, and speed to market.

Innovations in cloud-native technologies, new computing architectures, next-generation communications, and Zero Trust security, container platforms, serverless and edge computing architectures are enabling breakthroughs across cloud-to-edge integration. The growth of 5G network and expanding internet bandwidth will accelerate the adoption of AR and VR, along with AI & ML becoming the growth drivers. Also, voice is redefining touchless UI, overtaking certain user interactions and experiences.

Automation, with help of AI, Robotics, and IoT will serve as an alternative solution to operate manufacturing, and Blockchain would “unlock the hidden values of legacy digital systems” enabling a greater scheme of transparency, accountability, as well as essential security of information. Smart Contracts enable shared workflows, real-time information flow, and transparency with the ability to extend into a value chain, bridging silos within and between enterprises, reducing risks.

In the new normal, technology will continue to reshape the workplace, create more human experiences, and bolster new business innovations.

# Learnings from the Lockdown

*Punit Kapoor, Director, Channel & Distribution, India & SAARC, Commvault on how to come out of the crisis*

**DR ARCHANA VERMA**  
archanav@cybermedia.co.in



## What were your learnings from the lockdown?

The lockdown came with a plethora of challenges for every organization, coupled with a fair share of learnings and opportunities. One of the biggest learning for us is to understand that for a company to successfully grow, they must be willing to evolve, invest and innovate not just in their products, but also in their relationships with their partners and customers.

We understood that the success of our channel partners needs to be simple in order for them to truly emerge a winner. To achieve this, we need to always be listening to our valued partners and make tremendous progress with our simplicity and “ease of doing business” approach. Whether it’s sales training, technical enablement, or pricing, we need to always be improving our tools and processes to ensure that we’re their partner of choice.

Our partners look to us as their innovation engine for Intelligent Data Management Solutions and we will continue to accelerate our capabilities, educating and training our partners on our radically simple, partner-ready portfolio.

We want our partners to be ‘future-ready’ with us, by providing them with a programme that helps accelerate profits and grow their business by solving their customers’ biggest data management challenges.

## What is your approach towards managing the partners?

As the world shifted to the work from home norm, one of the trends that emerged very strongly during this crisis was the trust among individuals and among organisations and the sense of unity that came with it. Given our partner-centric approach combined with the learnings gained from the pandemic we devised our 3Es approach: Engagement, Empathy and Evolving Together.

- 1. Engage:** It’s not that engagement was not there during the pre-Covid era, but the pandemic taught us all of being cognizant of the value of this connection that we have person to person. Constant engagement is key.
- 2. Empathise:** Being empathetic to your partners by putting yourself in their shoes is very important. This can be done by understanding the situation your partners are in, proactively. Then charting out a plan of how we they

can be helped. Engagement and Empathy go hand in hand. It’s done by listening to our partners, adjusting along the way. This is how we will truly be able to help them.

- 3. Evolving Together:** It is important for the organisations to evolve in tandem with our channel partners. To attain this well coordinated stage, one will have to not only understand what their partners’ business goals are but also what their personal goals are. This is true even for customers. For instance, it’s important to understand the strategic goal of an organisation but at the same time it is equally to understand the decision makers on a personal level.

This 3E is a perfect formula to understand and thrive together with your partners in the coming years.

## What are the trends that you see in the partner system?

Following are some trends that will become strong in future –

- 1. Level up through upskilling:** In a rapidly evolving digital era, now is the perfect time for trainings and reskilling for partners so that they can become the trusted technology advisors to their customers, especially when it comes to delivering newer data technologies. This investment is especially crucial when progressive enterprises demand foundational expertise from their partners.
- 2. The Future SaaS and Subscription Economy:** As businesses continue to make huge investments on digital transformation technology involving IoT, Big Data, AI, blockchain and cloud computing, SaaS offerings continue to grow in support of these initiatives and the sector is a multi-billion-dollar business worldwide. In 2021, SaaS will continue to evolve with new capabilities like storage, container and cloud technologies converging to allow automated infrastructure management processes and simplified multi cloud environments which will reap the benefits of costs reductions and accelerated time to market.
- 3. Powering the trust:** The massive digital evolution in India has resulted in a deluge of business opportunities. Considering that the choice in vendors with whom to partner is ever expanding, trust will be at an all-time premium. In the face of changing macro-economic and technology factors, it will also be imperative for vendors and partners to reimagine not just their product and service offering, but the ‘relationship’ built on trust, which can make or break, even a strong business relationship in these unprecedented times.
- 4. Post-Corona world is adata-driven world:** As remote work gets embedded in our way of life, it will evolve even further in terms of more agile infrastructure, having applications that help employees’ remote experience, and more complexities that data management systems will be able to solve. Data will be at the heart of this technological transformation journey, where channel partners and vendors will work more closely than ever to embrace open collaboration, rooted in trust, in order to help customers, achieve a data-led digital growth.

## What are the challenges that partners are facing and how can these challenges be resolved?

In today’s digital era, solution providers are increasingly realising that it’s important from them to partner with a vendor that not only keeps up with the latest trends but is also the one they can trust to drive them. With so many cloud options available today, it becomes even tougher for solution providers to find the vendor that best complements their unique business strategy while helping them reach their desired revenue goals.

As a channel-led company, nurturing and evolving our strong partner ecosystem is critical to everything we do. This is a key priority for our global partner organisation. To empower our partners, we have created a simple, streamlined programme with all of the critical tools, training, and innovative solutions that drive our partners’ business opportunities – further strengthening our partnerships and joint success.

In working with our partners, our goal is to provide the best opportunities for their growth. From a simplified structure and attainable tier requirements and discounts, to a partner seller incentive program and new growth and performance rebates – we are able to help our partners create profitable outcomes.

# Cost Optimise the Hybrid and Multi-Cloud

*Migrating to a combination of different kinds of Cloud platforms can be cost effective and can give the partners many opportunities of business growth by providing services*

**VIKAS BHONSLE**  
dqchannels@cybermedia.co.in



**"With Cloud services, operational expenses become more flexible. Public Cloud services are easier to reconfigure as per the changing requirements."**

**-Vikas Bhonsle, CEO,  
Crayon Software Experts India**

In the past few months, the world economy has gone through a dramatic workplace transformation. The increasing adoption of Hybrid and multi-Cloud environments by combining on-premises private and public Cloud services is well observed today.

According to a forecast from International Data Corporation (IDC), total worldwide spending on Cloud services, the hardware and software components underpinning Cloud services and the professional and managed services opportunities around Cloud services will surpass \$1.0 trillion in 2024 while sustaining a double-digit compound annual growth rate (CAGR) of 15.7%.

#### **Benefits of Multi-Cloud**

Here's a quick discussion on how a multi-Cloud architecture can be beneficial.

Cloud computing helps to utilise the IT assets of an organisation to its optimum efficiency. Multicloud environments can often amplify the innate cost efficiencies of the Cloud. Public Cloud can improve cost visibility and enable new and cheaper ways to perform different tasks. With Cloud services, operational expenses become more flexible. Public Cloud services are easier to reconfigure as per the changing requirements.

Most companies – either by design or through organic growth – are now using the services of more than one Cloud provider. A multi-

Cloud approach is often linked to a desire to reduce the cost, risk and dependencies of using a single Cloud provider.

Multi-Cloud platforms can provide a consistent experience across multiple providers. A single point of operations across multiple Clouds can provide better control of an entire IT system, managing security better and gaining insight into resource utilisation. This can bring new efficiencies to existing assets by increasing resource utilisation.

#### **Common Management Layer**

However, at times compliance requirements or an elaborate IT roadmap may cause a delay in taking the entire business infrastructure onto the Cloud. By taking a hybrid Cloud approach, organisations can continue to use their existing investments both on-premises as well as across other clouds. This flexibility of using both on-premises and public Cloud can also be cost-efficient. As with multi-Cloud environments, a common management layer can help businesses deliver quality services with low overhead. That can make managing things cheaper and easier, particularly when paired with cloud management tools.

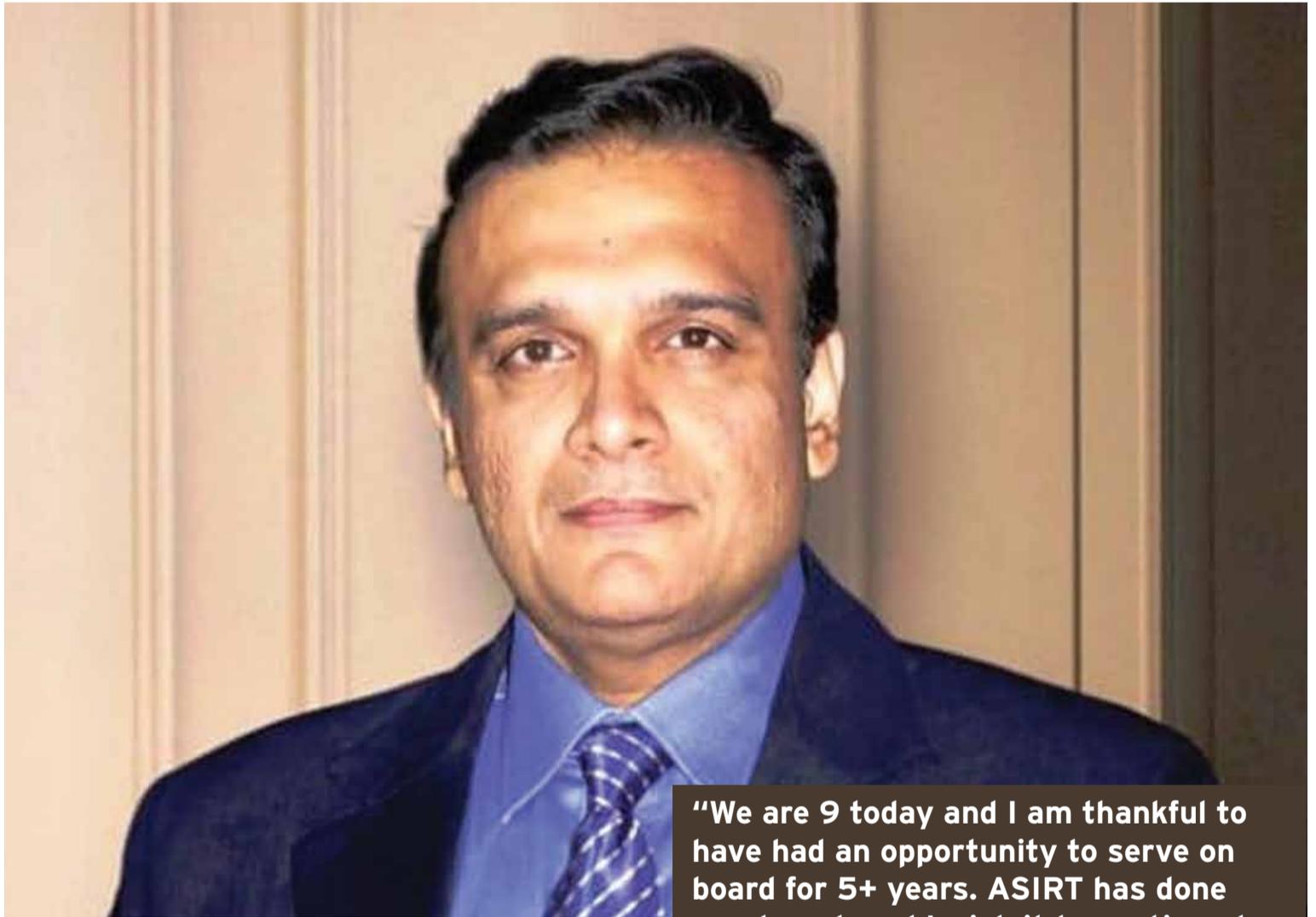
Even if the current world economic conditions are still under speculation, the brighter side is that hybrid and multi-Cloud strategies can help businesses save on costs in the short term while also creating a foundation for rapid growth and future innovation.

The author is CEO, Crayon Software Experts India

# ASIRT Turns 9

*Its 9 Achievements*

**ANKIT PARASHAR**  
ankitp@cybermedia.co.in



**“We are 9 today and I am thankful to have had an opportunity to serve on board for 5+ years. ASIRT has done great work and I wish it to continue to expand.”**

**–Kshitij Kotak,  
Founder & Ex-President, ASIRT**

**T**he Association of System Integrators and Retailers in Technology (ASIRT), an IT Association of, for and by System integrators (SIs) and Retailers in India has recently completed its 9 years serving the members and contributing to the IT ecosystems. It aims to build partnerships and help the SI community to expand business boundaries and reach higher goals.

Founded in 2012, ASIRT currently has 200+ members. Be it small IT, retailer, to large Systems Integrator, ASIRT offers equal opportunity to all to collaborate, network and grow. It primarily operates in Mumbai, Thane and Navi Mumbai and now is ready to build chapters across the country.

ASIRT gives an unparalleled opportunity to collaborate with fellow Systems Integrators – not as a competitor but as a partner. All the members have experienced that what they figured as a competitor once, have not only partnered in business but also have become friends for a lifetime.

Here are its 9 Achievements on its 9th Anniversary –

**1. TechDay:** TechDay is the monthly flagship event organised by ASIRT which recently completed for the 90th session. It helps members to connect with National and International Principal Vendors, OEMs, and Brands. TechDay also offers the opportunity to get advice from Business Coaches, Legal and Tax Advisors.

**2. TechEdge:** TechEdge offers an opportunity for members’ staff to get Technical and soft skill training.

**3. AGM Program:** ASIRT’s Gold Member programme helps members to leverage their premier status to earn higher revenues.

**4. Consortium:** ASIRT offers a unique platform – Consortium, to its members. This enables members to collaborate with the consortium members to cover the spectrum of IT Services. And thus, building and

winning unparalleled and unexplored business opportunities through partnerships.

**5. Sponsorship Programs:** ASIRT offers a range of sponsorship opportunities. They offer unique annual sponsorship offers that allow brands and OEMs to build a strong rapport with our members and create a win-win position.

**6. Cricket:** The members of ASIRT play box cricket every Sunday. This is one more opportunity to increase bonding with fellow members. They also organise ACPL – ASIRT Cricket Premier League which is an annual tournament among teams of the members.

**7. Inner Wheel:** This is a group of female spouses of the members where they interact, socialise, and do business among them.

**8. Grievance Cell:** This is a powerful medium to address and resolve technical, commercial and support issues related to Vendors, OEMs and Distributors and between its members too.

**9. Active, Powerful and Transparent Board:** The Board members meet every month to discuss and act on various matters of the association. They are always ready to help the members and are committed to the growth and benefits of the fraternity. Transparent and co-operative work culture has helped the association to sustain and grow.

ASIRT has changed the face of the Mumbai IT channels. The association has singlehandedly managed to steer the Mumbai IT industry to face the new-age digital economy and prepare its member fraternity to evolve and succeed through partnering.

## CAIT Launches BharatEMarket and Requests the Government Equality with other E-Commerce Platforms

The E-commerce application BharateEMarket launched by the Confederation of All India Traders (CAIT) at New Delhi has received unprecedented response from the people of India, as communicated by CAIT representatives. Praveen Khandelwal, CEO, Fairdeal Group & National Secretary General, CAIT, said, "Such a phenomenal response from the traders of India is ample testimony to the fact that the people of India were waiting for an opportunity to look for an alternate platform."



CAIT President BC Bhartia added, "Such a rousing response to BharatEMarket proves that foreign multinational E-commerce giants operating in India were giving preferential treatment to a select group of sellers and were controlling the inventory on their platforms."

Puneet Singhal, President, CMDA and Viren Bavishi, General Secretary, TAIT have been appointed as Brand Ambassadors of this platform.

Subsequently, Puneet Singhal on behalf of CAIT, met the Finance Minister Nirmala Sitharaman and requested to advise ED to aggressively investigate complaints forwarded by DPIIT to ED against Amazon and Flipkart. Praveen Khandelwal, General Secretary, CAIT, also met Piyush Goyal, Minister of Commerce and urged him to clarify the current E-commerce norms in order to ensure even level playing field for all stakeholders and also to stop the violation of norms by E-commerce companies.

In a separate conversation with DQ Channels, Puneet Singhal revealed that as per the decision of FAIITA taken in the meeting held at Crown Plaza Delhi, he and his associates had raised the demand from the OEMs of One Nation One Price from the OEMs with at least 5% margin assurance. This was communicated to all the OEMs.

## PCAIT Organises AGM to Showcase its Vision for 2021-2023



The Progressive Channels Association of Information Technology (PCAIT) has organised its Annual General Meeting in New Delhi. The meeting was conducted to present the vision of the association to the newly appointed EC.

The AGM has started with a presentation led by PCAIT President Alok Gupta on the vision of the association covering three major aspects Networking, Recognition and Business Growth.

The AGM concluded with a vital commitment from the entire association, in an effort to create better roadmaps in the near future. All members have agreed to contribute 10% of their business working hours towards putting a solid foundation to fulfil their vision and pave ways to a better growth prospect for all members.

PCAIT has also provided desktops to SDMC School through Mukesh Suryan, Chairman Education Cell.

## Iris Global Delivers 1000 LFDs to Diageo, UK Spirits

New Delhi based Iris Global has entered into an agreement with United Kingdom based United Spirits under their \$100 million global recovery programme for their Diageo brand called Raising the Bar. Under this programme, Diageo will support pubs and bars to welcome customers back and recover, following the COVID-19 pandemic



"Through Raising the Bar, we will provide \$100 million to support the recovery of major hospitality centres, including those at New York, London, Edinburgh, Dublin, Belfast, Mexico City, Sao Paulo, Shanghai, Delhi, Mumbai, Bangalore, Nairobi, Dar es Salaam, Kampala, Sydney and beyond," says Ivan Menezes, Chief Executive, Diageo.

Iris Global has signed up for the supply & installation of 49 Inches, 1,000 vertical TV display screens at its 1,000+ retail chain restaurants / pubs, across the length and breadth of the country. These displays will continuously showcase the wide range of its beverages (alcoholic & non-alcoholic) along with their respective prices and a wide range of knick knock with promotional details.

Talking to news persons, Himanshu Chawla, COO, Iris Global, said "These TV screens are dust proof, tough and are able to work 24x7, The initial order is valued at Rs 2.5 crores and for that they have already procured from industry leaders like Samsung and LG for the supply of the same which is expected to be completed by March 31, this year."

## RCTA Holds Election 2021; Sugriv Ranawat to Continue as President

Rajasthan Computer Traders Association committee election was held on March 14, 2021 at Jaipur. Sugriv Singh Ranawat's team has got the maximum seats, with a big margin. Out of 340 members of RCTA, 282 members voted which is approximately 83% of voting ratio.



Newly elected President Sugriv Singh Ranawat said, "This is not my victory but the members' acknowledgment of the work done by my team in the previous work period. Now we will work with double enthusiasm and will not let the trust of the members break."

Many other senior members of RCTA were also present at

the venue to congratulate the winners. Kailash Gupta, a senior member said, "All 16 nominees who stood up for the elections are winners in my view as they came forward to work for the association's betterment and development."

Ashim Bhasin, a senior member, RCTA said, "Congratulations to the winning team. From here starts your new journey

where it is your prime duty to work in the favour and development of RCTA and its members. With technological advancements and using the latest online tools and platforms as a beginning, it is possible for RCTA to grow exponentially."

## JCDA, Jalandhar Gives Memorandum to the Govt for Professional Tax

Jalandhar Computer Dealers Association (JCDA), has given a memorandum to the govt about the professional development tax. We have a strong strength of 1000 plus employees all together and cater to the entire Doaba region as a whole.



In an interaction, a JCDA representative told DQ Channels that they have met Rajesh Beri, MLA and given him a memo about removing the professional development tax and have also demanded that an IT Park should be built in Jalandhar, as such parks are being developed in Mohali and in other districts of Punjab, but not in Jalandhar.

Rajesh Joshi, President, JCDA, said that the businesses of all categories are suffering after the Corona-related lockdown and that the government should take steps to alleviate the suffering businesses.

JCDA, Jalandhar, further said in its note sent to DQ Channels, "With this memorandum, we would like to bring to the notice of Government regarding the Professional tax which has been levied on the working class. Moreover the law passed for the same states that it should be implemented from back date i.e 2018 and the professionals have to pay the tax for three years at one go."

The Memorandum further adds, "We strongly condemn the decision of the govt and would like to state that whole JCDA urges you to repeal the law and provide some relief to the working class."

## Ingram Micro to Distribute Scale Computing's Hyper-Converged Solutions

Ingram Micro India has announced a distribution agreement with Scale Computing for its range of edge computing, virtualisation and hyper-converged solutions. It is now offering Scale Computing's HC3 IT infrastructure platform to customers in India and the SAARC region.



This partnership will enable organizations in the region to deploy high-performance HCI and edge computing solutions where existing legacy technologies are frequently too complex and expensive to meet their needs.

Navdeep Narula, Executive Director, Mobility & Compute at Ingram Micro India, said, "Channel partners need to differentiate themselves in the highly competitive HCI market and Scale Computing will help them do just that with its industry-leading hyperconverged solutions that deliver enhanced performance, low cost-of-ownership and reliability. We are confident of a successful partnership with Scale Computing as we bring their innovative solutions to the Indian IT channel."

"Scale Computing is excited to collaborate with Ingram Micro India" commented Dan Pierce, VP Business Development at Scale Computing. "India is a key growth market for Scale Computing and Ingram Micro is the ideal distribution partner to deliver Scale Computing's data centre and edge computing solutions through Ingram Micro's strong reseller channel."

## AVEVA to expand its Channel Network in India

AVEVA has recently partnered with Titan Engineering & Automation Limited (TEAL) and Utthunga Technologies to effectively deliver the company's flagship Monitoring and control portfolio to customers in India.



Commenting on the new channel partnerships, Mohammed Abis Zaidi, Head of Channel, India, AVEVA, said, "A major portion of our manufacturing business is driven by the channel. We are excited to announce our latest value-added channel partnerships with TEAL and Utthunga Technologies. Partnering with AVEVA offers channel partners infinite opportunities to enhance their profitability and become trusted advisors for their customers. We look forward to expanding and strengthening our India channel ecosystem further."

Nagaraj GP, Industry 4.0 Solution Expert at Utthunga Technologies, said, "We are thrilled to partner with a global leader like AVEVA, allowing our growing customer base to capitalise on its innovative and pioneering solutions suite. We are in the process of ensuring our adept workforce is specially trained on AVEVA Manufacturing solutions to be able to expertly recommend the right solutions and bundles to help our customers achieve business outcomes effortlessly. We expect to contribute significantly to growing AVEVA operations across India."

## Fortinet Updates Engage Partner Programme; Seeks Channel Growth

Fortinet has recently updated its Fortinet Engage Partner Programme to enable flexibility and revenue growth for partners. Fortinet is adding new consumption models for a range of products including



FortiSIEM and FortiEDR, enhancing benefits for cloud partners and introducing new Specializations focused on growing markets.

The Fortinet Engage 2.0 Partner Programme allows partners to develop the expertise needed to deliver on the promise of digital transformation through a customisable programme with market-leading profitability and the programmes and infrastructure in place to accelerate their growth. Partners also are provided flexibility to engage on three business levels: Integrator, MSSP or Cloud providing multiple opportunities to grow different segments of their business, as well as multiple ways to differentiate their offerings with specialisations.

## Bluei Launches ECHO 6 and 9 Wireless Magnetic Neckbands

Bluei has announced an update to its wireless magnetic neckband series with the launch of ECHO 6 & ECHO 9. The wireless neckbands are equipped with enhanced audio quality and are designed to support big deep bass which is perfect for an online class, office, gym, home and outdoors activities. Bluei ECHO 6 is for those young audiophiles who just cannot afford to compromise on the sound quality.



Chopra, Sales Director at Bluei says, “Bluei ECHO series is designed with immersive high definition sound quality to add music to one’s daily routine in a seamless manner, enhancing the user experience like none other. We are confident that the product will strike the right chord with Indian users. Be it travel, office, or play, it is engineered impeccably to give the finest possible user experience designed for all-purpose.”

On the launch of this series headsets Akhilesh

## Jabra Launches Lightweight, Portable and Cost-Effective Evolve2

Jabra has announced the launch of the Jabra Evolve2 30, the latest product to join the Evolve2 range. The headset is built with the modern-day desk worker in mind, engineered for collaboration, concentration, and comfortable productivity all day.

Peter Jayaseelan, MD, South Asia, Jabra said, “As businesses continue to build a robust work-from-anywhere model, the role of smart solutions becomes important to help increase work productivity. We are excited



to announce the launch of one such product, which is designed at an affordable price-point thus, every user can enjoy the benefits of experiencing premium collaboration, concentration, and comfort while working. The Jabra Evolve2 30 aims at battling productivity distractions not only for those in the office but also for the flexible workers.”

for both calls and media playback. The Evolve2 30 is also available in a Microsoft Teams certified variant.

## Lenovo Yoga Slim 7i Carbon Launched

Lenovo has launched a new Yoga Slim 7i Carbon in India. The laptop packs a punch with the latest 11th Gen Intel Core processor. The Intel Evo Platform-based laptop is built for always-on-the-go business leaders, entrepreneurs, and millennials, to meet their lifestyle needs and to enjoy smarter living.

Starting from 966 g, the Yoga Slim 7i Carbon offers toughness and low weight. This is made possible by a sleek cover constructed from multiple layers of carbon fiber, commonly seen in supercars, and proprietary 2nd generation Web-Core 2.0 Carbon Fiber that reduces material weight by up to 40% while increasing durability.



Yoga Slim 7i Carbon’s 13” Quad-HD display offers a 91% active area ratio in modern 16:10 proportions, which reveals more vertical content while browsing the web or working with text documents.

## Western Digital Showcases its Surveillance Storage Solutions



Western Digital organised a virtual partner summit to educate and align smart video alliance partners with opportunities leveraging Western Digital’s latest surveillance storage solutions. During the summit, channel partners also received recognitions for their contribution to company’s growth and expansion in India.

Speaking on the event, Jaganathan Chelliah, Director, Marketing, India, Western Digital, said, “Multiple factors are driving the requirement for intelligent security solutions in India. As projected by Future Market Insights, we see a vast potential across verticals as the global CCTV camera market could reach \$16 Billion by 2029. As we continue to reinvent the way we work and grow with our partners in today’s dynamic environment, this event was designed to align our channel partners with the latest industry trends, and the innovative product portfolio offered by Western Digital. We are committed to empowering our partners for the mutual success in the smart video segment.”

## Keysight Launches Regenerative Emulator for E-Vehicle Charging

Keysight Technologies has launched the SL1200A Series Scienlab Regenerative 3-Phase AC Emulator. It is a one-vendor solution consisting of hardware, software, consulting and support services for electric vehicle (EV) and electric vehicle supply equipment (EVSE) charging applications and grid-edge applications.

“SL1200A series Emulator extends EV and EVSE charging and grid-edge test portfolio,” said Thomas Goetzl, VP & GM, Automotive & Energy Solutions Business Unit, Keysight. He added, “Along with the company’s SL1040A and SL1047A Scienlab Charging Discovery System, this Emulator provides a complete solution that enables our customers to create real-world charging scenarios with confidence in the ability to meet global standards.”

SL1200A series Emulator handles 3-phase AC test needs up to 1,200 voltage alternating current (VAC), from 30 kVA to 630 kVA, without the need for a transformer. Two voltage ranges are available. The 600 VAC is ideal for low voltage inverter test, as well as EV and EVSE charging test applications.

## Vertiv Launches Mid-size UPS System for Critical Applications in India



Vertiv introduces Vertiv Liebert EXM2, a three-phase monolithic uninterruptible power supply (UPS) providing double conversion efficiency up to 97%, which further increases up to 98.8% with the dynamic online mode. With power capacity ranging from 100 to 250 kVA and a compact and flexible footprint, the system is designed for a wide range of applications, including metros and railways, healthcare, light industrial, commercial offices and medium size

data centres. It is currently available in India, Southeast Asia, Australia, and New Zealand.

“The Liebert EXM2 derives its evolution from our industry-leading series of UPS systems, taking one step further in increasing energy savings and bringing latest technologies to our customers,” says Kyle KeeperVP, Global AC Power, Vertiv. “Our growing investment in research and development means that our engineering teams are continuously innovating our portfolio to deliver state-of-the-art solutions.”



## Dell Technologies Powers AI and Edge Computing with PowerEdge Servers



Dell Technologies ushers in the next generation of computing with its most powerful and secure Dell EMC PowerEdge server portfolio. With the new servers, Dell Technologies is charting the path toward autonomous infrastructure to offer greater IT efficiency, embrace AI and address the demands of IT at the edge.

“We have entered into an era, where the success of any organization depends on how well they extract value from their data. Remote working culture has led to a huge rise in the amount of data being generated, a constant challenge for organizations to harness actionable insights. Hence, businesses have been scouting for new-age IT solutions, that help them drive their data faster, with utmost ease and agility, to stay relevant in this competitive ecosystem”, said Manish Gupta, Senior Director & General Manager, Infrastructure Solutions Group, Dell Technologies India. “We at Dell Technologies understand these evolving needs of our customers and offer them the best-in-class solutions, to enhance their IT infrastructure.”

## Keysight Delivers the Power of Four Unique Instruments through Single Graphical Interface

Keysight launched a portfolio of Smart Bench Essentials (SBE) lab bench products that deliver the power of four unique instruments, including a triple-output power supply, an arbitrary function generator, a digital multimeter and an oscilloscope, through one powerful graphical interface offering integrated data management and analysis capabilities.



General test labs, as well as university teaching labs, need test instruments that are connected to each other, connected to the lab, connected to the cloud and connected to innovation. These differentiated connections enable customers to accelerate insights, whether in learning, teaching or troubleshooting.

Keysight’s SBE lab bench products are reliable and capable instruments developed for the design and test of products in manufacturing and R&D, offering a compact and stackable design that is ideal for small manufacturing businesses.



## Acer Launches Gaming Laptop with NVIDIA RTX 3060

Acer Nitro 5 with NVIDIA GeForce RTX provides gamers a new level of gaming experience and makes it the first laptop in India to feature the brand new NVIDIA RTX 30 series graphics card.

The latest Nitro 5 comes with 10th Gen Intel Core processor that enable immersive gaming experiences with ability to play AAA titles easily. The laptop packs an RGB-backlit keyboard, NVIDIA GeForce RTX 3060 graphics card and upto 32GB RAM for an incredibly fast performance with state of the art cooling using CoolBoost technology.



Nitro 5 allows users to enjoy their favorite games in exceptional detail with a 15.6-inch Full HD IPS display that boasts up to a 144Hz high refresh rate and 3 ms (milliseconds) response time for an ultra-smooth gaming experience. With DTS: X Ultra, sounds are clear and can be delivered in a 3D spatial soundscape, allowing you to hear where your opponents are coming from with pinpoint precision.



## Skullcandy Indy ANC TWS Earphones Launched in India

Skullcandy Indy ANC, the company’s first active noise cancelling (ANC) true wireless stereo (TWS) earbuds, have been launched in India. These earphones come with a customisable Audio Personal Sound feature via the Skullcandy App for a tailored listening experience. Furthermore, the earphones come equipped with the Tile tracker that can be used to locate the device in case they are misplaced. They also offer ambient listening mode and are claimed to offer up to 19 hours of total battery life with ANC on.

The Skullcandy Indy ANC earphones offer ambient listening mode that can be activated by tapping and holding the main sensor. This allows the ambient noise to seep in and lets users have a conversation. Tap and hold again to turn noise cancelling back on. They come with Tile tracker support and can be found by using the Tile app in case they get misplaced.





# MARGLE

*Protecting always*

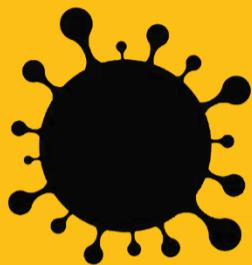
---

**MASK UP! WE ARE THE CURE.  
ANTI MICROBIAL PROTECTORS  
BY KEYSKIN.**



Contact: email: [sales@ccepl.com](mailto:sales@ccepl.com) , website: [www.ccepl.com](http://www.ccepl.com),  
phone: +919810315006, +919871707606, +918368897794

# Focused Digital Campaigns...



**"IN THE MIDDLE  
OF DIFFICULTY LIES  
OPPORTUNITY"**

Enable your business in  
this challenging time  
with **CyberMedia**  
digital offering...



**We ENGAGE with  
your AUDIENCE**

Large Enterprise / Medium Enterprise /  
Small And Medium / Channel Eco-System /  
Start-up / Developer / End Consumers /  
Gaming Community

## HOW TO BETTER A DIGITAL BRAND STRATEGY



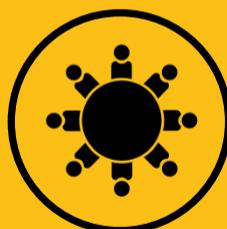
Branding



Response  
Generation



Webinar



Virtual Round  
Table



Custom  
Program



Virtual  
Event

Create a successful brand focused campaigns with :

**Harminder Singh**, Associate Vice President - Online Expert, [harminders@cybermedia.co.in](mailto:harminders@cybermedia.co.in)