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Vol. 23 • No. 2 • February 2021 • Subscriber copy not for resale



# SMART TECH TODAY

*In which direction is the smart tech moving forward?*



## MSMEs' Expectations from the Budget

*Some important suggestions for the government*

### Women In IT

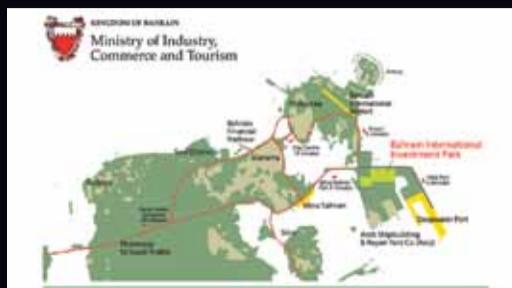
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AARUSHI RAJPAL  
Director  
ProDot, Dehradun



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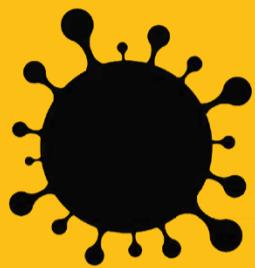


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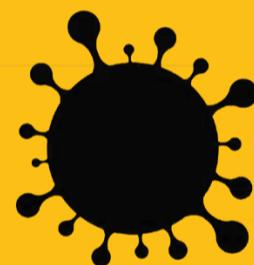


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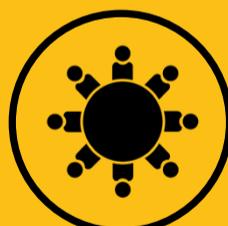
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Printed and Published by Pradeep Gupta, on behalf of CyberMedia (India) Ltd at D-74, Panchsheel Enclave New Delhi - 110017  
 Printed at M/s Archana Printers, D-127, Okhla Industrial Area, Phase 1, New Delhi-110020  
 Associate Editor: Dr. Archana Verma  
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 Cover Design: Nadeem Anees

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# Smart Trends

Greetings friends!

Smart technologies are becoming more and more relevant in every segment and it's important for us to keep track of how IoT, AI & ML etc. are affecting the IT industry, including retail sector. At the same time, it's important to keep pace with the changing needs of our times and invest more in energy saving, more sustainable products and solutions. This issue throws light on some of these aspects.

Make in India is growing stronger, but there are also many challenges on the way. We have explored some of these. Further, we have kept our promise and are continuing with giving you information about the foreign markets where you can export your products and solutions. In every issue we bring you the information about a new market, which will be of use to you.

We also explore how the IT companies are using Cloud as a new way of functioning, although this is no longer a special feature. Our readers can think about using Cloud services and also integrating Cloud services with their offerings. This can make their products and solutions more attractive to customers.

I look forward to receiving your feedback about this issue from you.

*Archana Verma*



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# Smart Tech Today

Requirements of retail tech, Cloud and data protection are rising in 2021, with the growing digital demands of the industries

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With the increase in digitisation in the enterprises and now the SMBs entering this zone, emerging techs of AI & ML, IoT, Cloud etc are becoming very important today. Industry leaders have given some insights on the 2021 trends for the emerging technologies.

## Retail Industry

AI is becoming very important in retail market. Talking about the emerging tech in retail segment, Lakshmi Shastry, Principal Architect, Technology Advisory & Consulting, Brillio said that in the new situation of reduced contacts and physical distance, fast-moving retail industry, characterised by large number of close physical touchpoints, hastened the concrete need of digital strategies. Panic among consumers and businesses has distorted common consumption patterns and created market anomalies. Retail industry while complying with prescribed safeguarding measures, yet to function efficiently, embraced leading technologies Mobile, Internet of Things (IoT), Cloud, Big Data & Analytics for complete digitalization and automation of all business activities and operations, to increase flexibility, resiliency and sustenance. Digital technologies aim to minimize human induced errors, rationalize energy use, optimize cost and improvise business efficiencies. The Internet of Things is set to disrupt the retail industry further. IoT, Blockchain, AI based digital platforms helps to achieve concrete results in providing secure always-on engagement and personalized experience to final consumers, detecting increased demands, product shortages, stock positions, tracking distributions and availability at outlets, sending signals promptly across supply chain, reducing the need for physical contacts.

Lakshmi further went on to say that digitised retail supply chains, implemented through advanced technologies such as RFID tags, bar codes, wireless sensors (WS), Cloud computing and AI, a system that collects data, analyses and makes timely decisions based on the obtained inputs, ensures high transparency, sustainability, and product monitoring for better safety and security along with driving efficiency, profits and delight the customers.

Lakshmi added, "An organisation can create a foundation for IoT with Big Data & Analytics, aligning online and improved in-store experience, and adoption of application to face the customer will help elevate the disruption



"Retail is now empowered, with confluence of IoT, AI, ML, Robotics Process Automation Virtual and Augmented Reality, to adopt innovation in customer services, processes, provide real-time recommendations, faster unified commerce, flexible omnichannel fulfilment options, to create new,

contactless and interactive experiences."

**-Lakshmi Shastry, Principal Architect, Technology Advisory & Consulting, Brillio**

"AI solutions with a vertical industry focus will outpace general AI retail solutions in 2021 since these vertical AI solutions are easier to train and quicker to deploy. In 2021, will see NLP/ NLU technologies emerge as a game-changer in the way retail businesses get to know and



understand their customer needs. However, this will be driven by NLU models that can understand natural language interactions with real customers and surface unique insights about customer needs about which the businesses might not be even aware."

**-Sanjoy Roy, Co-founder & CEO, AskSid Technology Solutions**

curve of IoT in the retail space. In 2021, early adopters will be positioned to quickly deliver IoT-enabled capabilities that can reduce costs, increase revenue, and drive a unique brand experience."

Chat solutions are gaining ground in retail and AI tools are becoming very important in this field. Sanjoy Roy, Co-founder & CEO, AskSid Technology Solutions said, "In the retail E-commerce context for example, a vertical AI solution that understands the retail domain ontology and that can be very easily trained on diverse sets of data (e.g., catalogue, images, orders etc.) is far likely to deliver improvement in conversions than a generic AI solution with models that lack any industry specialisation.

Language technologies are becoming conversational tools in retail. Sanjoy

"The AI-Pathway Companion provides intelligent decision support to facilitate diagnosis and therapeutic decisions along disease-specific pathways."



**-Dileep Mangsuli, Executive Director, Siemens Healthineers India**

Roy said about this, “In retail, owing to the pandemic, consumers have moved from offline to digital in a very big way and within digital again, the clear preference seems to be shopping via messaging apps. Technologies such as NLP and NLU (natural language processing/understanding) have enabled many retail brands to engage their consumers 24/7 via intelligent AI solutions but so far the application of NLP/ NLU has been largely towards customer service automation use cases.”

Talking about the use of healthcare retail, Dileep Mangsuli, Executive Director, Siemens Healthineers India said, “In 2020, the importance accorded to healthcare globally was significantly increased due to the pandemic. At Siemens Healthineers, we are driving advances in artificial intelligence and the internet of medical things to shape the future of healthcare.”

**Cloud Industry**

SMBs and enterprises are moving to Cloud on a large scale today. Talking about the Cloud industry, Srinivas Rao, Senior Director, System Engineering, Dell Technologies India said, “The pandemic has put us all into an Innovative mode. Businesses which were earlier reluctant to try out new technologies and work arrangements, have now started to rethink their strategy to innovate. They have realised the importance of investing in cloud services during current times and have expedited their adoption process, which would have otherwise taken many years to accomplish.”

Srinivas Rao elaborated further, “As we transition into a mode of recovery, we can expect a rise in the adoption of On-demand cloud services. Through this, organisations will be able to receive the benefits of cloud computing that will allow them to develop, manage and deliver applications while giving them control over their IT spending. We will also witness hybrid cloud computing taking the centre stage and providing consistent operations and infrastructure across multiple cloud environments.”

**Data Protection Industry**

When it comes to Cloud, then data protection is a related topic. Ripu Bajwa, Director & GM, Data Protection Solutions, Dell Technologies, India said, “This year has been difficult for organisations as well as individuals due to the massive disruption across all sectors. These challenging times have made us realise that digital transformation is no more an option, but a necessity, with most of the businesses transforming their operating models and opting for a remote working environment. It is encouraging to witness



“Due to increased conversations around data privacy, organisations need to be extremely careful while managing the data of their customers and ensure that it’s not exposed to any malicious attack or breach.”

**–Ripu Bajwa,  
Director & GM,  
Data Protection**

**Solutions, Dell Technologies, India**

businesses transforming rapidly and adopting a digital strategy which would have otherwise taken months. However, simultaneously they need to ensure data security amidst the rising cyber threats that are hovering around their data storage 24x7.”

Ripu Bajwa continued, “As we enter the new year, organisations will not only need to manage their extensive workloads, but equally ensure that data flow is secured, without any security bug. Similarly, solution providers need to establish a channel to provide enhanced security to regulate the data traffic across multiple end points and offer the solutions as per customer’ consumption needs and IT budget.

Thus, we can see that the IT partners, SMB owners and CXOs need to keep pace with the emerging technology solutions so that they can be ahead in 2021.

# IoT-Cloud for E-Vehicles; Opportunity for Partners

*Here's a solution for 2-wheeler E-vehicles, which integrates IoT to connect with a smart-phone app and stores all vehicle-related data online. This is a great opportunity for IT partners to extend their business in this field, as Green IT is taking the society by storm not only in India, but also in foreign countries. This is a Make in India venture. Nishchal Chaudhary, Founder & CEO, BattRE, talks to us about his innovation*

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**Describe in brief your commitment to clean-tech**

Being an electric vehicle start-up, we have already committed to being a green company. On comparing with diesel or petrol powered two-wheelers, our E scooters have lesser carbon emissions. Till date, we have saved over 5700 metric tons in carbon emissions. Cleantech is something we've looked to integrate into our products as well. Having IoT and GPS models for our BattRE One scooter and a GPS model for our BattRELoEV scooter illustrate our pledge towards clean technology. Our customers are able to use simple mobile apps to manage the way they use their IoT scooters and as a result, participate in energy preservation.

**How does your Cloud solution help the E-Vehicles?**

Having IoT and GPS solutions for our BattRE scooters means that the customer can take advantage of some excellent features and optimise their EV ownership experience. Our cloud solutions give the customer an entire app-based interface that can also be controlled via voice. BattREIoT provides a pure distraction-free riding experience. A seamless Bluetooth connection allows navigation assistance and calls alerts on the speedometer. On the BattREGpsie, the customer has access to his vehicle remotely and can track their scooters. A driver behaviour report can also be generated along with the feature of enabling geo-fencing. Additionally, the Recharge stations that we've installed are all accessible via the BattRE app. This is another entirely cloud-based solution that we have introduced.

**How do you plan to extend this solution to E vehicle owners? Would you use any partner network for this?**

Our Recharge stations will slowly create a wide cloud-based network that will automatically be extended to our customers throughout India. This Cloud solution will reduce range anxiety amongst the EV owners and also bring the station owners into the electric vehicle ecosystem. Indirectly this will contribute to the popularity of EVs in our nation and give the people of India more belief when making the switch from the traditional petrol and diesel-run vehicles. And of course, we would not shy away from a partnership if it helps in extending this solution and increases its reachability. After all, the common main objective is to build the Indian EV ecosystem.

**How cost-effective is this Cloud solution? What are the challenges in implementing this plan?**



**NISHCHAL CHAUDHARY**

All of BattRE's Cloud-based products are pretty cost-effective. The BattREIoT comes at an additional cost of Rs. 1500 per annum and the BattREGpsie at an additional Rs.1200 per annum for any customer. We have priced our products with an aim to serve the Indian masses and at such affordability so that the common man can also be a part of India's EV revolution. The BattRE Recharge station is a pretty cost-effective solution for all parties involved. Installing a station requires a minimal one-time cost after which the owner can slowly recover their investment by earning through a usage fee from its customers.

The challenge to implement these solutions will always be to convince an individual to take the step out of their comfort zone of gasoline-powered vehicles. Like any relationship, the trust between EVs and customers will grow slowly in regards to the range and durability of the vehicle.



# Retailers will Move to Sell-Source-Supply

*Online ordering, contact-less delivery and stock-pick mobile-applications are the order of the day in retail business today. GoFrugal is an Indian company that has expanded across the country and has also spread abroad. Kumar Vembu, Founder & CEO, GoFrugal speaks about digitising the retail sector*

B SWAMINATHAN

## How do you see digital adoption among retailers in the Asia-Pacific region?

There is a huge change across different regions in Asia-Pacific. Mature markets like in China, Singapore, Japan, and Australia have already transitioned to be omnichannel. Some of the new trends were shopping from mobile, QR code-based menu/catalogue applications and of course contactless ordering, delivery, digital payments.

Markets like India have seen huge technology adoption with small and medium businesses. It was the neighborhood groceries and the small stores that played a key role in keeping the supply going during the lockdown. Besides transitioning to omnichannel, there will be an increase in the adoption of mobile for store operations. Smart-phones and the internet have empowered the consumer and has redefined the service expectations of consumers. Mobiles will be used for automating store operations like stock-counting/audit, goods inward, and stock-pick for online orders.

## How has the retail changed in recent times?

Consumer's exposure to multiple channels has driven the need for seamless connectivity between the physical and digital worlds. Retailers have realised that creating physical and online experiences will truly be a differentiator for them to succeed and create a delightful shopping experience. The pandemic has created an opportunity for retailers to upgrade their capability to create an omnichannel experience.

We have also seen them collaborate with marketplaces to create new distribution channels reaching new geographies or regions with minimal investments. Finally, minimising contact with contactless ordering, delivery, and payment. Businesses had adopted to provide all service options from a completely self-service shopping experience to a complete full-service shopping experience.

We are seeing a good growth and adoption of omni-channels in markets like Australia, Singapore, Thailand, Cambodia, Malaysia, Pakistan, Dubai, Bangladesh, Sri Lanka and of course some rural markets in India post-pandemic.

## Why are many retailers not willing to prefer digital payments?

Lack of awareness and benefits of digitised payments, lack of proper infrastructure and resources like swipe-card machines, internet availability are some of the major reasons for retailers who are not willing to prefer digital payments. Delay in approval of digital transactions would result in anxiety to both the consumers and retailers. With margins for retailers being a low, there will be definite resistance to use digital transactions that are charged for a percentage fee.

## Security is the major concern in cashless payments. How should a retailer be equipped enough to avoid security-based issues?

Retailers should understand that when consumers can pay contactless with NFC, RFID cards or mobile apps, it is the retailers' responsibility to provide a safe and secure environment. It starts with the IT infrastructure security where the right access control and password management policies are implemented and the best practice to ensure the latest security patches of the vendors are installed.

As far as POS application and payment processing, it is important to have point-to-point encryption (P2PE) of POS data. This means that all payment data that is stored in the POS must be encrypted so that even when hackers get access to the POS system, they cannot access any payment-related data. Using a POS system that has PCI DSS certification is the way to go.

## What are the next retail tech disruptions to happen in the Asia-Pacific?

There will be a need for a smart collaborative platform with integrations to



KUMAR VEMBU

different marketplaces, e-commerce, loyalty providers, mobile ordering portals, business intelligence systems and other aggregators like digital wallets, suppliers, service providers, banks, and even regulatory authorities. A comprehensive ERP will hence pave the way for such connected retail solutions. The ERP will focus on digital transformations to all stakeholders like consumers, suppliers, employees, and other partners. Going forward, Retail will move from 'Buy Stock Sell' to 'Sell Source Supply' model. Customer experience will be the key differentiator to be successful, the rules of omni-channel will evolve and retailers need to provide seamless shopping experience to consumers across all channels.

## In terms of technology advancement, how do you compare Asian retailers to other markets like Europe, West Asia and the US?

Asia Pacific will continue to be the retail industry's growth engine because of the accelerated adoption of technology. According to a recent report by Bain & company, AP is generating about three-quarters of global retail growth and about two-thirds of online growth. Online sales nearly doubled compared to the rest of the world. They have been successfully collaborative with market-places, social apps like WeChat, Paytm and setting up their own digital ordering platform trying out new experiments.

Asia is home to about 60% of the global population. The countries in Asia are benefitting from the demographic dividend and are the economic growth leaders. They have higher GDP growth compared to the countries in other regions. The demographic profile and the GDP growth leads to significant consumption growth and high growth retail business. Retail is also a lot more competitive in Asia compared to other regions. Retailers look up to technology solutions to differentiate their service experience and service levels in the Asia Pacific. Technology will play an increasingly strategic role in retail business in Asia.

# A New Indian Mobile Phone

*The phone market is very competitive, with many MNC products already monopolising the market. However, Trio Digital is attempting to meet this challenge. Manish Pengoriya, Director, Trio Digital talked about the challenges involved in Make in India for the MSMEs*

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**MANISH PENGORIYA**

#### **About your mobile phones made in India**

Currently we are doing local manufacturing of mobile phone after importing in spare parts in complete knockdown and do manufacturing in our Noida plant. All accessories like battery and charges are being manufactured locally in the Indian factory. Currently, we are manufacturing approx 40% parts locally and plan to increase up to 60-65% in future.

#### **Competition with well-known MNC brands**

We are providing quality product with price effectiveness and good after-sale support to compete with MNC brands. We are also working with local service providers to give value added service to the customers.

#### **Challenges in Make in India sector**

The biggest challenge is that there are no level playing fields for MSME companies, most benefit going to large companies under the Government's PLI scheme and the MSMEs try hard to get benefit in Make in India scheme.

#### **Make in India policies that should be changed**

There should be separate policies for MSME companies to get PLI benefits. Only then will the more MSMEs be able to establish themselves in India. He feels it is important because MSMEs form the backbone of India.

The innovation challenge is well accepted and the company is focused to provide the best quality feature phones. These feature phones come with features such as dual sim support, large display, big battery, video/Audio player, wireless FM, bluetooth, big torch, auto-call recording and multi-language among others. The company also has plans to launch smart phones & accessories, which could be positioned across price ranges in the coming months.

Nikhil Chopra, Business Head, Trio Digital and also an Industry veteran, added that this brand will offer the range of new feature phones through E-commerce platforms and offline distributors across India. All states will be serviced by an after-sales network of more than 500 service centres. All the phones are made in India and are targeted at tier-2, 3 and rural areas where there is significant demand for feature phones.

# Build in India to Grow India

*Aarushi Rajpal, Director, ProDot, Dehradun, is a firm believer in building India by manufacturing in India and also exporting abroad. Here, she talks about her work and her challenges*

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**AARUSHI RAJPAL**

## **How is your work evolving?**

ProDot under the ownership of Datalink Industrial Corporation is an ISO 9001:2015; CE and FCC certified Company. We're the only manufacturer of computer accessories and print peripherals in India. We're a true Make in India Company with our manufacturing plant in 50,000 Sq feet area in Dehradun. We have a wide product range of compatible laser toner cartridges, dot matrix cartridges, keyboards, mouse, USB hubs and power strips, selling in our channel of 700+ distributor network across pan-India.

## **What motivated you to start this business?**

We began with a simple category of ProDot's Dot matrix refills from a 50 sqft office room and soon captured the market share of 70% in this category. If Chinese ribbons couldn't come to India then, little of the credit goes to ProDot too.

From here, our vision grew and widened and we became motivated and encouraged to manufacture Indian products to offer in the market. True believers of Aatmnanirbhar Bharat and our PM's vision to Make in India as we need manufacturing to enable India

stand up on its feet.

## **How has been the response to your products?**

The response for our products has always been positive. We have about 400-500 products in our portfolio selling about more than 1 million products per month across our pan-India channel of 700+ distributors. We provide quality products at affordable prices.

## **Do you export abroad?**

Yes, currently we do export to Nepal, Sri Lanka and few other African countries.

## **What are your challenges?**

Challenges involve constant battle with abundant Chinese products that are available in competitive prices for each product category. We continue to strive to focus on quality and give premium quality goods at affordable prices so that Indian products reach the market. Banayega India tabhi toh badhega India (India will grow only if it manufactures).

# Bahrain Calling

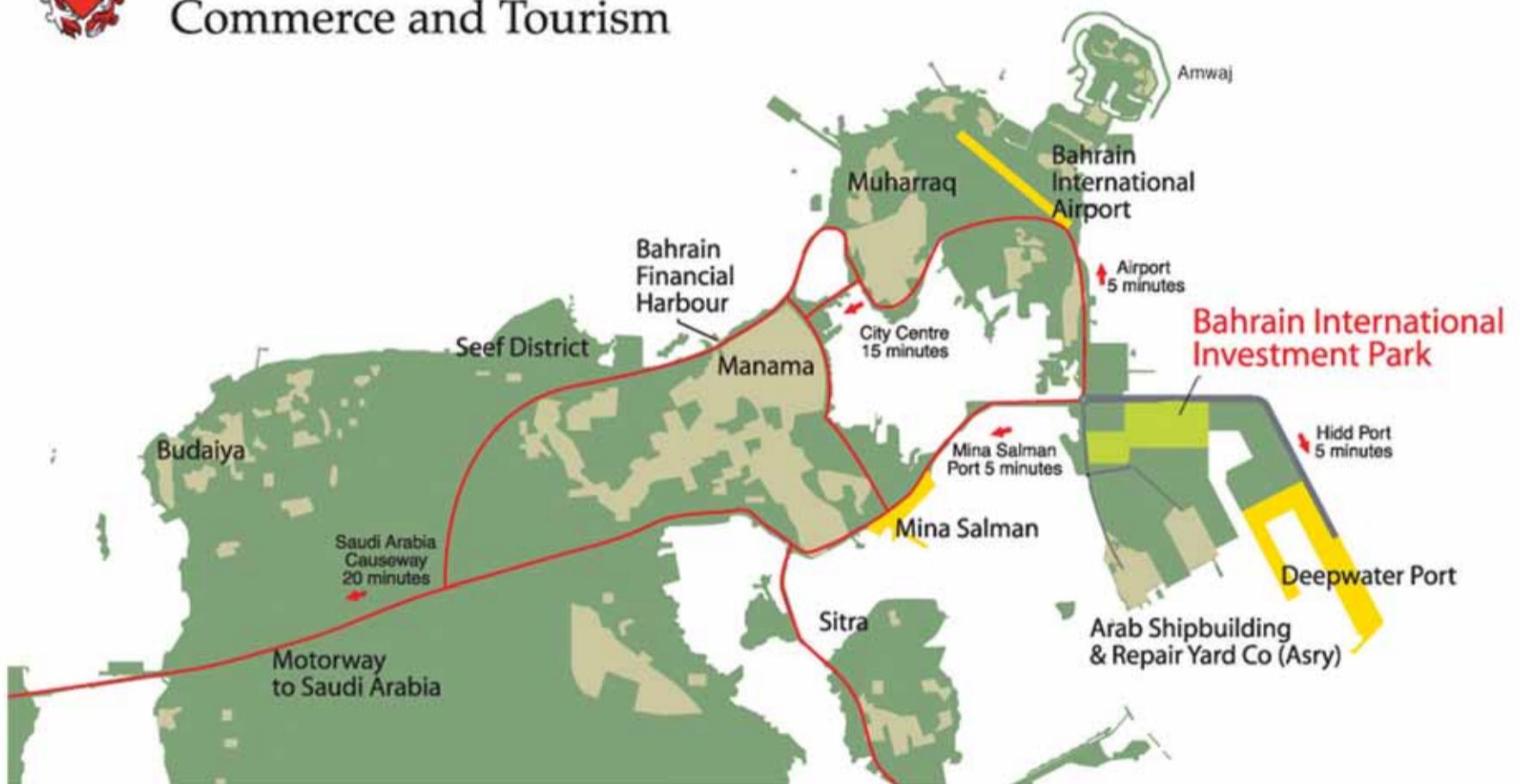
**Bahrain competes with UAE to offer attractive facilities to the business wanting to export via Bahrain**

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KINGDOM OF BAHRAIN

Ministry of Industry,  
Commerce and Tourism



The Bahrain International Investment Park (BIIP) is a business park developed by the Ministry of Industry and Commerce for businesses seeking a location for their West Asian operations. It caters to companies wanting to establish export-oriented manufacturing and international services operations in the West Asia. It offers highly subsidised office units.

**Bahrain has a free trade agreement with the US Incentives**

Bahrain is encouraging foreign businesses to establish export houses in its International Investment Park. Following are some of the benefits of doing an export-oriented business from Bahrain –

- 100% foreign ownership
- 0% corporate tax (with a 10 year guarantee)
- Duty free trade agreements across West Asian markets
- Free trade agreement with the USA
- In 2020, Bahrain's ICT growth rate was at 10.2% CAGR growth amounting to \$6.47 billion

**Advisory - Women are not allowed to go out in Bahrain without a permission from their husband, father or brother. Hence, women business leaders should satisfy themselves that they can operate in this environment before establishing a business in Bahrain.**

- Duty free imports of raw materials and equipment
- Industrial land at competitive rental rates
- 100% repatriation of capital and dividends
- Renewable 25 year leases
- No recruitment restrictions for the first five years
- No corporate income tax (10 year guarantee at BIIP)
- No personal income, capital gains, or withholding tax
- No restriction on repatriation of capital, profits or dividends

Bahrain has a mixed religious population including Hindus and there is relatively more freedom of religious practice than in some other GCC countries. It had an inflation rate of 0% in 2019, which is projected to rise in 2021 as a fallout effect of Corona.

**Other Advantages**

- Access to a GCC market of 40 million people
- A direct causeway link to Saudi Arabia
- A direct causeway link to Qatar planned
- Qualified young workforce including bilingual graduates
- One of the highest literacy rates in the GCC
- The expertise and talent of a cosmopolitan international human capital pool
- A business friendly environment

According to World Bank report of 2020, Bahrain ranks 43 in a list of 190 countries in terms of ease of doing business, while UAE ranks 16 and India ranks 63, just below Saudi Arabia. Along with UAE, Bahrain is lucrative option to do export business. It can be used as a transition point to export the IT products further on to Europe and Africa.

# The WhatsApp Storm

After the initial rush to move to Signal and/or Telegram, it appears that now people have registered on Signal/Telegram and are following a wait and watch policy to see which way WhatsApp goes

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**D**uring the storm caused by the new WhatsApp policy about data sharing with Facebook, there was a rush to move to Signal and to Telegram. However, WhatsApp tried to calm the storm by issuing a clarification by delaying the implementing this policy by 3 months. It appears that now people have registered on Signal/Telegram and are following a wait and watch policy to see how which way WhatsApp goes.

## Rush to Another App

WhatsApp clarified that the personal messages and call data will still be encrypted. Only the information stored on Cloud backup will be shared. Further, this policy shall be delayed by 3 months. "Messaging with businesses is different than messaging with your family or friends. Some large businesses need to use hosting services to manage their communication. Which is why we're giving businesses the option to use secure hosting services from Facebook to manage WhatsApp chats with their customers, answer questions, and send helpful information like purchase receipts," stated the clarification issued by WhatsApp.

Some celebrity influencers and major media houses disclosed that Signal, created by the Ex-Co-Founder of WhatsApp, is a non-profit company, which does not have selling advertisements as its business model and a permanent commitment of never to collect and share any data. This made Signal very lucrative to the Indian users and there was a huge rush to migrate to Signal. Large enterprises and startups have been reported to completely move their employees' groups to Signal. Telegram came second, while WhatsApp's download in January fell by 35%.

## Here are some statistics –

More than 4 million Indians downloaded Signal in the first half of January. During this period, Signal downloads shot up by 9483% at 2.3 million from the erstwhile 24000! Telegram downloads grew by 15% at 1.5 million. WhatsApp download fell from the earlier 2 million average in 15 days to 1.3 million i.e., by 35%.



**"All our customers and vendors are on WhatsApp, it would require a major transition for everyone. However, if users move to Signal or Telegram, we all need to be on the same platform."**

**–Ravi Bhavnani, Director, Taurus Computer Systems**

## Wait and Watch Trend

It appeared that WhatsApp was going to sink in India and Signal was going to be the new star. WhatsApp sensed the tide turning against it and attempted to do some damage control by issuing a clarification that messaging and call data would be still encrypted and extended the agreement period by 3 months. This checked the mass exodus from WhatsApp to some extent. While earlier the businesses talked about privacy being their main concern, after WhatsApp's clarification, we heard several voices in the IT industry which seemed to wait and see how the trend moves, while



**"I don't think things will change too much. Whatsapp privacy policy is for business accounts only. The number of users on WhatsApp is way ahead in comparison with other platforms and it is difficult to switch such numbers to other platforms"**

**–Alok Gupta, CEO, Softmart Solution, VC, ISODA**

**"WhatsApp does gather approximate location data which is given away by phone number and IP address. But information on shared live location with a friend is not transmitted to Facebook."**

**–Neel Shah, Chairman, Insight Business Machines**



**"Whatsapp has been acquired by Facebook long back. Hence, this was a threat even earlier. But there is always an option to accept or to decline. Any sensitive information should not be sent on We have. We can use other mediums for that."**

**–Manasi Saha, Founder, Macaws Infotech**



**"Unless the customers adopt newer apps, we cannot market using them. So it's a double-edged sword. It will take time for everyone to adopt an option. Till then, the hybrid approach is what everyone would be taking in my opinion. Email is back to being one of the most sought after marketing tools."**

**–Rajeev Mamidanna, Founder and MD Technosprout Systems and Chairman, ISDOA**

**"Personal groups and profiles are being used for business purpose. This incident generates awareness that we need to be cautious. However, things will not change drastically."**

**–KR Chaube Director, Kaltech Digital and Ex-President & Director, TAIT**

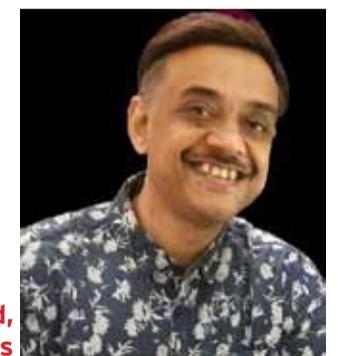


**"The point here being, each of us individuals have the right to decide where and how our information should be used and who should have access to it. Why should any platform have that right or want that right? If any platform strives to acquire this right, users have to decide whether they want to use such a platform or not."**

**–Rajat Singhania, Founder of HyLyt by SocioRacDirector, TAIT**

**"There are ways we can protect our 'identity privacy' by enabling two-factor authentication (do you even know that WhatsApp has this feature?), turning off cloud back-ups, changing account settings etc, to stop people from accessing our personal info. But are we ready to trade 'convenience' (of using the app) over 'privacy'? No. Ask Signal?"**

**–Saurabh Singh, Director & Business Head, CMS IT Services**



almost everyone registered for a Signal account. So the situation seems to be that they are ready to move if in doubt, but can give WhatsApp a chance as it is difficult to leave a very convenient app.

IT channel partners and SIs and also other business leaders expressed their views to DQ Channels on this issue.

Alok Gupta, Director, Uninstall Systems said, "I do not think anything will change and we will forget in a few days." However, he has registered for a Signal account to be prepared.

Saket Kapoor, Director, Green Vision added, "WhatsApp privacy issue has been blown out of proportion however some partners have taken reactive initiatives to

Continued on page 12

# MSME Expectations from the Budget

*The Budget presentation every year raises hopes in the industry and this year is not different. Rather, the MSMEs which have been hit hard, have some important points to suggest to the government*

**DR ARCHANA VERMA**  
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**M**SMES form the largest industrial sector and also the largest private sector employer in India. However, the lockdown and other economic conditions of past few years have been pressurising them and they have been losing in the market to large enterprises and the MNCs. It's time the government takes steps to help the MSME sector.

## Smooth out the Indian MSME Problems

On the occasion of Budget'21 presentations, we got insights from some Indian MSMEs about what the government needs to do to help them. Akhilesh Chopra, Sales Director, Bluei said that the tax relief is of even greater effect now that businesses are trying to come out of the Covid-19 caused eclipse and work towards economic recovery. Also, as we expect the investment situation to gradually bounce back to the pre-Covid phase, a systematic yet simpler process for raising funds would help attract more foreign investment. This will also have a positive impact on the slow job market and improve the current employment situation.

Akhilesh Chopra further said that among other measures, the government should consider reducing GST rates to boost the purchasing power of consumers. This step will not only ensure that e-commerce continues being a positive quadrant but will also help businesses in other sectors significantly curtail expenses and maintain healthier cash flows, which is vital right now.

Chopra said that the Indian manufacturing needs to become more competitive. For this, the industry and the government must work together. If manufacturing grows faster, the economy will also grow accordingly. The main driver for employment, even in the services sector, is manufacturing, due to the vast aftermarket. The industry is picking up, but there is not much difference compared to, years 2017. Also, the pandemic has provided the centre an opportunity to attract global manufacturers and make the country a manufacturing hub emerging as an alternative to China.

Talking about the Make in India programme of the government, Chopra said that while 'Made in India' devices are not rare anymore, we should expect these devices to be more Indian than before as companies try to cut the cord with China when it comes to what goes inside these gadgets. India has the potential to put the foundation of a homegrown smart gadgets ecosystem this year, looking well away from the software part. The country is already rising as a smart gadgets manufacturing hub because of the large domestic market.

Chopra feels that the upcoming budget should keep the Self Reliant India sentiments in mind while continuing to expand programs and fund allocations in this direction. This comprises further support to local production and supply chains by partnering with local MSME organisations in order to meet demands.

## Make GST Uniform for Products Components

Amitansu Satpathy, Director, BPE said that the products and their components are categorised separately in the GST rule, which creates problems. He said, "There should be uniform GST rate. For example, following GST rates are not uniform which creates problems –

- UPS HSN 8504 4090 - 18%
- Battery HSN 8507 2000 - 28%
- Lithium battery HSN 8507 6000 - 18% Please note that the battery is a part of UPS, one of its components.
- UPS GST is 18%
- UPS uses different types of battery technology -
- SmF battery GST 28%
- Lithium battery GST 18%
- Tubular battery GST 28%."



**"The government must think about introducing more tax benefits for startups and MSMEs... Among other measures, the government should consider reducing GST rates to boost the purchasing power of consumers. There should be more support to local production and supply chains by partnering with local MSME organisations in order to meet demands."**

**–Akhilesh Chopra, Sales Director, Bluei**

**"I request the government to declare UPS with battery as composite supply and UPS GST of 18% should apply to all components. Further, to remove confusion, GST on all types of battery being used in capital investments, in offices, homes etc. should not be treated as luxury item. It should have the uniform rate of 18% GST only."**

**–Amitansu Satpathy, Director, BPE**



Satpathy continued, "So, while manufacturing UPS, we use various batteries, as per the customer requirements of 10 min support, 1hour support and use different capacities of battery as components. And UPS and battery form a composite supply; it's an international practice. But as some battery is rated at 28%, we face problems. The GST department is harassing the UPS manufacturers, saying it's to be a mixed supply and want to get tax structure separately and want invoicing of 18% for UPS without battery and 28% for only battery. In some AAA, they say UPS with internal battery to be 18%, being naturally bundled and cannot be separate."

Satpathy went on, "If someone needs back up of 5min, or 10 min, it can be in one cabinet. Due to weight issues, naturally, upto 6k, UPS can be bought with internal battery, of 5 min back up and in that case GST department says it's naturally bundled and 18% is accepted, but when customer wants higher UPS capacity of 30 min to 1hour, the battery capacity and UPS capacity are big enough due to weight issues and cannot be given in one cabinet; it has to be separated, shipped and installed in separate enclosure for battery and UPS. The argument differs here and department doesn't consider it as single unit naturally bundled. This is not logical."

He added, "Moreover, they should understand that, UPS with certain back up time, requires not only addition of battery capacity, but extra transformer as well, extra charger circuit. So, only the battery and UPS can't be billed separately. In GEM, government tenders also received orders for capacity of 40 KWatt for example, with 30 min battery backup and we can't give separate invoices, when PO received is at 18%. The voltage capacities differ and manufacturers use different battery combinations, so we can't give separate battery components while invoicing. The tax structure is complicated and causes difficulties."

Finally, Satpathy concluded, "So, I request the government to declare UPS with battery as composite supply and UPS GST of 18% should apply to all components. Further, to remove confusion, GST on all types of battery being used in capital investments, in offices, homes etc. should not be treated as luxury item. It should have the uniform rate of 18% GST only."

The above examples show that there's need for the government to pay attention to fine details which can cause problems in the MSME growth.

Continued from page 11

switch to other platforms like Signal and Telegram.

Neel Shah, Chairman, Insight Business Machines said, "Text messages and other media files are only stored offline on the user's device. WhatsApp does not store on its own servers and that is why when WhatsApp is installed on a new phone, chat history is not automatically synced like Instagram or Facebook Messenger. Yes, WhatsApp does gather approximate location data which is given away by phone number and IP address. But information on shared live location with a friend is not transmitted to Facebook."

"It causes some concern, with regard to Facebook and data sharing but still not everything is true which is pointed in the social media. Of course, one can still choose to give up WhatsApp for another app if not comfortable with new policies,"

he further added.

Rajat Singhania, Founder of HyLyt by SocioRac said, "Given the current concern about data privacy and policies by some leading players in the market; it is important that users have a choice and knowledge about alternatives that are available in the market"

Saurabh Singh, Director & Business Head, CMS IT Services said, "We need to re-learn to thrive in the new digitally transformed order and move seamlessly from Intellectual Property (IP) to Individual Privacy (IP)."

The business community's comments show that while they're going easy for the time being, they have registered on alternative apps and are ready to leave WhatsApp if the necessity arises. Hence, WhatsApp needs to decide in these 3 months how it can hold its users in India.



# Using Cloud

Vikas Gupta, Systems Manager, Eon Networks, speaks about how his organisation adopted Cloud

B SWAMINATHAN

## When and how did you move to Cloud business?

We started to offer Cloud services the day Microsoft Launched its SaaS based emailing solution in India. We were looking for a robust emailing solution for one of our Pharma client and we were discussing about Premise Exchange Server and then Office365 was launched in 2011 and we decided to give it a try in 2012. It turned out to be a seamless experience for both Eon Networks and our customers.

## What kind of changes have you done to move to Cloud within the organisation in terms of team, skill set, infrastructure and others?

Change is evident and we took this as an opportunity for our people also to grow them as per the market trends. In order to achieve that we did a right fusion of getting new skilled professionals as well as upskilling our existing professionals. It was important for everyone to understand the need of this and invest time in self-studying too with right guidance provided through hands-on training and study materials. It turned out to be an amazing journey for everyone and OEM also helped us to manage this well.

## How are your old and new customers adopting the new technology and moving to the Cloud?

It's important to make customers aware of the features and security aspects of Cloud infrastructure and then make them understand the limitations by both qualitative as well as quantitative comparison of different types of services. SMB clients are adopting Cloud because of the Pay-as-you-use model and are saving their capital expenditure and scale when it is actually required. Enterprise client is adapting because of flexibility and accessibility across all locations and devices.

## How is your organisation equipped to meet the demands of Cloud security?

There is a lot of worry about cloud security, hardware and other networking peripherals, as it is not in our scope. These are being taken care of by Cloud Service Providers. Still we have apprehensions about data and application stored on the Cloud. Cloud stored data require much lesser efforts but require good understanding of technology and follow best practices and keep updating the policies as per the latest threats and trends.



VIKAS GUPTA

We have seen the organisations are still using legacy tools to protect their Cloud. They should instead explore modern security tools which are more capable of providing comprehensive and consistent security. 2FA implementation is simple yet very effective and also gives more confidence to users.

## What challenges did you face in this journey?

Hiring a new set of people with specialised skill sets is easy but capability enhancement of the existing workforce is a challenge. At the same time selecting the right set of products/OEMs and making them on board is also important. We do exhaustive research on product capability and its market acceptability before stitching any new deals. One of the challenges has been to onboard existing customer to move to the Cloud since they have been used to the traditional approach and are worried about pits and falls of the Cloud, it certainly needs some patience to educate them in the right direction and we are truly confident this is difficult however not impossible.

# Where is Cybersecurity Needed the Most?

SHIKHIL SHARMA



The COVID-19 pandemic fast-forwarded businesses into digitisation overnight. As opposed to the normal transition time of 16 months, most businesses shifted to remote work and more technology-oriented processes in less than two weeks. The increased online presence and constant connectivity through IoT devices introduced different business sectors to new and more grave risks. Cyber-attacks on healthcare and financial departments have long been in the news, but we will see what other sectors come into the realm of cyber risks and would possibly generate the most cyber security demand in 2021. Though, demand for IT security audits has been on a rise since last few years but the recent changes in how we work is only going to accelerate the need.

According to the latest Global Trust Insights 2021 by PwC, cyber security no longer remains a subsidiary of IT, instead has emerged as a strong decision-influencing factor in businesses. Around 55% CISOs on average report more frequent meetings and conversations with CEOs and board members in making secure business decisions in 2020. 45% businesses are planning an increase in their cyber budget by 2021. Further, an unprecedented stress on having a dedicated in-house security team is also seen across companies.

All this paints a rather hopeful picture for cyber security jobs worldwide. A report suggests that funding in 20% non-US-headquartered cyber-security businesses likely take place. This hints at the growing needs and global acceptance of cyber security.

In these unprecedented times, cyber security isn't a luxury anymore, but a necessity. Here are the 5 sectors that show the most positive demand for cybersecurity, which are only anticipated to increase in the new year:

## Healthcare facilities

Cyberattacks on healthcare facilities have been rather severe. In the year 2020 alone, the US healthcare sector reportedly suffered 436 breaches. According to PwC, 48% of CISOs working in the healthcare sector committed to a cyber budget increase in 2021 while around 73% believe they can contain costs without compromising security in 2021. Further, the decreasing trust in ill-protected data centres and dubious privacy structure are two important reasons that healthcare would be steering towards cyber security in 2021.

## Financial institutions

Credit card hijacking attacks, card skimmers and other money-extortion attacks have prevailed throughout 2020. Phishing and social engineering attacks around the pandemic and fraud platforms selling fake COVID-19 protection kits, masks & sanitiser also made it to the limelight. Since monetary benefit is one of the top driving forces behind threat actors, attacks on financial institutions are likely to continue. 51% CISOs working in the financial sector are rethinking their cyber security strategies post-pandemic in 2021. 57% of them are also increasing their cyber-budget. Their focus will be fixated on employing the right technologies and tools to keep their operations secure.

## Media and Telecommunications

We can't deny that enduring isolation was made fairly easy by the constant connectivity offered by media and telecommunications. Being informed also assuage fears of thousands of families living far and alone from their loved ones. According to a study, connectivity rose to 30 times more in 2020 compared to 2019. Not only the users, the employees in these two sectors (38% Media executives and 50% Telecom executives) also confirmed working remote only connected through internet devices. The spike in usage of these platforms compels

**Cyber-attacks on healthcare and financial departments have long been in the news, but we will see what other sectors come into the realm of cyber risks and would possibly generate the most cyber security demand in 2021**

**–Shikhil Sharma, Founder & CEO, Astra Security**

them to undertake better and secured measures for the future.

## Retail and Customer

A surge in e-commerce platforms and cashless payments during the pandemic was one of the most astounding shifts. To promote contactless delivery and payment, most retailers including the unconventional ones, equipped themselves with POS machines and digital wallets at the least. This, however, also meant opening doors to cyberthreats. 33% retailers said they are considering adapting to modern and more reliable methods for cyber security in 2021.

## Industrial Sector

Manufacturers also saw a new dynamic evolve with the onset of the pandemic. From transforming their work flows to automating supply chains and production lines, the industrial sector has never been more tech-equipped. A good 40% manufacturing executives plan on expanding their technical reach and work towards the digital transformation of operations in 2021.

These were a few industries we can expect to be inviting most cyber security demand both in terms of services and employment in the coming year. As business professionals discover the necessity to infuse cyber security in each and every process, we can only expect to see the numbers go through the roof in the coming year(s).

The author is Founder & CEO, Astra Security

# Big Data and Corona

*There is a need to have an efficient analytics of Big Data with the increase in data generation in today's crisis situations*



**SAURABH KUMAR**

The immediate burst of health-related cases and data has created a vital source of information and knowledge. There is an immediate need to store such a large amount of data in these cases, using various data storage techniques. This data is used to undertake research and developments on viruses, epidemics, pandemics and measures to combat this virus and its consequences. Big Data is an innovative technology that can digitally store a large amount of data from these patients and helps to reveal patterns, trends, graphs, associations and differences. It can also help reveal information about the spread and control of this virus. Due to the detailed ability to capture data, Big Data is used profitably to minimise the risk of spreading this virus.

### Dashboards for Analysis

Big Data's role in COVID-19 is becoming more evident as organisations such as WHO, CDC and Microsoft are building dashboards based on it.

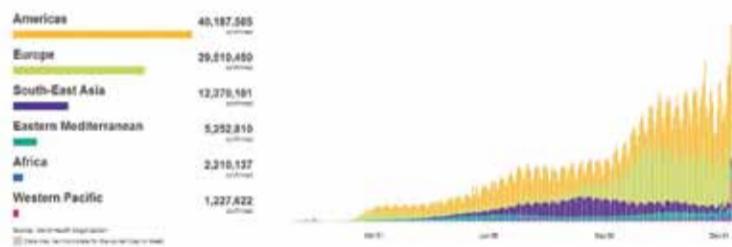


Figure 1 Total Cases. Source: WHO

These dashboards extract data from different countries/regions and show confirmed cases, deaths and locations. Dashboards can be used to prepare datasets for large data models. Models can predict possible hotspots and alert health authorities in advance. Another crucial Big Data process used against COVID-19 is epidemic analysis. It deals with the collection and analysis of epidemic response data. Data that includes deaths, confirmed cases, follow-up of people contacted by infected patients, population density, and more are used to develop data models for the disease. These models can predict the maximum infection rates and their impact.

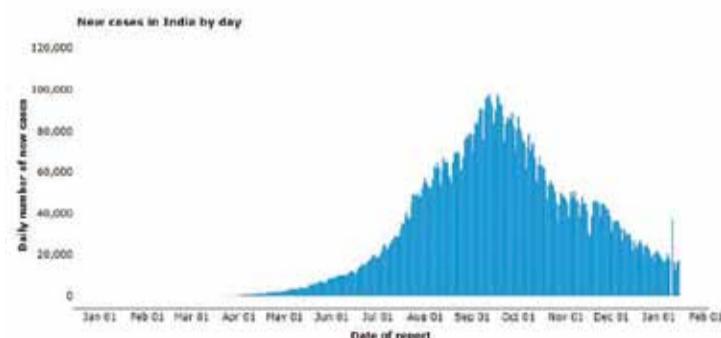


Figure 2 Total Cases in India. Source: WHO

### Big Data's Importance

Big Data provides a huge amount of information from the collected data from various sources to scientists, health professionals, epidemiologists and experts for analysis. This data can be used to track the virus globally and in real time continuously and to create innovation



**"Big Data can reveal information about the spread and control of this virus. Due to the detailed ability to capture data, Big Data is used profitably to minimise the risk of spreading this virus."**

**–Saurabh Kumar,  
Software Developer**

in the medical field. It can help predict the impact of COVID-19 in a particular area and the entire population.

It helps research and develop new treatment procedures. Big Data can also provide possible sources and opportunities for people and thus can help manage the stressful situation. Overall, this technology provides data to analyze disease transmission, movement, and health monitoring and prevention.

Identification of infected cases – it can store the complete medical history of all patients, due to its ability to store a huge amount of data. By providing the acquired data, this technology helps to identify infected cases and performs a further analysis of the level of risk.

Travel history – used to store people's travel history to analyze risk, movements and paths. It helps to identify people who may be in contact with the patient infected with this virus and hence the part of transmission can be traced

Symptoms – Large data may track the patient's fever and other symptoms and may suggest medical attention.

Early-stage virus identification – Helps quickly identify an early-stage infected patient. It helps to analyze and identify people who may be infected with this virus in the future.

People entering or leaving the affected area: helps to analyze the number of people entering or leaving the affected city. With this large amount of data, the healthcare professional can quickly identify the possibilities of the virus in those people

Faster development of healthcare – helps to keep track of the rapid development of new drugs and equipment needed for current and future medical needs. Provides previous data on the inhabited or spread virus and thus helps to gain an advantage over the new pandemic/epidemic with previously analysed results.

### Securing the Future

In the future, Big Data will help the public, doctors, health professionals and researchers to track this virus and analyze the mechanism of COVID-19 infection. The data provided will help to examine how this infection can be slowed down or possibly prevented and helps to optimize the allocation of resources and, consequently, to make appropriate and timely decisions. After resolving this global pandemic, Big Data can help governments prevent and fight future epidemics. The data in this outbreak can be used to test scenarios and analyse their results to make vital decisions in the future.

The author is a Software Developer working with an MNC

## SingleStore Announces CRG Solutions as VAR Partner

SingleStore, the Database of Now™ for Cloud-native modern applications, has announced a partnership with CRG Solutions. The business performance improvement company will act as SingleStore's value-added reseller



(VAR) for India and the ASEAN markets. Together, SingleStore and CRG Solutions will enable enterprises in these parts of the world to drive insights from their dashboards faster and to operationalise their artificial intelligence (AI) at scale to reach their desired business outcomes.

“SingleStore is excited to partner with CRG Solutions, which has deep expertise in advanced analytics, big data management, data discovery and visualisation, in addition to strong domain expertise in both financial services, retail, CPG and telecommunications,” said Gaurav Dhall, VP, APJ and the Middle East and MD, India, SingleStore.

Atul Vaidya, VP, India and the ASEAN regions, CRG Solutions, added, “We could not be happier to bring SingleStore's unique solution to customers in India and the ASEAN markets. There is a huge push from our customers for ‘Insights with an SLA’ requiring real-time operational analytics. We are excited with the opportunity to deliver faster insights to more than 250 customers in banking, non-banking financial companies, telecom and retail establishments across Asia. Our partnership with SingleStore with making our already unrivalled solution set even stronger and more competitive.”

## G7CR Technologies Named GitHub Advanced Channel Partner

G7CR Technologies, a Cloud Service provider has announced that it has become a GitHub Advanced channel partner, giving its clients access to GitHub Enterprise platform. GitHub is home to the world's largest developer community, with over 56 million developers who collaborate across 100M repos, from all over the world.

Recent research shows 52% of organisations think people and skills issues are the biggest obstacle to adopting modern software engineering practices in-house. With access to GitHub Enterprise platform, G7 CR Technologies. will be helping its clients reduce time to market for business-critical development projects. This is especially critical in today's challenging environment when organizations are looking to launch new services and business models to help their customers.

“DevOps is a key offering from G7 CR as today's businesses rely heavily on speed and this partnership is intended to bring the best skills and tools to enable faster, automated and secure product lifecycle,” said Dr. Christopher Richard, MD & Chief Cloud Architect, G7CR Technologies India. “GitHub and its Enterprise offering enables organizations to bring the best developer experience within their company's firewall, and we can help bring the expertise to ensure large organizations benefit from it,” he added.

## SonicWall Appoints TechnoBind as its VAD in India

TechnoBind has announced its partnership with SonicWall, a provider of boundless cybersecurity for the hyper-distributed era. The partnership expands the security portfolio that TechnoBind currently offers to its partners and is designed to increase access and provide additional resources for the company's channel network to address the growing demand for SonicWall products, services, and end-to-end solutions. TechnoBind will offer its channel partners the full line of SonicWall enterprise and SMB solutions.

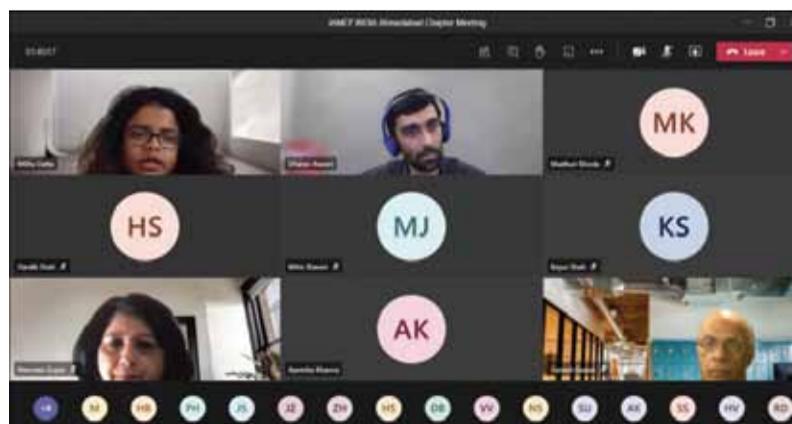


According to SonicWall VP, Regional Sales, APAC Debasish Mukherjee, “India is one of our priority markets as we witness continuous demand. SonicWall has emerged as a proven platform-based cybersecurity provider with end-to-end security offerings integrated with single-pane-of-glass management capable of scaling from SMBs to large enterprises. To accelerate our India growth, we found a great synergy with TechnoBind.”

“We are excited to partner SonicWall and be trusted as a distributor in India. We aim to maximize SonicWall's product portfolio,” said Prashanth G J, CEO at TechnoBind “This will help TechnoBind offer more comprehensive solutions to counter the latest cyber threats. Given India's digital push, all SonicWall offerings are very important to address the growing market.”

## IAMCP Holds Multi-Chapter Roundtable

International Association of Microsoft Channel Partners (IAMCP) India held its first Multi-Chapter member round table conference today. This trend-setting cross-chapter virtual conference was jointly hosted by Mumbai and Delhi chapters of IAMCP. The idea was to enable Partner 2 Partner networking, deeper engagement, and more business opportunities across both regions. Microsoft channel partners from both the cities got an awesome chance to showcase their business, key solutions and products to audience spanning across both the cities.



Chetan Shah, President, Mumbai Chapter, hoped that this will set the tone for IAMCP chapters across India and other regions and will inspire them to take up similar initiatives. Munesh Jadoun, President, Delhi Chapter, spoke about continuing this initiative by enabling Mumbai and Delhi partners to work together. Sarika Malhotra, the IAMCP president worldwide, spoke at the conference and shared her goals, plans and agenda for IAMCP worldwide. Anurup Singhal - Director SMB Business, Microsoft, talked about the Cloud Champions 11 programme.

## Inbase Launches “Boom Plus” Wireless Speaker in India

Inbase launches its new wireless speaker “Boom Plus” in India. The wireless speaker is versatile and easy to carry for any outdoor activities or parties or even special occasions.

With a staggering battery capacity of 500 mAh (in-built capacity), one can enjoy 4 hours of playtime. Available in Splashy Red, Metallic Grey, Olive Green and Pacific Blue colours, Boom Plus certainly promises to deliver the punch while jazz up the



style quotient with its elegant looks. The speaker is also equipped with an in-built microphone that comes in handy for calling and also houses a TF Card Slot and USB Charging Port.

Speaking on the launch, Aashish Kumbhat, Founder and Director, Inbase commented “With the launch of Boom Plus Wireless speaker, we are bringing in a must-have an innovative and premium product that will not only add up to your style quotient but will also promise an unmatched audio quality for our young users.”

## Synology Introduces Ultra-compact RackStation

Synology launched the RackStation RS1221+ and RS1221RP+ (redundant power) 2U 8-bay rackmounted storage servers built to deliver high performance in a space-efficient form factor.



“The RS1221+ and RP+ units are designed for the small-business sector, and “indeed, small they are,” said Michael Wang, Synology Product Manager. “These units not only pack in a huge leap forward in performance, but do it at a modest depth for 2U units in their class. What’s

more, for businesses who require higher availability, the RP+ version is equipped with dual power supplies for redundancy and added reliability.”

At only 306.6 mm and 407.5 mm deep (including front server handles), the RS1221+ and RS1221RP+ are less than half the depth of standard 2U rackmounted devices, making them ideal for smaller rackmount enclosures, such as wall mounted cabinets, or two-post racks (RS1221+ only), where space is at a premium.

## Epson Launches Industry Level Garment Printer

Epson, a world leader in digital imaging and printing solutions today announced the launch of its first ever industrial level Direct-to-Garment printer, Epson SureColor SC-F3030. It is a robust direct-to-garment (DTG) printer that is designed for high productivity. This printer is targeted towards garment



screen printers, e-commerce customers, drop-shipment jobbers and new start-ups engaged in personalized T-shirt printing business. It

offers a low total cost of ownership (TCO) for Mid/Large garment and T-shirt manufacturers.

The SC-F3030 features high levels of accuracy and prints even complex designs on a variety of cotton garments from light to dark colors, allowing businesses to deliver quick turnaround time. Its high speed networking enables rapid file transfer with 4GB RAM for job queuing. While printing on a light colored shirt can be done in 14 seconds, printing on a dark garment takes 26 seconds. Its new Hanger Platens and auto height adjustment enable for faster loading with optional grip pads for frameless placement.

## Microsoft launches Surface Laptop Go in India Online and on Retail

Microsoft announced the availability of the Surface Laptop Go in India from January 22 via commercial authorised resellers, authorized retail and online partners. Designed to power essential everyday experiences, it extends the Surface line-up by delivering standout design along with the features most loved by our Surface Laptop customers at a more affordable price.



Users can power through today’s tasks and tomorrow’s assignments with all their favourite apps, backed by all-day battery life. All configurations of Surface Laptop Go feel snappy and fast, taking full advantage of cloud-connected experiences like Microsoft 365 and online storage. Surface Laptop Go features USB-C and USB-A ports for display and accessory support along with the latest 10th Gen Intel i5 Quad-Core Processor and up to 16GB RAM and 256GB storage, helping users stay productive and connected wherever they are.

## ViewSonic Launches Viewboard Pen Display, Notepad and WoodPad 7



ViewSonic has launched an innovative range of portable products – ViewBoard Pen Display ID1330, ViewBoard Notepad PF0730-I0WW and WoodPad 7 a next-generation product to improve E-learning in the current and post-pandemic situation. These products are equipped with user friendly features.

Muneer Ahmad, Business Head, AV, ViewSonic India said, “With the growing demand of online education or remote teaching, we felt the need to develop a product which complements with classroom education and ensures an optimal environment for both teachers and students. Adding to our portable segment and the current need, we developed innovative and user – friendly products which are equipped with high level features and offer the advantage of digitised teaching & learning. We expect that these solutions will have a positive impact on the Indian market and will be a popular choice amongst the audience”.

## Poly Introduces Speakerphones in India for Home and Office

Poly has unveiled the Poly Sync Family, a new line of smart, USB and Bluetooth speakerphones. These Poly devices use proprietary microphone technology to track the talker, not the noise.

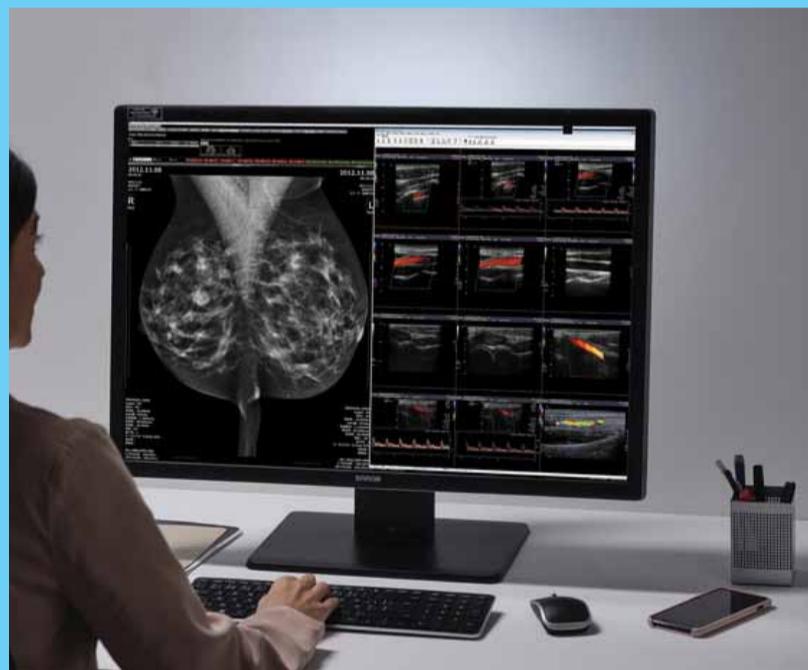


“Most of the workforces in India and across the world are transitioning towards a hybrid working model”, said AnkurGoel, Managing Director for Poly India and SAARC. “The Poly Sync family redefines speakerphones moving forward. More importantly, the elevated user experience that enterprise-grade gear brings to the table will be key to enhancing productivity for every work style.”

The Poly Sync 20, Poly Sync 40 and Poly Sync 60 speakerphones are designed to enable today’s need to work from anywhere – whether that’s a remote work location at home or a conference room in the office. Poly Sync speakerphone’s USB and Bluetooth connectivity options offer flexibility, while its intelligent microphones can easily detect voices throughout the room to enable crisp audio quality for both work and entertainment.



## Barco Launches Nio Fusion 12MP for Future-ready Diagnostic Imaging in India



Barco has released a new 12MP healthcare diagnostic display system for picture archiving and communication systems (PACS) and breast imaging. The Nio Fusion 12MP display is a highly topical answer to changing expectations and standards in diagnostic workstations.

Rachel Coxon, VP, Healthcare, Barco APAC said, “Expectations of how diagnostic displays will enhance workflows are increasing among radiologists. Workstations are now expected to be able to handle all modalities, including those used for images of highly dense breast tissue. Work environments are also becoming more flexible, in response to the growing home reading trend globally, including Asia. The Nio Fusion 12MP delivers diagnostic flexibility for both PACS and breast imaging, addressing today’s radiology and mammography landscape at cost-effective pricing.”

Rajiv Bhalla, MD, Barco India said, “The Nio Fusion 12MP addresses all these diagnostic workstation challenges effectively and at the same time is cost-effective with documented clinical advantages and a superior warranted lifetime of up to 40K hours.”

## Yamaha Music India Launches 2 New AV Receivers in India

Yamaha Music India has announced the launch of two new RX-V AV receivers in the Indian market. Redesigned from the ground up and built on the foundation of the performance and power, the new RX-V receivers line by the company is positioned to support the latest trends and specifications for home entertainment, including gaming, both now and into the future. This includes support for 8K, HDMI 2.1 and HDR10+, to usher in a new era of dynamic displays and endless possibilities for what can be seen and heard at home.



“We’ve modernised the AV receivers to fit your emerging needs – from the rising size and resolution of TV screens to the speed and life-like realism of the latest gaming consoles and platforms. We’re here to ensure that your gear is ready for these latest innovations, complementing the stunning visuals on your screen with thrilling sound all around you,” Prasad, Business Head, Consumer Audio, Yamaha Music India.



## TSC Printronix Auto ID Launches Mobile Printers in India

TSC Printronix Auto ID, a manufacturer of barcode label printing solutions, announces the launch of the new Alpha-30L and Alpha-40L mobile printers, expanding the mobile printer line-up offering advanced productivity and management feature for a premium mobile printing experience.



One of the most important features of the newly launched products is their compatibility with SOTI Connect, an innovative IoT management solution. TSC Printronix Auto ID has been working in partnership with SOTI, a world leader in mobile and IoT device management, to bring Enterprise Mobility Management to barcode label printers. These are the first mobile printers released by TSC with SOTI Connect remote management capabilities.

“We’re very excited about these printers helping to round out our total mobile printer family. As the sixth and seventh models in our portfolio, we now have more printers to fit more mobile printing solutions than ever before,” said David Lundeen, VP, Marketing, TSC Printronix Auto ID.



## ECS launches ultra-small and multi-functional mini PC

Elitegroup Computer Systems (ECS) has recently launched the latest ultra-small and power-efficient mini PC – LIVA Q1A/ Q1A Plus. The size is only 74 x 74x 34.6 mm, just as light as a mouse yet with desktop performance.



LIVA Q1A features quad-core RockchipSoC and Q1A Plus features quad and dual-core RockchipSoC. It can save 15% of power consumption but increase 50% of performance. Designed by ARM-based CPU and the aluminium CPU heat sink, LIVA Q1A series can keep cool without a fan. The fan-less design makes it silent and energy-saving.

LIVA Q1A series supports up to 4K resolution, HDMI CEC remote control function, Android system and open SDK. LIVA Q1A series is tiny enough to mount in any limited space and suitable for a variety of digital signage application such as shopping mall, smart classroom, transportation, hotels and healthcare centre.



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