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5 Must Have Accessories for Wanderers

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Modi's Mudra Floors SMBs

E-Way Bill: Will It Make way for easy transit?



# BLOCKCHAIN

## Antidote to Bank Fraud



Special Feature

## Digitally Passionate Cindarellas

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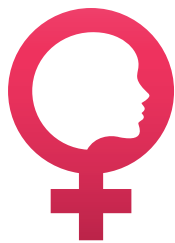
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## Ye Lamhe is Giving us Sadma

**A**ll of us who have been enamored of her acting skills....a superstar who could also act... And all of us belonging to the male progeny who have fantasized about her sexy eyes and her doll like childish voice.

And yes all of us are sad by her untimely demise, especially the mode of it far away from her own land. Sridevi as a superstar will always deserve to be in our hearts and yes I admit that her death too would cause enough consternation to be highlighted as prime time news across electronic, social, digital and print media.

However, what pains me inordinately is the way both electronic as well as the social media have gone overboard in dissecting the reasons behind her untimely demise. True, it was my FB connects through which I woke up to this sad news on a Sunday morning. But the way events are panning out now across all modes of media looks to me nothing else than satiating the voyeurism of the Indian public.

First to blame are the TV anchors in the electronic media. Knowing fully well the potential to exploit the TRP value of this sensational news (yes accidental death of a beauty is sensational), they are going all out in further titillating the lapping audience. Debates featuring doctors, psychologists, political analysts, all and sundry are occupying all the prime time since the las few days.

Whether she died of a cardiac failure or she drowned in an alcoholic stupor, the fact of the matter is it's a sad time for her family and they should be allowed to grieve in private. What all these threadbare analyses are doing is nothing short of discussing all sorts of innuendos and speculative facts and fictions and putting it under the garb of expert views.

Social media is further adding fuel to this rumor mongering as well as vague speculations being bandied around. The amount of FB posts, WhatsApp forwards, tweets I have seen on this whole affair is mindboggling. (I will admit I myself am to blame for some of these). But this intrusive nature of social media barging into the life of cause celebres is indeed very disturbing and unwelcome. True celebrities crave for public adulation, but at least in death they should be given their dignity. Especially not publishing or showing disturbing photos like her body floating on a bathtub.

True tech advancements have led to so much progress in social media usage and adoption as well as electronic media viewership, but I strongly feel that should not be at the expense of violation of someone's privacy as well as dignity. I am sure the Chaalbaaz, Roop Ki Rani, Ms Hawa Hawaii would have agreed with me.



Yes all of us are mourning the demise of Khwabon Ki Shehzadi....the Bijli Ki Rani....

“

**Yes all of us are mourning the demise of Khwabon Ki Shehzadi....the Bijli Ki Rani....**

”

# BLOCKCHAIN Could Have Blocked Nirav Modi

Deploying a blockchain system could have prevented tampering of the SWIFT system in case of Punjab National Bank

– Anushruti Singh  
anushrutis@cybermedia.co.in

**B**anking sector is the engine of economic growth and any malfunction in this engine sends shivers down the entire economy. In the recent years, banks have achieved phenomenal growth which has predominantly been enabled by technology. But human intervention can lead to situation where one can not imagine. PNB fraud case is also a case of technology v/s human intervention. If seeing it from a technology aspect, the case could be considered as a hack in the system however it is indeed more of a bank break-in rather than considering as a cyber crime.

In the wake of PNB SWIFT-related fraud involving significant amount, RBI also reiterated its confidential instructions and mandated the banks to implement, within the stipulated deadlines, the prescribed measures for strengthening the SWIFT operating environment in banks.

Dr. Preeti Goyal a professor of Finance & Accounting at Great Lakes Institute of Management in Gurgaon says, "In the coming years this sector is expected to witness explosive changes and growth with the use of newer technologies such as NFC, block chains, robotic process automation etc. Unfortunately, the fraudsters have also started using innovative methods to misuse the banking system. At the same time tools and techniques such as real time neural network based behavior models and forensic accounting are already changing the face of fraud detection and prevention. This is like a cat and mouse game between the banks and fraudsters and technology remains both a root cause as well as the solution to this."

While the Nirav Modi fraud has been highlighted

as a technology fraud, the focus should actually be on the lack of internal controls, checks and balances that led to this situation. It is not that bank frauds did not happen prior to the use of technology. Many of us will recall how Harshad Mehta duped the banking system of crores of rupees in late 1980s – at that time it was said if banks were automated; it may have been possible to prevent the fraud.

"There is no nirvana to prevent bank fraud. The solution lies in strengthening the internal controls, checks and balances and at the same time investing in latest technology and training people to use it." She adds.

While this fraud has occurred at one of the branches of PNB, it would eventually affect other Banks in India and outside India due to nature of such contracts. If PNB backs out of its obligations to pay and takes legal route, other banks will also take a hit.

"As we have seen in past, such frauds are not limited to one branch and we may see other Banks unearthing similar frauds in near future in one of their branches. Con-



**"Unfortunately, the fraudsters have also started using innovative methods to misuse the banking system. At the same time tools and techniques such as real time neural network based behavior models and forensic accounting are already changing the face of fraud detection and prevention."**

**DR. PREETI GOYAL**,  
Professor – Finance & Accounting,  
Great Lakes Institute of Management



sidering that Public sector Banks in India are Government backed, there is no immediate threat on existence of any of banks. However, such news weakens the faith of Indian Public and International investors in the Banking system. This is not a good news and will have long term repercussions for Indian banking system as a whole. This is also a final wake up call for banks to put their house in order.” Says Rajeev Mahajan, Co-Founder, CEO and Director at Antworks Money, also the Ex-Senior President – MNC Infrastructure, Yes Bank.



**“However, such news weakens the faith of Indian Public and International investors in the Banking system. This is not a good news and will have long term repercussions for Indian banking system as a whole. This is also a final wake up call for banks to put their house in order.”**

**RAJEEV MAHAJAN**  
Co-Founder, CEO & Director  
**Antworks Money**

### **Blockchain Technology Can Help Avoid Scams**

There has been some unrest among people regarding the safety of their money deposited in the banks due to the recent turn of events related to bank frauds.

“Financial services are the lifeline of any growing economy and such incidents could tarnish the image of the banking system with much wider implications.”

The above statement made by Sandesh Hegde, Partnerships and Alliances Head at XinFin, is very true and financial industry has always tried its best to keep the transactions and currency exchange process as secure as possible because the risks involved are too big.

For example, letters of undertaking (LoU) is a devoted trade finance instrument which includes buyer credit services also. It is important because many times importers may refuse payment after shipment delivery or exporters might not make timely delivery after getting an early payment. Similarly, there are SWIFT (Society for Worldwide Interbank Financial Telecommunication) IDs and CBS (Core Banking System) to ensure that international banking is secure and efficient. However, not all these techniques are scam-proof which is evident if we follow current events.

Also, if this would have been older times no one



**LoU:** A bank guarantee issued for overseas import payments where the issuing bank, unconditionally agrees to repay the principal and interest on the importers loan.

**SWIFT:** Society for Worldwide Interbank Financial Telecommunication provides a network that enables financial institutions worldwide to send & receive information about financial transactions through messaging in a secure, standardized & reliable environment. The majority of international interbank messages use the SWIFT network.

**CBS:** Core Banking System a banking service provided by group of networked bank branches where customers may access their bank account and perform basic transactions from any of the member branch offices.

**“Financial services are the lifeline of any growing economy and such incidents could tarnish the image of the banking system with much wider implications.”**

**SANDESH HEGDE**  
Partnerships and Alliances Head  
**XinFin**

might be questioning the bank security measures but in the recent era, there is a way to have a more robust and transparent banking system which could avoid such incidents in future. Yes, we are talking about Blockchain.

**Blockchain Is the Next Big Thing...and it's already here!**

The Blockchain is also known as distributed ledger technology or DLT which maintains records of transactions and exchanges and enables point-to-point tracking of data. Blockchain's decentralized system offers transparency for any transaction recorded the network.



**“Today there is a growing risk and decreasing trust in the current finance and trade ecosystem, and it is imperative to have solutions that can record financial transaction in a trust-less and yet secure, irrevocable system.**

**SAMEER DHARAP**,  
VP, Blockchain Applications ,  
**XinFin**

Decentralization eliminates the need for intermediaries or central regulators as no single authority has complete control over the network. Also, it removes the chances of a central point of failure as the whole system functions in the state of consensus.

**Blockchain Can Help in Keeping the Money Safe**

Blockchain can solve the trust issues between counterparties with its distributed and scam-proof ledger which store all kinds of records like financial transactions, exchange of physical or digital assets, or common trade-related data. In a nutshell, Blockchain can offer a very transparent and secure network for domestic and cross-border transactions. Following are few examples in which blockchain can help financial industry –

**• No more fake LOU's**

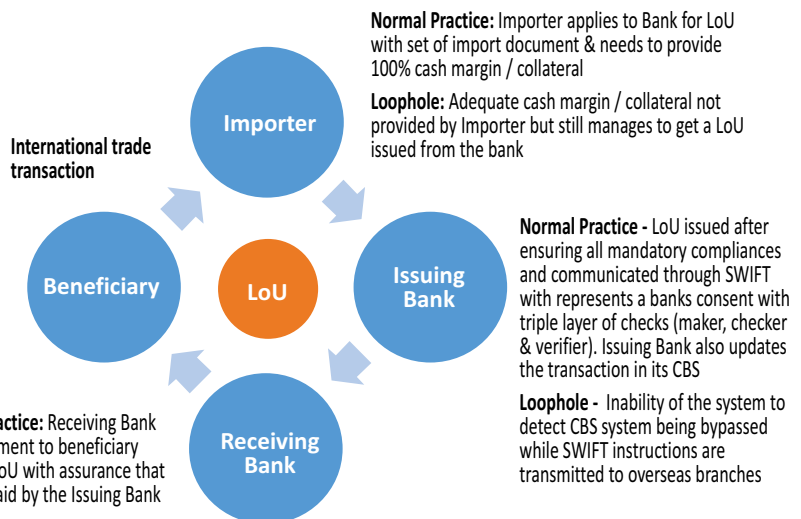
With Blockchain, everyone in the network can access the ledger and each transaction has to be authorized by all members of the network. Hence, it is asset replication is difficult. In Blockchain powered smart-contracts, a permissioned system of nodes will only authenticate transactions if pre-defined terms, called as triggers, are satisfied. This would guarantee that a LoU is issued once all mandatory circumstances for the issue are fulfilled.

**• Real-time CBS update is possible with Blockchain**

In the recent bank scam, the CBS was not updated even though the instructions were exchanged with another bank through SWIFT by the bank employees.

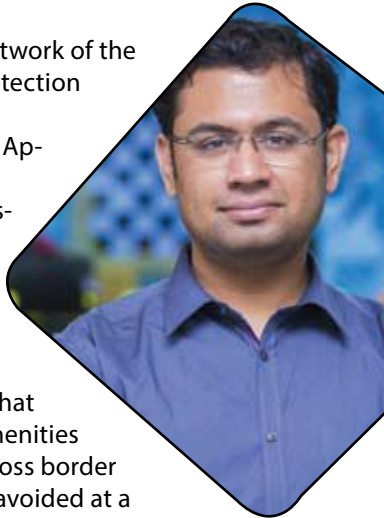
Blockchain protocol and API together will update the ledgers with executed transactions details in a real-time. This will resolve the challenges related to missing information due to miscommunication between two different systems.

The long term solution that banks can look at for prompt detection and prevention of fraudulent transaction is by deploying a blockchain based system, even other experts also do agree with this. Blockchain consensus is dependent on the entire ecosystem and not an individual. Hence, it would reject such a transaction immediately, since in normal circumstances, it is only one/few individuals who are responsible



for the fraud and not the entire network of the bank. It also provides effective protection against fake LoUs.

Sameer Dharap, VP, Blockchain Applications at XinFin states, "Today there is a growing risk and decreasing trust in the current finance and trade ecosystem, and it is imperative to have solutions that can record financial transaction in a trust-less and yet secure, irrevocable system. Blockchain is that solution because it comes with amenities like smart contracting, real time cross border payments and such issues can be avoided at a larger global trade finance market."



The Blockchain is an underlying layer which offers security and transparency in transaction processing and currency exchange. Hence, an effort is needed from existing regulating entities also including governments, financial institutions and financial industry to reap the benefits of Blockchain.

"Blockchain technology can successfully prevent process frauds in banks, because no one single authority has full control over the movement of assets. If the core banking system is integrated with blockchain, any breach of limits can be immediately tracked and stopped. In the PNB fraud, only one officer had authority to execute the transaction end-to-end, so the fraud was not detected as it bypassed the core banking system." Says Prasad Ajgaonkar, CEO, iRealities Pvt. Ltd (The company specializes in offering technological innovation, digital services.).

Advocating the Blockchain usage, CEO & Co-Founder of Razorpay, Harshil Mathur says, "A blockchain based system also provides high traceability with the records of transaction being made available in the transaction history, throughout the lifetime. This makes the system transparent and auditable, hence more immune to frauds."

Software Companies should work with the relevant business function team to understand and identify the dependencies. Most of the conventional systems have maker, checker and authorizer concepts embedded, however, analytics based audit hooks and rule based cross platform reconciliations are seldom implemented.

Agrees with the same Vikram Pandya, Direc-



**"A blockchain based system also provides high traceability with the records of transaction being made available in the transaction history, throughout the lifetime. This makes the system transparent and auditable, hence more immune to frauds."**

**HARSHIL MATHUR,**  
CEO & Co-Founder,  
Razorpay

tor Fintech of SP Jain School of Global Management also expresses his thoughts, "With advent of machine learning, banking software can do realtime data analytics and notify the management about suspicious patterns. Software firms should also start offering blockchain based solutions to bring more transparency and efficiency to some of the processes where dependency of value chain is higher. RegTech should be part of the software offering. Internal controls should be embedded within the system and checklist based approach should be implemented."

### Whom to Trust

"Technology can protect you from invasion or hacking, but technology cannot protect you from human tendency to perpetrate fraud. It is important to minimize human interference and maximize technology-based transactions." Says

**"Technology can protect you from invasion or hacking, but technology cannot protect you from human tendency to perpetrate fraud. It is important to minimize human interference and maximize technology-based transactions."**

**PRASAD AJGAONKAR,**  
CEO,  
iRealities Pvt. Ltd

# BANK FRAUDS: The procedure & action against the culprits

RBI has issued a master circular Frauds – classification and reporting, dated July 1, 2015. This circular covers classification, monitoring, provision and closure of fraud cases

## Classification of frauds

In order to have uniformity in reporting, RBI has provided guidelines for classification of frauds. There are 7 classifications including a residual category. The classification include (a) Unauthorised credit facilities extended for reward or for illegal gratification and (b) Cheating and forgery

## Reporting of frauds to RBI

The circular prescribes norms for reporting of frauds to Reserve bank of India as well to internal management. It also suggest quarterly and annual reporting and monitoring of outstanding frauds. Additional information as regards to unscrupulous borrowers is also required to be furnished to Reserve Bank of India. The circular also suggest that a subcommittee of the board should be formed to provide focused attention and to avoid delays in detection, reporting and monitoring of high value frauds.

## Provisioning Pertaining to Fraud Accounts

To ensure uniform provisioning norm in respect of all cases of fraud, it is prescribed that The entire amount due to the bank (irrespective of the quantum of security held against such assets), or for which the bank is liable (including in case of deposit accounts), is to be provided for over a period not exceeding four quarters commencing with the quarter in which the fraud has been detected.

## Companies Act, 2013 (referred to as Act)

Reporting responsibility on auditor as per section 143 (12) of Act

Auditors has a reason to believe that an offence of fraud involving amount of Rs.1 crore and more, is being or has been committed in the company by its officers or employees, the auditor shall report the matter to the Central Government / RBI as well as to the Board of Directors / Audit Committee within the prescribed time frame and in the prescribed manner

## Penalty under the Act

As per section 447 of the Act, in case the fraud in question involves public interest, the term of imprisonment shall not be less than three years but which may extend to ten years and shall also be liable to fine which shall not be less than the amount involved in the fraud, but which may extend to three times the amount involved in the fraud

## Serious Fraud Investigation Office (SFIO)

As per section 212 of Act, The Central Government may in public interest order an investigation by SFIO. All the officers and employees are responsible to provide all the details to the investigating officer. The investigating office has wide powers in inspecting the matter.

## General

The borrowers and all those who have connived would be subject to penalty and criminal prosecution as laid down in the Indian Penal Code.



Views by:  
 ◀ **MILAN MODY**  
 &  
**SANDEEP SHAH,** ▶  
 Partners of  
**N A Shah Associates LLP.**



Prasad Ajgaonkar, CEO, iRealities Pvt. Ltd (The company specializes in offering technological innovation, digital services.)

Gokulnath Shetty, retired deputy branch manager with another junior employee misused the Society For Worldwide Interbank Financial Telecommunication or SWIFT codes; as he had passwords to them. He has worked in the bank for a long time and he managed to cover up the whole mess for years.

A big question arises here is whom to trust as modern day banking necessitates working in hand with partners, agents and vendors, etc. besides outsourcing, peripheral and several operational activities involve deploying and trusting outside agency's employees.

In the mist of the PNB Fraud case, there is need to have vigilant backgrounds checks for the employees working in financial institutions. CEO of SecUR Credentials, a background screening company Rahul Belwalkar says, "Currently, the numbers of PSU's that opt for Background screening are low because of HR Practices that have been ingrained through the years and their resistance to change these practices. We also suspect that there are push backs from unions as well because of which HR policies haven't changed in a while. There has been a rise in number of private sector banks and NBFCs that are not only conducting background screening but are also doing regular credit checks on their employees who at the end of the day handle large amounts of clients' money. In this case too, right from general manager level and other 18 employees have been accused of the fraud; having proper and systematic employee background verification is the need of the hour."

### What more can be Done

In the light of this case; leaders in the industry have suggested some of the measures that should not be avoid. Prasad Ajgaonkar CEO of iRealities suggests that it is extremely important to educate all stakeholders in the banking ecosystem on information security, as banking frauds are not technology frauds but process frauds.

"Making information security training compulsory for all bank employees is an important step in significantly reducing bank frauds. For one of the largest private sector banks, we have created and deployed a comprehensive information security training module, which they are successfully running for the last 3



**“Currently, the numbers of PSU’s that opt for Background screening are low because of HR Practices that have been ingrained through the years and their resistance to change these practices.”**

**RAHUL BELWALKAR**  
CEO  
SecUR Credentials

years.” He says.

There should be a system or mechanism to immediately make the changes in the patches in the system, and it can be made secure. For this, the systems should be open systems. Banks should also have a crises management system in place, for immediate external and internal communication.

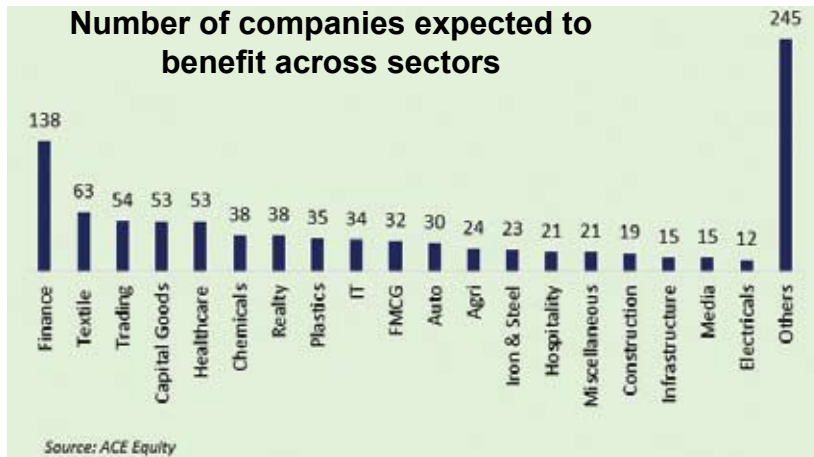
Meanwhile, RBI also said it has formed a panel to look into reasons for factors leading to increasing incidents of frauds in banks. The panel will also look into reasons for high divergence in Non-Performing Asset (NPA) classification and provisioning by banks.

“In view of large divergences observed in asset classification and provisioning in the credit portfolio of banks as well as the rising incidence of frauds in the Indian banking system, it has been decided to constitute an Expert Committee under the chairmanship of Y H Malegam, a former member of the Central Board of Directors of RBI, to look into the reasons for high divergence observed in asset classification and provisioning by banks vis-a-vis the RBI’s supervisory assessment, and the steps needed to prevent it; factors leading to an increasing incidence of frauds in banks and the measures (including IT interventions) needed to curb and prevent it; and the role and effectiveness of various types of audits conducted in banks in mitigating the incidence of such divergence and frauds,” Apex bank states.

The members of the committee include Bharat Doshi, member, Central Board of Directors, RBI; S Raman, former chairman and MD, Canara Bank and former whole-time member, SEBI; and Nandkumar Saravade, chief executive officer, Reserve Bank Information Technology Pvt Ltd (ReBIT). A K Misra, executive director, RBI will be the member-secretary of the committee.

# MODI'S MUDRA FLOORS SMBs

- Jyoti Bhagat  
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**F**inance Minister Arun Jaitley in his Budget speech announced a major change in corporate taxation rules. Companies with a turnover of less than Rs 250 crore in FY17 would be required to pay tax at 25 percent (and not at the erstwhile rate of 30 percent) in FY19.

Out of 4,721 Indian listed companies that reported their numbers for the year ended March 31, 2017, 963 companies (20.3 percent of the total)

could be major gainers.

The median tax rate for the above companies is approximately 34 percent for FY17. Consequently, the difference in tax rate (to the tune of 9 percent) is expected to improve their profit after tax margins, thus leading to better earnings visibility.

“The amendment will be beneficial for the micro, small, and medium scale enterprises (MSMEs)” Let’s hear from the mouth of the MSME’s



“The government’s intent of promoting ‘ease of doing business’ among MSME players was evident in the announcements made by FM Arun Jaitley for MSMEs. With major focus on improving lending in the MSME sector, the government has announced a number of measures to ease the lending process and has also addressed to improve loan accessibility for MSMEs. The allocation of Rs 3 lakh crore for lending under Mudra and reduction of the corporate tax to 25% for small companies with annual turnover of up to Rs. 250 crore will definitely boost the sector financially and help the MSME’s grow their businesses more efficiently”

**R. NARAYAN**, CEO Power2SME



“The budget will spell a turnaround for the startup ecosystem. The slew of initiatives such as lower corporate rate for small enterprises, the increased turnover limit under Presumptive taxation scheme under section 44AD of the Income Tax Act for assesseees in MSME category will go a long way in giving a fillip to startups”

**ROHIT MANGLIK**, CEO, EduGorilla



“Union Budget 2018 is a mix for SME’s. Increased Wi fi connectivity across connects penetration of rural markets which is a good sign. Budget also talked about Government financing EPF contribution for new employees. This will reducing manpower costs SMBs who are in the growth mode, and who normally employ first time job seekers. Doubling of outlay to the mudra scheme along with easing of complex requirements for availing the loan should go a long way in boosting the startups and SMBs growth story”

**SUNITA MAHESHWARI**  
Co Founder, StartUp Arena

“While the implementation of some of financial tools like GST have been successful, the complete impact on GDP and controls can only be measured over a period of 1-2 years. The government has to provide alternate channels so that common people and entrepreneurs dont suffer. The revenue tools need to be better defined and not mixed with funding for MSMEs/SMEs/ Start-ups”

**ABHISHEK KUMAR**, Co Founder, Xoxoday



“This year’s budget emphasis on Startup India and Make in India campaign is a welcoming move by the government. A 25% Reduction in corporate tax for MSMEs with revenues upto Rs 250 crore is a good move and will further strengthen this segment. Introduction of additional business reforms under the Startup India program will further ease the journey of startups, and will boost investments in the overall ecosystem”

**NEERAV JAIN**, Founder & CEO, CityFurnish



“This budget set to play a key factor in stimulating the growth aspect of the digital advertising industry. Government’s decision of installing 5 lakh Wi-Fi hotspots in rural areas for easy internet access will help digital advertising in enhancing its reach even in rural areas. Speaking about the much-anticipated corporate tax, he said with 25% tax cut on companies with an annual turnover of 250 crores will be a crucial factor in fostering the growth rate of MSME’s (Micro Small Medium Enterprise). Companies like ours will now be able to look further in the direction of expansion as the relaxation in tax slab is a huge relief for us”

**ASHISH BAHUKHANDI**, Founder & CEO,  
Apps Discover Technologies



“The Union Budget 2018 is Providing Infrastructural Support to MSMEs. Allotment of Rs 3 lakh crore for lending in FY 19 under PM’s MUDRA Yojana for MSMEs definitely bring cheers to them. Also government’s initiative to focus on process digitization & easing the loan sanctioning process will help & encourage the emerging fintechs like us which are taking efforts to digitize the ecosystem with increased acceptance by the ecosystem. Although these initiatives will definitely help Fintech companies like us expand & help bridge the credit gap for MSMEs”

**MANAV JEET**, MD & CEO, Rubique

“SMEs and consumers have a massive credit gap – digitisation & collaboration between government, PSU, Private Sector and Startup ecosystem is key – and am glad to see specific initiatives address these aspects. Government should do more to encourage fintech/startup ecosystem – and one of the most important ways is to by becoming an early adopter of these solutions.”

**SANJAY SWAMY**,  
Managing Partner,  
Prime Venture Partners



“The recapitalization of the PSU banks up to Rs 5 lakh crores and allocation of Rs 3 lakh crores in MUDRA loans ensures a higher availability of formal finance for credit-starved MSME segments. Another huge step towards boosting the growth prospects of MSMEs is the reduction of corporate tax to 25% for enterprises with a turnover of up to Rs 250 crores. The extension of Kisan Credit card to fisheries & animal husbandry farmers and the allocation of Rs.10,000 crore for fisheries & aquaculture, animal husbandry funds further adds to the Government’s efforts towards absorbing more segments into the formal financial ecosystem”.

**GAURAV HINDUJA (R)** and **SASHANK RISHYASINGA (L)**,  
Co-founders of Capital Float



“This budget not only provides small and medium enterprises easier access to their working capital requirements but also highlights the importance of the role of online fintech lending companies. In the last year, while GST has been hailed as a much-needed overhaul of the indirect tax system, many small and medium sized businesses (SMBs) across sectors are still adapting to the new tax regime. Of the 51 million SMBs present in the Indian market, around 20 per cent are somewhat digital-savvy. Since the government is highly supportive of making India digitally tax-compliant, this budget will help small business by making it easier.”

**NIKHIL RUNGTA,**  
MD, Intuit India



“The Union Budget 2018 is a very inclusive and progressive budget for all of us. It is indeed heartening to see that major emphasis has been laid on improvising social security, healthcare and education for everyone down the pyramid. We welcome the focus on strengthening the MSME sector in the form of capital support and interest subsidy. Investment in infrastructure would help strengthen the overall geographies of India and make it true to ease of living and doing business in the country.”

**RAHUL GARG,** CEO & Founder, Moglix



“Apart from other regular things, there are few steps which actually show the intent and vision of the government. Few Examples: Progress towards Universal Health System nationwide. MSME reforms and PM Mudra Yojana will enhance effectiveness of small enterprises, strengthening of railways and powerful agricultural policies will enhance and strengthen agricultural backbone of Indian economy, programs for preventing brain drain and BEd programs for technical teachers is a good step. I think above steps prove that current government is concerned about building great Nation.”

**LIMESH PAREKH,** CEO, Enjay IT Solutions



“We welcome government’s decision to allocate of Rs. 5.35 Lakh crore to develop 35,000 km under phase 1 as part of Bharatmala project. We also welcome other important initiatives like the decision to boost the MSME sector by allocating Rs 3,794 crore in the form of capital support; initiative to set-up National Logistics Portal as a single online window to link all stakeholders and decision to allocate Rs 2.4 lakh towards smart cities development will push the need for express companies like TCIEXPRESS.”

**CHANDER AGARWAL,**  
Managing Director, TCIEXPRESS



This year's Union Budget stood we have a network of over 3500 exclusively controlled hotels in the MSME sector and we believe that the budget presented today will facilitate the growth of our partners. The Mudra Loan allocation of Rs 3 lakh crore will help in enabling SMEs to generate more jobs while creating thousands of new entrepreneurs too. The reduction of corporate tax is a welcome move but we are hoping the limit to be pegged higher than INR 250 crore so as to benefit more corporate entities."

**RITESH AGARWAL**, Founder & CEO, OYO



"The allocation of nearly Rs. 15.7 lac crores to this sector, which is almost 10% of the GDP, is many times higher than that in the previous year. The various measures to put in place a mechanism to boost farmers' income, higher credit for agri sector, creating clusters for horticulture crops and supporting food processing, will give a tremendous boost to agro rural economy. The credit support and lowering of tax rates for MSME sector will indeed boost the sector which plays an important role in the economic activity of the country."

**DR. RAGHUPATI SINGHANIA**, Chairman & MD, JK Tyre & Industries Ltd., and VP, JK Organisation

By introducing incentives for MSMEs in the form of capital support and corporate tax reduction to 25% for companies with turnover under Rs 250 crore, government will encourage small entrepreneurs in both urban and rural areas. Clubbed with increased target for MUDRA Yojana for this year, it will encourage small and medium entrepreneurs to expand their businesses. Government's decision to review refinancing policy of MUDRA for better financing of NBFCs is a good news for NBFC-MFIs."

**RAKESH DUBEY**,  
President,  
Microfinance Institutions network



"With a deep focus on the social sector, this year's budget has ensured that India will be clocking a healthy growth rate. We are happy that, Finance Minister has given a boost to infrastructure spends and to the MSME sector. The MSME sector is the backbone of our economy and this boost by the government will ensure higher production and consumption. With a focus on technology, the Finance Minister has provided great support to the digital industry. The government's decision to create 500,000 wifi hotspots in rural India will enable broadband access to those with no or little access to the realm of the internet."

**SANJAY SETHI**, CEO & Co-founder, ShopClues

“Taking the lead from last year, this year’s budget did not have much for the Indian startup sector, it still holds a lot of promise. However, the government has reinstated its support to the MSME sector with INR 3 lakh crores being allotted to the MUDRA Yojna revamping easy loan facilities for the beneficiaries. which is likely to cost govt around Rs 50,000 crore annually and INR 50 lakh crores to improve infrastructure, promoting SME’s interest in sectors that directly contribute to the growth of our country.”

**GEETIKA DAYAL,**  
Executive Director  
TiE Delhi-NCR



“Overall - Popular but not populist budget. Budget has targeted a large section of population through govt funded healthcare, increase in agri incomes and tax relief & funding (MUDRA) for SME and MSME. Fixed income view - Incoming bond supply, inflation, govt revenues and liquidity will drive bond markets in times to come. For now we see no reason to change our current view of staying invested in accrual driven products. On introduction of LTCG we don't see significant change in investor behaviour.”

**VIRAL BERAWALA,** Chief Investment Officer,  
Essel Mutual Fund



“A well balanced and so called populist budget keeping in mind the medium to long term economic growth of the country. Agricultural & Rural section of country as logically envisaged got the maximum focus as it is a priority area for the government. Covering 50 crs. lives under national health program is an iconic step and it’s the biggest in the world, done by any government. Lower tax rate for MSMEs would strengthen the sector further and would boost job creation opportunities.”

**BRIJESH PARNAMI,** Executive Director &  
CEO Essel Wealth Zone



“The recognition of online lending as a key driver to MSME credit is welcome, and we at DLAI will look forward to working with the government to enable this.”

**ALOK MITTAL,**  
CEO,  
Indifi - a technology and data platform

## E-WAY BILL: WILL IT MAKE WAY FOR EASY TRANSIT?

Technical glitches have stopped e-way bill adoption as of now; once it is resuscitated will it make life easier for trade?

Anushruti Singh  
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**e**-way bill is supposed to reduce complexity of transit during goods transport but it rather have become a tedious process for business owners and transporters to understand.

Adding on crashing of the system on the launch date has further created a ruckus among users.

The e-way bill is basically the backbone of the GST process and is aimed to reduce the time and cost of logistics sector as well as of the state officials. The system was designed by National Informatics Centre (NIC) while GSTN is looking after the implementation of the system. The system was supposed to handle 5 to 6 lakh bill entry in a day, but it crashed as 2 to 3 lakh bills were generated in an hour. However, there is no going back on e-way bill and it will be re-introduced in some time after the system is fully ready; according to a government official. The finance ministry has also sought a report from the GSTN on this matter.

Whereas, politicians have different views on the bill. CPM leader and Kerala finance minister T M Thomas Isaac said, the state governments should be empowered to decide on implementation of e-way



**Saket Kapur, General Secretary, FAITA**

*“We participated in the e-way bill session and indeed it was an enlightening session for any owner driven business. Owner should be aware of the liabilities and responsibilities for the success of their business.”*

**CA ASHOK KUMAR JAIN, AHPN India**



**Why e-way bill is affecting transporters mostly, and how?**

Under e-way Bill Rules.

Transporter are required to do certain activities such as Filing part -B of e-way bill, Preparing e-way bill in case consignor or consignee not prepared the e-way Bill, Prepare consolidated e-way Bill in EWB-2 for all consignment carried in vehicle having consignment value exceeding Rs 50,000 for which E-way bills already filed, Intimating in EWB-4 in case vehicle is detained for more than 30 Minutes and fill vehicle number in part- B of e-way bill if there is change in vehicle during transit.

**Can there be any changes by Government that could be done to make the process easier for filing bill?**

Government has suspended the implementation of e-way bill with effect from 1st February, 2018 till date to be notified. Yet there is no amendment in e-way bill Rules is notified by the Government. So we have to wait till official announcement for simplification of process.

# How can the right software help generate and manage e-Way Bills

As India gears up to prepare for the next leap in GST compliance - the e-Way Bill, it is time to find out how technology can simplify e-Way Bills for your business.

The obvious question on your mind is, "Will e-Way bill impact my business?"

The answer is yes, by and large e-Way Bill will impact your business. Whether you run a big or a small business, are registered or not registered, e-Way Bill will be applicable to you in one way or the other. Since e-Way Bill is a GST compliance mechanism, you must become familiar with it.

## What is an E-Way Bill?

E-way Bill stands for Electronic Way Bill. An E-Way Bill is generated by the person causing movement of goods in the e-Way Bill portal. It has to be generated for transporting goods worth more than Rs.50,000 by any mode of transport. The e-Way Bill is usually a unique bill number generated for the specific consignment. Any registered business, transporting goods in their own vehicle, hired vehicle, railways, by air or by vessel, the supplier or recipient of

the goods should generate E-way bill. Let the right technology manage e-Way Bills for you

### 1) Avoid repetitive activity

The details that are required to record a transaction and generate invoice are required for generating the corresponding e-Way Bill as well. Why would you want to spend time to re-enter all the details again in the e-Way portal? The software you use should help avoid this repetitive activity.

### 2) Flexibility

You must be able to record transactions in your software, and export the details together for the purpose of generating e-Way Bills in the portal. This must be possible the

other way round as well, i.e., in situations where you have recorded transactions in the portal first to generate e-Way Bills.

Do you have to re-enter the details again in your software to record the transaction? No. The right software will let you switch between systems. From portal to your software and vice versa.

It is not always possible to generate an e-Way Bill as soon as you have recorded a transaction. You might be supplying goods a few days later. Sometimes, your transporter might not be ready with the vehicle. You need flexibility to generate e-Way Bills any time. Ideally, you must be able to generate e-Way Bills while recording a transaction, or after recording the transaction. You must be able to generate e-Way Bill for a single invoice, or for multiple invoices together.

### 3) Ensure compliance

Depending on the nature of your business, you might be recording transactions for transporting goods frequently. How will you keep track of transactions of value more than Rs. 50,000 for which it is mandatory to generate e-Way Bills? Let your software do that for you. Imagine cases, where there are hundreds of transactions recorded.

### 4) Print invoices with e-Way Bill Nos.

In a fast-paced business environment, where you are paying money to transporters for moving your goods, time is valuable. Your software must let you print e-Way Bill Nos. on invoices in a short span of time. You can handover the prints to your transporter who needs to carry the documents while transporting goods for compliance purpose.

### 5) Manage exceptional cases

What if the vehicle in which your goods are being transported breaks down. You must be able to track the particular invoice quickly and easily in your software, and generate a fresh e-Way for the same from the portal.

Business situations can be unpredictable too. If your supplier is unable to generate an e-Way Bill, you must be able to do quickly. If you make purchases from unregistered dealers, you should be able to generate e-Way Bills on their behalf in your software.

### 6) Generate and print consolidated invoices

The commercial tax department allows invoices to be grouped based on mode of transport, vehicle nos., place of supply or State and generate a consolidated e-Way Bill to make life easy for the transporters.

Your software must firstly let you generate individual e-Way Bills for each invoice. It must let you group these invoices as per your preference and then generate a consolidated JSON file of the same which could be uploaded in the portal. The e-Way Bill portal will then generate a single e-Way Bill for the consolidated invoices.

**TEJAS GOENKA, Executive director, Tally Solutions**

## 5 Things You need to know

### Why is the e-Way Bill required?

Section 68 of the Goods and Services Tax Act mandates that the Government may require the person in charge of a conveyance carrying any consignment of goods of value exceeding such amount as may be specified to carry with him such documents and such devices as may be prescribed. Rule 138 of Karnataka Goods and Services Tax Rules, 2017 prescribes e-way bill as the document to be carried for the consignment of goods of value more than rupees fifty thousand. Government has issued a notification under rule 138 of Goods and Services Tax Rules, 2017 mandating to carry e-way bill for transportation of goods of consignment of value more than rupees fifty thousand. Hence e-way bill generated from the common portal is required to be filled.

### Who all can generate the e-Way Bill?

Every registered person who causes movement of goods of consignment value exceeding fifty thousand rupees in relation to supply; or reasons other than supply; or inward supply from unregistered person shall generate e-way bill. It means, the consignor or consignee, as a registered person or a transporter of the goods can generate the e-way bill. The unregistered transporter can enroll on the common portal and generate the e-way bill for movement of goods for his clients. Any person can also enroll and generate the e-way bill for movement of goods for his/her own use.

### Who can reject the e-Way Bill and Why?

The person who causes transport of goods shall generate the e-way bill specifying the details of other person as a recipient of goods. There is a provision in the common portal for the other party to see the e-way bill generated against his/her GSTIN. As the other party, one can communicate the acceptance or rejection of such consignment specified in the e-way bill. If the acceptance or rejection is not communicated within 72 hours from the time of generation of e-way Bill, it is deemed that he has accepted the details.

### Why the transporter needs to enroll on the e-Way Bill system?

There may be some transporters, who are not registered under the Goods and Services Tax Act and if such transporters cause the movement of goods for their clients, they are required to generate the e-way bill on behalf of their clients or update the vehicle number for e-way bill. Hence, they need to enroll on the e-way bill portal and generate the 15 digits Unique Transporter Id

### If the vehicle in which goods are being transported having e-way bill is changed, then what has to be done?

The e-way bill for transportation of goods always should have the vehicle number that is actually carrying the goods. There may be requirement to change the vehicle number after generating the e-way bill or after commencement of movement of goods due to transshipment or due to breakdown of vehicle. In such cases, the transporter or generator of the e-way bill can update the changed vehicle number.

bill based on the nature of the products and the industry.

Every manufacturer should generate e-way bill if they want to transport goods worth beyond Rs 50,000 and 10km within the state. In case of the other states, it is mandatory, the minister said.

“The e-way bill can be implemented if the goods would be transported to other states but if it is within state, the respective state governments should be allowed to decide on it based on the nature of products and the industry,” said Thomas.

Meanwhile, transporters and business owners

are worried as most of their consignments got stuck and now the date of the re-launch of the system has not been decided yet; this has led to massive loss of crores of money in one day and also paving a way for tax evasion.

Advocating the e-way bill, Tejas Goenka, Executive Director at Tally Solutions said, This is probably the time, when we need to gather our thoughts together, and look at the e-way bill objectively. The current situation notwithstanding, technical glitches should not be the reason, why the long term benefits of the e-way bill start getting ignored, and the potential it has towards making India truly - one nation, one market, one tax - should not be forgotten.

One of the key achievements of the e-way bill will surely be the effective dissolution of state borders. The amount of time wasted at state borders to validate documents with regards to inter-state movements of goods, coupled with the fact that each state had its own format of declaration forms, permits and waybills, was obviously a hindrance to any business which dared to spread its wings, beyond its home state.

Documentation, necessarily meant human intervention, and human intervention kept the scope open for tax evasion and corruption. With the e-way bill coming in, the supplier, the recipient and the transporter will all be on one platform, and with the joint participation of all three entities, one single document, generated with the government's approval will accompany all consignments and will be valid across the nation."

West Delhi based Computer Media Dealers Association recently conducted a workshop to understand the process of e-way bill and its compliance. The event held on 3rd February in Indian Habitat Centre. The gathering witnessed presence of 40 business owners who were guided by partners of the AHPN & Associates; a CA firm in New Delhi.

"The purpose of this workshop was to create awareness among traders and members of the dealers association; and we also wanted to know the amendments and additions in the GST bill. People still are not very well aware about the e-way bill and its

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***"Traders are still worried about the bill as it's a very tedious process, especially for the transporters."***

**MANOJ KHANNA,  
member of CMDA**

***"E-way bill definitely simplify the process of delivery between the states, however problems which are appearing are technical glitches in website and transactions process is what we are concerned about."***



**AJAY PAREKH,  
General Secretary,  
TAIT**

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process and its repercussions.

Traders are still worried about the bill as it's a very tedious process, especially for the transporters. And I am not sure how it will go about, we are very much apprehensive that transportation cost will go up manifolds." Said Manoj Khanna, member of CMDA.

Saket Kapoor, General Secretary of FAIITA said, "We participated in the e-way bill session and indeed it was an enlightening session for any owner driven business. Owner should be aware of the liabilities and responsibilities for the success of their business. By attending this event we have gained that value. E-way bill is a complicated procedure and it needs lot of simplifications. But in turn it will increase the overhead of the organization so we need to know the process thoroughly."

While with all the confusions and complexities, business owners are getting ready whenever the bill will roll-out again. On the other hand state governments are setting different dates for its implementation and bill creation.

Channel partner from West region, Ajay Parekh, General Secretary of TAIT and owner of ShreeMaat Computers said, E-way bill definitely simplify the process of delivery between the states, however problems which are appearing are technical glitches in website and transactions process is what we are concerned about. I hope government is taking some stern measurements so that the website the process will run smoothly.

TAIT had also organized an event earlier in January, to clarify the doubts of the members of the association. The session 'Transforming The Business', was guided by CA Kiran Garkar. He explained about E-Way bill in simple language & answered all question of members to understand nitty-gritty of E-Way bill.



## “WE AIM TO TAP MSMES WITH AN AVERAGE LOAN SIZE OF RS 6 LAKH”

Knowing the woes of salaried person, LoanTap is the platform which caters to millennials with EMI Free loans. Satyam Kumar, CO-Founder & CEO at LoanTap talks more about his platform with PC Quest.

Anushruti Singh  
anushrutis@cybermedia.co.in

### What were the highlights of 2017 in terms of business growth and customer acquisition?

2017 is a year of growth for us. In December, we released a loan book of 50 cr. This is a massive up from the previous quarter where within a quarter

we grew by 0.5 times. We are managing to doubling the loanbook in every 2 quarters. Right now we have 2500 customers and the loanbook has already turned 60 cr. Hopefully, by the end of the financial year we are planning to have Rs 75 cr of book size. We have





witnessed a growth of 13.5% month-on-month, based on the numbers of applications we receive.

### **What is the USPs of LoanTap platform, why should customer choose you?**

LoanTap is a fintech platform delivering flexible EMI free loan products to salaried professionals. It uses technology to deliver smart and innovative products for millennials. We offer unique products like Personal Overdraft, EMI Free Loans, credit card takeovers, advance salary etc. The unique product portfolio and customized products like EMI free loans for consumers have gained a lot of praise.

LoanTap gives you the best of the best. During the Loan Set Up process (Sanction and disbursal) customer gets various option to choose preferred installment (EMI amount), which decides loan duration and product type. The installment thus chosen can be as low as 60% of a regular EMI based loan. Of course Loan Tenure and Cost of Loan are made flexible by offering accelerated pre-payment or foreclosure options. A LoanTap customer can pre-pay in an Overdraft (Credit Line) account the very next day, limiting interest cost to a single day. In all other kind of Loans, we allow foreclosure without charge after 6 months. Normally, foreclosure within 6 months is not allowed, but we are more than happy to oblige a few customers after levying a nominal fee. We are on all online channels.

We are giving you a convenience which is very similar to a credit card but at the same time our charges will be close to the personal loans.

### **Why LoanTap.in process is beneficial for consumer?**

Transparent Relationship: Daily Interest Calculations, just like you would think. No Amortization Chart, No complication

**Tailor Made Products:** End-to-End mapping of salaried employee's need, Rental Security Deposit Loan, Credit Card takeover Loan, Consumer Durable Loan, etc

**Flexible Repayment Plan:** No prepayment charges, accelerated payment option and bullet repayment of Principal outstanding

**Fast Disbursal:** Online sanction and disbursal mechanism enabling fastest disbursal

### **How do you reach out to the customers?**

Customers can reach us directly through all the online portals like Google or facebook and vice-versa. If there is an issue, it is resolved via online portals only. In case of background checking; we usually do it on social media, customers also undergo verification



**SATYAM KUMAR,**  
CO-Founder & CEO,  
**LoanTap**

process. These reports come in 4 hrs; for this we have a different team.

### **What is current geographical presence in the country?**

LoanTap is basically present in urban areas like Mumbai, Pune, Delhi, Bangalore, etc. These are the main places for our work. Apart from this, we are present in tier 2 cities like Bhopal, Indore and Jaipur. So overall we are present in 12 cities. We have plans for further expansion also. We are also looking to expand in 26 top cities which will be based on the population and employment data.

### **What is the roadmap for next 12 months?**

Currently focusing primarily on upwardly mobile salaried professionals, LoanTap envisions penetrating deeper into the salaried segment. It eventually aims at tapping the MSME sector with an average loan size of Rs 6 Lakhs by expanding in the top cities of the country and reaching a book size of Rs 750 crores in the next 3 years. By the march 2019 we want to grow by numbers and presence in the country. We'll have a loanbook of Rs 350 crores which is substantial from the current year. We are clearly looking to run for IPO in next 4 years.



## “WE WANT TO EXTRACT RS 30 CRORE DISBURSEMENT MONTHLY IN 2018”

Manish Chaudhari, Co-founder and Chief Risk Officer of CoinTribe, an online loan disbursement portal, in a one on one with PC Quest discusses about the opportunities in the Indian market and how the platform is faring.

Anushruti Singh  
anushrutis@cybermedia.co.in

### What were the highlights for Cointribe in 2017?

2017 was wonderful for us. We were able to bring the lenders on board with 90 to 95% disbursements coming from external lenders. We have Axis Bank, Yes Bank, RBL on board, also we have set of players like clicks capital, some SMC, IFL as NBFCs on our platform too. The numbers have grown for us now, we were at the mark of about 5 to 6 crores but now we have more than 20 crores of volume every month. Our Dealer Financing product is also doing wonders;

which have scored more than 600 dealers on the platform. Our NPAs are continuous to be less than 1%. I think the scalar, the lender diversification that we have done and the portfolio performance, these are the three key highlights for us in 2017.

### Why CoinTribe Chose SMEs to be the focus for Business?

It was a conscious call. The small business segment is huge with lots of opportunities. We want to solve there biggest problem which is credit. SME is an area where origination is an issue, operational costs are high as well as scalability is a problem. With our platform, they don't have to worry about the operational expenses and along with it they get scalability. Small businesses is a segment where you have higher margins hence the value sharing that happens between you as a market place and a lender who is actually lending the money, taking the risk on his books is still going to be high, its a segment which is huge, it's a segment which is lucrative and you know bottom line you can make over there.



### What is the Cointribe's portfolio?

With the focus on small businesses, we have two variants in unsecured lending to offer. One is the typical term loan ranging from 3 years tenure and the ticket size which can go up to 30 lakhs. The second product which we started is an unsecured overdraft; again ticket size can go up to 30 lakhs. The benefit for a business here is that they don't need to give any collateral, at the same time one gets the benefit of revolving facility. By revolving facility I mean, that client has freedom of using certain percentage of loan at a time thus paying interest on that amount. For example, if someone wants to use only 10% of the loan amount, he has flexibility of only using 10% and hence paying interest only on 10%. It's a cost efficient way in which a business can run.

### **How do you reach out to your customers? What's the strategy?**

SME loans are still very minimal. But we are spending purely on digital channels to reach out to the customers. We are also supervising the cost on this channel. Other mode of sourcing for us is the channel sourcing, which is the traditional channel available. The second model that we have been using is the partnership model, we have been exploring a lot of partnerships, SMERA ratings is one of them. Right now we are primarily channel driven, 90% of the volumes which is coming through channels. We want this 90% to be dropped to 60% in order to have a healthy mix of partnership driven sources coming to us.

### **How alignment with SMERA ratings is helping CoinTribe?**

With partnering SMERA, we have been able to get to the client base that really requires some funding. Small businesses are also using this rating to get finances they require. The rating also gives us an advantage of getting validated client base as SMERA has already rated them on the basis of their business concept and validated them. So, it's a solid foundation of finding clients in need.

### **What is the market scenario of the loan disbursements online and what do you think who are your competitors?**

CoinTribe deals only with unsecured loans, the market size here is huge and there is immense potential. But, the requirement in the market is not defined as long as we can pick and choose the right candidates whom you want to lend to. In terms of competitors; till now, we have not seen a player working in our kind



**MANISH CHAUDHARI,**  
**Co-founder and Chief Risk Officer,**  
**CoinTribe**

of segment and who works with such a diversified lender base. So, we would title ourselves as pioneer in the field. However, there are lot of players trying to do very different stuff in the market.

### **What is the target for 2018?**

We have grown in a very controlled manner. In past year, we have been on track as far as our numbers are concerned. We have envisioned sticking to those numbers; we want to extract 25 to 30 Cr disbursements monthly. January almost reached to the target of 18 to 19 Cr of business. The guidance that we have for next year is to grow and exit the business about 60 to 70 Crores of these monthly disbursements next year. By the time we have exit this FY we are about 25 to 30 crores of monthly disbursements and the agenda for next year is going to be controlling the portfolio performance along with the growth in the book that we are looking at. We are very well prepared for it.

Apart from that we are also planning to expand in 4 to 5 cities. Currently CoinTribe is running in Delhi NCR and Mumbai.





## SALES BOOST FOR START-UPS

How Integrating CRM and Marketing Automation Can Help Start-Ups Drive Sales

**C**RM or customer relationship management programs have become the backbone of successful marketing and sales campaigns for several companies. It's cost efficient,

customisable, transparent and automated features have made it versatile for application in segments beyond just marketing and sales, making it a commonplace business process governing the basic

corporate tasks of HR, training and coaching, IT infrastructure and even for mapping manufacturing and logistics.

Given the above, it is important to understand that CRM offers a degree of automation and insights that are primarily governed through timely and efficient (often manual) data logging and predictive analysis. Marketing Automation Platforms or MAP's, on the other hand, deal with assisting in generation of leads, scrutinizing the potential sales closures, decreasing the length of complex sales cycles and help create a faster, efficient and accountable marketing ecosystem. MAP's are also credited with simplifying the management of marketing efforts by integrated management of prospective interactions across platforms by creating, deploying, and optimizing online as well as on ground marketing campaigns from a single, centralised platform.

Integration of CRM and Marketing Automation Platforms can help seamless distribution of data between the two systems, thus facilitating exchange of vital and intelligent insights to further allow marketing heads to gain knowledge about the potential success of a campaign. Holistic benefits of integrating these two intelligent systems for any business, can be broadly listed as under:

### **1) Ensures Sales and Marketing Alignment**

While CRM data and insights are valuable to shape marketing strategies and predict consumer behaviour, Marketing Automation helps supervise the efficient and timely sales process, from lead generation to closing of a deal. The integration brings great value to a business by providing a seamless and integrated process of collecting market intelligence and efficiently implying the same in a transparent, accountable and standardized process, culminating in a singular and integrated report format.

### **2 Allows for True Automation**

With traditional use of CRM, employees needed to log data and leads to create a valuable report. Once generated, these insights would then be at the discretion of the marketing heads to draft effective campaigns and up-to the sales heads to effectively implement the outreach to meet estimated sales targets. With the smart integration of CRM and Marketing Automation Platforms, automation in the true sense has been possible, with a seamless and standardised process of capturing insights and converting them into efficient business.



**Limesh Parekh**, CEO of **Enjay IT Solutions**

### **3 Better Reporting**

The seamless integration further provides a single window reporting structure that encompasses the intelligent data analysis generated through CRM along with the marketing and sales activities planned. From market understanding to lead generation to closing a deal, the entire process is documented in a seamless manner in a single, detailed report, thus improving the quality of report documentation and resultant accountability and productivity.

### **4 Cost Savings**

With automation, standardisation, transparency and seamless and transparent processes, productivity is bound to boost while the time taken to complete the task is drastically reduced. Further, automation helps cut headcount cost while also reducing the scope of error. Further, superior data intelligence, accurate planning and efficient and fool-proof closure of leads to generate business, all cumulatively result in remarkable profits, at reduced costs.

Limesh Parekh, CEO of Enjay IT Solutions says, "The introduction of CRM was among the first signs of a true digital revolution among Indian businesses. Marketing automation, though in its nascent stages, has the promise of a full blown digital revolution. As a next gen tool that can cater to the ever expanding consumer touchpoints and marketing platforms, Marketing Automation, supported by CRM, has the potential to transform the sales and marketing processes, taking them to an entirely new level!"

# DIGITALLY TRANSFORMING TO 4D



- Authored by Aparna Pallavi, Head Digital Banking, 3i Infotech

India is witnessing a transition to a digital heavy economy. What started as a unified identification, Aadhar is slowly making its place as an integral part of authentication in Banking, Insurance, Telecommunication (Aadhar enabled eKYC, Aadhar enabled payments, eSign, UPI etc.). As per latest available information, cost of transacting via online banking is around Rs. 1 and it is even lesser when the channel is mobile. This is pushing the country to a digital transformation walkabout.

Digital transformation is about efficiency and competitiveness. It requires deep understanding of current and emerging business process models and similar understanding of futuristic and disruptive digital technology. These technologies enable transformation, such as the use of augmented reality

to improve education and learning, the use of location based services for real time cross selling / up selling and the application of automated reasoning to transaction processing. Best practices enable the optimisation of digital transformation, the right soft skills sustain digital transformation.

Many companies are responding to the increasing digital environment by adding roles with a digital focus or changing traditional roles to have digital orientation. The synchronicity of digital technology & lean business models is that it not only makes you more efficient, it can also allow you to be something completely different from what you were before. A key point about getting value from technology is being able to drive transformation that technology enables.

Most companies are in the phase of delivering better customer experience, the leaders/disruptors are moving to an era of delivering new value to the customers. Many believe they are innovative simply because they are doing things they weren't doing before or investing in new technology and bringing in new expertise to implement and manage it. Companies are investing in iteration versus innovation. Iteration is doing the same thing better. Innovation, is doing different things that unlocks new value to the customer.

**How we view the impact of the emerging technologies on value creation for customers is:**

- **Unique & Ambient Experience:** Advancements in information communication technology like augmented/virtual reality is aiding in creating alternative delivery channels, which creates a unique experience for its customers. Companies are utilizing the advancements also to open up opportunities beyond the traditional models to reach the previously unserved populations. Example: Telemedicine, banking services on low range mobile networks (mesh network)
- **Data Currency:** Future ready companies rely on a large amount of current data to make decisions. Congruity of the emerging technologies like, IoT, Blockchain, and Cognitive Analytics creates an abundance of data, transparency of data and accessibility to data; that is enabling companies to make better strategic decisions.
- **Reasoned Decisioning:** Smarter machines and AI are playing primary role in developing robo advisers in the financial services and intelligent claims processing in the insurance segments.
- **Dispersed Workforce:** Millennial generation prefers work flexibility over compensation. Organizations are experimenting with technology solutions driven by mixed reality, proliferating with mobile technology to allow employees work from anywhere in the world.

A good example for this would be the India stack initiative (<http://indiastack.org/about/>) which enables organizations that are Indian market specific to digitally transform the lives and ensure that the impact reaches the unpenetrated sections of the society. This stack comprises of a four layers; layer one enables users to remotely identify themselves for any service from anywhere in the country (Presenceless layer), layer two enables individuals move their documen-



**APARNA PALLAVI,**  
**Head Digital Banking, 3i Infotech**

tation for identity without humongous paper work (Paperless layer), layer three comprises of a digitally enables network enabling individuals and business to transact without physical cash via e-wallets like BHIM powered by payment networks like UPI (Cashless Layer), and finally layer four that provides a pre agreed network among governmental agencies and third parties to share agreed data freely and securely (Consent Layer).

Hence, in an evolving marketplace, a business must proactively innovate to stay ahead of the competition. It must assess, test, analyse and judge the legacy systems faster than ever. The aim for all innovation should be to solve a business problem using the technological advancements, businesses should not retro fit technology so that they can seem innovative.

Innovative solutions aligned to Digitalization, and focus on quick turnaround of Proof of Concepts (PoCs) & prototyping, along with flexible engagement models and flawless delivery are some of the key strengths that would define organisations of the future.



## “WE SEE FABULOUS TRACTION IN INDIAN MARKET AND THAT’S WHY WE ARE HERE”

In a face to face interaction Mike Chen, Marketing Director, Synology speaks on the SMB and SME contribution to Synology business in India

Jyoti Bhagat  
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### **What exactly is the revenue proportion coming from SMBs, larger enterprise and consumers for Synology in India?**

The biggest proportion would be from the SMB and SME. In other words it adds up to about 80-90 percent of the revenues. We have just started with Amazon not long ago. In the last Q4, we tied up with Amazon strategically for the larger consumer market. What we have found out is that there is huge potential in the open market, specifically a lot of small businesses too that are buying from Amazon.

We work with the ‘user data collection’ that helps us to know our user- base. What we have found out is that most of the users in India are predominantly business users.

### **What are the verticals that have the maximum traction for Synology products?**

There are many large corporations, for example, our biggest enterprise customer is Bharat Petroleum which is using about 150 Synology NAS in one of its branches. Apart from that we do have many more vertical markets; most of them are private corporations. They have a lot of computers and servers on their networks, and so they just require more storage. That’s where Synology comes into the picture.

We deliver the message, that we are not here to replace the entire infrastructure but we are here to add values to it, since nobody likes to replace their existing data centers, server rooms etc. It involves a lot of risk as migration is a big challenge. Synology comes as an additional value. It immediately offers more storage in the same network.

Then moving ahead, slowly and gradually one can add/use more applications on it, or one can use it as a support mail server, printer server while slowly adding more features to existing NAS. It’s absolutely cost free. You don’t have to spend every now and then but what



you spend is a one-time cost. And then later on, you can have surveillance to it.

### **What is the cost involved for the Synology product installation in India market?**

As you can see our full product portfolio, price segment for business markets can be around \$1,000 excluding drives up to \$10,000. We sell those excluding drives. But for all the features, there is no additional license to it. Everything is added to it. Maybe for some of the business features you might require license, but it’s worth the cost. It’s not subscription based; basically a one-time investment and you can use it for a lifetime until the system or the product stops functioning. At the same time we offer a 5 year warranty.

### **When we talk of entire Enterprise and SMB business segment, are you addressing it through distributors?**

Currently we’re working nationwide with EBA and Supertron. With these two partners, we have been working for some time. In India, we are not just focusing on one city but everywhere in India. Starting with Metro Cities to Tier 1 and moving on to Tier 2 cities. We would like to build a nationwide reseller infrastructure. We want them to know that Synology is here, we want to educate them with more knowledge, and how to use the Synology knowledge base with the existing business model.



## “BITDEFENDER IS ALREADY A FAMOUS BRAND WORLDWIDE”

In a one on one with PC Quest, Zakir Hussain Rangwala- Director, BD soft, Country Partner of Bitdefender shares his main focus in the Indian Market.

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### **How has Bitdefender been functioning in India since its inception here in the country?**

We have started from August in the Indian market and our main focus was the business, SMBs and consumers. Bitdefender is already a famous brand worldwide and we have been growing successfully. Of course we had faced the impact of demonetization and GST which slowed us for a time being. But at the same time when it comes to retail we are quite everywhere and reaching out to the customer in every segment.

### **What are Bitdefender's focus areas in India? Please explain your engine of growth here.**

Initially, we have started in the sectors like government, institutions, medicals & colleges. The idea was not to segment ourselves. Bitdefender is the product which is totally dependant on the cloud so you don't need an elaborate infra or other complicated technical setups to install an antivirus software. It is very easy to deploy the policy from the cloud and the mobile phone. The company is lots gaining of traction in market and are definitely going very well. We have already grown 30% from what we did last year.

### **What would be the proportional contribution to Bitdefender's topline between consumer & corporate business?**

Corporate is little more than the consumer because at the time of GST we were struggling for our consumer. It would be 60% on SMB corporate point and 40% is on the consumer point which will change very fast as consumer business is basically very fast growing. We are also launching more products in market in next 2 months.

### **What is the rationale behind the GTM strategy Bitdefender is pursuing in India?**

In India we have segmented our partners in different sectors selling, retail, online, partners who sell to small medium customers and of course then we have a set of partners who is only selling to very big corporate.



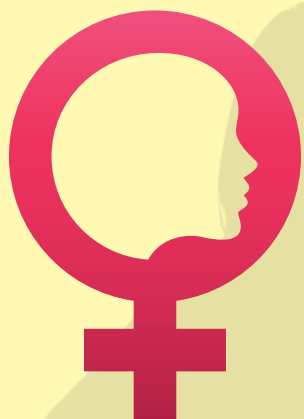
**ZAKIR HUSSAIN RANGWALA,**  
Director, BD soft,  
Country Partner of Bitdefender

Right now we haven't put any efforts on a verticalized approach. But we have lots of our customers in universities and colleges.

### **Elaborate on Bitdefender's channel strategy as part of its GTM.**

In corporate we have more than 100 partners across India who are dealing in SMB and powerful businesses. We do lots of programs for partners so. They are getting trained as well. We are expecting 50% of growth in this year.





## DIGITALLY PASSIONATE CINDARELLAS

10 inspiring women who not only created a successful brand online, but a new category itself.

HAPPY  
*Women's Day*

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**FALGUNI  
NAYAR**  
Nykaa

(Personal Care)



**F**ormer investment banker turned entrepreneur created a history when she founded this beauty and personal care portal. Yes we are talking about Falguni Nayar. With limited resources, she was quick to discern that beauty was an untapped market in India, and would explode soon. She drew strength from entrepreneurial giants like Ronnie Screwvala of UTV and Ajay Bijli of PVR Cinemas. Their confidence and ability to turn things in their favour inspired her, and she soon plunged into uncertain waters. Her gamble paid off. With its headquarters in Mumbai, Nykaa has progressed significantly since its inception. Now, it has around 400 brands and offers around 40,000 products on its website.

The idea of Nykaa came from Nayar's experience of feeling empowered when she visited multi-brand beauty stores like Sephora. She recounts that even though she was never a regular consumer of beauty products, she would leave with hundreds of dollars' worth of products. And this, she maintains, was because the sales associates showed her the right way

to use them. They also recommended the best beauty products for her, without any bias, a practice Nayar feels is not available in single brand stores. It was this that she wanted to bring to India.

**RICHA KAR**  
Zivame

(Lingerie)



**R**icha Kar is the founder and CEO of Indian lingerie e-retailer Zivame. A native of Jamshedpur, India, she completed her undergraduate work in engineering at BITS Pilani in 2002. After a few years working in IT, she proceeded to the Narsee Monji Institute of Management Studies, completing her masters in 2007.

After completing her graduate work, Kar worked for Spencers and SAP retail consulting, gaining valuable retail experience that would carry her into the start-up world. During her time at SAP, she found herself working with the Limited, which owns lingerie company Victoria's Secret. While she was studying the Indian lingerie market, she realized that the social discomfort surrounding lingerie shopping was causing myriad issues for both shoppers and retailers. To

remedy this, she created Zivame, named from the Hebrew word for "radiance," to help women understand their lingerie needs and browse and purchase styles without embarrassment.

With co-founder Kapil Karekar (who left the company in 2012), Kar borrowed Rs 30 lakh from friends and family to finance her new endeavor. They launched from a small office space on August 25th, 2011, receiving their first order 5 hours later. As the business grew, the company sought funding, raising \$9 million in two rounds from investors including IDG Ventures, Kalaari Capital and Unilazer Ventures. Within three years of its launch, Zivame had grown from a small operation to a team of more than 200 members. It is now India's leading online lingerie store, offering more than 5,000 styles, 50 brands and 100 sizes.



Shubra Chadda, 37, had long been toying with the idea of turning entrepreneur. She even knew the business she wanted to be in but was "never really brave enough to resign from a well-paying corporate job". It was only in 2008, when she took a break from her job as a marketer at the data storage and management company NetApp, after her daughter's birth, that she decided that it was "now or never".

Her idea was simple: To cater to the consumer whose need for a good gifting option wasn't satisfied. "I wanted to create a range of fun souvenirs for India and Indians," she says.

Chadda spent a year fleshing out the concept, design, suppliers, pricing and retail strategy, and founded Chumbak out of Bengaluru in March 2010 with her husband Vivek Prabhakar, who continued with his full-time job at Sun Microsystems. Their first product range included magnets, keychains and cushion covers.

The couple had to sell their house for Rs 40 lakh to start the company. It was a gamble, she agrees, but one that has paid off well. (They now live in their own 3-BHK in the city.)

Within the first six months, the company broke even. Prabhakar quit his job at Sun Microsystems and joined Chumbak full-time in 2011 as CEO to look after marketing and sales, while Chadda continues to oversee design and product development.



While working as a marketing executive for BBC in New Delhi, Suchita Salwan would spend her weekends exploring the city—a spunky new bar, a cultural hotspot or shops that offered a great bargain.

What started in 2012 as a blog on Tumblr, to help her friends discover Delhi anew, now has 1.5 million monthly active users and a loyal Twitter following.

Aptly called Little Black Book, the service, which includes a website and an app, currently offers local recommendations and discoveries for food, events, lifestyle and cultural dos across three cities—Delhi, Bengaluru and Mumbai.

Now the company is known for being the millennial generation's guide to exploring their cities. The company has well-established names like Google's Rajan Anandan and IDG Ventures as its investors. It has registered a user base of 2 million and is now looking at expanding to Asia Pacific as well. In an interaction with VCCTV, Salwan talks about the company's growth plan and other issues.



Sairee Chahal, founder of Sheroes.in symbolizes the intelligent idealism that a woman entrepreneur

should possess. Sairee Chahal has the quality of empowering women, a trait that seeps through the fabric of her timeless entrepreneurial career. I had the sensation of deciphering the meaning of Shero- Every woman who makes a choice and makes it work for her is a SHERO. The company was founded in January in the year 2014. Sairee Chahal is determined to nurture a community of working women. She is doing her very best in empowering women by providing various work from home jobs in India. She is in fact working like an accomplished sculptor to help women find all the resources that provide tangible work satisfaction and a perfect work-life balance. She also happens to be the co-founder of Fleximoms, an indispensable ally to every civically conscious person who is in need of a flexible job.

Her robust initiative has already helped over 10,000 women and interestingly, these women belong to diverse categories- returning professionals, interns, entrepreneurs, corporate employees, work-from-home freelancers etc. Apart from offering rewarding jobs, Sheroes.in anchors various other initiatives such as mentoring, tutoring, coaching resources, educational workshops, community meets and job fairs. India produces the highest number of graduates in the world but the underlying paradox is that very few women work in formal workforce. Sheroes.in addresses the requirements of women and rewards them with formal work roles.



Hailing from a typical middle class family, Richa Singh grew up in an environment where entrepreneurship is neither practised and have a settled life.

After completing graduation in the field of Usability Engineering, Human Computer Interaction and Interaction Design at IIT Guwahati, Richa has worked with various organisations such as Product Manager at Webfluenz, MuSigma and o9 Solutions.

In late 2014, Richa got together with Puneet Manuja, IIM-B alumnus and Prakhar Verma, a computer science graduate from BMSCE, Bangalore to start YourDOST - a company that revolves around bringing

emotional wellness solutions to users who can seek support from psychologists and other experts while staying completely anonymous. In November 2015, her company raised Rs.2.5 Crore in an angel funding round, a sum that she and her co-founders are investing in marketing and expansion initiatives.

In an exclusive interview with CrazyEngineers, Richa Singh discusses her journey from IT world to the startup world, the motivation behind her idea, the challenges they face, the competition and a lot more. Read on!



Vineeta Singh is the co-founder of Fab Bag, India's largest beauty subscription service. At 23, she was featured on the cover of the WEEK for being the first and youngest B-school graduate to decline an INR 1 Crore placement offer from a global investment bank to start up her own HR services company. Seven years later and now on to her 2nd venture – Fab Bag, this IIT Madras/IIM Ahmedabad graduate keeps pushing her limits with every endeavor, including running, becoming only the 3rd Indian woman to complete the 89km Comrades Ultra-marathon, two years in a row.

She was a 23-year-old IIM graduate when she was featured on the cover of WEEK for declining a job offer of 1 crore. And it was well worth it, as her Fab Bag is the biggest beauty subscription service in the country right now.



JetSetGo is sometimes called the Uber of the Indian skies, a plane and helicopter chartering operation that can make inroads in a region that has lagged in

using aviation for personal transportation.

It was founded in 2014 by Kanika Tekriwal, who is still running the outfit, throttle back, at age 28. (She made Forbes' initial Asia Under 30 list last year.) The Bhopal native, who collected an M.B.A. abroad to go with a precocious aero-interest, aims to make private flying in India more transparent, economical and efficient.

She caters to clients ranging from business execs visiting factories in the hinterlands to politicians making five pit-stops a day during elections to tourists who want to land at quaint spots off the commercial airline grid. JetSetGo also offers management services for aircraft owners--taking care of in-flight and on-ground services including safety and maintenance checks.

Revenues at the Delhi company have grown from \$64,200 in fiscal 2015 to \$3.2 million in fiscal 2016 to a projected \$17 million for the year that ended in March. Profits, the company maintains, are at 10% of revenues.



**P**ranshu Bhandari Patni who is trying to change the way India learns and speaks the English language. Pranshu is a Co-Founder of CultureAlley, which has developed Hello English, an interactive, mobile-based application that allows speakers of 16 different vernacular languages to learn English right on their phones.

The idea which was developed out of Jaipur, went on to become the No. 1 English learning and speaking app on the Google Play store in India, within eight months of its launch.

Apart from India, Hello English is the number one education app in Nepal, Bangladesh, and many countries in the Middle East. Launched in October 2014, it already has a subscriber base of 1.2 crores and has received an overwhelmingly positive response with an average rating of 4.5/5 with over 1.6 lakh reviews.

The app uses gamification and speech recognition to enable highly engaging learning models. Bite-sized

lessons are clubbed with interactive games, with rewards at every pit stop. It also uses contextualization, wherein users can keep up with their English while reading daily news and watching videos. The beauty of the app is that majority of the features even work offline.

After her and her partner's app, CultureAlley that focussed on teaching languages like Spanish and Mandarin, Pranshu quickly realized that there was a bigger market at home for English. But the quality of tutors and content was sub par.

It was then that Hello English came into being. Hello English mixes context and gamification to teach adults the language in the real world to make it interesting. Users can also be on Twitter or Facebook, reading the news in English and translate selected text in native languages so they understand it better. The platform continues to support people from across the country in their creative endeavours and show Indians that talent lies beyond Bollywood and Tollywood.



**N**eetu Bhatia is the co-founder, chairman and CEO of Kyazoonga. This national level cricketer created India's first entertainment and sports ticketing company. While visiting family in India, she realized that there was no way of knowing about or getting tickets to the events she was interested in going to. And so she set out to create Kyazoonga.

Kyazoonga is India's first and largest online ticketing company established in 2007. It is also the only ticketing company from the Indian subcontinent to have qualified as a finalist for an Olympics ticketing bid. It is also the only ticketing company in the subcontinent to have ticketed a major international event – the ICC Cricket World Cup 2011, all forms of international cricket (ODI, Tests, T20s), several domestic cricket leagues and matches and Olympic style multiple sporting events and venues. It is also one of the official ticketing partners for Kings XI Punjab in the eighth season of Indian Premier League. Launched in 2007, it is headquartered in Mumbai, Maharashtra. It also has offices in New Delhi and Pune.

## 'DON'T LISTEN *KAR DAAL*'

In a conversation with PC Quest, Sanjay Kalirona, CEO & Director, COMIO Smartphones, tells about the journey of Comio mobile and the focus areas for 2k18.

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### **What are Comio's Focus points and how has the journey been so far in the last few months since launch in India?**

In the last six months, we have done our branding in close to 6000 retail stores; customers will see COMIO's retail signage, inside branding in the stores. Talking about the brand ambassadors, we have taken a different yet creative route by having YouTube stars on board. We are working with strategy and focus; For Ex: Talking about the product, we are not catering to all the industry, we are focusing on the mid-segment category-Smartphones starting from Rs. 5,000-10,000. We had a clear vision since the very beginning that we have strength in manufacturing and we will focus on offline market. We are primarily focusing on Tier II and Tier III markets.

### **Is there any plan to open LFR in the cities you are present?**

There's nothing to do with LFR in these cities as of now, it is just for general offline trade. COMIO has their major focus on offline trading and it's one of the USP's of the brand. Going forward, in the month of April, we are launching PAN India, launching our devices in South & East markets. We are currently available at multi-brand retail stores, but starting Feb we will be covering all LFR chains.

We are investing Rs 500 Cr. in three years. We have already started contract manufacturing in Bawal where assembling of our products is done. By the end of next year, we will have our own manufacturing unit, somewhere in North India. We are still planning on location; We are planning to open R&D centre in the next quarter in India for design, local customisation. And testing where we will have close to 25 Chinese engineers and 15-20 Indian engineers. We are investing close to Rs 150 Cr on Manufacturing and Rs 250 Cr on marketing in the coming 3 years. Operational cost investment is Rs 52 Cr. Therefore total

investing Rs 500 Cr in 3 years in India.

### **From which Regions you are getting major sales and tractions?**

We have major sales from Gujarat (15,000 monthly activation of phones), then MP, Rajasthan, East UP, Punjab, Maharashtra, Raipur, Nagpur, etc. Since our distribution is very strong, we are getting good response for our products overall. We currently have 4 models- COMIO S1, P1, C1 & C2 and we are launching two new models in February. All the smartphones are designed keeping in mind the price segment, features, specifications, and our target audience. Basis the price segment, highest selling is C1, then C2, then S1 and P1.

### **Almost all brands specially Chinese brands are present in this range? What are you doing differently?**

1. Reach and distribution network
2. We are a new brand, our differentiator lies in our unique offerings. We are very user friendly smartphone that does not come with pre-loaded apps that bloat the phone. Security of our consumers is critical to us hence all COMIO smartphones are equipped with security features such as anti-theft and anti-virus. Every smartphone user keeps their important data, such as financial transactions, family photographs etc; the security features help to lock the devices, wipe the data remotely in case of theft.
3. Comio support: • COMIO will be offering 30-day replacement, a special buy back and upgrade offer allowing you to upgrade your old smartphone.
  - As a part of support, besides the earphones and protection case, we are also offering a tempered glass which is designed to contour elegantly with all the models.
  - Warranty support for 12 months + 100 Days, DOA -30 days, Upgrade assurance for all customers within

12 months of this purchase

- The COMIO upgrade offer allows you an assured 40% return on your old COMIO phone (not more than 12 months old)
- Platforms for COMIO After-Sales support- online and offline
- Online channels- First response for all calls is within 24 hrs, Response medium is voice call & mail to end user.
- Offline channels-We are providing service through GSP( Global Service Provider), Aprox 500 active SVC's , All are multi brand. Exclusive are in planning mode & roll out is expected by end of 1st Qtr 2018.
- Timeline of repair operation at the service centres.

### Tell us about your marketing initiatives?

Our first and very successful campaign- 'Don't Listen Kar Daal' was inspired by the confidence and attitude of today's youth. Overall the campaign has done extremely well in crossing all industry benchmarks in terms of social engagement and CTR.

COMIO engaged with next generation of entertainers to popularise the campaign, including internet singing sensation- Shraddha Sharma, multi-talented actor and singer- Darshan Rawal, India's no. 1 prankster group – Funk You, and YouTube star - Anisha Dixit aka Rickshawali. Complementing the core of the campaign, the brand ambassadors brought on board the embodiment of this youthful 'Kar Daal' spirit. The campaign mix was focussed on youth media consumption habits with a judicious use of digital, outdoor, radio and a high focus on on-ground youth congregation areas as well as using bloggers and influencers who had a span reaching out to youth in our selected geographies.

As the campaign progressed, new and different questions were raised to engage with the youth like "Kya girls ko late night bahar nahi nikalna chahiye? Kya phone pe chipke rehna time waste karna hai? Padhaayi ke bina kuch nahi ban paaoge? The campaign motivated people not to hesitate and voice out their opinion no matter how different it is. Over the course of the campaign, COMIO India had executed high-engagement activations with its targeted audience by sharing inspiring tales of the four-young digital sensations. The brand has been doing exciting online and offline. Through this campaign, we have received over 36000 story submissions from India's youth.

Focusing on the non-metro youth, we are talking about the experience rather than product specs. We



**SANJAY KALIRONA,**  
**CEO & Director, COMIO Smartphones**

have 7 lakh views on the website per month. We have also focused on marking our presence through hoardings, branding on television shows, retail activities, Inshop demonstrators etc. We have created a large infrastructure and will expand it going forward.

Currently our monthly sales is 1 lakh pieces from North and West. As I said in March and April we will launch in south and east.

### What is your focus for 2018?

This year, we will be launching our smartphones in South and East markets. Our aim is to position COMIO as a strong emerging brand in the smartphone segment. We are primarily going to focus in general trade/offline market and aim to gain consumers' trust and belief. COMIO will be highly focused at ensuring that its consumers get the best products and are supported by its elaborate, well equipped and efficient team of service personnel. We plan to have 30,000 retailers and 800 distributors to strengthen brand presence in the market. We will also increase our after-sales touch points to 800+ catering to 500-550 towns.





## 5 MUST HAVE ACCESSORIES FOR WANDERERS

**I**t is estimated that close to six million Indians head abroad every year for a variety of reasons including holidays. Over the next five years, the volume of outbound travel from India is expected to rise by over 25%. That makes India the fastest growing travel market in the world after China. And each one of us has been a part of this holiday revolution.

That's the power of growing Indian economy. And if with power comes responsibility, with travel comes packing. A study revealed that more than 50% travelers feel anxious about packing and keep wondering if they have forgotten something. One can write a book on 'expensive packing mistakes to avoid' from real life experiences.

If you don't want to add your name to the list, then there are five travel accessories you better pack in your luggage before you take off. They will not only ensure that you are not left stranded in a foreign land but will also make your travel a pleasurable experience.

### Powerbanks and power sources

We are used to right hand drives but when you get to Europe the seat is swapped. Feel like you are

not in the driver's seat anymore? Travel is all about adapting and well, adaptors. A universal adaptor will allow you to charge your devices in any

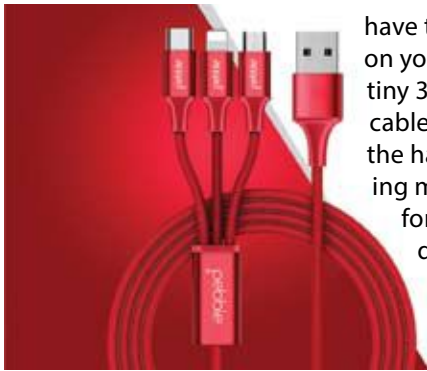
country irrespective of the type of power outlet. But while you are on this power trip, remember that most of the times you'll be on-the-go exploring. For this, you can always bank on Power-Banks. Pack one of the sleek looking babies with decent mAh to charge your devices a few times over and rest easy. If you have done that already, then more Power to you!



### 3 in 1 cables

Is your sleek designer handbag a tangled mess of wires? Well, that's the story of many of us who have to carry different types of devices. You have the iPhone for staying connected, a tablet/kindle for catching up on your reading, and probably a DSLR for those amazing pictures. One cable here, another one there, and third one probably lying in tatters somewhere at the bottom of the bag. That's the last thing you should





have to worry about on your holidays. A tiny 3 in 1 charging cable will save you the hassle of carrying multiple cables for different devices. That's one way of being hardwired for a relaxing holiday.

### Speakers and headphones

What's life without music? Yes, it's a rhetorical question. There is a tune for every happy and sad moment. There is a song for each occasion. And there's



music to complement your holiday mood. You don't want to go through some of the most scenic sunsets in the world without a soundtrack, do you? Pack a set of funky but portable headphones and make your travel fun while you field the looks. Want to amp up the volume and turn your camping trip into a party? Make sure you have your Bluetooth speakers with you. Some of these sassy little beasts can blow the roof!

### On the go Pendrives

Never underestimate the power of a pendrive! They have sneaked their way into our lives and have become indispensable. And now OTG Dual Pendrives that simply plug into your smartphone should be making their way into your travel luggage. A brilliant holiday means a ton of pictures and videos but limited storage space on your smartphones. OTG Pendrives take the burden off your smartphones and tablets in a jiffy. Now carry your music, favourite



movies or important work files anywhere with you and access it through your phone. With up to 64 GB storage capacity and fast copying speed, they have got everything you need. Big things do come in small packages.

### Wireless adaptors

Imagine standing in front of the Eiffel Tower or sailing across the Danube and wanting to share the experience live with your loved ones? Yes we have all tried that at one point or another and failed. It's often because of poor or practically no network. That's



where a wireless adaptor comes in and brings connectivity to your devices. WiFi adaptors, International broadband cards there are exciting networking options in front of you. And you thought you were done with networking at the last work conference!

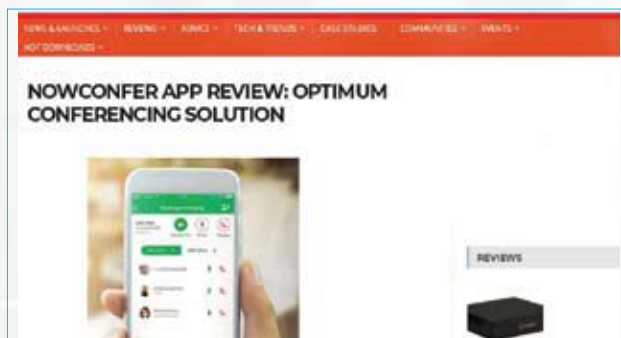
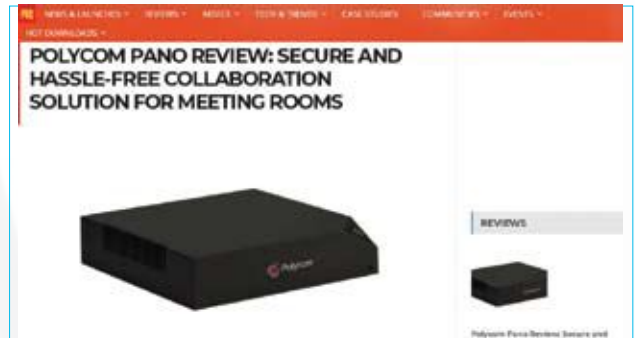
These smart and easy to carry travel accessories are a must have when you roam around the world. □



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# HONOR VIEW 10 : FIRST AI POWERED SMARTPHONE

— Ashok Pandey  
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We all have a smartphone, but still, hunger is there to get a more advanced device. The smartphone industry has grown rapidly and it's the most hyperactive as well. With the launch of new innovative phones, we become the witness to some amazing technology. And the new revolution is here with Honor View 10 (V10) smartphone powered by artificial intelligence (AI). Though AI is not new to the market but this is the first AI-powered smartphone, let's see how it helps to improve the usability of a 'smartphone'.

## Build and design

The smartphone follows the current trend, a tall screen with narrow bezels. It sports a large 5.99-inch screen with the 18:9 aspect ratio. On the top and bottom, the borders are thick compared to thin bezels on both sides. On the top, it has selfie camera and earpiece grill, along with an array of sensors. And the fingerprint scanner is placed at the bottom. The metal body feels premium and offers good grip. At the back, it has dual camera setup and a single-LED flash at the back. Where the curved sides offer good grip, you can feel it a little slippery because of a flat back.

## Vivid Display

Honor V10 has IPS screen, measuring 5.99 inches with a Full HD+ (1080x2160) resolution. It produces rich colors and has a great amount of brightness. You can enjoy videos, games and other contents on the screen. Also, you can easily use the phone under direct sunlight. Honor offers you different display modes that adjust the color temperature. You can choose to get neutral or vivid color reproduction.

## Security

The Honor View 10 has fingerprint scanner below the display which is quick to unlock the phone. Additionally, Honor claims to have the capability to unlock the phone using your face. As like fingerprint, you can add your face and it will unlock your device quickly.

You also get a private space to store your personal data. It creates a different profile where you can login using different passcode and fingerprint. All the contents will be safe and encrypted on the phone. Smart controls The smartphone runs on Android Oreo with an EMUI 8 on top of it. There are a few customizations that will enhance your experience with the device. You can change the way UI looks. Smart gesture controls are there to help you interact with the phone quickly and easily. It makes single hand operation more comfortable which comes handy for an almost 6-inch device. You can disable the on-screen navigation buttons and instead tap long press, or swipe the fingerprint scanner to simulate the Back, Home, and Overview button actions respectively.

## Battery

Honor View 10 is backed by a 3750 mAh battery that can stay with you for more than a day with moderate usage. In our video loop test, it managed to play video over YouTube for about 11 hours and 20 minutes. In case of low battery, you can lower the resolution to HD+ to save energy. Also, the ultra-saving mode is also there in case your battery is draining fast and you still need to juice.

## Camera

At the back, Honor V10 has dual 16 + 20 MP camera setup with



Price: ₹29,999

Overall: **10/10**

SCORE

PRICE: **10/10**

PERFORMANCE: **10/10**

FEATURES: **10/10**

**KEY SPECS:** 5.99-inch LTPS IPS LCD 1080x2160p screen, 1.8GHz octa-core CPU, 6 GB RAM, 128 GB ROM, expandable up to 256 GB, Android 8.0 OS, Dual 16 + 20 MP rear and 13 MP front camera, 3750mAh battery

**PROS:** Good performance, camera, features

**CONS:** Uncomfortable camera bumps

LED flash. You can capture beautiful snaps using the rear camera in favorable lighting condition. It captures landscapes with accurate colors but lacks in details of distant objects. However, you get ample amount of detail with macro and other shots. You can record 4K videos with the primary camera and shoot at 1080p at 60fps.

The front 13 MP camera is fairly perfect for selfies and groupies in most of the lighting conditions. You would love the portrait mode, where the only subject would be in focus and the background goes blur.

## Performance

Combining the Octa-Core processor and 6 GB of RAM with Mali-G72 MP12 GPU, the View 10 is capable to handle various apps easily. We used the phone for more than 3 weeks and loaded it with several apps. It runs smoothly without any visible performance lag. Also, we added several high graphics intensive games. It handled them perfectly, even when we played Asphalt 8 and Fifa simultaneously, along with other apps including WhatsApp, Facebook, etc. we switched between apps but there was no lag.

**Bottomline:** Without a doubt, Honor V10 is a perfect choice if you consider features and pricing. Vibrant display with narrow bezels and amazing overall performance, it's a strong contender in the category.



AIR PURIFIER

## BLUEAIR CLASSIC 680I : PARTICLE KILLER

— Ashok Pandey  
ashokpa@cybermedia.co.in

Recently we all experienced the poor-quality air in Delhi NCR region. We all suddenly started looking for the solution to get rid of it, thus air purifiers get the surge in the market. Blueair announced its Classic purifier series and we get a chance to review the Blueair Classic 680i.

### Perfect for large living rooms

The Classic 680i is designed keeping requirement of large rooms, thus it consumes a little space of the room as well. You can install it at the corner of your room and it will take care of the rest. It is a perfect fit for offices as well as your living rooms. It has the capacity of...

- CADR (Smoke): 850m3 per hour (500 cfm)
- CADR (Dust): 850m3 per hour (500 cfm)
- CADR (Pollen): 1087m3 per hour (640 cfm)

### HEPASilent Technology

Blueair Classic 680i comes with Blueair HEPASilent Technology to remove virtually all airborne pollutants. It uses electrostatic and mechanical filtration. The HEPASilent Technology is a combination of advanced filter media and an encapsulated particle-charging chamber.

### Connected purifier

It's not an ordinary air purifier, it enables the user to check the air index on their smartphones. It has Blueair Aware air quality sensors that lets you check the air quality in your room. Simply install Blueair Friend app and you are ready to track changes. Also, it suggests improving the air quality, depending on your activities. You can also control the air purifier from afar using any smart device, and access outdoor air quality data.



Price: ₹78,999

### SCORE

Overall: **9/10**

PRICE: **8/10**  
PERFORMANCE: **9/10**  
FEATURES: **9/10**

**KEY SPECS:** CADR (Smoke) 850m3 per hour (500 cfm); CADR (Dust) 850m3 per hour (500 cfm); CADR (Pollen) 1087m3 per hour (640 cfm); Energy consumption 15 - 100 watts; Integrated air sensors Remote control (via Blueair Friend App); Speed control options 1-2-3

**PROS:** Perfect for large rooms, cleans CADR - Smoke, Dust, and Pollen, Integrated air sensors, Remote control, cloud connectivity, effective odor and impurity removal

**CONS:** Comes at premium price

On the top panel, you get digital control and convenient LED touch buttons. You can keep track of your air purifier's operation, Wi-Fi connection, and filter status as well as room air quality with indications of PM2.5 and VOC levels.

### Performance

We used the air purifier on our office premises and tested its abilities for more than a month. It removed impurities from the polluted air. Using the Blueair app, we were able to see the differences.

The machine is not silent enough, you can feel the noise. It was able to effectively stop different types of odors from food smell to some other stinks. We found it really useful to remove odors and air impurities.

**Bottomline:** Considering the capacity and performance, Blueair Classic 680i is a perfect solution to get rid of harmful particles in the air. It is a great choice to keep your family safe and remove odor and other air impurities but comes at a premium price.

## “EVERY BUSINESS IS ASPIRING TO BE AN IMAGING BUSINESS”

In a face to face chat with PC Quest, Vijay Wadhawan, Director, Systems Solutions Division at PANASONIC INDIA speaks about the LOBs in which Panasonic mainly functions in India

Jyoti Bhagat  
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### What are the LOBs in which Panasonic mainly functions in India?

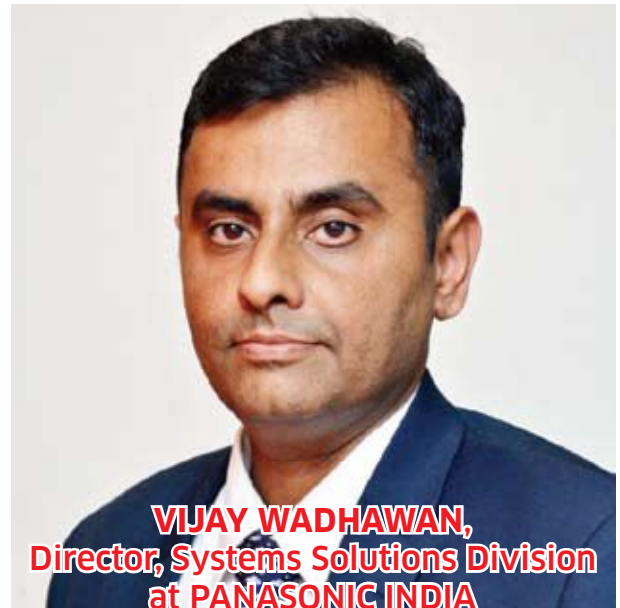
We have four lines of business within our B2B arm in the country. The first one is cameras in which we have four categories. They are Digital cameras/ still cameras, production and video cameras. Secondly we have Toughbook and Toughpad, mainly Tough computers. Third we have our Security Solutions which includes Surveillance, video door phones, PDXs, printers and fax. Also I would like to add that we are bringing exciting printers and fax business this year. Lastly, we have our Digital solutions like panels and projectors in the market which is proving to be lucrative for us.

### What would be the contribution of each of these LOBs to the overall topline?

10% of the revenue contribution comes from Toughpad. 40% from the DSM group and rest 30% comes from Digital solutions. Generally the contribution goes up to 40% but last year it went down to 30% because of demonetization and the GST impact. Thankfully that drop in sales actually got compensated by the panel business. All of a sudden there was an upward swing in the panel market. Although it is part of the B2B business, but the motion of business are primarily B2C. Video walls and digital signage have seen huge boom. Whether it is a mall, retail, banking anything, every business is aspiring to be an imaging business.

### What are the verticals in which Panasonic has succeeded in making its presence? Is there any government project?

First I would like to tell about Maruti, where we have sold close to 25000 panels in three years. Every showroom has 6-9 screens. Panasonic has bagged projects under the government's Smart City and Safe City initiatives. Under the smart cities Panasonic India will soon be deploying surveillance cameras in the cities of Bhopal and Ludhiana. Under the safe cities project we have already deployed cameras in the regions of Panchkula and Gurgaon whereas



Lucknow is under consideration right now. We've also bagged Emami Project in Hyderabad & Tirupati alongside government housing project in Orissa. Video conferencing is also part of GSM business. There the growth is about 50%. We also have a Rs 35-37 crore project where Panasonic deployed 3500 tough pads in the UP Police vans, and in 222 police vans of Karnataka. The device has successfully assisted them in coherent communication with the control room, for crimes that need urgent intervention of the police department. Right now we are in discussion with Rajasthan police and Chhattisgarh police and Maharashtra police on this front.

### What are the initiatives you are taking to promote the brand on the imaging business front?

Every week we train 30-40 videographers how to use 4K in our centres. We have another centre in Bangalore and one more is coming up in Karnataka. We are investing a lot in photo fairs. We have our brand ambassadors like Taapsee Pannu who is followed by the youth photographers. □

## “MANUFACTURING IS OUR CORE BUSINESS; IT’S THE ONLY FOCUS FOR US”

In an interaction with PC Quest Steve Murphy, CEO, Epicor Software Corporation talks about his first India visit and discusses about the opportunities in the market.



**STEVE MURPHY,**  
CEO,  
Epicor Software Corporation

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### **You visited India for the first time, how was your experience here?**

It's been a really good experience here in India. We have recently opened a technical centre and a new office in Bangalore. This centre is expanded over 35,000 sq ft and have almost 450 employees. I was really impressed with the quality and the energy and the enthusiasm here. It's been a very good trip.

### **What were the highlights of Epicor in 2017?**

We had a great closure to the year in terms of business. We grew 3% year over year. It was a clean finish as we observed some organic growth. In December, we also released a latest version of Epicor ERP, which we call version 10. This product is also receiving a great deal of uptake. Apart from this, we grew our cloud business, which grew by over 50% year over year for 2017, which was a big growth rate for us.

### **How are you reaching out to the customers in India?**

India is one of the biggest economies in the world and has huge potential, especially for the sweet spot of manufacturing. With compliance of GST; we were one of the first software companies to come to the

market with a solution. That gave us a significant advantage in the market. With our Epicor ERP or E10; (our flagship product) we are tapping the Indian market.

We have partnered with Redington India to enter in the market. We had a number of interactions with potential prospects, partners using Redington's ecosystem which is helping us in the big way to reach out to the clients and expanding the footprint in the country.

### **Tell us about your channel ecosystem?**

As a value added distributor, Redington is been a great help to expand our channel ecosystem. Right now, our strength is over 23 thousand channel partners. Our intention is to really take those partners and identify the most relevant partners who have the ability to sell software.

We also have a partner program, which is very different to the traditional partner program. Our partner program is very much built on value. Our partner can start earning money straight from the first day joining us. We continue to ensure that they get the right level of support for marketing activity and programs and everything that they need in order to be successful.

### **How do you look upon the Indian market? What are the opportunities?**

India is a hot market for us because of the vast opportunities which lie here. Government initiatives 'Make in India', Digital India programs, Ease of Doing Business in India many doors have opened for us to do great business. Hon'ble Prime Minister Narendra Modi had made a statement about how India was open for business and he would very much encourage business to create and manufacture in India and then be able to use that as a bedrock for selling goods and services into India. So we believe that the manufacturing space is a key market and that's the reason why we believe that we are a great fit for India.

### **How technology is enabling the business goals in India?**

Technology is a huge enabler for any business. India is one of the biggest consumers which deal with technology in everyday life; interactions and even picking some simple thing such as food. That's the reason why we think there is a huge potential and focus for us around how technology is being consumed here. This continues to be a key focus for us, and believe is the biggest enabler for

manufacturing and individuals in India.

With the connected digital world, it is easier to have access to real time information, not only within our own organization but in most of our customers, within our supplier, even within the entire supply chain.

### **You're into manufacturing sector primarily; do you have plans to penetrate into other verticals?**

Manufacturing is our core business; it's the only focus for us. That's why we have a large majority of our 20K global customers around manufacturing. However, we also work for other industry sectors like hospitality, automotive sector. But, manufacturing will remain our focus and we will be spending all our time, effort, money and resources within the Indian market.

### **With digital push by government in India did you changed your GTM strategy?**

Yes, we have done some changes with respect to that. We have an elaborate discussion that we have to digitize our supply chain, the value chain and also have to leverage social media platform. With digitization, it is very easy for the end user consumer to reach out and give the feedback on the products they are using and vice-versa. In return, this chain affects your entire manufacturing process and the product itself. So, digitization and digital India is very relevant at this moment. We have the solutions in order to be able to address those issues.

### **What are the USPs of Epicor over the competitors?**

Compare to SAP and Microsoft, we have better products when it comes to discrete manufacturing, logistics and supply chain. Those are a few places where our product is able to solve a problem and typically it's much easier to implement. It's a degree of ease, the implementation is faster. There are fewer problems working with us; whether it is contracting, retaining customers etc. with respect to their needs and how they want to implement the products.

### **What are the major focus areas for FY 18?**

The key focus areas for FY 18 would be, continue to sell the product in the cloud or a hosted solution, or SAAS (software as a service). With E10 we want to see more than 50% growth in our SAAS revenue year-over-year. We are also focusing on expanding our footprints in India by ensuring more ERP implementations here.



# ORACLE'S SECURITY GAMBIT

Oracle is offering a range of holistic security solutions based on cloud

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Oracle has seen a long journey for more than 4 decades. Over the years, the company has transformed itself into a complete enterprise cloud company. Not many people are aware that 'Oracle' was a codename for a security project by the Government of USA, and that's when the company came up with a product that is meant for data storage. That is how Oracle came into being.

As digital has gained momentum and cloud has started to take center stage in our lives, security has become the key focus area for enterprises. Oracle offers a wide range of cloud solutions for companies of all sizes across the world. Cloud security solutions are a key focus for the company.

Oracle has been taking care of data security for a very long time. The company ensures that customers are using all available options to secure their database systems as it is extremely crucial to keep the data safe. Akshay Aggarwal, Director, Solution Specialist, Oracle India, tells us more about the India business.

"Since our customers are enterprises that operate across diversified infrastructure and technology platforms, the only thing that we suggest to them is to put in place all the data security measures sooner rather than later."

With cloud computing gaining traction, a lot of enterprises have moved from on-premises to cloud. Oracle ensures that anything which is running on data centers is secured - as soon as data moves into the cloud, it gets immediately secured. Talking about Oracle's security solution portfolio, Aggarwal says, "We offer a wide range of holistic security solutions, including Cloud Access Security Broker (CASB) and security monitoring analytics solutions. The function of a CASB is to ensure that there are no vulnerabilities within a cloud application."

Data, the biggest asset of an organization needs special attention because any negligence on this



front can backfire and land the company in serious trouble. In the data driven economy, enterprises need to plan for the data deluge and extract the most valuable insights quickly, to make better business decisions.

Oracle security solutions have the capability to immediately detect and flag any kind of suspicious activity, and based on alerts, the administrator can then stop and remediate the activity within no time. The company has recently launched security monitoring analytics solutions that comes with the potential to provide a bifunctional visibility -tracking both operational and security analytics. Technologies like NOC and SOC, which are also on-premises data solutions, provide visibility of how an organization's systems are running and alert the customers of any vulnerabilities coming out of the system.



“Our objective is to provide our customers complete visibility on any vulnerabilities happening anywhere and enable them to identify and mitigate the threat in no time. We try to do this using a single identity across on-premises and cloud. Oracle has always been a frontrunner and leader in the identity governance space for a long time now. So, we brought in the new concept of Identity SOC to the forefront. We’re seeing increased demand from India, and many customers have already started to use this solution.” says Aggarwal.

### Oracle Universal Credits

Oracle Universal Credits offers customers the flexibility and choice for a cloud economy. The solutions are consumed as services and your investment gets billed on a reducing basis. “We call them credits. Services can be used as per requirement and you get the flexibility to stop one and start another in no time, without worrying about the payment multiple times. We even offer Pay-as-you-go model, which is like a monthly credit system. So, you can choose a particular solution for a month and try it out and see whether it works for you or not. If you want to continue or use more, you will go forward and purchase it as necessary. The technology availability landscape is changing, and our customers are benefitting immensely with such initiatives from Oracle.”

### Challenges

With ransomware and similar attacks on the rise, we realize that if the security approach is completely human led, it would not suffice beyond a point and is bound to fail. But, ideally, there should be a system which is based on AI and Machine Learning and which can transform the way we have been looking at security.

According to Aggarwal, this is a dicey situation; because on one hand, machines are powering most cyber-attacks and on the other hand, there is a human being sitting in the data center and trying to figure out the cause/source. This is the challenge enterprises are facing, and Oracle is helping enterprises address it.

“We offer Security Risk Assessment to our customers that enable them to know their current security needs and collaborate with them to put a robust roadmap in place.”

### Key Trends

**Security management will move to the cloud:** “You don’t have to worry because our security solution

is a unified system that uses machine language and artificial intelligence, does pattern recognition from different customer instances across the globe. One benefit of the cloud is that you get a lot of intelligence from different deployment services. It also helps to identify the various threat landscapes that customers are exposed to and makes it easy for us to come up with security patterns and apply the same to customer scenarios.”

**Enterprises moving Security to the cloud:** “One aspect is the availability of enterprise-grade technology at a price that you could never imagine before; the second aspect is security. The key trend now is enterprises are moving security to the cloud which is good for customers because they do not have to invest money in building up a system which could get obsolete before long, and is incapable to renew itself for new and future risks.”

**Hybrid is here to stay:** The market is getting bigger and better at the same time. A hybrid approach to security is especially gaining wide acceptance among large enterprises who have already invested in on-premises solutions. Hybrid security solutions secure all your on-premises assets including both private and public cloud.

“The need of the hour is a hybrid security solution that will take care of your on-premises and cloud applications. In case of a private cloud, Security Monitoring Analytics comes in handy as it can take feeds from on-premises systems and provide complete visibility. Hybrid is here to stay.”

**Government is pushing Security:** Another key trend is the increasing focus on security by the Government sector, which is bringing in a lot of regulatory policies. So, the increasing focus at large is on cloud security.

### Oracle is heavily investing to enlarge the security portfolio

The company recently announced its decision to acquire Zenedge, a hybrid security startup which will provide security solutions with Oracle cloud. According to a statement from the press release, “Oracle plans to continue investing in Zenedge and Oracle’s cloud infrastructure services. We expect this will include more functionality and capabilities at a quicker pace.”

Clearly, security is something Oracle is focusing on in a big way to help enterprises in their cloud journey. □

## GET RID OF OLD TECHNOLOGY; SECURITY DYNAMICS ARE CHANGING

The F-Secure APJ Channel Summit highlighted the role of partners in a changed security environment.

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**F**inland based Cyber Security Company, F-Secure organized a three-day 'APJ Partner Summit' with the vision to recognize, appreciate and underline the significant contributions of F-Secure's valued channel partners while apprising them of the developments in the emerging threat landscape.

The event which held from 22nd January to 24th January, 2018 witnessed the participation of the global leadership team of F-secure. More than 50 channel partners from India, South East Asia, Australia and Japan were present on this occasion.

F-Secure's top management addressed the channel partners on a variety of subjects that would help them better understand the dynamics of the cyber security realm, its complex demands and how F-Secure's products are perfectly poised to cater to this dynamic space. The key note speakers included Samu Konttinen, President & CEO, F-Secure Group, Mikko Hypponen, Chief Research Officer, Jyrki Rosenberg,

EVP, Corporate Security Business Unit and Jimmy Ruokolainen, Vice President, Product Management at F-Secure.

Amit Nath, Head of Asia Pacific (Corporate Business), F-Secure said, "Our global success is incomplete without the contribution of regional channel partners in their respective countries, who have constantly worked in tandem with us to ensure F-Secure's top-of-the-line security products are extended seamlessly to our end-users. Meanwhile, they've also served as an active communication link, giving us first hand inputs of customers' requirements, for further evolving our product offerings and making them even more relevant in today's burgeoning and complex business landscape. This summit is a token of appreciation for our channel partners' unrelenting and extraordinary efforts that have built the truly global and prominent identity enjoyed by F-Secure today."

The author was hosted by F-Secure in Bali



# F-Secure Portfolio has right ingredients



**SAMU KONTTINEN,**  
CEO of F-Secure

If you can't stop the threats, then at least you should have the capability to detect, and you can start countering them." On this note and seeing the trends in Cyber Security, F-Secure is offering rapid detection service (RDS), which is attracting a great amount of traction. This solution is very well demonstrated in the market for the customers. To know more PC Quest has one-on-one with Samu Konttinen, CEO of F-Secure.

What are the transformations in F-Secure portfolio with respect to recent cyber attacks?

F-Secure already have a strong portfolio; we have well built portfolio in the end-point security. With recent cyber attacks, we make sure that our offering catalogue is equipped to meet the need. With our new products, we can cover the prevention and the detection part; i.e., we have the prediction capabilities for the vulnerabilities. I think the portfolio has the right ingredients, these areas which needed to go deeper. We want to make integrated platform

approach so that the customers would use F-Secure products easily. For example, now while using an F-Secure product; more than one device could be connected for better security. So, that is the kind of transformation we have done. Also we are now focusing on address big enterprises.

End point detections is an emerging market in India, what is the current scenario here?

India is not standing out from the global trends. End point protection is a mature market, but still it's growing here. Right now, there is significant thrust with many initiatives, for example Mobile banking space is rapidly evolving. So many people are using the internet and primarily with their mobile devices, not with the traditional laptops, the mobility perhaps defines India a lot.

How you see the mid market segment in India and what are the initiatives to tap them.

The mid-market segment is a high level to serve, it is underserved. Service providers only pay attention to the big enterprises. But the mid-market is real market to be served. I really want to provide solutions to them. In India, it could be facilitate by channel and the partners. We have a lot of trade partnership in India and we really led a partner based business model. Our ecosystem right now comprise of more than 200 channel partners in India.

What are the initiatives to strengthen the channel?

It's a two fold game; we have some partners for too long, we are continuously strengthening those partners. Along with it we are acquiring new channel partners as we are very ambitious and growing.

What would be the focus areas in the roadmap ahead?

We are focusing on our product catalogue on detection and vulnerability management. The paradigm shift in the market, the protection alone doesn't courage, so need to have the detection capability, so that is very strategic for F Secure and super important for the customers.

Other focus is; we want to partner with service oriented sellers and service providers, those companies which are not only re-selling F-Secure products but they are also building their own services on top of the technology they re-sell.

In the APAC region, India, South East Asia, and Japan are amongst the fastest growing markets for F-Secure. The company further envisions building on its leading position as a cybersecurity player especially in India, with the nation's digitization drive gathering momentum. F-Secure aims to double its revenue every three years in the country.



## MIKKO HYPONEN, Chief Research Officer, F-Secure

### India is being considered as the most vulnerable country to the cyber attacks, so what we can do to get rid of this situation?

Get rid of the old technology. It's one of the explanations that we can see so many differences in the risk rate in different countries. For instance, Windows XP is out of support for two years now, no security patches; and they are running in India. That means you are approaching towards the risks which are already fixed, they don't apply to you because you are running an old system.

Another thing is the role of operators and the telecom providers. There are some vendors which typically keep their own network clean, they monitor both traffic and they monitor the servers. They isolate the company laptops, there could be own users. In some cases they even call the customers or sometimes disconnect the customers, put them in a wild card and they explain them they can't be allowed

on the internet until they clean the machine and they keep tools to clean the machine. The role of operators is crucial in keeping the networks clean and this is also beginning in India too.

### In the current scenario of Indian market, do you think we have enough skills before investing in the security?

The crux of the matter is, we need better security engineering for that we need better security engineers to begin with and that is a crucial problem. We have a cap on security experts, we don't have enough qualified people in security, and this is a problem we always have to face while hiring skillful employees for F-Secure as well. That is why we are searching for the qualified people by visiting the Universities, to recruit people who are capable enough to work.

In this area, F-Secure is educating people. We run Cyber Security Base which is a course series in collaboration with University of Helsinki that focuses on building core knowledge and abilities related to the work of a cyber security professional. These are online courses anyone can access it.

### With increase in trend like BYOD and BYOA (Bring your own application), with corporate giving us access of the company; what are the concerns that should be addressed to prevent attacks?

If the employee wants to access the corporate data on their own devices, then they have to follow some corporate rules. A company sets the decision of what kind of settings have to be applied on the devices and you have to apply them in your settings. So if the employee follow those guidelines well and apply them on their device, I think then there is no problem.

However, it is quite often people think that the mobile phones are less secure compare to the computers. But in actual it's the other way around. In fact I always tell people to use tabs and Mobile phones to do critical stuffs, for example Mobile banking. If you do it from a computer you have more chances to get attacked but if you do it from your iPad then you have no reasons to worry.

### What are the top things that CSO of the organization should know to secure his employee?

Firstly, they must do threat assessments for the company. Ask questions like who would like to steal by us?; do we have enemies?; do we need to worry about hactivists? Etc. For example oil companies and foreign intelligence are prone to hactivists attacks. Step two; company should build a skilled team which could handle such matters. But mostly we see, is a bit tough, in many organizations there are people already present in your organization that have the relevant skills. Step number three education, education and training.

## “AT THIS POINT IN INDIA WE REALLY WANT CUSTOMERS TO KNOW ZAKK”

In a conversation with PC Quest, Business Director of Zakk, Anuj Chokra discusses about his focus areas and next plans in line for Zakk.

Jyoti Bhagat | [jyotib@cybermedia.co.in](mailto: jyotib@cybermedia.co.in)  
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### Which LFRs are you dealing with?

We are in talks with Croma, Sargam and Apple store and some of the channel distributors for offline sales. Soon our products will be available across the market. So far, in retail area, we have covered western region, Karnataka and Delhi-NCR belt as well. Once the distribution starts at large scale our products will cover all the regions.

### Who are your competitors?

We definitely see companies like Sony, JBL as our competitors. But our USPs are quality and price. When consumers will use our products they will definitely ask them again that why should they buy expensive products and they will definitely recommend Zakk to others as well. The products are ergonomically designed, highly durable and is surely set to be your best companion with best features, quality and warranty.

### What will be your GTM strategy for this FY?

One of the major strategies will be expanding retail. We have our range of products that are coming right now around the audio category. We will be soon launching products for home automation space too which will be smart camera, kid's monitors. The overall vision for Zakk is to get everything under one particular device. And our major focus will be on audio products, while we have wide range of products in VR and fitness trackers. At this point, in India we really want customers to know us and our products and I am sure they will not be disappointed.

### What is the response for Zakk Firefly so far?

The Firefly, is a standing example of the statement and has now become one of the top sellers in the



ANUJ CHOKRA  
Director,  
Zakk

audio category in all our markets. With a great build quality and accessible pricing, our customers globally simply love the device. And with this huge response, we have to plan the quantities at least 6 months in advance. Infact, customers are really thankful to us to bring such a great product in the Indian market.

### How do you see the traction in offline and online market?

In 2018, focus is going to be majorly on online sales but by the end of the year we are looking at at-least has 30 percent of our share into the offline market. We are very gung-ho about our strategy, we are already working on a plan.

## “OUR STRONG ORGANIZATIONAL CULTURE IS REFLECTED IN THE INDIA TECHNOLOGY CENTER”



**TANUJ VOHRA,**  
Senior Vice President and Head,  
India Technology Center,  
CA Technologies

In a conversation Tanuj Vohra, Senior Vice President and Head, India Technology Center at CA Technologies speaks on CA Functions and Innovations

Jyoti Bhagat  
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**What was the rationale behind CA launching the modern software factory? How is it reiterating the transformational message?**

About 4-5 months back we launched a new campaign around the modern software factory. The four key pillars of the modern software factory revolve around agility, automation, insights, security. What we did at CA was to try and make sure that we took a lot of our point product offerings and

map them around these four key pillars. And that's been transformational as far as how CA has been thinking about not just how we go to market with our products but also in terms of how we think about our products and how do we develop those products.

### **We have heard a lot about the India Technology Center. Can you elaborate on the functional USPs of this center?**

We got a very strong organizational culture and that is reflected clearly in the Indian Technology Center as well. It's about maintaining very high standards of ethics; it's about making sure that we are hiring the best and the brightest in the industry. And then also making sure that there is a lot of focus on strong engineering fundamentals. We also have to ensure that our software processes are much matured. We are using Agile. We are using Safe which allows you to deploy Agile at scale. We are striving for innovation at various levels, top down as well as bottoms up. It is very interesting to see how mature the India Technology Center is in terms of how we are doing development which is not just sustenance of legacy products so to speak but also cutting edge development of network technologies.

### **What will be some of these cutting edge innovation work happening at the Center?**

As I said innovation needs to be bottoms up as well. It cannot always be reinforced from the top. What we did fairly recently was to start this concept of garage; this was a unique lab that provided a very conceptual and hands on learning experience through experimenting and tinkering with technologies. We have got a hardware lab there where you can play around with IOT devices and Raspberry files which have very interesting prototypes. For example, this home automation solution using Alexa--voice with robotics. We often try to take some of these technologies into the respective products we are working on. That is a great example of organic innovation.

### **Was the CA Accelerator Program a manifestation of this organic innovation?**

A great forum that we came up with to actually be able to start a top down effort was what we called the CA Accelerator Program. The Accelerator Program was for fostering organic innovation; it is all about taking existing great ideas that employees have and then turning them into great outcomes. So the way the accelerator works is literally like a link startup. You

come up with an idea and we find a set of sponsors for you for that idea. We make sure that we provide you some level of funding. And then off you go and start working on that idea. And just in the past few months I have seen some interesting successes coming from that Accelerator Program. One great example was in the area of advanced analytics where we came up with a capability we call Jarvis internally.

### **How does CA map the pillars of the modern Software Factory to the dynamics of the industry and enterprise customers?**

As far as I think about CA Technologies as well the India Technology Center, our goal is to first and foremost drive home the modern software factory message across the industry. Software is becoming ubiquitous and people are finding it really hard to build enterprise software at scale and do it right simultaneously. The fourth pillar that we talked about was making sure that our customers are successful. For example we talked about agility. It is not just agility in terms of having an agile methodology. It's also about making sure that a customer is agile in terms of adapting to changing market dynamics and opportunities. It is how our products are able to make them more agile is what matters.

Automation is essential and is another core component of these dynamics. It is not just about saving time, money and the hats associated with it. But automation eliminates or rather it provides you with an opportunity to spend more time pursuing the innovative things that you value most, rather than doing them in a manual repeated manner in cycles.

We already talked about insights and how that's just a competitive fuel that keeps this factory moving in the right direction. And so we need to make sure that we are constantly providing that insight to make sure that the experiences that are getting delivered for our customers are better.

And finally we cannot over-emphasize on security. It's as our world and our economy moves more towards cloud, towards hosted applications, security has to be perceived not as an after-thought, but right from the word go. And it is making sure that we are protecting the most valuable assets, building the user trust and not compromising on capacity. So these are the four things just for making sure that as an organization the modern software factory experience is something that we live and breathe, that our customers understand it, and we can partner with them to make sure that we are helping them on the journey in getting towards the modern software factory.



# DRONES IN INDIA – TODAY & TOMORROW



**D**rones or “Unmanned Aerial Vehicles” (UAV’s) are a technology that has been on the rise for some time now across the world. They are increasingly being used for consumer purposes. Also, video and photography with drones have been a significant driver for sales around the globe.

Simply speaking, the market around drones can be split into three parts:

- Consumer applications
- Commercial applications
- Military applications

While the Indian Military has been using drones for quite some time now, we would like to direct the focus towards Commercial applications, as there is already much awareness about Consumer applications.

When it comes to the size of the drone industry worldwide, the numbers projected are in the range of US\$8.89 bn by the end of 2025 for the global commercial drones market, of which 50% will be in the USA, according to a source (Transparency Market Research (TMR)). Other sources indicate wildly different numbers, indicative of the uncertainty in this growth market. Therefore, it is more important to look at the



enablers of future drone business. The future growth of the commercial drone market will be driven by several factors:

- Availability of commercial applications with drones
- The development of a network of drone operators
- The future evolution of regulation – this is especially true for India, where new directives have just been put in place.

Let's have a look at each of these factors.

### Availability of commercial drone applications

There are strong use-cases in agriculture, Smart City applications, and law enforcement among others. However, applications for these have often not yet achieved the level of maturity that would be required for commercial applications. As a result, only a small part of this potential market has been tapped into so far. If we had to guess, we believe it is a mere 5% or less of the full potential.

This is closely linked to a slow adaption rate of customers: Many potential customers don't yet fully understand which value services can be delivered using drones. This leads to a hen-egg problem, wherein demand is still low and in turn, the offering of services is neither mature nor is it offered across the country.

Of course, this goes hand-in-hand with the second factor:

### Availability of a distributed drone operator network

Services utilizing drones have to be delivered locally. For India that might mean thousands of local drone operators would be required to deliver services. More likely than not, these will be small independent companies, utilizing multiple different solutions. In the morning, it might be the inspection and documentation of a bridge with high-resolution pictures. At noon, there might be a festival ceremony, where they operate drones to provide surveillance and crowd management information to the police and in the afternoon, they might do multi-spectral data acquisition for a farmer to assess crop health. The software solutions, special sensor payloads etc., will most likely come from different system houses. There is currently no company that develops drone applications for all use cases.

But another factor will most likely be more important:

### Future evolution of regulation

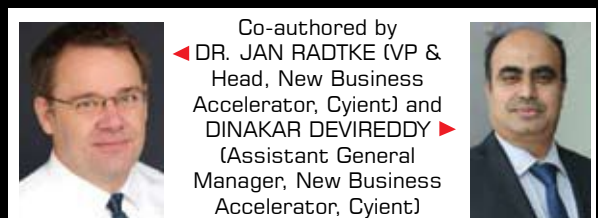
Drones can raise concerns, be it regarding privacy (who would want to have a drone spy through the window into his bedroom?), but also regarding safety, e.g. when drones are irresponsibly used next to airports and put planes, passengers and crews at risk. In addition, drones can be used for espionage or terrorist attacks. So there is a clear need for regulation, which is why the Government has just recently published a draft document, seeking inputs from the industry and other stakeholders. As always, in these cases it is a delicate balancing act between safety/security aspects and the benefits of using drones, be it for the entertainment of commercial uses. This is a development all countries are dealing with, and it will take a while until final regulations are released, and routines are established.

### The Hackadrone

India's first UAV hackathon, Hackadrone was an attempt to bring out the innovative ideas in the development community on an appropriate platform.

Hackadrone received an outstanding response, with more than 4,500 registrations and 617 proposals. Seven teams that included college students, startups, technology professionals, and developers from across India were selected for the final round held at the Learning and Development Center at Cyient in Hyderabad, from February 5–9, 2018.

The winning solution of Hackadrone 2018 was developed by Team Drone Force that comprised Pragnya Kondrakunta, Fatima, and Swapna Bhandari from Hyderabad, who developed a prototype to promote women's security. Their solution identifies when a victim needs help by sending real-time alerts to a control station and registered guardians. The control station immediately deploys a UAV to the victim's location, ensuring immediate, preventive action.



Co-authored by  
◀ DR. JAN RADTKE (VP & Head, New Business Accelerator, Cyient) and  
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## “AUTOMATED QUALITY MANAGEMENT MAKES AGENT EVALUATION INSTANTANEOUS”

Anil Chawla, MD, Verint talks about changing dynamics of Customer Engagement Solutions and Analytics led Workforce Engagement.

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### What is making the organisations to move from WFO (Work Force Optimization) to WFE (Work Force Engagement)?

The landscape of organization is changing, not just this, the millennials entering the workforce are Digital Natives.

According to a recent Gallup report on the state of the American workplace, 70 percent of the workforce is disengaged. They lack enthusiasm and commitment

to the job. Companies with highly engaged employees, the report notes:

- are 22% more profitable
- 21% more productive
- and have a 10% higher customer satisfaction rating than organizations with somewhat or highly disengaged employees.

We see similarities in corporate India as well. Gamification, mobile scheduling apps and robotic process automation (RPA) tools are contributing to helping employees, especially Millennials, feel more connected to their jobs, there are also analytics-driven solutions that are playing a major role in helping companies engage employees in their quest to improve the customer experience. There are three key areas where businesses are shaping up their workforce optimization strategies with speech, text and performance analytics to listen to the voice of the employee and make the leap successfully from WFO (Workforce Optimization) to WEM (Workforce Engagement Management).

### Help us understand Speech and Text Analytics, the role they play in enhancing WFO (Workforce Optimization) in a BPO setting.

There are solutions available today that can analyze speech and text interactions between employees and customers and provide valuable data for focused, relevant process improvement. The tools mine these interactions and produce user-friendly reports on key conversation topics, words most frequently used and problems most frequently discussed. It's a new window into customer concerns and delights—and employee responses to them.

BPOs and other companies in India and around the world are embracing a holistic Voice of the Customer (VoC) solution that includes speech analytics, text analytics and customer feedback solutions. In response,



**ANIL CHAWLA,**  
MD,  
Verint

they not only optimize each channel, but they also better understand the customer journey and take corrective action for converting customer detractors to promoters. They have achieved significant improvement in customer satisfaction while reducing costs and improving sales conversion rates.

Where does employee engagement fit in here? The key is having tools that bring the most important nuggets from speech and text analytics data to the employee's fingertips. As customer inquiries grow in complexity, most employees can't memorize all the information necessary to respond effectively. For example, your speech and text analytics applications might identify that customers are asking most frequently about one line of service or product. Employee engagement tools can then populate agent desktops with an easy-to-access, intuitive repository of information to help them answer the questions customers are asking about that service or product.

For example, Bank of Montreal (BMO) uses speech analytics to identify the top five processes per line of business that drive the most repeat calls, as well as customers' top digital challenges. Given the fact that the company has 12 million customers in North America and fields tens of thousands of calls annually, the data is golden and is used by the bank to drive positive change.

### **How would you define Performance management analytics to chart a plan for growth for BPOs**

BPOs have traditionally adopted the use of quality monitoring in combination with call recording to evaluate a small portion of employee-customer interactions for use of the proper greeting, inclusion of an upsell offer, reading of a relevant disclaimer, script adherence and more. Assessing the calls and documenting the results are important for identifying coaching and training needed by individual agents to improve their performance.

Although many quality practitioners may consider their quality programs automated, their programs typically consist of manually evaluating, scoring and reporting on five to seven percent of an agent's calls. Even the BPO typically have not been able to evaluate a statistically significant portion of calls, and so might miss critical skill gaps that demand attention. Automated Quality Management (AQM) solutions change all that. It's an important addition to any BPO's technology stack, providing solid assurance that an organization's performance and customer experience improvement programs are on target.

AQM provides automated performance scorecards in an at-a-glance format that make it easy for employees

and their managers to view results and pinpoint areas for improvement. By automating the scoring of evaluation forms based on business rules created for each question, AQM makes agent performance evaluation instantaneous, so managers can address skill gaps within a day rather than at the end of the month. Scorecards can trigger alerts that then schedule coaching on the skill and knowledge gaps identified, and progress can be tracked after each session to gauge uptake and effectiveness.

### **It is important to have VoE (Voice of Employee) solutions to build WEM (Workforce Engagement Management). Your thoughts on the same.**

Voice of the Employee (VoE) solutions make it clear you care and they provide a timely, cost-effective alternative to traditional, third-party employee satisfaction surveys. Organizations can easily survey thousands of employees across hundreds of locations and multiple languages, then centrally measure, analyze and take action on their feedback. By capturing employee feedback using their preferred channels—including email, web, mobile, and SMS surveys—you can gain critical insights for fostering employee engagement and empowerment, productivity, satisfaction and retention.

The cumulative benefit to overall customer satisfaction is clear. Granted, contact centers & BPOs today have access to all sorts of analytics to mine voice recordings, text, the web, social media, and other customer touch points, so they can spot trends and respond to issues more quickly. The importance of analytics cannot be overstated as a way to extract call content, identify emerging issues or concerns, and quantify the number of calls regarding a specific problem, but getting the information directly from contact center agents in almost near real time allows the company to act on and resolve issues much faster.

And while VoE is a somewhat roundabout way to get at customer sentiment, it can be more reliable than VoC solutions alone. For example, a large IT outsourcing company combined and analyzed customer and employee feedback to optimize internal business processes and increase customer experience scores. After asking customers to give a customer satisfaction score on their experiences with departments such as sales, operations, help desk, billing and delivery, they asked employees to rate the same departments on how important their work is to the success of their jobs. They also used text analytics to analyze verbatim comments to help identify trends. Using one centralized platform, the company then mapped the survey data from both and drew conclusions to prompt process improvements. □

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## “WE ARE REACHING OUT TO INDIAN GOVERNMENT FOR IMPLEMENTATION OF IIOT SERVICES”

In a conversation with PC Quest Kunal Kislay, Co Founder and CEO, Integration Wizard Shares details about product portfolio and the use cases around them.

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KUNAL KISLAY,  
Co Founder and CEO,  
Integration Wizard

### **Can you give a brief idea about the company and the motive behind establishing it?**

We started in 2014. The idea was to build more seamless enterprise mobility platform and that's why Integration Wizard started. I and couple of other people from our past company were the founders. We developed our product called Silverline which is an enterprise mobility platform. We have customers like Johnson Controls, Heineken, Xerox, SPM, Pega, Assurant, Khaga and Novo Nordisk etc. Enhancing our enterprise mobility platform and acquiring new customers was the main focus at the starting of Integration wizards.

### **Tell us more about Silverline deployment?**

Silver line is a platform on which you can deploy applications quickly. If you use silverline you would be probably deploying application in less than 4 to 6 weeks. Today we have 16 customers in total, which includes 6 fortune 500 companies and we have close to 16K paying enterprise users on our platform. When you take up the license for silver line you get an option of choosing from different connectors. It's mostly plug n play and offers enterprise mobility, IIoT and AI platform.

### **Can you elaborate on the IIoT Use cases?**

Dowar Conglomerate which is into various verticals like energy automation sector. The pipeline of natural gas needs compressor to push the gas across the pipes. At every 100 Km there are compressors to do the job, what will happen if any of the compressors stop working and the next compressor keeps pushing. The pressure on that part of the pipeline grows enormously and pipe could burst. There is hazard of human damage and economical impact is also much higher. It is called as critical infrastructure. So to run the compressor all the time there has to be four compressors at one point for as one not working other will take up and so on, this means 4 times investment at one point. But when IIoT comes in, we have embedded sensors in the compressor which measures 1900 different parameters and transmits its real time. We provide a dashboard with it where every data is collected and monitored. Through this dashboard you can aggregate the data you can look at the compressors with live cameras and can operate them as per the needs and scheduled maintenance out of turn. We have enabled these pipeline manufactures and they can automate, monitor the assets. We also have deployed other solutions for Oil production to Dowar.



*Today we have 16 customers in total, which includes 6 fortune 500 companies and we have close to 16K paying enterprise users on our platform. When you take up the license for silver line you get an option of choosing from different connectors.*



### **What are the Special Projects in which you have participated in?**

We have recently started working for DCP mid stream and also in discussion with Shell for production optimization solutions. We are right now not into any government projects in India. However, we are automating garbage trucks for government counties other than India. With this idea we are planning to reach out to municipalities in the domestic market as there is a push for cleanliness in the formation of smart cities here. Apart from Oil & Gas we are also working for Parma Company which manufacture insulin; for them we are building an IIoT system which will automate the process of manufacture of insulin till reaching of the product to shop keepers. The idea is to make it RFID based system to minimize manual interaction. We are also working for mobile apps for MR for Cipla, Cadilla.

We are trying to reach out to the government sector here in India (ONGC) for implementation of IIoT solutions.

### **Tell us about your Organization Setup?**

Currently we have two offices one in Bangalore and the other is in the US. 26 people are working in Bangalore office and 7 people are working for us in the US. We want to increase our workforce and are in the process of hiring people.



## “WE EXPECT TO GROW 20% Y-O-Y OVER THE NEXT 5 YEARS”

In a one on one with PC Quest Hitesh Gupta, Managing Director, Iron Mountain – India Shares the overview on the company’s solutions portfolio and the dynamics of the overall operations

Jyoti Bhagat  
jyotib@cybermedia.co.in

### Give us a brief on Iron Mountain and its operations globally.

Iron Mountain Incorporated is a global business dedicated to storing, protecting and managing,

information and assets. With its presence across 46 countries, over 230,000 organizations across the globe trust us to store and protect information and assets. Thousands of local enterprises work with us, as does almost all of the FORTUNE 1000. Today, Iron Mountain has around 1500 facilities globally where we manage and store critical business information to geological samples, works of fine art to original recordings of treasured artists. We are their trusted partners where our customers rely on us to protect what they value and help unlock its potential.

Iron Mountain’s solutions portfolio includes records management, data management, document management, data centres, art



**HITESH GUPTA,**

**Managing Director,  
Iron Mountain -  
India**



storage and logistics, and secure shredding helping organizations to lower storage costs, comply with regulations, recover from disaster, and better use their information. Iron Mountain is a 65 year entity; currently positioned at 8 billion dollars.

### **Tell us about Iron Mountain operations in India.**

India is one of the key markets for us and we have been expanding our presence to strengthen our leadership position in India market. With our recent acquisition of OEC Records Management– One of India's leading records and information Management Company, we have emerged as the market leader in India too. Iron Mountain today offers a network of 73 facilities in 15 locations in India – including Mumbai, Delhi, Chennai, Bangalore, Kolkata, Hyderabad, Pune, Ahmedabad as the major centres– for the delivery of records and information management, data management and secure destruction services to more than 2,600 customers. We manage almost 8000 touch points in India.

We offer comprehensive records management, data protection and information destruction. We have the expertise to address complex information challenges such as rising storage costs, litigation, regulatory compliance and disaster recovery. With 18 million cubic feet of records, we store and manage information for companies across sectors like Banking, Insurance, Finance, Pharma, PSUs, Telecom, SMEs and Healthcare.

### **How is India market positioned in the entire gamut of IM's business globally?**

India is one of the key markets for Iron Mountain. As a part of our strategic expansion plans, we have been focusing on expanding our presence and footprints in emerging markets like India through acquisitions. The acquisitions made in India so far align with our stated objective for growing our presence in these markets to provide best-in-class service delivery, trust and security. We are looking to expand market leadership here as there is a huge potential and space for offerings like us. Since 2013, we have successfully acquired OEC Records Management (Dec 2017), NAX and Safe house, and the records and tape management business of ITCL(2013).

With the new Government Initiatives like 'Digital India', PSUs would be the greatest opportunity for an organization like ours. Other sectors where I see great potential are Banking, Telecom & Mid-Market. The growth in the last 2 years has shown that our storage space has increased from 3.9 million to 13 million.

With the acquisition of OEC, it is now 18 million. The expected growth percentage or goal for next 5 years is to grow over 20% Year on Year.

### **Technically, how does Iron Mountain store, manage and protect information?**

We have a different kind of storage systems basis the requirement. Our facilities have a very high end environment control storage. We equip our facilities from temperature control to fire equipment inside. We also have an automatic retrieval system inside where each painting is hanging with a covered lamination and it goes inside in a temperature controlled art houses and if you need, you press a button and the painting will come out. We also provide logistics support to them in a very different way of transporting everything. Apart from the physical storage, we also provide digital storage. In US, we do digital conversion of 1930's, 1940's musical records and films which we digitize and store with us.

### **Who are the customers in India?**

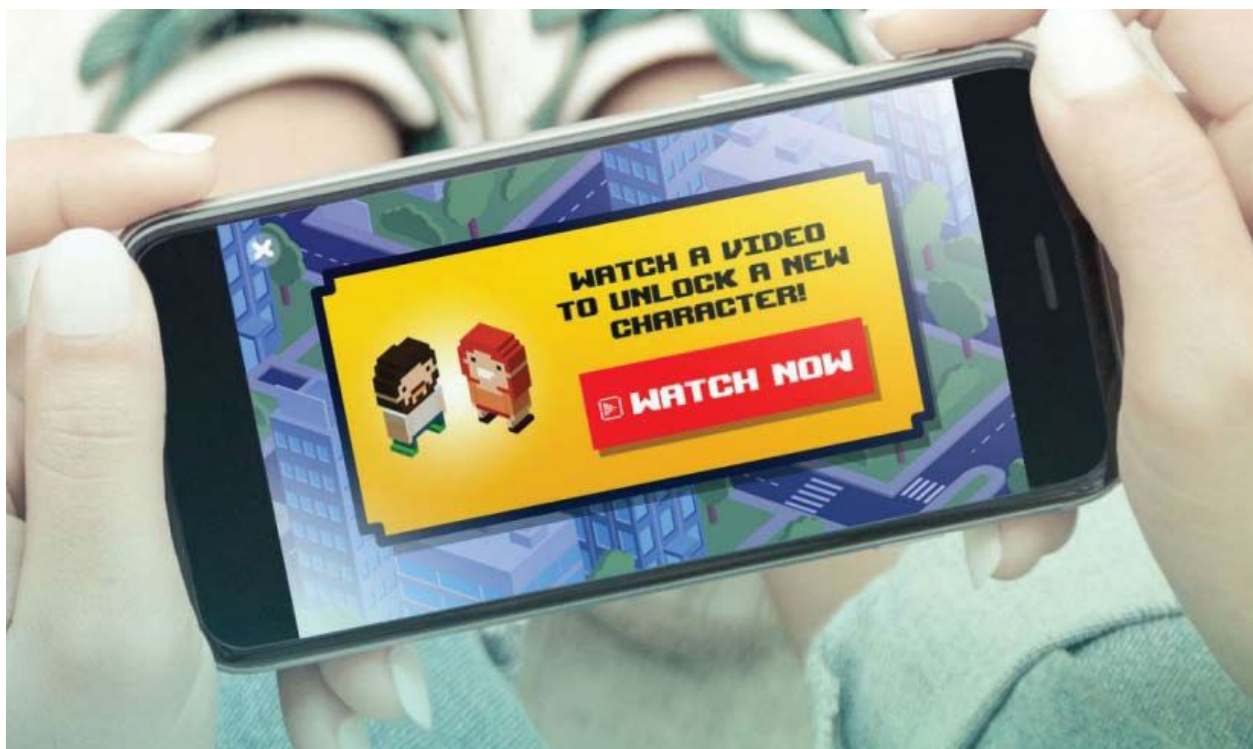
Iron Mountain works across various sectors worldwide. Our 50% business comes from the BFSI (Banking and the Financial Services) and the rest 50% is distributed amongst various other sectors like FMCG's, ITES, Small and medium enterprises, telecom, manufacturing, healthcare and the other industries. We help these businesses preserve their records ranging from critical information, finance, taxation and statutory records in both digital and physical format. We work with top banks and non-banking entities in India like HDFC, ICICI, Axis Bank and other top private banks. Few of our non-banking clients are in Insurance sector- ICICI Prudential, ICICI Lombard, SBI Life, NBFC- Mahindra Finance.

### **What challenges are you faced with in growing the market?**

One of the major challenges is the lack of awareness amongst customers about Record Management and its benefits. We, at Iron Mountain, have been meeting new customers to educate them on significance of outsourcing. Customers are looking for collaborating with an organisation, which has the expertise to handle the rapidly growing challenge of records management. The key challenges usually are:

- The need for structured management of records for compliance purposes
- The growing cost of real estate in India





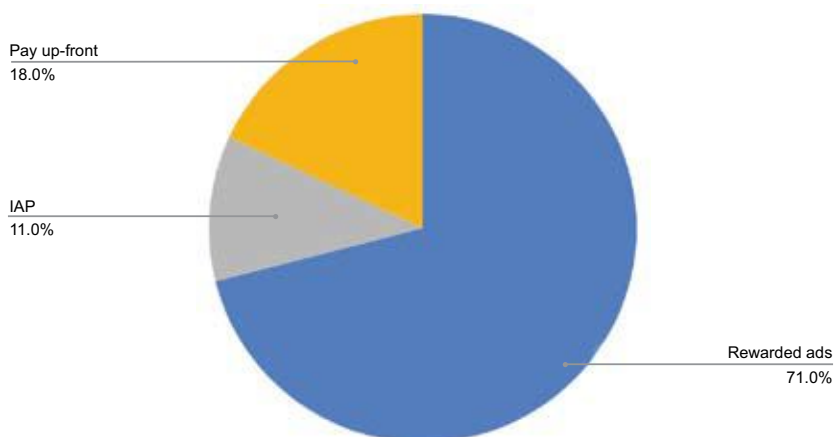
## WHY ARE APP DEVELOPERS TURNING TOWARDS REWARD ADS?

- Authored by Raghav Bindal,  
Publisher Partnerships Manager at GreedyGame

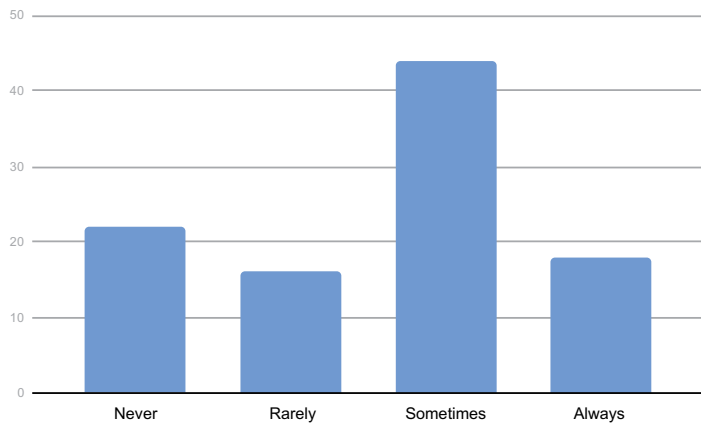
About 10 years ago in 2008 Google and Apple launched their app stores which lead to the widespread proliferation of applications that became available to the masses. It is about at this point that reward-based advertising came into the picture.

Application developers were cautious about the price-sensitivity of applications as well as the extent of monetary expense they wanted to invest for an offering in such a nascent market. In addition piracy of applications was also a major

How users are “paying” for apps?



■ Mobile player engagement with rewarded ads (figures are in %)



**RAGHAV BINDAL,**  
**Publisher Partnerships Manager at**  
**GreedyGame**

concern.

One way to mitigate the risk of returns was advertising and a form of advertising which really worked and continues to do so was reward-based ads. The concept of rewarded advertising is quite easy to understand- Users can either choose to pay for specific content and in-game currency or they can choose to engage with an ad.

These ads try to fill the gap and serve the purposes of publishers, users, and advertisers. It allows publishers to monetise users who don't want to spend on games, are unable to spend on games or those that want to but do not have the means to do so (The only way to monetise applications through purchases for many developers is via credit cards in many countries and yet a significant number of users are unbanked). With the right targeting, an advertiser can reach and grab the attention of the right user and create awareness about its brands. From a user's perspective too if he or she doesn't want to spend on an app or wants to try and experience the product before spending

this format is ideal. They also like this format over many other forms of in-app advertising because it is a better value exchange model for them.

It comes as no surprise then that a survey of more than 2000 developers & users found that a large majority preferred this as the mode of 'paying' for applications.

Also as per the survey most users at least have some form of engagement with rewarded ads.

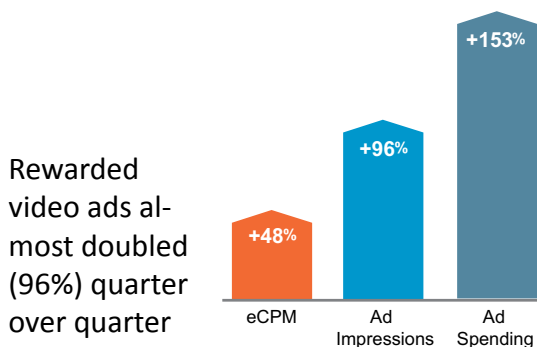
The high interaction with such advertisements show why advertisers are willing to spend high amounts on this format to generate interest in their products. Indeed one report showing global trends in mobile advertising by Smaato has highlighted rewarded videos as the fastest growing format in certain types of applications. Rewarded video ads are also said to have impressions almost doubling (96%) quarter over quarter, ad spends jumping a mammoth

153% and eCPMs increasing by 48%.

This rise is largely driven by gaming apps. Ad spending on rewarded video in gaming apps increased virtually 2 and a half times (242 percent).

In the calendar year 2017, in-app mobile ad spend reached about \$45 billion, up \$11 billion from the previous year. As long as rewarded videos continue to provide a strong value proposition to all 3 parties (Developers, Users and Advertisers) they will constitute a significant slice of this multi-billion dollar pie.

**Rewarded Mobile Video eCPM, Ad Impression & Ad Spending Growth**  
 Q2 2017 vs. Q1 2017



Rewarded video ads almost doubled (96%) quarter over quarter

## BFSI, HEALTHCARE, RETAIL & HR ARE TOP APP USERS

WaveMaker is the low code app development platform from Pramati Technologies. Deepak Anupalli, Head of Product at WaveMaker in a dialogue with PC Quest discusses about Indian App market and how WaveMaker is making progress.

Anushruti Singh  
anushrutis@cybermedia.co.in

### How is app development business fairing in India?

While Wavemaker can be used to build greenfield applications, the opportunity for the platform is in modernizing applications and architectures in enterprises (brownfield). While we are not an alternative to core programming tools, our RAD paradigm fits in nicely in fast business programming environments that rely on APIs and connectors to quickly assemble tactical applications. The motivation to use Wavemaker for enterprises is to move into a microservices-based architecture and adopt devops automation for continuous delivery of containers.

We see opportunity for Wavemaker in inhouse IT of enterprises, system integrators who maybe piecing together solutions, and those looking for a data-driven prototyping toolset.

### How does Low Code App Development help in the higher productivity of an enterprise?

Low code platforms offer a full-stack visual development and complete application management capabilities. They enable enterprises to quickly build, test and run enterprise-grade mobile and web applications with very minimal code. Enterprises can freely experiment and innovate with almost half the risk footprint with traditional methods.

Because applications built using low code platforms are modular by default, cost of an application change/enhancement is negligible. Open standards based stacks, give low code platforms the openness that 4GLs lacked and they can be used for a wide range of requirements ranging from simple automation of paper based processes to creating new systems ground-up. Applications built using low code aren't a compromise, they are robust, secure and can be a seamless extension to existing data sources and legacy systems. Pre-built connectors offered out-of-the-box makes applications easily

extensible and help fully leverage the power of distributed economy. Built-in DevOps and container management capabilities helps low code platforms deploy applications into and between any existing infrastructure efficiently and economically.

### What are the verticals that are mostly into app development?

Almost all verticals have a software enterprise or startup serving it. BFSI and Healthcare continue to be the heavy adopters, while consumer tech is fast moving (but not sustaining). Wavemaker sees opportunities in BFSI, healthcare, retail, and HR, in India, where modernization is blooming.

### What are the highlights in terms of Business of WaveMaker?

WaveMaker enables enterprises to modernize their existing applications and systems with our Rapid Studio and HyScale platforms, accelerating the migration and modernization efforts in moving to the latest technology stacks, hence transforming enterprises to digital rapidly. Lot of enterprises are going through tough transformation challenges with legacy platforms like AS/400, VB .NET, Lotus Notes etc. There is no direct migration path from these systems and modernization approach taken by WaveMaker, leverages re-use of existing systems such as Databases, SOAP web services, API wrappers created from existing codebase, cutting short the time to modernize.

We have been working with some of the large enterprises who are transitioning from legacy systems, where WaveMaker Rapid platform takes the center stage in the modernization efforts and Professional services teams help in completely the implementation. We have seen substantial growth in the last year in terms of customer acquisition, where we have transitioned from acquiring

medium enterprise to large enterprise customers. Also, we expanded our market reach from Americas to Europe, Middle East & APAC.

We have seen big players like Microsoft, Oracle, Google trying to enter the High Productivity aPaaS or Low-code segments, in a move to capture the enterprise legacy modernization and digital transformation trends. With WaveMaker's strong technology capabilities combined with a service-enabled approach to modernization, puts us in the league to play a larger market role.

### **How is WaveMaker unique than other platforms and what are its USPs?**

Like mentioned earlier, for WaveMaker the opportunity is with large enterprise use cases where customization is the key, because everyone's reality is unique. Unlike most low code players, we are not generalizing and choking markets with complex feature sets. In our belief, that's going the ERP or the BMP way all over again - forcing the business to work the way software wants it. It isn't healthy, especially today, when software is supposed to go where business needs it most and not the other way around.

Having said that, we have engineered WaveMaker to be on par with our competition in terms of technical features. Additionally WaveMaker Rapid is architected to be flexible at many levels, having the ability to customize the product for OEM and re-branded versions of Rapid. The component extension model adopted by Rapid through prefabs, enables us to build a component library for customer's industry-specific use cases. This keeps the balance to enhance the product independently and still customize it for industry-specific requirements.

Additionally, WaveMaker's professional services, brings to the table IT service expertise in emerging technologies like Cloud, BigData, Mobile and Analytics. This is important because, most low code platforms today are standalone product ventures, that can only go as far as it is engineered to go, whereas with WaveMaker and it's accompanying services enterprises get to accelerate efforts and customize/scale at will using our offshore IT services teams. This is a win-win for enterprises and us because with WaveMaker, enterprise projects aren't limited scope like pure platform play and aren't unlimited cost like pure services play. It's a healthy mid way that actually works.

### **How many customers are there in India? How you do you tap on customers?**

We have always been a global player, naturally the US was a strong adopter of new technology. WaveMaker has had significant wins in North America last year and early



**DEEPAK ANUPALLI,**  
**Head of Product at WaveMaker**

this year. This year, we have begun campaigning in the India market. Our reputation among Indian BFSI as one the industry's premium middleware server vendor only helps as we already have a couple of large installations for our middleware servers such as ICICI Bank, but typically, we expect the sales cycles to be longer in India. In our experience, the key to win in India is to have a good trench strategy. Expect roadshows this year.

### **Please update on the developments at WaveMaker, product expansion plans etc.**

WaveMaker Rapid is aimed to provide Angular 5.0 support by Q2 2018, and also poised to migrate several thousands of applications built using Angular 1.x to 5.0 with the new release. This migration is completely undertaken by the platform itself and that's a big advantage using WaveMaker.

With increase in large enterprise adoption, WaveMaker Rapid is enhanced to support features such as security audit trials, data protection, multi-tier data validation, offline-data support for large datasets etc. WaveMaker HyScale is enhanced to take advantage of integrations with container management systems like Kubernetes, OpenShift etc. and enable a layered approach for Devops modernization separating the stack, artifacts & configuration into layers for better management. □

## 'WE ARE ONE OF THE LARGEST IN APP DEVELOPING SPACE IN THE WORLD'

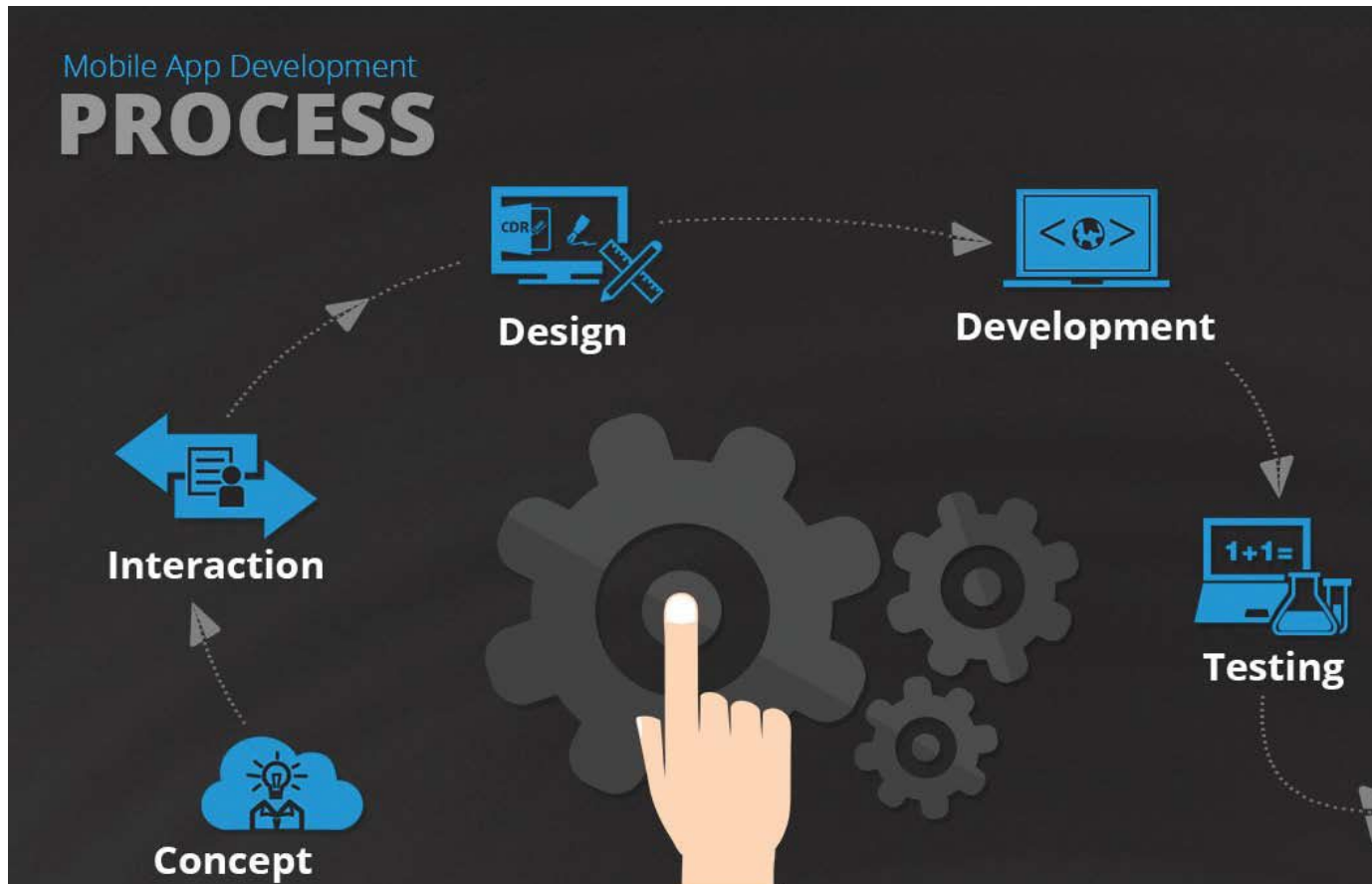
In an Interaction with PC Quest Siddhartha Chandurkar, Founder & CEO ShepHertz shares the focus areas of the company, and solutions for Indian market

Jyoti Bhagat  
jyotib@cybermedia.co.in

### How the idea of app developing does arise?

Our intent was to provide certain features which are common to most of the apps as APIs which

enable them to launch quickly. Later we launched Marketing Automation which allows our customers to increase user acquisition, retention, engagement



and conversion. Building an app is one challenge but making it successful is another challenge. We are processing close to 110+ Billion Calls towards our platform when they are using the product. We have servers in 9 countries.

### **What is the focus of ShepHertz, solutions for India?**

ShepHertz started 8 years before, we will complete 8 years in July this year. We started earlier with an intent to provide a platform in which app developers could build apps quickly and then increase user acquisition, retention, engagement, conversion. Today, we are trusted by 65000+ customers in over 150 countries.

### **Do these apps support different languages?**

They can build apps on any language. To give you example, if there is an e-commerce app and you want to add recommendation engine – people who bought this have also bought that recommendation engine will come from us. It requires machine learning and AI to do all these things. Such 800 APIs we have that are pre-built. The guy integrates with APIs and good to go. Why servers are required



**SIDDHARTHA CHANDURKAR,**  
**Founder & CEO, ShepHertz**

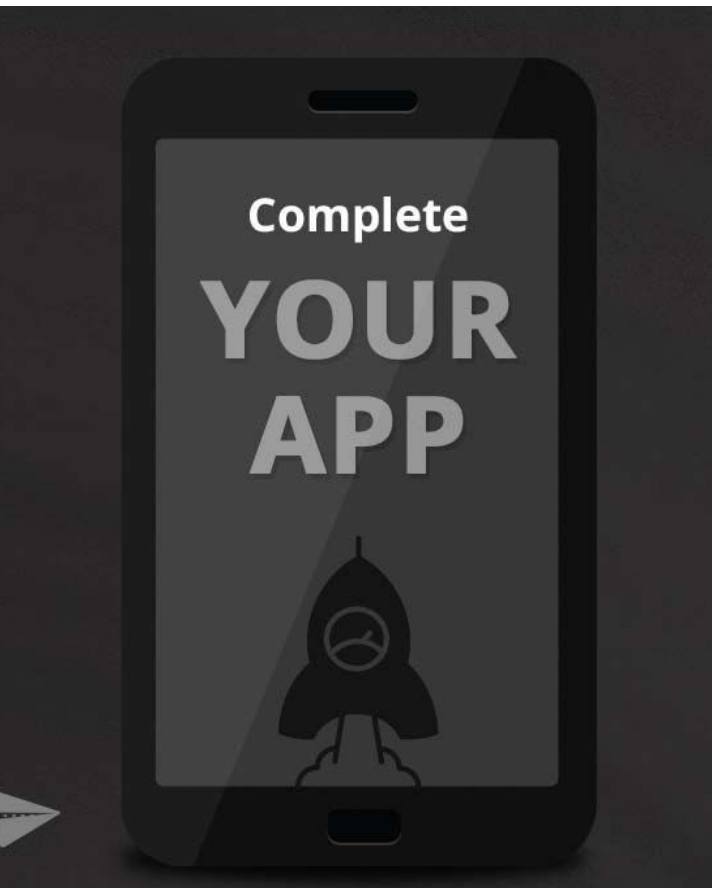
locally is, let's say you have a customer in Europe, if your servers are in India, call will come to India and go back, but if the both the customers are there in Europe then it will go to Europe server and servicing should happen from there itself. Hence, we are there in every part of world, from US to Latin America, Europe to Hong Kong, India.

### **How many customers do you have?**

65,000 customers. We are pretty much one of the largest in this space in the world, but challenge in this space is monetization. App developers themselves don't make much money and hence, two years before we started to focus on the Enterprise Customers.

### **What are the verticals in which ShepHertz made its presence?**

BFSI, Retail, Media, Aviation and now we are entering manufacturing. Today large Enterprise companies are fighting with young age startups ShepHertz provides platform to these traditional companies which give them agility for Digitization. □



## 4 WAYS TO TEST SMARTER AND STAY AHEAD

**T**hink about your past year as an engineer: How has your role changed? How about in the last five years? As the pace of change in technology continues to accelerate, you must adapt and create more efficiency in every aspect of your workplace.

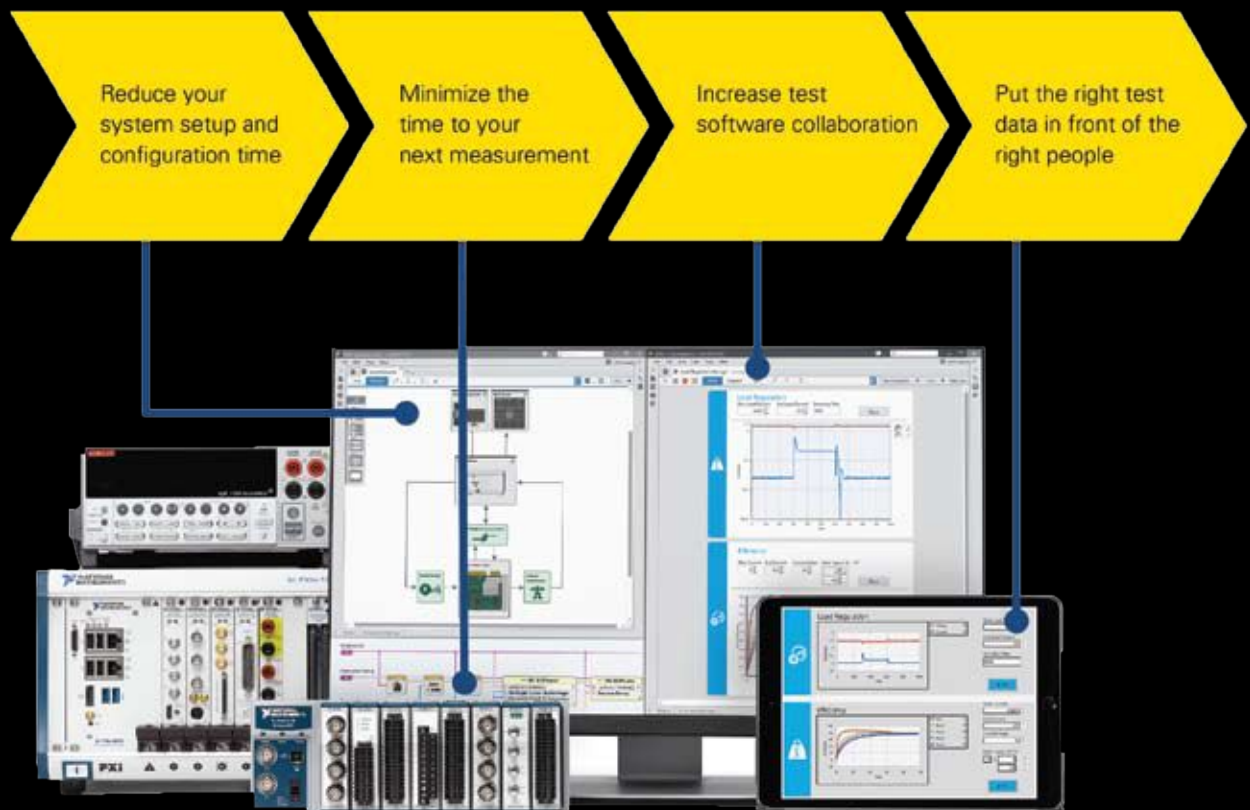
This article shows you how to use the latest release of LabVIEW NXG to address the following four organizational challenges and quickly move on to your next engineering pursuit:

1. Reduce your test system setup and configuration time
2. Minimize the time to your next measurement
3. Increase test software collaboration
4. Put the right test data in front of the right people

### 1. Test smarter by reducing your system setup and configuration time.

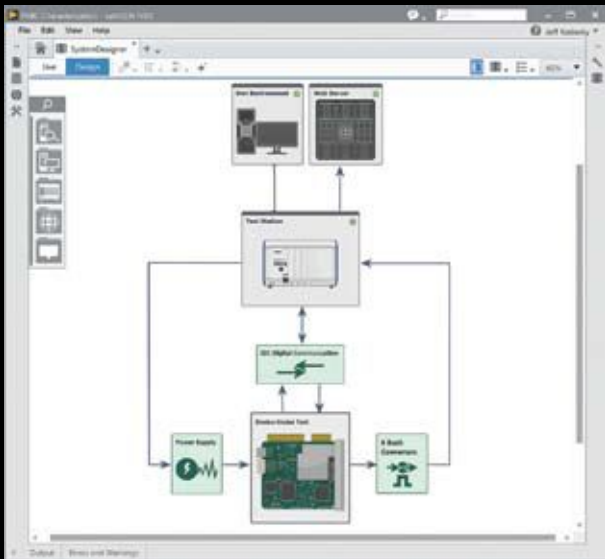
How much engineering time do you spend searching for the manual, the pinouts, the right hardware driver, the right utility, and so on? To help you test smarter, LabVIEW NXG now includes workflows that provide additional context and assistance with surfacing the right information at the right time. If the appropriate drivers are not yet installed on the machine, LabVIEW NXG provides you with a guided experience to find and install the drivers without leaving the environment. Once the driver is installed, you can see the documentation, examples, and NI soft front panels to verify your setup and get initial measurements quickly.

To scale to larger setups, you can also configure the system in a table view, so you can efficiently batch edit configurations across instruments. These new capabilities aim to reduce the time you spend on common setup tasks, so you can dedicate more time where it's truly needed: acquiring results and custom-



**Figure 1. Reduce your time to setup, automate and customize your test results with the latest release of LabVIEW NXG.**





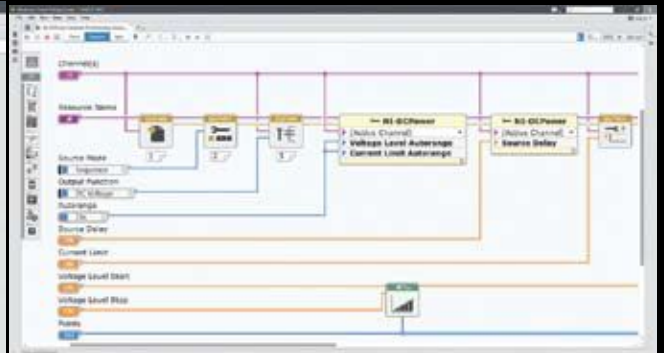
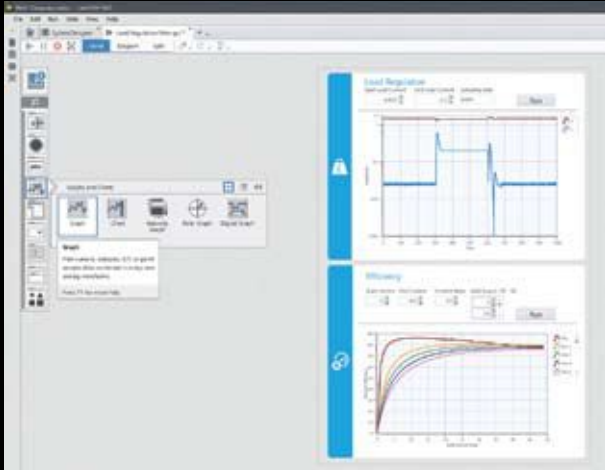
**Figure 2. Visually discover hardware, manage drivers, and configure settings without leaving the LabVIEW NXG environment.**

izing the system to meet your individual needs.

## 2. Test smarter by minimizing the time to your next measurement.

You must have the flexibility to minimize the time to not just your first but also your next unknown test or measurement. Over the last 30 years, hundreds of thousands of engineers have used LabVIEW to increase their productivity through the abstraction of instrumentation tasks, and they have benefited from the intuitive functional view of graphical programming.

LabVIEW NXG builds on this graphical experience with engineering workflows that help you transition from hardware setup, initial measurements, and analysis to an efficient development environment.



**Figure 3. Rapidly build and then iterate on your test and measurement system using the drag-and-drop design approach of LabVIEW NXG.**

With LabVIEW NXG, you start at a higher level, and when you need more advanced analysis, logic, or automation, you can quickly build on top of the work you've already done.

## 3. Test smarter by increasing test software collaboration.

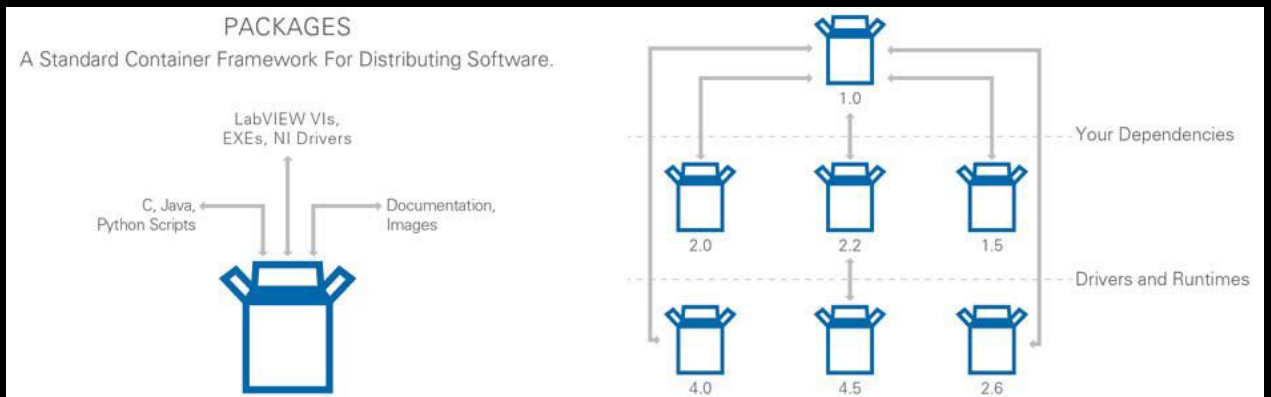
As part of NI's continued commitment to test software, LabVIEW NXG and LabVIEW 2017, along with an increasing amount of other test and measurement software from NI, have been built on common, open-standard package technology. A new package manager enables you to distribute software—not just NI or third-party software, but also your own.

Increasing test collaboration and reuse relies on how you distribute software, whether that is with LabVIEW NXG, LabVIEW, or your own test code. Take the first step in standardization by distributing your software using industry-standard package building and package management technology so you can confidently replicate your systems.

## 4. Test smarter by putting the right test data in front of the right people.

Are you becoming a bottleneck of engineering data? If you're a barrier to your team learning the status of tests in a timely manner, and a barrier to your own productivity because you can monitor only the one test in front of you, you are not alone. Masked a group of test, measurement, and control engineers what they could do if they had remote access to their tests.

The survey respondents saw the biggest impact of remote access on monitoring a test and/or accessing results. By using the web, engineers can take advantage of an accessible tool so entire teams can tap into



**Figure 4. Distribute all the software you need to deploy and replicate a test system using the open, industry-standard package management that LabVIEW NXG provides.**

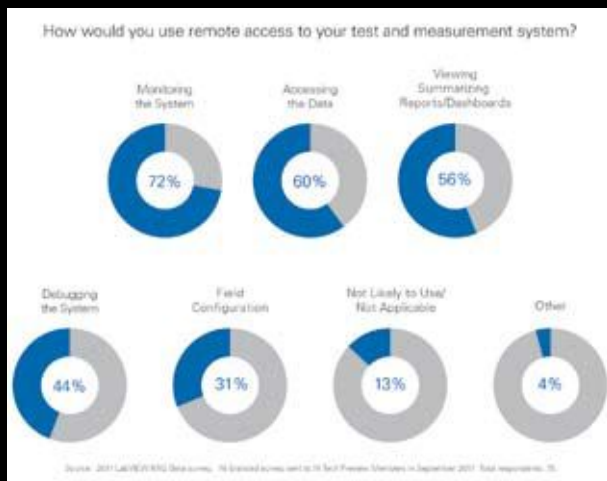
the data and gain additional visibility.

The LabVIEW NXG Web Module introduces drag-and-drop creation tools for web-based interfaces (WebVIs) to help you augment your test, measurement, control, and monitoring applications. You can use it to quickly create web-based engineering user interfaces, and, with its intuitive communication mechanisms and platform for secure hosting, you can rapidly develop and deploy your web interface without web programming expertise.

### Evaluate How You Can Stay Ahead with Test Software

Test smarter by evaluating the software tools you are considering with these four key questions. How well does the software tool help you to:

- Reduce your test system setup and configura-



**Figure 5. Remotely monitoring and accessing data are the most common ways engineers would use web-based user interfaces in their next project, according to an NI survey.**



**Figure 6. Augment your test, measurement, control, and monitoring applications with web-based interfaces created with the LabVIEW NXG Web Module.**

- tion time?
- Minimize the time to your inevitable next measurement?
- Increase test software collaboration?
- Put the right test data in front of the right people?

What does your future hold? NI is excited to see the future faster through the exciting engineering challenges you will meet using LabVIEW NXG. □

By Jonah Paul,  
Senior Product  
Marketing Manager,  
NI



# Telecom Manthan

## 2018

16 May 2018  
AICTE Auditorium, Nelson Mandela Marg  
Vasant Kunj, New Delhi

**Voice&Data** in association with **Telecom Sector Skill Council** is organising “**Telecom Manthan**” a meeting of Telecom Ecosystem & Talent pool in India. It is set to be a vibrant brainstorming session involving all the Stake holders.

### HIGHLIGHTS

- 1 Day Forum & Recognitions
- 300+ Business Decision Makers
- Power Packed Sessions
- Keynote Sessions

### KEY SESSIONS

- Telecom as a Driver of Change- Challenges and Opportunities
- Emerging Telecom Requirements- Enabling Students to be Job Ready
- Managing the Talent Supply Chain- Synergizing Industry-Academia Relationships
- How can Industry and Academia leverage their respective Expertise to Deliver Skilled Workforce and Entrepreneurs
- Emerging Skill Ecosystem for ‘Digital India’ and ‘Skill India’
- Present Scenario of the Skill Ecosystem and the way forward for Powering the Skill Ecosystem in Collaboration with all Stakeholders

telecommanthan.com



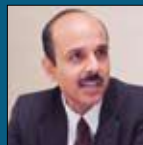
### SPEAKERS



**Akhil Gupta**  
Chairman,  
Bharti Infratel Ltd.



**Arvind Bali**  
CEO & Director,  
Videocon Telecom



**P Balaji**  
Director-Regulatory Affairs,  
Vodafone Telecom



**Lt Gen Dr. SP Kochhar (Retd)**  
CEO, TSSC



**Ravi Shankar Rai**  
MD, Savitri Telecom



**Kumkum Garg**  
Dean, Bhartiya Skill  
Development University, Jaipur



**Rajat Mukarji**  
Chief Corporate Affairs  
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**Pradeep Gupta**  
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bd-communications@tsscindia.com, Mob: +91-8377004166

**For registrations, kindly visit:** www.telecommanthan.com

Lenovo recommends Windows 10 Pro.

# 25 years of the ThinkPad. It's a legend.

It's in the Museum of Modern art (MoMA), New York. It's rugged enough to be used by archeologists excavating the ancient Egyptian city of Leontopolis. It's built to last...for more than two decades. It's satellite-grade carbon fiber. It's inspired by a bento box. It's survived over 200 durability tests. It's predicting the weather conditions at Everest base camp. It's a storm chaser. It's been to space. It's unfazed by oil, water and coffee spills. It's survived in a submarine, inside a jungle and in the Arctic Circle. It's orbited the Earth at 17,150mph. It's passed 12-MIL SPEC durability tests. It's selling at a rate of over 25 machines per minute. It's 25 years of relentless innovation. It's different....

and different is better. **This is a ThinkPad.**



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Powered by  
Intel® Core™ i7 processor.  
Intel Inside®. Powerful Productivity Outside.

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