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SME CHANNELS

India's leading IT magazine for channel business

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EDITORIAL

HOPING TO GO THROUGH A GREAT FY - 2018

SANJAY MOHAPATRA
 sanjay@smechannels.com



FY 2018 is going to be a disruption year from Indian political circuit point of view as the parliamentary election is scheduled to happen in 2019. When the BJP government under Mr. Modi's tutelage would like to retain their seats if could not improve upon the 2014 tally, opposition led by congress and Mr. Rahul Gandhi would like to displace the Modi government from the power. In both the situations, the sufferer or the gainer would be the market. So, when I say the year is going to be a major disruption year, Mr. Modi and BJP government would certainly like to bring in a lot of new things to the market from the policy point of view, diktat point of view or even product point of view. What we have seen so far are many disruptions including demonization and implementation of GST to be very important ones. Bringing laws or amending different age-old laws in the parliament is no less than the disruptions. Apart from GST, Digitization, smart city initiatives, bullet train introduction from Ahmedabad to Mumbai, creating additional infrastructure capacity, thrust on manufacturing, etc., can keep the ball rolling for the government, but hardly a year into the general election, BJP government would certainly like to step up its activities which are visible and bring sparkle to the eyes of common man. In next one year, the government would certainly like to infuse more investment into the country and the projects – new or old to enhance its score in employment.

Now, what is the relevance of this with the IT market or channel market? Gone are the days when we used to see the growth of IT market in isolation, today, if every company is going to become IT company and business outcome would be dependent upon the right implementation of the IT, how can IT be seen in isolation. So it is a connected world. One sector would perform badly will have the impact on the other sector too. And IT being at the core, impact on it would be as high. When IT becomes the catalyst, agility, scalability, visibility, faster decision making, etc., will become the key enablers. And, these capabilities can be seen in their full form, if they are thrown from cloud infrastructure not from on prem. Therefore, the channel market must take right decision now onwards keeping the future on perspective. Other thing is that FY 2018 would surely be bumpy from the market performance point of view due to the political reasons. Therefore, the partners would have to be extra careful while taking any project related decisions.

MY EXPERIENCE

Epson Home Projectors Eh-Tw650 And Eh-Tw5650

EPSON'S HOME PROJECTORS - THE EH-TW650 and EH-TW5650 are packed with advanced features to provide a vividly cinematic experience at home. Priced under Rs. 1 Lakh, both projectors are aimed at introducing first time consumers to the joy of big screen entertainment at home. The EH-TW650, comes with an amazingly high brightness of 3,100 lumens as well as an improved contrast ratio of 15,000:1 for enhanced viewing whereas The EH-TW5650 comes with brightness of 2,500 lumens and contrast ratio of 60,000:1.

The fully loaded home projectors, EH-TW650 and EH-TW5650, come with features for increased flexibility in set-up and ease of projection – the quick corner and horizontal keystone slider features enable images to be conveniently and easily adjusted. EH-TW5650 also comes with lens shift and 1.6 times zoom for greater installation flexibility.



SPECIFICATION: EH-TW650 OFFERS 3,100 LUMENS AND CONTRAST RATIO OF 15,000:1 FOR ENHANCED VIEWING WHEREAS EH-TW5650 COMES WITH BRIGHTNESS OF 2,500 LUMENS AND CONTRAST RATIO OF 60,000:1.

FINAL WORDING:

With price range between 58,999 & Rs. 95,999., this makes a nice choice for the buyers.

OVERALL RATING ★★★★★

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APR

EVENT COVERAGE



Partners Show Keen Interest in Cloud Computing & Datacentre Business /24

SME Channels and Netmagic recently hosted Channel Event which was attended by more than 50 senior partners. The event witnessed enthusiasm of people towards cloud computing and datacenter business.

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CENTRALIZED VIDEO SURVEILLANCE FOR MULTI-LOCATED ENTERPRISES

MORE LOCATIONS • MORE VISIBILITY • MORE CONTROL

Multi-location enterprises are often under false notion of being secured when they use scattered video surveillance products. Their vulnerability is exposed when the products remain meek spectators during critical incidents. These scattered products do not provide an integrated solution offering much needed visibility and control for multi-location organizations.

Unlike traditional CCTV products, Matrix SATATYA is a professional video surveillance solution specifically designed for serious deployments. It offers live viewing, real-time alerts and instant switching between live and stored video streams from remote locations eliminating distance and time barriers.

No wonder, many progressive organizations including **Schneider, Tata Motors, Dnata, Samsung, General Electronics (GE), Airport Authority, Indian Railways** and many more are relying on Matrix SATATYA for their video surveillance needs.

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DN/Core Collaborates with Cisco for Indian startups

DN/Core, an incubator exclusively for nonprofit startups, has announced its partnership with Cisco to launch N/Core tech – an exclusive track focused on incubating early-stage nonprofits that leverage digital technology to positively impact society and solve some of the world's most pressing social and economic problems.

The exclusive N/Core and Cisco tech track will primarily focus on incubating nonprofits that are trying to address critical human needs like water or food security, healthcare, financial inclusion, education, accessibility, and the environment. The Track will support up to 20 organizations during the first year in cohorts of 10 organizations each. N/Core tech's first cohort is open for applications.

Each selected nonprofit will receive an innovation grant of INR 10 Lakhs. "Cisco is committed to positively impacting 1 billion people by 2025. Through this partnership with N/core, we seek to inspire and empower a generation of global problem solvers who can combine tech know-how, ingenuity, and social consciousness to solve some of the most pressing social challenges. N/Core has attracted some of the best young innovators entering the social sector, and we are excited to discover such talent and support their aspirations," said VC Gopalratnam, Senior - VP, Cisco India CSR.



Netmagic, McAfee Join Forces to Offer Malware Protection Services

Netmagic has partnered with McAfee to offer Malware Protection services as part of its Managed Security Services in India. The services will offer next generation server security to customers via Netmagic's cloud services on pay per use basis.

With this partnership, Netmagic aims to provide customized Security Services Offerings on a hosted model. This enables customers the monitoring of malicious activity across servers and hosts and provide a proactive protection from threat actors – both opportunistic and

targeted.

Netmagic has built its Server Host Protection service on McAfee's server security and endpoint security solution. Server Host Protection service is a SAAS based offering powered by McAfee to provide protection from known, near-zero day,

and zero-day attacks. An antivirus, anti-malware and intrusion prevention, Secure Host stops unnecessary usage/deployment of software on your servers. Server Host Protection also helps customers achieve multiple compliance goals such as PCIDSS, ISO 27001 etc.

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Netgear M4300 Switch. **So flexible, it's almost custom-built**



M4300-96X



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The M4300-96X Switch allows you to start small and grow later in 'non-blocking' mode, just by adding port expansion cards.



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Salesforce Takes Aim at Small Business

Salesforce has launched Salesforce Essentials—easy-to-use, intelligent apps for small business teams, built on the world's #1 CRM platform. The first Essentials apps—Sales Cloud Essentials and Service Cloud Essentials—are available, enabling every small business to grow and innovate faster with the power of Salesforce.

“There are more than 125 million small businesses around the world all working toward one common goal—growth,” said Mike Rosenbaum, EVP, CRM Applications, Salesforce. “With Essentials, we’ve taken the full power of Salesforce and tailored it for the unique needs of small businesses. Essentials is easy to set up and use—and it’s future-proof, so small businesses can add new capabilities quickly and easily as they grow.”

Small business teams spend 23 percent of their workdays on average manually inputting data—time that should be spent finding, winning and keeping more customers.

TP-Link Maintains World's No.1 Spot for 29 Consecutive Quarters in the WLAN Market

TP-Link is consistently ranked as the No. 1 global provider of WLAN devices for consecutive 29 quarters, according to the IDC Quarterly Wireless LAN Tracker, Q4 2017.

The latest IDC WLAN Tracker revealed that TP-Link made 18.04 million WLAN product shipments in Q4 2017 and possessed a global market share of 42.00% — 35.53% ahead of its nearest competitor. With such achievements, TP-Link has retained its dominant position as the market leader in WLAN products for the 29th consecutive quarter. Over the course of 2017, TP-Link sold a total of 78.46 million WLAN products, the whole-year WLAN market share was 44.08% and annual revenue for WLAN products hit \$1.07 billion.

Samba Moorthy to Head Epson India

Epson India has announced a rejig in its top management. Toshiyuki Kasai, who has been the President for the last 6 years and is due to retire shortly, announced that he will be returning to Epson Japan in April 2018. His replacement as President of Epson India has been announced as Samba Moorthy, who till now was the Vice President, Sales & Marketing.

Samba Moorthy who joined Epson India in 1996 has grown through the ranks to head the company in India. With a vast body of experience in various capacities within Epson, Samba has been instrumental in setting up and building the Point of Sale (POS) and Projector businesses for Epson and for actually creating an industry where none existed earlier in India. He is widely credited with being the driving force behind Epson India's sales growth and its ascendancy to the No. 1 position in most of the categories it operates in including inkjet printers, projectors, billing printers, dot matrix printers and robots.

According to the outgoing President, Toshiyuki Kasai, “Samba is an inspiring leader with a clear vision and is the ideal person to lead and take Epson India forward, with an eye on the 2025 goals set by the company.”

MY POINT



Given the scale of breaches seen in 2017 coupled with the maturing threat horizon, organizations want to turn to a managed security services model to improve their IT security efficiency.

SHARAD SANGHI, MANAGING DIRECTOR & CEO OF NETMAGIC

ASUS India Gets New Regional Head

ASUS has appointed Leon Yu, as the Regional Head for India and South Asia. Leon joins ASUS India from ASUS Middle East to assume the responsibility from Peter Chang, who has now moved to ASUS headquarters in Taiwan, and heads the Market Development Center for APAC.

In his new role, Leon will be responsible for building ASUS' brand and business in the South Asia region which includes India, Sri Lanka, Bangladesh and Nepal, with a focus towards building client relationships, growing business volumes and sales of ASUS branded products and services.

ASUS believes that Leon's in-depth knowledge and experience of the brand, marketing and distribution will bring a new dynamic to the local business particularly in such a highly competitive environment. Commenting on the appointment Leon Yu said, “I am very pleased to join ASUS India and look forward to building on the momentum and growth that Peter and his team have created here.”

Udyog Software Ties up with Compuage for uBooks

Udyog Software (India) Ltd, part of Adaequare group and leader in Tax Technology and Compliance Automation has appointed Compuage Infocum Ltd, India's leading IT and Mobility Distribution Company as its exclusive partner in India for its newly launched uBooks.

With this tie-up, the company is looking at strengthening and reaching out to SMEs & Mid-size market across India. uBooks, an integrated business automation software addresses the key areas of GST, Finance and accounting standards. This solution help the businesses in building a strong financial system thus providing up-to-date insights about the transactions, profit-loss, balance sheets, etc. for making better decisions and improving operational revenues.

Atul H Mehta – Chairman & MD, Compuage Infocum says “Through this association, technology will meet the demand and we are excited to partner with Udyog Software for their financial products, which will boost our cloud business and help our partners cater to a new segment of customers. With this tie up we will together strive to bring innovative and customized technology in the Indian IT sector.”



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Modern organizations need to transcend geographical and time barriers by offering people access to communication and collaboration irrespective of their locations and time zones. Matrix SARVAM is an enterprise-grade Unified Communication solution that offers Communication, Mobility, Messaging and Collaboration. SARVAM brings diverse users from multiple locations to a common platform for real-time communication and collaboration. Users have options of SPARSH VoIP desk phones or VARTA applications from their smartphone, tablet or PC. With universal connectivity, advanced call management and collaboration, Matrix SARVAM significantly improves organization's agility and productivity.

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- Business Application for Android, iOS and PC
- SMS Server
- Universal Media Gateway
- Hospitality Suite

FEATURES

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- Presence and Chat
- Outlook Integration
- Video Calling
- Voicemail to Email
- SMS and Email Notifications
- Redundancy and Hot Swap
- SIP, GSM/3G, ISDN T1/E1 PRI and Legacy POTS
- 100+ Call Management Features

Thus, it is no surprise that 350,000+ customer trusted Matrix for their communication needs. They include ABB, Garnier, Pepsi, GEC Alstom, PWC, American Express, Norton, Du-Pont, L&T, Adani, Bajaj Auto, Apollo Hospitals, Glenmark Pharmaceuticals, Johnson & Johnson, Vodafone, Bharti Airtel, Tata Teleservices, Reliance Communications, Indian Oil Corporation, Bharat Petroleum, State Bank of India, National Bank of Abu Dhabi, Shriram Finance, Indian Space Research Organization (ISRO), Blue Dart, Cadila Pharmaceuticals, KFC, Domino's, Tommy Hilfiger, Raymond, L'Oreal, Sun Pharmaceuticals, Hindustan Unilever, Cipla, Dr. Reddy's Lab and many more.



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D-Link Extends 5 Years Warranty on its CCTV products

D-Link which has recently ventured into CCTV segment and is creating differentiation by bringing in 5 years warranty. With this D-Link is all set to address the growing surveillance market with its robust and top-notch CCTV products.

“We entered CCTV segment about three quarters back and the response from both partner community and customers has been phenomenal. Our endeavour has always been to provide quality product, exceptional service, and enable channel with lucrative business opportunity. With this in mind we decided to extend warranty on CCTV products to 5 years which is happening for the first time in industry,” said Sanket Kulkarni, Sales Head – D-Link (India) Limited.

He further added “Overall we foresee huge market potential for CCTV products and are confident of capturing maximum market share with our focused marketing strategy. We are working closely with our existing partners/ reseller to propagate our CCTV solution. We have also rolled out an incentive program for our partners and will continue to bring out rewarding business opportunities.”

Cloud4C Earns SAP APJ Partner Excellence Award 2018 for HANA Enterprise Cloud

Cloud4C has announced it is the recipient of an SAP APJ Partner Excellence Award 2018 for HANA Enterprise Cloud. Awards were presented by SAP to the top-performing SAP Partners in the APJ region that have made outstanding contributions to driving SAP customers’ digital transformation. Recipients of this year’s awards have been – in partnership with SAP – helping customers adopt innovation easily, gain results rapidly, grow sustainably and run more simply with SAP solutions.



Sridhar Pinnapureddy, Founder and CEO, Cloud4C said, “We are delighted to receive the award, as it stands as a true testimony to the value delivered to the end customers through our collaborative effort with SAP”. He added, “I am thankful to SAP for bestowing this honor on us. We are committed to delivering innovative solutions to our global customers as we expand our footprint from 16 existing countries to 40 countries in the next eighteen months.”

Selected from SAP’s wide-ranging partner base, nominations for the SAP Partner Excellence Awards were based on internal SAP sales data. A steering committee composed of regional and global SAP representatives determined winning partners in each category according to numerous criteria such as sales achievement and performance. Awards were presented in a variety of categories, including overall sales, innovation, technology, services and solution-specific areas.



GARTNER HAS FORECAST THAT WORLDWIDE SPENDING ON IOT SECURITY WILL REACH \$1.5 BILLION IN 2018, SUBSTANTIAL 28% INCREASE FROM 2017 SPENDING OF \$1.2 BILLION.

Worldwide IoT Security Spending Forecast (Millions of Dollars)

	2016	2017	2018	2019		
Endpoint Security	240	302	373	459	541	631
Gateway Security	102	138	186	251	327	415
Professional Services	570	734	946	1,221	1,589	2,071
Total	912	1,174	1,506	1,931	2,457	3,118

Source: Gartner (March 2018)

EXECUTIVE MOVEMENT



Ingram Micro appoints Diego Utge as Senior Vice President & Chief Country Executive for India.



Pegasystems has appointed Shoel Perelman as vice president of product for Pega Marketing software.



Riverbed has appointed Paul Mountford as CEO, succeeding Jerry M. Kennelly



Rocket Software has named Anjali Arora as SVP and Chief Product Officer.



RAH Infotech Appoints Ashis Guha as CEO. Ashis was earlier engaged with technology vendors such as NetApp,

Sanovi, Perpetuuiti Technosoft, Sun Microsystems and Brocade, etc.

Lenovo recommends Windows 10 Pro.

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Synology Makes Availability of Its C2 Backup,

Synology has announced the general availability of the Synology C2 Backup service to users worldwide. Initially established to meet the increasing demands from European customers for a secure and highly-integrated cloud backup solution, C2 Backup now allows precious data stored on Synology NAS around the world to retain copies on Synology's Europe-based cloud storage in case of disaster recovery.

C2 Backup has sustained high growth in the six months following the initial launch. Its data center in Frankfurt has expanded in response to the overwhelming popularity and the increasing storage demand. The level of customer satisfaction is attested by the subscription retention rate, with over 96% of new users continuing their subscription after the free trial. All the success in the European market proves the service to be a well-optimized and cost-effective solution, and it stands to reason that the same solution will benefit even more customers in more countries.

Canon India's VP, K. Bhaskhar Elected as Chairman for the CII Office Automation & Imaging Division

Canon India's Vice President, K. Bhaskhar, has been appointed as the chairman for the CII's Office Automation & Imaging Division. Unanimously elected for the position, Bhaskhar will be seen in an advisory role, working alongside the Government on policy matters, interfacing with thought leaders, and enhancing efficiency, competitiveness and business opportunities for industry through a range of specialized services and strategic global linkages. With a two decade long tenure at Canon, Bhaskhar is one of the most respected leaders in the organization and has been its part since its inception in India.

Expressing gratitude and talking about his vision for the industry, K. Bhaskhar, said, "It is an honour and a privilege to Chair the CII Office Automation & Imaging Division. The CII Office Automation and Imaging Division (CII OA&ID) takes up issues of common interest to members and industry players with concerned Ministries/Departments and contributes towards drafting National-level Policies with stress on making them more user friendly and consistent with Government's focus on Ease of Doing Business."



Unistal Reports 100%+ Revenue Growth

Unistal Systems announced 100% growth in financial year 2017-2018.

"We continue to see broad-based momentum across our B2B and B2C markets," said Alok Gupta, Managing director of the company. He added, "In this financial year, we have seen more than 100% revenue growth and profit from both the business vertical i.e. Data security and Oil and Gas. Looking ahead to the next financial year, we eye on continued strength in our business and are expecting similar or more growth on a year by year basis."

Alok further added, "We anticipate a continuation of market share gains, thanks for our channel partners, distributors, business associates and customers to make this journey a success story at Unistal family. Our comprehensive portfolio and tight alignment with our customers have made us to see a continued growth in our man power, revenue and profit year by year."

Avaya Adds Cloud-based Team Collaboration to Equinox Experience

Avaya has added cloud-based team collaboration to the Avaya Equinox Experience, the company's signature unified communications and collaboration user interface and cloud service. The Avaya Equinox Experience leapfrogs other vendors' offerings by delivering deep level of integration between unified communications and the tools needed for seamless, simple, highly productive team collaboration.

The Avaya Equinox Experience is a sleek, personal user interface for one-stop access to voice, video, chat communications channels, calendar, meetings and more. Its "mobile-first" Top of Mind screen provides at-a-glance visibility to everything that a user needs in real time: schedule, contacts, messages, voice and video.

An enterprise-grade solution, Avaya Equinox provides a higher level of security over consumer-grade messaging and applications. The cloud-based, team collaboration capabilities are available standalone and also easily integrate with on-premises deployments of Avaya Equinox supported by both Avaya Aura and Avaya IP Office, Avaya's industry-leading communications platforms.

Conduent Expands in India by Launching Office in Visakhapatnam

Conduent has expanded its presence in India and started its new location in Visakhapatnam, Andhra Pradesh. This became the company's ninth location in the country and is poised to create up to 5,000 jobs in the city over the next two years.

The launch comes less than six months after announcing a three-year timeline for setting up a development centre in Visakhapatnam's Fintech Valley. The new site will become a key business location in India and will help Conduent India globally deliver innovation in technology, transportation, healthcare, public safety, human resources, process automation and operational excellence.

Today, Conduent India employs almost 12,000 people across nine cities. The new office in Visakhapatnam demonstrates Conduent's focus on India as a priority market and underlines the importance of the region in the company's overall growth strategy. "India is a strategic growth region for Conduent and we are convinced about the potential that the country offers," said Dave Amoriell – President, Conduent Inc.

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iValue Bags Award from AlgoSec

iValue has received the “2017 APAC Emerging VAD Award” by AlgoSec. This award was given in recognition of iValue’s outstanding business volume in the APAC region for AlgoSec in 2017. The award was presented at the 2018 AlgoSummit Singapore event.

With its unique go-to-market approach and focused teams for the BFSI vertical, and Government & Enterprise horizontal markets, along with Partner enablement and engagements, iValue has been delivering 4+ times market growth for its OEMs consistently over the last 10 years. AlgoSec, with its best in class offering in business-driven security management solutions, is very attractive for iValue’s 2000+ strong Enterprise customer base, across BFSI, ITeS, Telecom and Consumer retail verticals.

Western Digital Unveils Hybrid-Cloud Backup, Recovery Solution

Creating environments for data to thrive, Western Digital is relieving big data pressures on IT managers by offering enterprises a cost-effective and scalable backup and recovery solution for on-premises and hybrid cloud environments. Two powerful technologies, ActiveScaleO object storage system and StorReduce deduplication software, provide petabyte-scale storage that protects data efficiently, and facilitates a data forever architecture, saving companies up to 70%¹ compared to traditional backup appliances. With this modern approach, protected data is stored in an open format so customers can analyze and extract hidden value from the data to help transform businesses or achieve new breakthroughs faster.

“Together, Western Digital and StorReduce address many challenges IT managers face in protecting their valuable data,” said Phil Bullinger, general manager, Data Center Systems Business Unit, Western Digital. “Western Digital has the breadth and depth of products, systems and solutions, leveraging vertical innovation and integration, and industry experience to help solve tomorrow’s challenges today. By working with StorReduce, we are enabling organizations to consolidate backup appliances, tape and other unstructured data silos into a single, easy-to-manage private or hybrid cloud solution.”

Matrix Touts Cutting-edge Telecom Solutions at Defexpo 2018

Matrix has participated at Defexpo 2018. The event proved to be an ideal platform for showcasing latest solutions designed for the defense sector. The same, organized from 11th-14th April’18 in Chennai, Tamil Nadu is expected to witness footfall from decision makers.

Matrix unveiled its latest solutions PRASAR UCS, PARISAT VC and TEJAS NMS at the event. PRASAR UCS – Pure IP Solution offers Collaboration, Communication, Messaging and Mobility. With a capacity of up to 2,100 UC users and 550 concurrent calls, the system offers maximum throughput, ensuring connectivity in mission critical applications.

Caspio Reaffirms Commitment to India with Rupee-based Pricing and Special Discounts

Caspio, the leading low-code development platform for online database applications, is offering special Rupee-based pricing and region-specific discounts for India-domiciled customers. Localized pricing means customers in India will now benefit from rates that are optimized for India’s macroeconomic climate while mitigating risk on INR/USD exchange rates.

Predicted by multiple analyst firms to grow to a \$27.2 billion-dollar market by 2022, low-code development is one of the fastest growing segments within the IT industry. Gartner estimates that 50% or more of all new business applications will be created using high-productivity toolsets.²

“Caspio was designed to completely revolutionize how businesses acquire and expand their use of custom-built software,” said Caspio Founder and CEO Frank Zamani. “By making it easy for non-technical business roles to create their own applications on an IT-trusted platform — through point-and-click development tools instead of coding — Caspio makes it possible for most employees throughout an organization to respond to business needs and opportunities from a software enablement perspective.”

Aruba Advances Mobile First Architecture to Enable Autonomous Networking and the Smart Digital Workplace

Aruba has advanced its Mobile First Architecture with the introduction of new innovations in AI-powered analytics and assurance to enable autonomous networking, as well as partnerships to deliver smarter workplace experiences.

To help IT organizations enhance the user experience and ensure business resilience as they continue to adopt mobility, IoT and cloud, Aruba has introduced NetInsight, an artificial intelligence (AI) based analytics and assurance solution for optimizing network performance. Additionally, Aruba has added a new category of smart digital workplace partners to the ArubaEdge Technology Partner Program including corporate real estate (CRE) leaders, connected furniture companies, and technology vendors, to deliver next-generation workplace experiences that securely support IoT, building automation, and personalized, location-based services for guests and employees.

Takashi Ishikawa Becomes New MD of Toshiba Software India

Toshiba Software India (TSIP), a 100% subsidiary of Toshiba Corporation, has promoted Takashi Ishikawa to Managing Director for India. Effective February 1, 2018, Ishikawa is appointed to lead TSIP to the next level of growth across the company's software solution business in the country. Ishikawa replaces Hidehido Koka, who has been committed to TSIP's success story and played an integral role in its growth and development in

India. Under his leadership, TSIP expanded its consumer outreach, built stronger teams with over 1,000 employees, established new offices, and consistently exceeded sales and profitability. Takashi Ishikawa said, "Our 'ACROSS & BEYOND' philosophy is in line with the Group's commitment to 'Make-in-India and Export-from-India', aimed at establishing TSIP as a technology hub for industries like robotics and AI."

DIGEST

MSI UPDATES GAMING LAPTOPS SERIES

MSI has launched a suite of gaming laptops powered by Intel 8th Generation processors, with three new models: the new GS65 Stealth Thin gaming notebook, GT75 Titan with i9 processor and GE Raider RGB Edition. These products are equipped with the 8th generation processor updates to its GP, GL and GV lines. All of the new laptops will be available for pre-order on Flipkart, Paytm and other authorized sellers. Furthermore, MSI announces addition of 21 service centers to its existing service networks.

KAIZEN INFOSERVE NAMED AUTHORIZED SERVICE PARTNER OF GALAX

GALAX has signed a deal that sees Kaizen Infoserve become the authorized service partner of GALAX which has built its reputation as an elite designer and manufacturer of many of the most popular OEM-branded graphic card products on the market today. Galax continues to lead in a high level of service to its customers over its rivals by offering direct replacement of a graphics card, SSD and Memory. Kaizen Infoserve has a strong network of 43 service centers across India providing RMA services. This is a giant step forward in RMA service and only from GALAX.

SYNOLOGY ANNOUNCES THE 2.0 BETA RELEASE OF ACTIVE BACKUP FOR OFFICE 365

Synology announced the beta release of Active Backup for Office 365 with added support for mail, contacts, and calendar protection on top of existing OneDrive for Business support, allowing businesses to control even more of their data in Microsoft Office 365. Synology C2 Backup offers a 30-day free trial for new subscribers to try the solution in their production deployment environments.

TORETO UNVEILS WIRELESS POWER BANK ZEST PRO

Toreto has launched Zest Pro Wireless Charger Power Bank. As your Smartphone gets contemporary, these wireless power banks are here to simplify and build up a phenomenal experience of your Smartphone charging. Avoid the entangling of wires and up your style game to the next level with the new Toreto Zest Pro. Even with a 10000mAh Li-polymer battery, the Zest Pro wireless charger cum power bank is unbelievably lightweight hassle.

QUANTUM AND DALET EXPAND PARTNERSHIP

Quantum Corp.'s Xcellis Scale-out NAS has been certified with Dalet Galaxy platform, delivering an optimized solution that meets the media asset management (MAM) and workflow demands of production environments. The combined solution provides a highly flexible and scalable approach to complex media production challenges, automatically and seamlessly moving data between storage media to match the most appropriate and cost-effective storage tier with the workflow stage. The certification extends Quantum and Dalet's successful 10-year partnership.

Autodesk Introduces AutoCAD 2019 Including Specialized Toolsets

Autodesk has introduced significant enhancements with the launch of the latest versions of AutoCAD 2019 and AutoCAD LT 2019. A key update to AutoCAD 2019 is access to industry-specific features and functionality of seven specialized toolsets with just one product.

Prior to this, users could choose to subscribe individually to seven AutoCAD toolsets, namely Architecture, Mechanical, Electrical, Map 3D, MEP, Raster Design, and Plant 3D.

With access to any, or all, of the seven specialized AutoCAD toolsets, customers who subscribe to AutoCAD 2019 including specialized toolsets can choose from more than 750,000 intelligent objects, styles, parts, features and symbols when drawing. This will enable them to speed up their workflows and be more efficient as their business needs evolve.

"Being the industry pioneer in digitising design and documentation, AutoCAD remains at the heart of Computer Aided Designing as the defining, essential tool for the design stage. Autodesk's constant efforts have been towards making the software better and we are very excited to announce the launch of AutoCAD 2019 including specialized toolsets which will enable increased efficiency, and faster delivery of workflows," said Arun D'Souza, Country Manager – Platform Solutions and Emerging Business (PSEB) – India & SAARC – Autodesk.

Trend Micro hosts Channel Partner Event in Shimla

Trend Micro recently hosted its Annual Channel Partner Day event, which was held from 12th to 14th April, in the verdant environs of Shimla. During the event the company unveiled its latest strategic products and solutions and shared market & sales insights. The three day event witnessed engaging sessions delving on areas such as, the global threat landscape, on securing the connected world and an update on the partner program initiatives by Trend Micro.

As part of the partner program update, the event saw the rollout of a very comprehensive channel program, one which will 'reward partners' who have demonstrated good technical capability to deploy and service their customers, among other parameters.

Cognizant Wins 'Adobe Country Partner of the Year' Award

Cognizant has recently announced it has been named "2017 Delivery Quality Partner of the Year" by Adobe.

Cognizant was recognized by Adobe for its commitment to exceptional customer service on joint deployments of large digital transformation projects for clients across industries.

"We are committed to partnering with clients to deliver experiences that matter – experiences that shift our clients' position in the market," said Donna Tuhs, Senior Vice President, Cognizant. "Core to this commitment is execution excellence, delivering at the highest level of quality every time, which is why this recognition means so much to us."

ACER Strengthens Retail Presence with 9th Exclusive Store

ACER has expanded its retail presence in Delhi with the inauguration of their 9th exclusive Acer Store. The new store is situated at, Acme Infocom Private Limited, Nehru Place, New Delhi-110019. Acer stores provide a one-stop shopping experience where consumers can experience and purchase all the latest laptops, monitors and accessories. Already having achieved a stronghold in metros, Acer has been extending its presence in the top cities in India to reach out to its customers at a large level. Chandrahas Panigrahi, CMO and Consumer Business Head, Acer India, says, "Delhi is one of the most important hubs when it comes to the PC market and one of the most tech savvy cities in India. People constantly look out for cutting-edge technologies and new technological innovations in their everyday life. With a total of 9 stores in Delhi, we intend to provide a seamless experience to our customers and empower them to have hands on experience on Acer's iconic range of products."

Vertiv Joins Ericsson Energy Alliance

Vertiv has been selected to join the Ericsson Energy Alliance, a competitive ecosystem and management interface that aims to increase market share and top-line growth while evolving access networks towards 5G. The long-term agreement builds on the strength of the Vertiv global reach, unique product competence and service delivery, along with the speed and flexibility provided by its first-class research, design and engineering teams.

The Alliance is part of the Ericsson Radio Site System, which comprises all of the site infrastructure components required to provide network performance and operational efficiency to the mobile operator. The partnership allows Ericsson to compete more forcefully, broadening the portfolio with increased access to new technologies, strengthening the regional sales support, and establishing a consistent ecosystem to support telecom access networks and 5G deployments. The Alliance also allows Ericsson and Vertiv to engage closely in strategic product portfolio planning and development, with expected synergies in research and design, and time to market. Through the Ericsson Energy Alliance, Vertiv is providing a broad range of custom-made OEM (Original Equipment Manufacturer) power systems and enclosures, including solar hybrid solutions for off-grid or bad-grid sites. In addition, this is complemented by the Vertiv global product, solution and service offerings to meet any regional requirements.

The Ericsson Energy Alliance has already delivered fruitful results for customers across Mexico, Saudi Arabia, Tanzania and Indonesia.



Amdocs and Microsoft Partner to Enable ONAP on Azure

Amdocs has announced its implementation of Open Network Automation Platform (ONAP) on the Microsoft Azure cloud platform. This new development enables operators to deliver virtual network services running on Azure, orchestrated and managed using ONAP. Amdocs and Microsoft will show how operators can gain the time-to-market and cost benefits of public clouds with a demonstration of ONAP running on Azure this week at the Linux Foundation's Open Network Summit in Los Angeles.

Amdocs is working with Microsoft to make the ONAP code available to the open source community in May 2018. Network operators will then be able to offer network services running on Azure as the primary cloud or as complementary capacity for their private cloud to deploy virtual network functions that are managed and orchestrated by ONAP.

In2IT Technologies Debuts New Chatbot for Public & Private sector

In2IT Technologies has launched a chatbot which is targeted at both public and private sector organisations. The new chatbot, named 'Mapula' ('mother of rain' in Sesotho), is targeted at financial institutions, public sector departments, but mostly organisations that are more focused on customer service, and that communicate regularly with clients.

The industry agnostic chatbot can be customised depending on the customer requirements of the specific organisation, using robotic process automation (RPA) to respond to frequently asked questions and resolve customer queries on the Web site, and across social media platforms.

Vishal Barapatre, Group CTO and Co-Founder at In2IT Technologies says, "In this twenty first century digitally driven era, the definition of customer service and engagements has been rapidly changing. Be it private organizations or governmental departments, the changing dynamics in digital communication is creating the need for Artificial Intelligence (AI) based chatbot solutions. Using RPA any element of operation can be automated whether it is with the client themselves or outsourced to a service provider. Thus, it gives clients a better control of operations by core team."

Gemalto Unveils New Enhanced Security Features for ID documents

Digital security service provider Gemalto has launched two new laser-personalized innovations designed to further increase the security of official identity documents. These advanced security features are available immediately as additional options in the Gemalto Color Laser Shield* secure identity solutions range and are supported by major brands of personalization equipment.

Color laser engraving is the most secure way to personalize documents. It has won the trust of progressive government bodies worldwide and is gaining further momentum in 2018. In addition to color portraits of exceptional sharpness secured by four color lasers, the two new security features can now be applied to the polycarbonate documents such as national ID cards, passports, healthcare cards, driver's licenses, voting and resident permit cards.

The new enhancements are highly sophisticated but simple to adopt by the government agents in the field. They are designed to counter forgery while remaining easy for officials to verify their authenticity, thereby providing greater convenience for legitimate holders.

Arrow PC Registers 30% Growth in FY 2017-18

Arrow PC Network, the leading next-generation SI for unified Virtual Computing Environment, has announced that the company has registered a colossal business growth in FY 2017-2018. With a strong understanding of the competitive Indian IT market dynamics, Arrow PC Network growth was backed by the significant deals in the various verticals namely, IT, BFSI, Health & Pharma, Lifestyle, Retail & Manufacturing.

Arrow has a strong customer base for DC, Backup and Storage and will be focusing on Cloud Computing business models and technologies this financial year. To expand their customer portfolio, Arrow has partnered with a lot of OEMs in India to advance the unified Virtual Computing Environment and seamlessly integrate next-generation cloud capabilities for their customers.

Gurpreet Singh, Managing Director at Arrow PC Network said, "The results in last FY were great and shows our ability to adapt to the increasing volatile and ever-changing market conditions. We started on a small scale with Delhi as a hub and today we have a strong presence across PAN India. Our commitment towards the customers, in terms of products and implementation of right solutions has been the main contributor to our continued success. In addition, we have a rich partner base and certified skilled technical teams with strong understanding has surely played an instrumental role in our growth."

BRITZO Rolls out Pan-India Channel Programme 'iVVO Smart Parivar'

Marking a major step towards achieving its vision of empowering every Indian with new-age digital tools, pioneering communications company BRITZO has announced the imminent launch of its pan-India channel programme, 'iVVO Smart Parivar'. With the five Ps of People, Partnerships, Profitability, Prosperity, and Peace of Mind guiding its channel strategy, BRITZO's latest initiative has been designed to assist its partners in accelerating their growth by capitalising on the brand's differentiated product/service proposition, as well as to deliver the maximum customer value.

Under the 'iVVO Smart Parivar' programme, BRITZO will facilitate a single-point solution for all of its partner distributors needs, including on-boarding, training, and tracking. The company will also aim to ensure complete peace of mind for its partners through key initiatives such as enabling claims in bill settlements, credit insurance, and IT automation. The large-scale initiative will be initially rolled out in 17 states, including Uttar Pradesh, Uttarakhand, West Bengal, Madhya Pradesh, Chhattisgarh, Odisha, Bihar, Jharkhand, Rajasthan, and Gujarat, as well as the NESAs region, through a service network of more than 900 service centres.

With the process of on-boarding and training partner distributors complete in almost all states, BRITZO will be further ramping up its partner outreach efforts on a pan-India level.

HPE Launches Vertical AI Solutions

Hewlett Packard Enterprise (HPE) has launched new offerings to help customers optimize their AI usage. The new offerings include:

- HPE Digital Prescriptive Maintenance Services, the first in a series of AI-enabled industry offerings from HPE Pointnext, which automates problem prevention and increases productivity of industrial equipment
- HPE Artificial Intelligence Transformation Workshop, providing consulting expertise from HPE Pointnext to help customers get started with AI, evolve their strategic data and analytics initiatives and prioritize AI use cases
- HPE Apollo 6500 Gen10 System, a next-generation high performance computing system purpose-built for deep learning that delivers a 3x faster model training than previous generations(1)
- HPE has also extended its AI partner ecosystem through a reseller agreement with WekaIO to deliver optimized storage performance in AI environments

Kaspersky Unveils Channel Partner Growth Plans at Channel Directions Event

Kaspersky Lab has unveiled its Channel Partner growth plans in India for the year 2018 at the Channel Directions Event. Kaspersky Lab's Shrenik Bhayani, shared insights on how their channel program will enhance support for partners and offer engaging regional events with unique educational opportunities throughout the year.

After giving a brief overview on their partner strength currently, Mr. Shrenik shared about the company's increased investment in its channel partners such as providing them with additional tools and resources to succeed in a highly competitive market. This allows the channel partners to be updated with the latest technical knowledge, enabling partners to differentiate themselves, leading to more new business opportunities.

The event concluded with exchange of some great perspectives and ideas that can be worked on by both Kaspersky Lab and the partners. Kaspersky Lab offers advanced cyber security solutions for homes, small businesses, medium businesses and large enterprises, with its portfolio of over a number of products.

Accops Appoints Brightstar As ND For India

Accops has appointed Brightstar as its National Distributor for India. Brightstar will market, sell & support the complete range of Accops software and hardware products.

Accops provides tailor made solutions for organizations to consolidate their IT infrastructure using their proprietary application & desktop virtualization (VDI) and secure remote access solutions. With more than 400+ customers in India and 100+ globally, Accops has enabled organizations to get faster ROI from VDI projects by integrating all required functions into a single product suite. Accops' customer see 50% reduced TCO compared to other leading products. Accops product suite includes application and shared hosted desktop virtualization, virtual desktops over VMWare vSphere and Hyper-v, VPN gateway for remote access, multi-factor authentication for stronger authentication and thin clients and zero clients.

TOP PERFORMING PARTNERS

With a view to recognising the achievements of the Channel Partners in the country, SME Channels has embarked on featuring top performing partners in each of its upcoming issues. This month we have zeroed in the following partners that have made to the list thanks to their proactive approach and significant achievements during the last one year.

AMBISURE TECHNOLOGIES



AJAY C BHAYANI.
PRINCIPAL CONSULTANT
& DIRECTOR

PROFILE: AmbiSure Technologies (ATPL) is one of the leading IT Security solution providers across India. The solution structure of AmbiSure is equipped to integrate & support the systems with tailored next-gen security solutions that can protect and safeguard organization's vital assets: website, people, processes, network, applications, data, brand, endpoints, email. AmbiSure's consultants have the ability to understand the IT requirement of a business & solutionize it with formal structure to suit the System that can be an individual or composite solution of different modules merged into one. This culture is followed by all the Tech support staff through implementation & support.

While India is on the path of "Digital India", ATPL has always kept Security in check. And it's motivating factor is the Principal Consultant & Director Ajay C Bhayani. Under his leadership, ATPL is the one-stop solution provider for Securing IT Systems & IT Risk Management across verticals including Banking and Insurance, Financial Services and Capital Investment, eCommerce, Pharmaceuticals, ITES and Manufacturing.

AmbiSure Technologies continues to lead the way in security domain

CONTACT COMPANY:

75, Mody Street, Vijay Bhuvan, Fort. Mumbai-400 001. India +91 84258 17729

SME CHANNELS THOUGHTS:

A leadership that underscores the importance of collaboration of with partners and provides clear strategic direction



SOLUTIONS AND SERVICES

Security

COMPUTER WAVES



ALAGAPPAN,
PROPRIETOR

PROFILE: Chennai based Computer Waves is force to reckon with when it comes to distribution of major IT brands in the southern state of Tamil Nadu. The company, which has been in the field of IT industry for almost a decade, is present in all the key areas in the state.

Computer Waves has a complete portfolio of IT products ranging from Desktops, Laptops, Accessories to higher End Servers, Firewall and storage products. Catering to the nook and corner of Tamil Nadu, the distribution house provides support to resellers on sourcing, sales and product positioning of various product verticals.

With a turnover of 100Cr, Computer Waves is expecting a turnover of 120 cr next year



SOLUTIONS AND SERVICES

Desktops,
Laptops,
Accessories,
higher end servers,
Firewall and storage

CONTACT COMPANY:

Address: 45C|Pulla Avenue| Shenoy Nagar |Chennai - 600 030 | Phone : +91 - (044) 42307228

SME CHANNELS THOUGHTS:

A leadership that underscores the importance of collaboration of with partners and provides clear strategic direction

E-SOFT SOLUTIONS



RAJNI KANT DAS.
CEO

PROFILE: Envisioned, Conceptualized and integrated in July 2003, E-Soft Solutions Inc. is a leading IT Infrastructure, vendor-independent software-licensing consultant, and Application Services provider, with over 14 year experience & 500+ satisfied clients.

E-Soft works as System Integrator and its specialization includes Infra setup, consultancy, IT Security setup, software licensing, Real time backup solutions, storage and Disaster Recovery site development and post sales.



SOLUTIONS AND SERVICES

Infrastructure Services,
Exchange server solutions,
Active directory implementation,
Server Management

CONTACT COMPANY:

535, Tower-B, Logix Technova, Sector-132, noida-201301 Phone: 0120-4115463 |www.e-softindia.com |Email: sales@e-softindia.com

SME CHANNELS THOUGHTS:

Easy to do business, E-Soft's expertise lies in cloud and datacentre solutions.

MACAWS INFOTECH



MANASI CHAKRABORTY SAHA.
FOUNDER AND OWNER

PROFILE: Founded in the year 1998, Macaws Infotech is predominantly into IT security services. The main mantra of Macaws is "retaining each and every single customer" and understanding their pain areas. The last couple of years have seen the company's transition from product to services company.

Macaws continues to adopt new technologies such as machine learning, phish threats, DDOS attack, APT, MDM & Cloud Security to evolve and transform itself.

Headquartered in Kolkata in eastern India, Macaws is in the process of expanding its business in other parts of India. The company is also planning to open a Center of Excellence.



SOLUTIONS AND SERVICES

IT security services

CONTACT COMPANY:

ECOSPACE BUSINESS PARK, 4B101, 1st Floor, Newtown Rajarhat, Kolkata 700 156
Phone : +91 - (033) - 23242727, 2324 2788
Email : sales@macawasinfotech.com

SME CHANNELS THOUGHTS:

The company has a burning desire to grow its business and be the best.



JITESH CHAUHAN,
MANAGING
DIRECTOR

RUBIK INFOTECH

PROFILE: With a deep understanding of the local market for technology products and services, Rubik Infotech has distribution agreements with most of the world's leading software vendors. The company has its beginnings in 1999 as a broad-based distributor of IT products. Over the years, it has carefully refined its strategies, and, systems, creating a unique business formula, that has set it apart from its competitors.

Customer's satisfaction stands high in Rubik's scheme of things. Over the years, the company has successfully leveraged this feedback from customers to tailor its process and customer-directed policies to increase satisfaction levels. In doing so, it constantly strives to improve customer loyalty, and thus build barriers to entry for competition.



SOLUTIONS AND SERVICES

Information Security,
IT Infrastructure,
Virtualization,
Enterprise Software Infrastructure & Management,
Enterprise Network Security & Management

CONTACT COMPANY:

206, Primate, Opp. Gormoh Restaurant, Judges Bungalow Cross Road, Bodakdev Ahmedabad - 380 052 Ph : 079 - 26872516 / 26852517 E-Mail : contact@rubikinfotech.com

SME CHANNELS THOUGHTS:

Rubik's strength lies security solutions and collaboration.



**RAJEEV
MAMIDANNA,**
DIRECTOR



**KAMESH
MANKAD,**
DIRECTOR

TECHNOSPROUT SYSTEMS

PROFILE: Technosprout is a young organization that came into being after a lot of thought. In today's scenario where data has become exponential and yet more and more vulnerable, as the person managing the data, you are always at war with the elements. Think of Technosprout as your foot soldiers: armed with the right tools and solutions to ensure you never lose the data war.



SOLUTIONS AND SERVICES

Infrastructure Optimization and Data
Management,
High performance Storage,
Backup and Archival,
Managed Services,
Assessment Services

CONTACT COMPANY:

303, Hari OM Plaza, Opp. Borivali National Park, Borivali (E).
Mumbai - 400066
Email : tsp@technosprout.in

SME CHANNELS THOUGHTS:

Technosprout manages your datacenter infrastructure as a single point to work towards your IT goals.

**VIPUL MODI,
DIRECTOR, VIPUL MODI, VP
SALES AND MARKETING
AT ABACUS PERIPHERALS.**

ABACUS: THE ONLY INDIAN ORGANIZATION TO HAVE ITS OWN MEMORY MANUFACTURING SET UP.

Abacus peripherals, an influential name in the gaming sector, is a leading distribution house that operates through a well-built network of over 4000 distributors, resellers and System Integrators (SIs) across the country.



Trace your journey covered so far by your company.

In 1997, ABACUS started its operations with a single product, DRAM Modules, under the brand name of ZION Dynamic RAM. The objective was to redefine distribution and service standards in Indian market since all supplies arriving in the market were through the unorganized sector. We have gradually established 22 branches across India and are one of the leading solution providers in IT segment. Being a distributor of a single product in 1997, today we have a number of brands in our basket from various computer components and peripherals products.

Tell us some of the trends impacting your sector?

The IT sector is an everchanging and dynamic. The expansion of Gaming Industry in India has led to significant rise in the demand of high end products. Being an early identifiers of the segment we shifted our focus to the development and distribution of Gaming products back in 2015. We have launched memory series under the name of Zion BLAZE to cater the need of gamers. We have associated with brands that develop products serving the segment.

What is your company's core competence?

We are the only Indian organization to have our own memory manufacturing set up. Our product Zion RAM is widely accepted by the channel and the market.

Abacus Peripherals is also well known for its reach and distribution of mainstream computer components in India's, and with the recent shift in the industry towards the gaming segment, we have developed an inhouse marketing team of gamers and marketers who understand the needs of the end consumers and accordingly work towards the promotion of brands in the segment.

What are the latest products and solutions from Abacus Peripherals and their impact you have seen in the market?

Many brands have identified our expertise in the gaming segment and are keen to associate with us. One of the latest addition to the basket has been Acer, with their Gaming monitor and Predator series. Along with that, Avermedia a well know brand amongst gamers for capturing game and live streaming have associated with us for the distribution of their product.

What is your presence in the country?

We have 22 branches across India which efficient reach to more than 100+ cities and bill 4000+ channel partners.

Let Us know some of your biggest successes in FY2017-2018?

Launch of Zion BLAZE, our series for the Gaming segment and association with the multinational brand Corsair has been our biggest success for the FY 2017-2018.

What are your plans for the rest of the year and beyond?

There is a big announcement coming up very soon from Zion RAM, we are highly certain that this will make a great impact in our existing Zion RAM SKUs. As said, we focus to work in and around the Gaming segment, we are in talks with few brands which are in this segment and very soon we shall announce the association. Apart from that, there are few Gaming events lined up for the quarter in which we will be participating with our vendors and by the experience of it we shall probably continue to participate in more and more gaming events through the year. **SME**



PARTNERS SHOW KEEN INTEREST IN CLOUD COMPUTING & DATACENTRE BUSINESS

SME Channels and Netmagic recently hosted Channel Event which was attended by more than 50 senior partners. The event witnessed enthusiasm of people towards cloud computing and datacenter business.

SME Channels, an indispensable and widely respected read for the entire Indian IT channel community, and datacenter leader – Netmagic, a NTT company organized the Delhi edition of channel event on 11th of March, Hotel Le Meridien. The event was attended by more than 50 value partners from Delhi NCR region. The objective was to take stock of the partners' level of understanding around datacenter and cloud computing and their level of engagement in various new technologies which are cloud enabled.

The event was started with welcome address by Sanjay Mohapatra, Editor, SME Channels. He gave a lot of perspective about the evolution of

the market and opportunity for the channel partners. He said, "India is a huge opportunity for the partners because not only the existing market offers business as it grows but going forward the number of customers is going to grow and by that time there will be a paucity of skilled partners to address them. The other trend is that every industry is moving towards digitization and automation, which can only be possible if they adopt right cloud strategy and partners need to be cognizant about it."

While Shantaram Shinde, National Head – Channel Business, Netmagic Solutions (An NTT Communications Company) had presented an Overview of the channel business and engagement

of Netmagic, Nitin Mishra, SVP & Chief Product Officer, Netmagic – an NTT Communications Company had given a presentation of Netmagic products and solutions.

It was followed by a panel discussion on "Why partners should embrace DC & Cloud Business aggressively". It was moderated by Sanjay Mohapatra, and the panel members included Shantaram Shinde from Netmagic, Gurpreet Sing, MD, Arrow PC, Saket Kapoor, MD, Greenvision infotech, Etc. While there were different perspectives from the panelists about adoption of cloud computing among the panelist, the audience had asked a lot of questions about various opportunities in the cloud computing. **SME**



**SANJIT CHATTERJEE,
CEO, REVE ANTIVIRUS**

ANTIVIRUS SOFTWARE IS A MUST HAVE FOR ANY PC WHETHER IT IS CONNECTED TO THE INTERNET OR NOT.



Q How often should employers back up essential company information? Should they have a data recovery plan?

Data backup is a must in every organization irrespective of the size of the enterprise. Periodic backup should be taken in a hard drive or in the cloud for every PC installed. Most SMEs don't have a data recovery plan due to which they are always at a higher risk. Risks not only involve a software/hardware crash, nowadays ransomware incidents are quite common, which increase the need for SMEs and even large organizations to have a systematic data recovery plan.

Q How should employer communicate company cyber security policies to employees?

Most employees are not aware of the cyber security guidelines that they have to follow in an organization. So it is the responsibility of the owner to frame cyber security guidelines for employees and remind them periodically to follow the best practices. The policies must also be clearly defined and pinned on employee's workstation.

Q How important is password management for SMEs?

In my opinion, most data breaches happen due to weak passwords and the industry statistics also say this. Usually, employees keep passwords such as name1234 or companyname@123 etc., which can be easily guessed by hackers. Some default passwords are also not changed, which creates a great risk for data safety. All SMEs should educate employees to keep a strong password, which is a combination of alpha-numeric characters,

uppercase-lowercase.

Q Why should SMEs be worried about securing employees mobile devices?

Loss of mobile devices is common and should not be treated lightly by employees. Every business owner should ensure that his/her staff has a password protected device. If there is a loss/theft of a device, it should immediately be reported to admin. Most employees have office communication tools such as Outlook & Skype on their mobile devices. So if the device falls into the wrong hands, the confidential emails & conversations can be accessed by an unauthorized person. A lot of employees use office WiFi to connect devices, so antivirus for mobile is required especially for Android devices.

Q In the crowded security market what sets REVE from the competitors?

If you want me to talk about USP, I would say our Parental Control Feature with live notification on mobile app is an attribute which sets us away from our competitors. Using this feature, parents can monitor the internet activities of their kids from a distant location. It's possible to blacklist and whitelist websites based on certain categories like Gambling, Gaming, and Adult etc. If any of these websites are accessed by the child then parents get live notification on mobile app.

Q What is your go-to market strategy and tell us about the partner program launched recently by you?

We are associated with several distributors in

"DATA BACKUP IS A MUST IN EVERY ORGANIZATION IRRESPECTIVE OF THE SIZE OF THE ENTERPRISE. PERIODIC BACKUP SHOULD BE TAKEN IN A HARD DRIVE OR IN THE CLOUD FOR EVERY PC INSTALLED. MOST SMEs DON'T HAVE A DATA RECOVERY PLAN DUE TO WHICH THEY ARE ALWAYS AT A HIGHER RISK,"

some states like Madhya Pradesh, Uttarakhand, UP, Punjab & Maharashtra. Recently, we have added another partner namely Kosmix in Nehru Place, New Delhi as Nehru Place is one of the biggest computer markets of India. So this is an important step taken by us. Apart from retail distribution, we have an online partner program by the name of REVE Antivirus Partner Program in which anyone can sign up instantly and start selling REVE Antivirus licenses. **SME**

AJAY DUBEY,
NATIONAL MANAGER -
PARTNERS & ALLIANCES,
FORCEPOINT

CASB GAINING FAST TRACTION WITH CUSTOMERS

CASB protects enterprise systems against cyberattacks through malware prevention and user behavioral analytics, as well as data security that makes data streams unreadable by outside parties.



"CLOUD ACCESS SECURITY BROKER (CASB) SECURES DATA FLOWING"

What are the forces that are driving the exponential growth in the cloud security space?

Traditionally, enterprises had better control of the data when data centers were on premise as they could keep the data under check. Now, as organizations move an increasing proportion of IT capability out of their own data centers and into cloud services, the challenge of security is ever present. The explosive growth of cloud adoption, "cloud first" initiatives and BYOD has created security and compliance blind spots. With workforce mobility and the user's increasingly moving data on the cloud, the network perimeter has disintegrated – and what's left are users and data. Security needs continuous monitoring, ensuring that all the best practices are aligned and keeps the business compliant on the cloud.

As enterprises and government agencies shift their applications to SaaS and cloud IT models, they require intelligent systems that quickly spot anomalies, assess risk and facilitate rapid resolution to protect users and business critical data in an increasingly zero perimeter world. Organizations must take steps to make sure they adequately address security as their use of the cloud grows.

How have attitudes toward cloud security changed in the recent past?

Today IT has moved out of the organization on to the cloud and users also work from anywhere and access business data using various devices.

While the technology to support this has evolved, security protocols haven't really kept up. With so much data on cloud and users extensively using cloud applications, we need to have an improved sense of security. While cloud vendors are generally secure, they are not custodians of customers business data and don't have any say in how their customers protect their data.

Cloud is seen as a business enabler with cloud security taking control over protecting assets in the cloud. Over the years, IT organizations have developed expertise and best practices for data center controls, but now face a myriad of challenges when attempting to address the visibility and control blind spots presented by cloud apps. The threat landscape has also expanded with increasing digitalization. Instead of protecting just a perimeter that is fast dissolving, organizations need to look at a new way to approach security as they to allow employees access to critical data from everywhere. Organizations need to take human-centric approach to security while adopting cloud, beginning with an understanding of what users are doing in the cloud, what data they are accessing and why, which makes it possible to flag risky behavior or abnormal usage of cloud applications.

What is a CASB, and what are some of the trends driving CASB adoption?

CASB stands for Cloud Access Security Broker and like the word suggests, CASB is a broker

between the cloud application and the user. CASB functionality provides enterprises with visibility and control over usage of cloud applications. The right solution can help organizations secure mobile users on both managed and unmanaged devices as they access sanctioned and unsanctioned cloud applications.

Organizations are increasingly turning to CASB solutions to address cloud service risks, enforce security policies, identify users at risk and prevent risk usage, protect data at rest in the cloud and data in transit and comply with regulations, even when cloud services are beyond their perimeter and out of their direct control.

What do businesses look for in a CASB? And what use cases for CASB?

For starters, any business would want to know who is accessing the data in the cloud, what information is being accessed, from where the user is accessing- sanctioned or unsanctioned device, why is the user accessing the information and what is happening to the data. **SME**



RAJESH RAMNANI,
Regional Director - CPSD, Dell EMC
India

Ramnani's article addresses market transitions to newer IT models and the implications with a focus needed on the appropriate match IT skills to this shift

HOW NEW IT MODELS ARE CHANGING THE IT SKILLS LANDSCAPE AND INTERNAL IT

With digitisation becoming a business norm, ignoring technology could be a colossal error in judgment. So, to make the most of the overabundance of customized ICT solutions available to them, SMEs need to put in all their faith in a right "digital partner" with the best expertise in the business.

The data center is in a period of rapid IT transformation as businesses are increasingly seeking competitive advantages in this digital era. At the center of these IT transformations lie converged infrastructure (CI), hyper-converged infrastructure (HCI) and "software-defined" environments to help achieve digital business goals of faster time to market and improved customer engagement.

In fact, according to 451 Research, HCI is currently in use at 40% of organizations, and analysts expect that number to rise substantially over the next two years. As this huge shift to new IT models continues, there's another shift at play: The fundamental IT skills most in demand are changing.

The Unique Opportunity

CI and HCI platforms provide a unique opportunity to re-evaluate and change IT management. These platforms can be a catalyst for IT transformation, helping the businesses that adopt them remain competitive within their industry. However, businesses need to ensure that their IT managers are equipped with the right skill sets, which go beyond traditional requirement for maintaining only the infrastructure and doing so with component-level expertise. With CI and HCI, compute, storage and networking no longer operate in isolation from one another. Modern integrated systems unify virtual and physical IT resources, which can be managed via a single platform.

Unifying virtual and physical resources reduces reliance on dedicated IT specialists in favour of IT generalists to manage the overall environment at a lower cost. However, this approach is arguably short-sighted. Savvy organizations take advantage of integrated systems to cross-pollinate expertise across IT personnel so they can deploy and manage application workloads at unprecedented levels of scale as well as allocate budget and staff toward innovations that will drive business growth.

Thanks to the rise of mobile computing applications, micro-services, and everything in between, the number of workloads being deployed by enterprises is increasing exponentially. As a result, it is arguably economically unsustainable to hire and retain the necessary IT personnel to support this unprecedented level of expansion using legacy infrastructure. The shift to integrated systems provides the framework for efficiency, so IT organizations can support a much larger ratio of workloads per IT staff member, again freeing-up resources to drive innovation.

The Impact on the IT Manager, the Skills Landscape and the IT Organization

In fact, many organizations are already starting to recognize the significance of this shift in structure and capabilities of IT staff. According to a recent study from Enterprise Strategy Group, which was designed to understand the role that IT transformation plays in the journey to become a digital business, those that are furthest along in IT transformation initiatives are more likely to have IT viewed by the business as a competitive differentiator. They also are more likely to report a highly cooperative relationship between IT and the business, and are making "excellent progress" running IT as a profit center rather than a cost center.

Additionally, a report published by 451 Research shows that 41 percent of large enterprise IT organizations with 10,000 or more employees plan to evolve how their IT teams are organized. It's only a matter of time before smaller IT organizations look to take advantage of similar economic benefits.

And truth be told, most IT personnel are excited about that change. The expansion of their skill sets creates an opportunity to increase the value added services they provide. **SME**

**JOYCE RAY,
INDIA BUSINESS HEAD- TALLY
SOLUTIONS PVT LTD**

TALLY XCELERATOR PROGRAM OFFERS BUSINESS CONSULTANCY SERVICES TO SMBS

Tally Solutions has launched a one-of-a kind program called Tally Xcelerator (TX) to offer consultancy services to small and medium businesses. In an interaction with SME Channels, Joyce Ray delineates about the rationale of launching Tally Xcelerator.

What led you to start the program Tally Xcelerator, Objective and Outcome?

The Micro, Small and Medium Enterprises (MSME) sector has emerged as a dynamic and integral sector of the Indian economy. MSMEs not only provide large scale employment opportunities at a lower cost but are complementary to large industries, contributing to the socio economic development of the country. According to the Ministry of Micro, Small & Medium Enterprises' Annual Report 2016-17, the SME sector contributes about 6 percent to India's GDP, 33 percent to manufacturing and 45 percent to the Indian export sector. More than 80.5 million people are employed in this sector. The Tally Xcelerator program was introduced to offer business consultancy services to small and medium businesses. The structure of the program is such that it helps to promote the growth of innovative and highly competitive SMEs in India, thereby contributing to the development of a dynamic private sector and entrepreneurial culture within. Under this program, Tally appointed partners called Tally Xcelerators will extend business advisory services playing the role of a coach, mentor and trainer to all of Tally's partners and small businesses across the country. The program aims to help SMEs realize their trade and investment opportunities and become competitive in both the domestic and global market.

What are the regions which you are targeting for this program?

Tally Xcelerator is a Pan-India program and is

aimed for small and medium businesses across the country. Any business looking to avail services and/or require assistance on a specific area of business operations can reach out to a TX partner.

How many SME's have empan- eled with you on this? What's the response?

The program was launched in November and in less than 6 months has started delivering services to our partners who are part of the SME fraternity. Tally Xcelerators have begun mentoring and coaching partners and designing programs to facilitate easy access to finance. Businesses have started reaping the benefits and the response to the initiative is extremely positive. We foresee increasing number of businesses would jump into the bandwagon to take advantage of the services that our industry experts are offering.

How many Tally TX Partners are there in India? How do you plan to expand?

There are currently 25 TX partners spread across different geographies in India who are not only carrying forward the vision of the program but also play an important role of:

- Identifying existing and potential entrepreneurs
- Providing them with mentoring and coaching which is aimed at strengthening their entrepreneurial behaviors and business skills
- Assisting them in accessing business development services



- Facilitating access to finance
- Arranging mutually beneficial links with larger network
- Setting in place long-term support systems to facilitate the growth of SMEs.

Through this program we want to expand and reach out to maximum number of SMEs in the country and assist them in their development and growth. We are launching each of the TX partners in their respective markets and communicating the list of advisory services that they offer, making it easier for a business to get in touch with the partner. While the program is in its initial stage, the response so far has been phenomenal and is likely to pick up momentum early on, since there is a dearth of consultancy services dedicated to the Small and Medium Enterprises.

How would Tally benefit from Tally TX Program?

There are several initiatives that the government is driving to promote economic development in the country. Introduction of GST, Digitalization, Skill Development etc. are all aimed towards empowering businesses and the workforce of the country. Tally supports these initiatives and would like to play an active role in helping the small and medium businesses to adapt to them. This would further attract investments and create more employment opportunities for our youth. While the nation progresses in this direction and industries expand, it is natural that every businesses including Tally grows. **SME**

**CHANDRA PRAKASH
SURYAWANSHI,**
SENIOR VICE PRESIDENT - INDIA &
APAC, AUJAS.

SECURITY STRATEGY DEPENDS ON THE CLOUD MODEL ONE PLANS TO DEPLOY.

Adoption of cloud has increased with service provider providing basic setup for security like secure access, data encryption and basic anti malware protection and guidance to securely segregate the various networks, configure securely and manage log in a centralized fashion, according to Chandra Prakash Suryawanshi, Senior Vice President - India & APAC, Aujas.

In this interview with SME Channels, Suryawanshi shares his insights on cloud security and his company's potential as a pure play cyber security services player.

How have attitudes toward cloud security changed in the recent past?

Cloud security has moved from being in a state of confusion about who owns security both at the service provider end and at customer end, to clear demarcation, clean contracts, shared responsibility and accountability. Now to a large extent there is a clear ownership and accountability established in the business model.

As far as Security strategy is concerned, it is dependent on the cloud model one plans to deploy. Cloud risks are identified based on the same principles of defence in depth, driven by compliance, sensitive data protection, user and access management and logging and monitoring.

Inside the organization too, it is generally experienced that IAAS (Infrastructure as a Service) is distributed to IT team, application development teams and sometime even with client. In few cases we have seen elastic IPs, external or web facing structure are managed by corporate information technology teams while development, test and staging environment are controlled and secured by application development teams. Sometimes they follow the guidelines established by IT teams and sometimes it is not wherein it makes a good case

for using CASB. However, adoption of cloud has increased with service provider providing basic setup for security like secure access, data encryption and basic anti malware protection and guidance to securely segregate the various networks, configure securely and manage log in a centralized fashion.

What are some of the major challenges Aujas help businesses overcome?

Aujas is a pure play cyber security services company assisting major banks, telecom providers, financial institutions and select government departments.

Today, organizations are under pressure in balancing business agility and changing technology with protection of critical business data, identity, access and audit trails as it moves with employees, customers, business partners and associates. Coupled with that is the increasing regulatory pressures and customer expectation to manage control over data. In a bid to address and balance this, organizations look at point technology solution but technology alone cannot solve the business problem of data protection, digital identity management, third party access, risk and compliance, privacy etc. Though technology is a phenomenal help, but

it lacks scope without an appropriate strategy and execution plan. Here, Aujas comes with a cross set of service offerings comprising of strategy and governance, technology deployment and control implementation, operations and management.

Aujas services encompasses managing compliance, security and privacy risks, end to end application security lifecycle management, identity and access management, security APIs and digital channels, governance, automation, cloud security and managed security.

With recent security breaches like WannaCry, has this made people more aware of the importance of security today?

The answer is both Yes and No. We have seen people talking about importance of cyber security after every major attack, but we do not see a follow up in terms of control improvisation, investment and even a proper long term cyber security strategy. But organizations are maturing and cyber security is now a board level discussion, therefore it is gaining Executive attention slowly and that too at the highest level. However, I will still say that corporates and governments are underestimating the magnitude of the problem. The truth of matter

“ALMOST EVERY KIND OF INDUSTRY CAN USE BLOCKCHAIN FOR ITS BUSINESS AND IS NOT LIMITED TO FINANCIAL AND TECHNOLOGY DOMAINS AS POPULARLY THOUGHT OFF.”

is that cybercrime is happening at an unprecedented pace and growing in complexity. The second aspect is that it is not just the creation of unique pieces of malware each time; the attackers have automated the weaponization platform and dark web offers consumerization of attacks by collaboration, capability sharing and economic motivation.

What is your go to market strategy?

Our GTM strategy is very simple. From a sales perspective, we focus on leveraging existing business relationships to identify and win new logos and deep mine existing accounts to cross sell offerings. Our technology partners recognize Aujas' domain expertise and promote "Aujas

value proposition". Also, Information Security Services players also partner with Aujas for their expertise and successful global delivery model.

What do you think is the potential of Blockchain technologies to grow across various domains?

Blockchain technology, also known as distributed ledgers, has a number of potential use cases and the technology has the potential to both disrupt and at the same time enhance processes and systems. Almost every kind of industry can use blockchain for its business and is not limited to financial and technology domains as popularly thought off. Few of the use cases which are already live are smart contracts, remittance, logistics, digital storage and eKYC. An interest-

ing use case was to protect the piracy. Several start-ups, including Ascribe, are working on blockchain-based tools to help manage copyrights, attribution and payment for digital media consumption. The secure distributed ledger system makes it easier to prove authorship of content and possible to track who has accessed content. In-fact some of the cyber security problems can also be tackled by using blockchain like secure access, audit trail of all activities of users, data encryption using personal keys, log management etc. Who knows if in a decade you can vote online via Blockchain technology to tackle digital voting challenges of tempering and not being anonymous.

Question: In the crowded security market what sets Aujas from the competitors? **SME**

**ATUL MODI,
DIRECTOR, MODI INFOSOL
PVT LTD.**

MODI INFOSOL TO GROW 30%+ YOY



The belief is that the young people are the change agents of any organization. At least it is true for Modi Infosol, which has got young Modi brothers - Atul Modi and Anuj Modi, who have brought in X factor to the organization. They not only have taken some strategic decisions from the organizational restructuring point of view but also have added nice brands to their portfolio.

How has Modi Infosol evolved over the period?

Modi Infosol Pvt. Ltd. (MIPL) started as 100% risk-oriented importer without analyzing the market size of the products. We were early importers of a couple of IT brands, which have become large brands these days. Since then, we have played various roles - importer, wholesaler, volume distributor, etc. Lately, we have transformed ourselves to become VAD and started focusing on upcoming segments like gaming, power backup, computing, SMB networking and niche peripherals. We are witnessing huge growth and have become selective about the new brands to choose from. Now we are a proud business house with about 100+ employees and a turnover of about Rs.120-125 Cr. And, I am confident that our growth will be over 30% YoY here onwards.

Please share your plans for the future growth?

We have a multifold plan to achieve our growth. We have partnered with many new technologies and started working a couple of matured startup organizations as well to position our offering to SMB, enterprise and government organizations. We are already in discussion with a couple of brands whose technology is based upon AI and IOT. We see them as market disrupters. Once we can convince the market on our offering, we will see huge growth from every segment. We also have entered into telecom business as we foresee huge consolidation between IT and telecom businesses is in the cards.

What are the major milestones and internal developments?

Our achievements could be many but to point out a few, we have launched our own brand - AXL. We also have entered into the space of DC business. We have executed a large order of 3500 Wi-Fi hotspots.

We have taken up some of the niche and specialized brands for distribution. Those include Edimax, Thermaltake, FSP, Supermicro, Toshiba and Gamemax, etc.

Besides, we have shifted to our own new Corporate Office in Okhla, which has all the modern amenities. We also have done internal restructuring so that to enable the organization for a higher growth.

What are your marketing strategy to gain competitive edge?

We have not kept any stone unturned to see what the opportunities are to market our brand. Starting from print to digital to WhatsApp broadcasting, we are trying everything to reach out to the customers and the partners. We are doing regular training for our partners and customers over WebEx. We also have a Tele calling setup to generate lead. It means, we are covering all the windows to take our products to the customers.

What are the challenges for the SIs today and how MIPL is facing?

One of the biggest challenges for the SIs today is that the customers are not willing to pay for the services. Vendors on the other hand are trying to

"WE ARE ALREADY IN DISCUSSION WITH A COUPLE OF BRANDS WHOSE TECHNOLOGY IS BASED UPON AI AND IOT."

control the market and forcing multiple partners to work on a single deal and hence creating a situation where margin depletion is automatic. Other thing is that the payment collections have become a huge challenge for all the SIs.

Which industry verticals have contributed most to the company's growth so far in 2017 and why?

Government sector has been major contributor for our growth so far. Since we are into distribution business, we are able to address back to back orders quite nicely, which is one of our strengths compared to other SIs.

What are some of the ways you are continuing to expand your presence in India?

Our observation is that there would be more or more government sponsored programs all across the country. We are being aggressive player in the projects, we are ready to have presence in those cities where situated warrants. However, by virtue of our distribution business, we already have presence in most of the major cities. **SME**

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IOT WILL INCREASINGLY BECOME A PREFERRED ATTACK VECTOR FOR THE BAD GUYS

In an interview with SME Channels, Jitendra Ghughal, Director Channels, India & SAARC at Fortinet talks about new business opportunities for partners and Fortinet's Channel Program for India.

How are the market dynamics changing in the network security space in India?

Almost every customer struggles under the weight of managing multiple security technologies that do not talk to each other. They need a 360-degree view of the threat landscape in order to effectively protect their environments from malicious intrusions and to detect and mitigate them when they do occur.

Historically, security operators deployed multiple technologies, often from diverse vendors, to address different security challenges and the different pieces of their IT infrastructure. Needless complexity and blind spots have inevitably ensued, creating a complex security technology sprawl. Providing a true "single pane-of-glass" view into the threat environment not only resolves this fractured approach to security, but also paves the way to responding to threats in virtual real time as well as developing and managing policies across all of the segments of the attack surface.

What business opportunities do you foresee for partners in the Managed Security Services space?

There are several burning security issues ripe for resolution by visionary MSSPs. Not only are these unsolved problems, but they offer tremendous business rewards to whichever MSSP can deliver solutions to resolve them in the marketplace. The following are some of the ones that I believe are ripe for picking:

AI and Machine Learning. These MSSPs will figure out how to incorporate artificial intelligence or machine learning into the incident

response process. Although our industry has made great strides in identifying and sharing information about developments in the threat environment, this process is woefully lagging behind adversary innovation. What if IT environments could self-diagnose and respond to previously undocumented anomalies that signal an intrusion or breach? Usage-based machine learning filters and artificial intelligence (AI) engines from providers such as Amazon and Google make this capability available to MSSPs that have the ingenuity to put them to work in active-response security services.

Multi-cloud Security. Organizations increasingly rely on multiple clouds that communicate and exchange data between each other. Operating separate security within each cloud silo is no longer practical or possible. Instead, organizations require transparent visibility and controls within each as well as across all of them. Guidance for customers on data ownership, work load migration, and cloud federations are currently the domains of specialized companies. The problem is that they leave security up to the customer. Security is hard enough, and cloud migration and multi-cloud environments exacerbate the situation. The world will beat a path to the door of the MSSP provider who figures out how to solve this challenge.

Internet of Things (IoT). IoT devices lack the processing power or memory to support anything but most basic native security functionality—if they even possess those capabilities at all (viz., some are headless). These dumb devices present unique—and difficult—security challenges. It's still early days for IoT security, and the nature of innovations yet to come is hard to

predict. One thing is for certain, however. IoT will increasingly become a preferred attack vector for the bad guys.

How can System Integrators help customers address their business needs?

Partners need to address several competing business trends with a single solution. Speed, profitability, and business growth often appear to be at odds with compliance and security. However, for your customers to be successful, each of these trends must be addressed without hindering another.

• Speed & Profitability

Profit is the main objective of each business unit, and today it is increasingly achieved through speed, either in terms of responding to customer needs, managing inventory and production, or delivering critical services. This is why trends such as digital transformation and agile development exist. The consumers your customers serve expect instant accessibility and information.

• Business Growth

If the profitability opportunity is met, the next challenge that your customers' will face will be growth. In today's digital business environment, this means that the infrastructure they have in place must be both scalable and elastic. Otherwise, growth and speed will be hindered, ultimately impacting both profitability and viability. To achieve this, infrastructures are being reworked to handle the increased traffic every couple of months, often through a combination of new technologies such as IoT, cloud-based infrastructure or services, and expanded data center resources and throughput.



- **Security**

With new, sophisticated cyberattacks targeting businesses of all verticals, especially targeting the constantly expanding attack surface, the nature of the security infrastructure cannot be ignored. A successful data breach can cause severe reputational damage; ransomware and DDoS attacks can knock organizations offline; and sensitive customer data can be stolen, resulting in severe liabilities. Any of these will impact the bottom line. As a result, your customers need security solutions that enable growth and profitability, while securing their network and data. They just may not know where to look.

- **Compliance**

As your customers leverage new tools, such as connected devices and applications, they are collecting more consumer data than ever. As a result, a number of regulating bodies have begun imposing strict new standards for data storage and protection. To avoid the fines and penalties that accompany non-compliance, customers need security controls that ensure they meet these standards.

Can you explain about your go-to-market strategy for India?

Fortinet has over 1500 registered partner in India and partners have always been a critical element of our go-to-market strategy. Our goal is to enable our partners to transform the security of their customers, enabling them to safeguard their evolving network requirements. That means providing our partners with the security technology and support they require to deliver those industry-leading protection and value-added services that enable their customers to successfully and confidently deploy their digital transformation strategies.

The Fortinet Security Fabric provides our partners with a foundational security architecture that they can build their businesses and practices around. Fortinet's vast breadth of integrated solutions span the entire digital attack surface - from IoT, to endpoints, web applications, and multi-cloud networks - and provide an ideal entry point for security consolidation that channel partners

can build their 'security stack' around.

The open nature of the security fabric also provides partners with the flexibility to offer pre-validated technology solutions from Fabric Ready alliance partners ensuring investment protection for customers through the seamless integration with existing infrastructure.

Beyond providing our partners with industry-leading security technologies, Fortinet also feels an obligation to fill the cyberskills resource gaps for our partners. As a result, we're actively evolving our deal registration process, the FortiRewards program, and our partner portals to encourage holistic technical training and align the sales motion with the way customers are buying security both today and tomorrow.

What is the NSE Program and how do partners benefit from this?

At Fortinet, we are committed to helping our partners expand their business and profits while making the digital world more secure. That is why we have created the Network Security Expert (NSE) program. The NSE program is an eight-level certification course designed to educate partners on today's biggest network risks, and show them how they can leverage Fortinet's line of advanced security solutions to mitigate these threats for customers by becoming a certified partner.

The NSE program was designed for partners seeking to expand, as well as validate, their knowledge and experience within the network security space. Each self-paced, instructor-led course builds a partners' understanding of current network needs, from foundational to advanced, providing the information necessary to accelerate the sales process.

The ability to demonstrate each level of expertise, from threat landscape awareness to advanced design and configuration, offers immense opportunities to partners as they are better equipped to not only understand the needs of customers, but also exactly how to execute on those needs with advanced technologies.

This expertise is proven to help our partners grow their business and increase their revenue. Being NSE certified conveys your level of network security expertise to prospective customers, and has made NSE-compliant partners earn more revenues. **SME**



**JITENDRA GHUGHAL,
DIRECTOR CHANNELS, INDIA
& SAARC**

ELLAMS IMPROVES SECURITY WITH MATRIX'S INTEGRATED ACCESS CONTROL SOLUTION FOR THEIR MANUFACTURING PLANT BASED IN NAIROBI, KENYA

Project Highlights:

Ellams, a leading manufacturer and supplier of telephone scratch cards based in Nairobi, Kenya, required a foolproof security solution, integrated with access control and video surveillance for their manufacturing units. Matrix provided Ellams with an Integrated Access Control solution comprising of Card based Entry and Exit Readers.

About Ellams:

Established in the year 1977, Ellams primarily started off as a Security Documents Printer and Business Forms Manufacturer. In the year 2001, Ellams started off with the new venture of developing Telephone Scratch Cards for local telecom and cellular operators. Ellams has two manufacturing units based in Nairobi that supply secure

pre-paid scratch cards to Central, Western, Eastern, and Northern Africa. Security being crucial for Ellams with respect to its manufacturing unit, the company was on a look out for a vendor who could meet the below mentioned requirements.

Challenges:

- Dual Verification of Credentials at Main Entrance
- Allow Entry or Exit to a User in an Employee Zone if a Guard is Present in his Cabin
- Guard does not Leave while Employees are Present in an Employee Zone
- Keep a Check on Employees' Movements – whether they Enter after Gaining Access or not, etc.
- Access Control in Each Department
- Pre-defined Number of Users Allowed in a

Department

- When a User Enters an Area, the Event is Recorded till He/She Leaves
- Generate Alarm on Violation of Access Rules


Solution Offered:

- Web based Access Control Solution with Card Based Entry and Exit Readers
- Integration with Beam Detector for Checking User Availability in an Area after Entering the Premises
- Man-Trap Feature to Open One Gate at a Time
- Employees Allowed Access only if Guard is Present
- Occupancy Control to Ensure Defined Number of People are Allowed in the Respective Zone
- Camera Remains on in Presence of Employees in a Respective Zone and Turns off in their Absence
- Instant Alarm Notification to take Immediate Action upon Violation of Access Rules

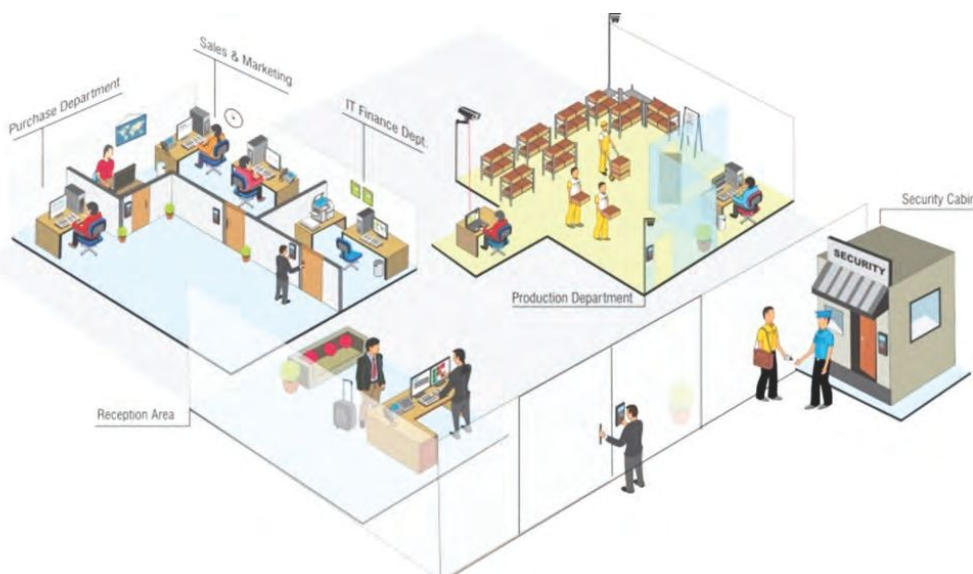
Benefits:

- Improves Security with Integrated Solution
- Real-time Alarm Notification helps take Immediate Action upon Violation of Access Rules
- Ensures the Guard Continuously Monitors Entry and Exit of Employees

Products:

- COSEC DOOR CAP - RF Card based Premium Door Controller
- COSEC PATH RDCE – EM Proximity Card based Reader
- COSEC PANEL LITE- Site Controller for Multiple Door Controllers
- COSEC CENTRA GE- Application Software for 100 Users, Expandable Up to 500 Users
- COSEC GE ACM- Access Control Module for COSEC CENTRA GE. 

SOLUTION DIAGRAM





SEAGATE 14TB HELIUM-BASED EXOS X14 ENTERPRISE DRIVE

BY **MANAS RANJAN**
info@smchannels.com

THE NEWLY LAUNCHED, Seagate 14TB helium-based Exos X14 enterprise drive delivers high performance and greater capacity for hyperscale data centers looking to efficiently and cost-effectively manage increasing amounts of data.

Enterprises across the globe face the daunting challenge of managing a massive increase in data volume as the world is expected to create 163 zettabytes of data in 2025, according to a study by analyst firm IDC and sponsored by Seagate. As the need for hyperscale and cloud storage rises to unprecedented levels, Seagate's Exos X14 hard drive is a direct response to customer demand for increased enterprise storage capacity and efficiency.

By offering greater storage density in the same 3.5-inch footprint, Seagate's Exos X14 drive is ideal for hyperscale environments. The Exos X14 offers the industry's lowest power consumption, smallest footprint, and best performance in its class.

To further meet the needs of global data centers, Exos X14 comes with built-in security, to encrypt all data without performance degradation. The new drive also features the US government's Federal Information Processing Standard (FIPS) 140-2, Level 2 certification and the Common Criteria for Information Technology Security Evaluation (CC) – an international computer security certification standard (ISO/EIC 15408). Other key features include 40 percent more petabytes per rack versus Exos 10TB drives, a 10 percent weight reduction versus air nearline drives, and a flexible design that delivers wider integration options and support for a greater number of workloads.

FEATURES

- Offers 40 per cent petabytes per rack
- Offers hardware encryption
- Wider integration options
- Support for a greater number of workloads.

PRICE

On request

WARRANTY

On Request

CONTACT

<https://www.seagate.com>

NETGEAR GS108PP GIGABIT ETHERNET SWITCH WITH 8 GIGABIT COPPER PORTSW



NETGEAR GS108PP Gigabit Ethernet switch housing 8 Gigabit copper ports in a desktop metal case provides the reliability business's needs. Its 802.1p traffic prioritization and jumbo frame support, enabling smoother integration with more sophisticated networks. The standards-based Gigabit switches detect and adjust for network speed and cabling type automatically. It also easily integrates into your existing Ethernet network - whether it is running at 10/100Mbps or Gigabit speed. It does not require any software or configuration to set up. The front panel LEDs keeps you aware of power status, link speed and link activities.

You can also priorities mission-critical applications such as voice and video Support IEEE 802.1p and DSCP-based QoS for delivering data based on priority and type. Its sturdy metal case and long product life offers complete ROI to the customers.

More than this, the switch also supports the latest Energy Efficient Ethernet (IEEE802.3az) standard, which shrinks energy consumption when there is light traffic on an active port or when there is no link or no activity detected. It can further save energy when a short cable (<100m) is used.

FEATURES

- Energy savings is directly involved with low operating expenditures.
- A PoE/PoE+ switch that support PoE 802.3af and PoE+ 802.3at on all 8 ports.

■ **Price:** INR 9,699/-, **Warranty:** Lifetime, **Contact:** <https://www.netgear.com>



HID GLOBAL

HID GLOBAL DTC1500 PRINTER/ENCODER

HID GLOBAL'S DTC1500 printer/encoder line brings new convenience and security features to its proven entry-level offering while reducing ID card printing expenses for cost-conscious organizations.

DTC1500 printer/encoder enables organizations to issue counterfeit-resistant cards and IDs at a fraction of the cost of comparable alternative solutions, without sacrificing quality, by adding high-capacity consumables, new security features and enhanced capabilities. The DTC1500 printer/encoder delivers the most popular features of our desktop printer line and is ideal for government ID projects, universities, colleges, primary and secondary education, healthcare facilities and small-to-medium businesses.

Further, DTC1500 printer/encoder contains built-in security features including a new customer watermark capability for applying transparent logos, symbols, text and other permanent security images within the overlay panel. A unique data protection feature makes information printed within the resin panel unreadable, and additional security is available through standard password protection and AES 256 data encryption.

■ **Price:** On request, **Warranty:** On request,
Contact: <https://www.hidglobal.com>



MATRIX

MATRIX PRASAR UCS

UNVEIL AT DEFEXPO 2018, MATRIX PRASAR UCS IS A PURE IP SOLUTION THAT OFFERS COLLABORATION, Communication, Messaging and Mobility. With a capacity of up to 2,100 UC users and 550 concurrent calls, the system offers maximum throughput, ensuring connectivity in mission critical applications. The solution addresses numerous challenges of businesses with offerings such as Mobilized Employee Communication, Single Number Reach with Multiple Devices, Eased Scalability, Protection from Recurring Exorbitant Licensing and Support Cost, and Seamless Integration with different applications.

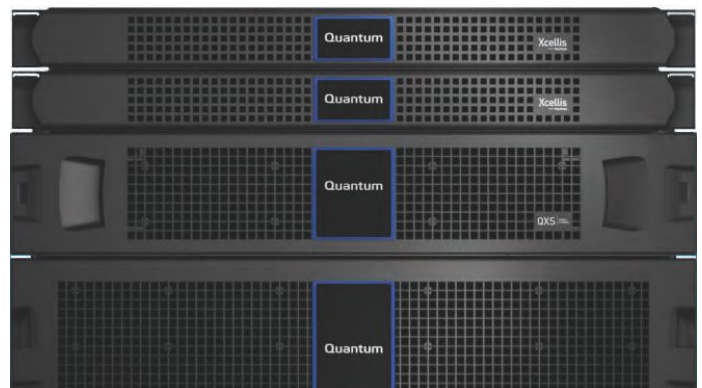
The product finds its applications in hospitality, multi-location, retail, healthcare and other industry verticals where mobility is the key for productivity.

■ **Price:** On request., **Warranty:** 1 Year, **Contact:** Matrix ComSec,
Email Id: Customer.Care@MatrixComSec.com
Number : +91 9998755555
Website: www.MatrixTeleSol.com

QUANTUM

XCELLIS SCALE-OUT NAS

QUANTUM XCELLIS SCALE-OUT NAS, which is powered by the StorNext shared storage and data management platform, delivers up to 2X the performance of competitive offerings leveraging traditional storage (or up to 14X leveraging NVMe flash technology), as confirmed by rigorous testing the company completed last month. Quantum's recent testing affirms that Xcellis Scale-out NAS solutions outperform offerings from enterprise-class NAS providers and NAS-focused startups for 4K, 8K and 16K projects. In combination with the solutions' unmatched scalability and robust media and metadata management, this industry-leading performance makes Xcellis ideal for supporting content creators' most demanding collaborative workflows in IP-based environments.



■ **Price:** On Request, **Warranty:** On Request
Contact: Explore Xcellis Scale-out NAS: www.quantum.com/xcellis-nas



aruba

a Hewlett Packard
Enterprise company

THE GAME HAS CHANGED

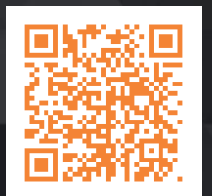


» Meet the Aruba 8400 Core Switch

It is time to switch Monolithic into Flexible,
Static into Programmable, Closed into Open
New era is here

Aruba launches next generation Fully Programmable
Ethernet Switches. For details reach out to response@hpe.com
More details: arubanetworks.com/aruba-8400

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Inspire the Extraordinary

Are You Ready to succeed in the Analytics Economy?

Artificial Intelligence | Machine Learning | Cognitive Computing | IoT

Data can have an extraordinary impact on the world, from humanitarian issues to complex business challenges. With this year's theme on Inspire the Extraordinary, you can only expect speakers with extraordinary influential aura who have leveraged cutting-edge analytics to achieve extraordinary outcomes.

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India's largest analytics event, where leaders take center stage.

Date: Tuesday, May 15th 2018

Time: 8:30 am to 5:30 pm

Venue: Renaissance Mumbai Convention Centre, Powai, Mumbai

For further information :

Ms. Desere Pereira

Desere.Pereira@sas.com

Register: www.sasforum.com/in

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