

## Easing the Complexity of Multi/Hybrid Cloud



# If you think UPS consumes lot of space, think again!



## Liebert® ITON™ 1000VA CX

Line-interactive UPS that offers full-featured power protection for your IT demands.

The Liebert® ITON™ 1000VA CX is an economical line-interactive UPS that offers full-featured power protection for home or small office computers and electronic equipment. With its unique features and extraordinary performance not normally found in similar products in range.



## Always ON!



**Compact Size &  
Light Weight**



**Heavy Duty 2 x 7AH  
Batteries**



**Connect upto  
3 devices**



**BUY NOW**

Scan code

Explore solutions at [Vertiv.com/en-in](https://www.vertiv.com/en-in)

Call Tollfree : 1-800-2096070

E-mail : [marketing.india@vertiv.com](mailto:marketing.india@vertiv.com)



Corporate Office : Plot C-20, Rd No.19, Wagle Ind Estate, Thane (W), 400604. India



# Design your hybrid cloud for future scalability and innovation with Red Hat.

Partner with a Red Hat consultant to  
get started on your open hybrid cloud  
journey today

For more details, email  
[marketingindia@redhat.com](mailto:marketingindia@redhat.com)





# CONTENT

## COVER STORY

6

# EASING THE COMPLEXITY OF MULTI/HYBRID CLOUD

Entry Barrier to Cloud will further lower with Emerging Technologies



**DR. VISHWANATH JOSHI,**  
Chief People Officer, Hexaware Technologies

Enterprises will Struggle with App Modernization, Data Integration across Cloud Silos



**RISHU SHARMA,**  
Associate Research Director, IDC India

## SOLUTION SHOWCASE

Certification from all WFH platforms helps Logitech



**VARUN NAIR,** B2B Product Head, Logitech

## IN CONVERSATION

IBM to Expand Ecosystem to Engage Next-Gen Partners



**LATA SINGH,** Director, Partner Ecosystem,  
IBM India and South Asia

Pandemic Forced Us to Revisit Education System, Do Things Differently



**SURABHI GOEL,**  
CEO, Aditya Birla Education Academy

## CHANNEL NEWS 24,26-29

- 6 Enterprise Servers of 2021 You Can't Miss
- Yotta Partners with Piql; Launches Long-Term Information Preservation Service
- Acronis Launches New Cloud Data Center in Mumbai
- 71% Employees Say Excess Tools Breaking User Experience, Making Work Complex
- Microsoft Unveils Windows 11 with Refreshed Interface



- Nokia Advances Singapore's Changi Airport's Digital Transformation with Beacon
- ITCG Launches Renewal Genie



KONICA MINOLTA

Giving Shape to Ideas

## EXPERIENCE THE COLOURFUL TRANSFORMATION RETHINK COLOURS



### **bizhub** C360i / C300i / C250i

A3 Colour Multifunctional Printer

- High Speed Document Feeder to improve productivity
- Extremely user friendly large 10.1 inch full touch screen display
- Fast Data processing through latest Quad Core Processor
- 1200 dpi Excellent Print
- 8GB Standard Memory
- Standard High Speed 256 GB SSD (Solid State Drive)
- Optional Virus Scan to Protect from Virus Threats
- Very Long Developer Life

For more information: SMS "KM MFP" send to 52424 or Call: 1-800-266-2525.

**Konica Minolta Business Solutions India Pvt. Ltd.**

[www.konicaminolta.in](http://www.konicaminolta.in) | [marcom@bin.konicaminolta.in](mailto:marcom@bin.konicaminolta.in)

Connect with us:

### **TRANSCON ELECTRONICS PVT. LTD.**

10, Govt. Place (East), Kolkata - 700069

Ph.: 22488118, 22488210, 22481620,

Mobile: +91-8337071326, Fax: 03322486604

Email: [abhishek@transconelectronics.com](mailto:abhishek@transconelectronics.com),

Website: [www.transconelectronics.com](http://www.transconelectronics.com)



# EASING THE COMPLEXITY OF MULTI/HYBRID CLOUD

*The onset of the Covid-19 pandemic in early 2020 is known to have had a big impact on the pace and scale of multi/hybrid cloud adoption over the last 12-18 months, but will the effect be temporary or permanent? A lot of this depends on how effectively cloud solution providers address the complexities around multi/hybrid cloud*

Amit Singh

**T**he adoption curve of public cloud was already on an upward trajectory at the start of 2020, but there is no denying that the Covid-19 pandemic has conspired to drastically accelerate the pace and increase the scale of many enterprises' cloud migration plans.

In fact, cloud adoption has accelerated as organizations look for agility and resiliency in the new normal. Enterprises in India are leveraging cloud for objectives beyond business continuity and cost, to now using cloud as a platform for innovation.

"The Covid-19 pandemic has upended how organizations work and operate. The increased volume of employees working from home using collaboration services is stressing back-end support services and increasing traffic on networks. Enterprises are now focused on driving innovations and look for cloud with robust and abundant architecture that deliver an uninterrupted customer experience," highlights Kapil Mahajan, Group CIO, Safexpress.

As the experts put it, Indian enterprises of all sizes fast-tracked their decisions to shun the legacy infrastructure and move their operations – in

piecemeal or in full – to cloud. Dr Sayed Peerzade, EVP and Chief Cloud Officer, Yotta Infrastructure adds, "Pandemic has forced the enterprises to accelerate digital transformation and to deviate from the

traditional workplace to innovate their operations and communication strategy for employees as well as the customers. Cloud will of course help reshape their operating model, products and services, and customer

experience."

In fact, according to a recent IBM study, nearly 60 percent of the Indian CEOs expect cloud computing to deliver results in the next two years. "So, we are seeing a direct impact of this whole shift and this is in-turn having a correlated impact on our hybrid cloud business. Last year, we had cloud revenue of about 25 billion and that is about 20 percent up from the previous year. Today, cloud accounts for about 37 percent of IBM's total revenues," shares Subram Natarajan, CTO and Director, Technical Sales, IBM Technology Sales, India/ South Asia.

Further, more than 60 percent of the Indian organizations plan to leverage cloud platforms for digital innovation, as the firms re-strategize their IT spending plans, according to IDC. Organizations continue to rapidly migrate workloads from data centres to the cloud, and the trend has been accelerating during the recent Covid pandemic. The recent Fortinet 2021 Cloud Security Report survey conducted by Security Insiders indicates that 33 percent of organizations are running more than half of their workloads in the cloud today, and that number is set to rise to 56 percent in the next 12–18 months.



**“ The Covid-19 pandemic has upended how organizations work and operate. Enterprises are now focused on driving innovations and look for cloud with robust and abundant architecture that deliver an uninterrupted customer experience. ”**

**KAPIL MAHAJAN,**  
Group CIO, Safexpress



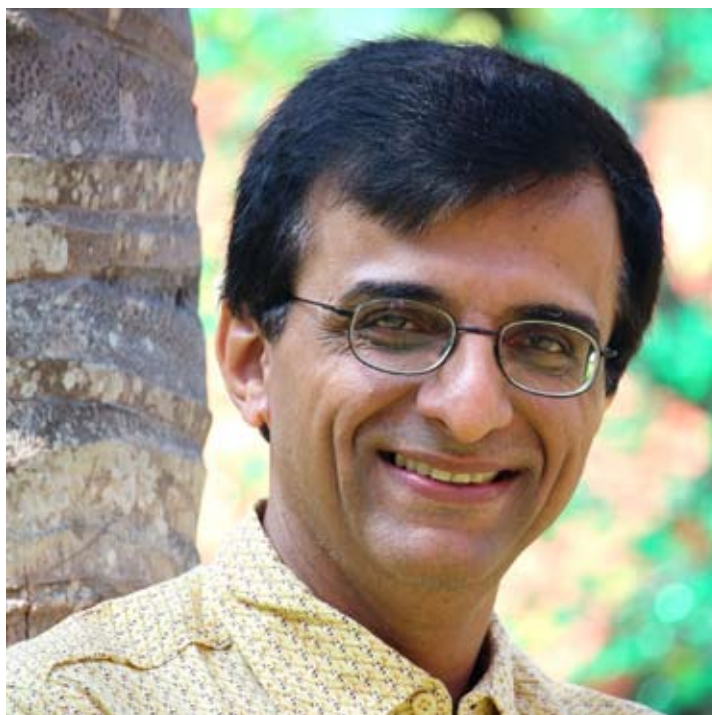


## Cloud spending sees huge uptick

A confluence of factors driving cloud transition has been further accelerated by the Covid-19 crisis: End-user spending on public cloud in India is likely to rise by 31.4 percent to \$4.4 billion in 2021 as compared to 2020. This trend is likely to persist, as virtual work underscores the urgency for scalable, secure, reliable, cost-effective off-premises technology services. In fact, cloud spending globally is estimated to rise 19 percent in 2021, even as IT spending as a whole is forecast to fall 8 percent, according to Gartner.

According to industry estimates, the cloud expenditure of an average company was roughly \$6,500. In 2020, this number has risen to \$10,000—per month. This is, in fact, a conservative estimate, as 33 percent of organizations had an annual cloud budget spanning between \$2.4 million and \$12 million. In fact, for the organizations which were not cloud-first, the pandemic revealed a glaring reality: Businesses must embrace the cloud as a necessity in the modern IT landscape rather than viewing it as an option.

"After spending several months in uncertainty around the pandemic-induced lockdowns in 2020, a vast number of small and



**“SMBs are refraining from large spending as their businesses are affected due to restrictions and customer sentiments. Despite this, our cloud revenues grew by 20 percent in the last fiscal.”**

**SURESH RAMANI**, CEO, TechGyan

medium businesses (SMBs) and startups have turned to cloud infrastructure for high performance and growth,” highlights Jiten Mehta, Director, Magnamious Systems. He highlights that IaaS and PaaS business of

the company grew by almost 50 percent in the last fiscal as compared to FY2019-20. “SaaS solutions also saw over 20 percent of growth as compared to FY2019-20. Overall, cloud services contributed 25 percent to our

revenues, which increased our bottom lines significantly.”

In addition, India’s SMB organizations present a huge untapped opportunity. A recent NASSCOM study indicates that while over 60 percent of the respondents have adopted cloud, nearly 50 percent are still at a nascent stage and only about 15 percent are advanced users. Given the pandemic, SMBs are likely to fast-track cloud adoption, with many skipping the proof-of-concept stage.

Suresh Ramani, CEO, TechGyan, explains that majority of the SMB organizations are opting for small-sized cloud projects, with implementation of point solutions in many cases. “While we executed 10-12 big ticket projects in 2019, the year 2020 saw over 4-5 small-sized cloud projects per month. SMBs are refraining from large spending as their businesses are affected due to restrictions and customer sentiments. Despite this, our cloud revenues grew by 20 percent in the last fiscal.”

Although most organizations in India have adopted cloud at some stage, the current pandemic forced them to spend more on public cloud IaaS, PaaS solutions, and SaaS. “Cloud-based application for collaboration and communication, VDI, e-commerce, business



continuity, disaster recovery, and security witnessed an increased growth as businesses looked at business continuity and gaining resiliency,” shares Rishu Sharma, Associate Research Director, IDC India.

She adds that industries such as media, education, and IT/IT-enabled services (ITeS) witnessed an uptick primarily because of online entertainment, virtual classrooms, and more collaboration as a result of increased remote working. On the other hand, verticals like healthcare are leveraging collaboration platforms and conferencing solutions for diagnosis, screening, and better collaboration.

The spending is coming from industries like chemicals, automobiles and auto parts, BFSI, pharmaceuticals and biotechnology, technology equipment and software and services. “In fact, segments like media and entertainment and start-ups are opting for public cloud, BFSI on the other hand is going for hybrid cloud,” adds Peerzade.

## Unprecedented push to hybrid/multi-cloud

As the pandemic made business agility and flexibility the leading necessities in an organization’s digital transformation process, we are seeing accelerating enterprise interest and



“ Cloud-based application for collaboration and communication, VDI, e-commerce, business continuity, disaster recovery, and security witnessed an increased growth as businesses looked at business continuity and resiliency. ”

**RISHU SHARMA,**  
Research Director, IDC India

adoption around hybrid and multi-cloud.

In fact, multi-cloud adoption has emerged as a valuable cloud strategy that is enabling enterprises to

become more agile so that they can scale up and down as needed and avoid vendor lock-in. IT managers are distributing workloads across two or more clouds in order to maximize resilience, meet

regulatory and compliance requirements, and leverage best-of-breed services from different providers.

Multi-cloud adoption is very much the norm as organizations were found to be operating in an expanded and diverse digital landscape. As per the recent Fortinet report, 71 percent of organizations are pursuing a hybrid or multi-cloud strategy as cloud is the preferred choice for integration of multiple services, scalability, or business continuity reasons. Further, 76 percent of organizations are using two or more cloud providers and hybrid still accounts for more than one-third of the deployments.

While most organizations do not make the jump from on-premises to multi or hybrid-cloud deployments in one go, 63 percent of India’s enterprises ramped up investments in hybrid cloud compared to just 46 percent globally, according to a recent Nutanix report. As more workloads are migrated to the cloud, the industry is becoming more sensitive to the unique requirements of different processes.

“As more enterprises become comfortable with a multi-cloud model cloud providers are rising to their expectations for seamless cloud migration. With our strategic cloud partnerships with Microsoft, VMware



and ServiceNow, we are making it easier for our customers to use our services in a seamless manner with other technology providers,” details Vaibhav Gawde, Head, Solution Engineering, Oracle India.

While a multi-cloud approach leverages the differing allowances of different providers—regardless of public or private cloud, a hybrid cloud approach categorically focuses on taking advantage of both, the private and the public cloud. A major development driving the hybrid/multi-cloud space is the introduction of more hybrid technologies like Red Hat’s OpenShift that enables compatible working across platforms and clouds.

Further, according to IDC’s recent cloud survey, 78 percent of enterprises will have a multi-cloud environment in next two years, with a use of different on-prem and off-prem cloud environments.

## Consolidated management becomes critical for hybrid/multi-cloud success

While uptake of multi-cloud architecture has started to gain momentum, not all businesses are sufficiently prepared to implement cloud roadmaps due to data

management, migration and skills-related challenges.

“It has become a prerequisite for businesses to adopt cloud computing solutions and pace up the migration process. However, migration to the cloud comes

with its own challenges. Thus, organizations need to adopt cloud solutions that offer a consistent operating model and simplified management across locations, and are tailor made as per their application requirements,”



“ With our strategic cloud partnerships with Microsoft, VMware and ServiceNow, we are making it easier for our customers to use our services in a seamless manner with other technology providers.”

**VAIBHAV GAWDE,**  
Head, Solution Engineering, Oracle India

explains Srinivas Rao, Senior Director, System Engineering, Dell Technologies India.

Still, many of the customers highlight migration as a key challenge, says Mehta of Magnamious Systems. “At the same time, customers cite lack of skills as an obstacle hindering their rollout of cloud strategies. To achieve success in their multi-cloud journeys, we advise businesses to take stock of their applications and develop a phased modernization roadmap for each one, thereby enabling them to make appropriate cloud decisions for the multi-cloud era.”

While hybrid and multi-cloud strategies bring flexibility to the organization’s data management strategies, they also introduce new challenges and can create inefficiencies as different cloud environments have different data structures and cloud management consoles, which doesn’t speak to each other.

Public cloud providers including Amazon, Microsoft, Google, and so on take a walled garden approach to the services they provide. Their business model has involved promoting their platforms as one-stop-shops, covering all of an organization’s cloud, data, and compute requirements. In practice, however,



industry is increasingly turning to hybrid or multi-cloud environments, with requirements for infrastructure to be deployed across multiple models.

What this means is that there are growing calls for the big providers to create bridges between their platforms. It will benefit organizations needing to share data and access with partners in their supply chain, which may all be working across diverse applications and data standards. This is also a space where we are likely to see growing levels of innovation from startups, creating services that simplify the process of operating between different public cloud platforms.

“Cloud service providers must build a single window to manage multi-cloud. The common consoles must be designed to enable customers see the data across the cloud in a single window. So that’s the idea we are also working on and that’s the ideal situation to manage and make multi-cloud proliferate,” highlights Peerzade.

Offering an end-to-end solution, Vimal Venkatram, Country Head, Snowflake India adds, “In a Data Cloud solution from Snowflake, organizations can operate across different public clouds and regions as a single cloud, while satisfying industry



**“Many of the customers highlight cloud migration as a key challenge. At the same time, customers cite lack of skills as an obstacle hindering their rollout of cloud strategies.”**

**JITEN MEHTA,**  
Director, Magnamious Systems

and regional data privacy requirements.”

He further highlights that with a Data Cloud companies can build clean, highly scalable data ingestion pipelines from a single, unified, and governed

source. “Adopting a data lake strategy to store your volumes of structured, semi-structured, and unstructured data in its native format also helps to make data available quickly to all the users who need it. High-quality clean

data simplifies business intelligence and analytics efforts while improving overall operational efficiency.”

As data volumes and sources continue to increase exponentially, organizing the data into a cloud platform gives IT teams instant scaling capabilities to keep pace with the demands of the business.

### **Cloud cost, performance optimization on top of the mind**

For many enterprises, moving workloads to the cloud has greatly improved some operational efficiencies and collaboration, but it has also proven costly. In fact, managing a multi-cloud environment does introduce complexity and can be difficult without the right tools and strategy. In order to optimize performance, control costs and support a complicated mix of applications, you need an effective means to handle working across multiple clouds from multiple vendors.

“We are seeing that many customers are immature in their cloud skill sets and are using their cloud infrastructure in an inefficient manner compared to how they use their traditional legacy infrastructure,” highlights Piyush Vibhakar, Director, Insight Business



Machine. "In fact, cloud wastage is a problem that hinders cloud adoption. Operational inefficiencies are still too great, and customers are not seeing the cost curves being bent down, but staying at a 1:1 ratio."

With 30 percent of cloud budgets being wasted, organizations are looking to streamline cloud costs and optimize cloud services according to a recent research report from Flexera. While some of the onus falls on cloud providers to deliver more cost-efficient architectural solutions, third-party optimization tools and services can expect to see significant investment as well.

Moreover, organizations worldwide have a higher cloud spend than ever in 2020, but they continue to struggle to forecast spend accurately as they significantly exceed their cloud budgets. As a result, optimizing existing cloud use remains at the top of companies' 2021 priority list for the fifth year in a row. Moreover, 61 percent of organizations plan to optimize existing use of cloud (cost savings), making it the top initiative for the fifth year in a row.

## Emerging cloud tech gaining mindshare

Emerging cloud trends



“Cloud service providers must build a single window to manage multi-cloud. The common consoles must be designed to enable customers see the data across the cloud in a single window.”

**DR. SAYED PEERZADE,**  
EVP and Chief Cloud Officer, Yotta Infrastructure

like distributed cloud, serverless computing, and edge computing are gaining huge customer mindshare

as they look to advance their technology footprint and build resilience. In fact, distributed cloud is seeing

traction among enterprises to secure their applications and have a robust failover strategy in case of any unforeseen incidents.

"Distributed cloud concept allows you to consume public cloud services while retaining data on-premise and be protected by the governing principles of the organization. IBM Cloud Satellite is a great example of distributed cloud where you could choose the data, AI, and data base services and even manage the container platform in an on-prem setup," describes Natarajan of IBM.

In a nutshell, distributed cloud allows customers to consume public cloud services onto any setup that they choose very quickly so that they can start innovating without having to worry about the regulatory, security and control requirements, he adds.

Additionally, as we move ahead in this data era, we would see the emergence of distributed cloud becoming a go to option for IT leaders, since it brings operations physically closer to the customers resulting in low latency. Along with this, it also improves performance and reduces network outages, shares Rao of Dell.

Further, intelligent technologies like AI and



# Enterprises Demand Single Cloud Security Dashboard for Cloud Adoption

Cloud security continues to be a significant concern for cybersecurity professionals as 96 percent are moderately concerned and 32 percent are extremely concerned, according to the new Fortinet 2021 Cloud Security Report survey conducted by Security Insiders. The report found that cloud security concerns among cybersecurity professionals remains high as the adoption of public cloud computing continues to surge in the wake of the pandemic and the resulting massive shift to remote work.

Among the key barriers to faster cloud adoption, survey participants mentioned lack of visibility (53 percent), lack of control (46 percent), lack of staff resources or expertise (39 percent), and high cost (35 percent) as the most significant negative factors.

Misconfiguration of cloud security remains the biggest security risk according to 67 percent of cybersecurity professionals in the survey. This is followed by exfiltration of sensitive data (59 percent) and tying at 49 percent are

unauthorized access and insecure interfaces/APIs.

Multi-cloud environments add complexity and security challenges as organizations are most concerned with data protection (58 percent) followed by a lack of security skills (57 percent) and understanding how different solutions fit together (52 percent).

Seventy-eight percent of surveyed cybersecurity professionals would find it very helpful to extremely helpful to have a single cloud security platform offering a single dashboard while allowing for configuration of policies to protect data consistently and comprehensively across the cloud.

When asked how organizations source their cloud security, the vast majority said they prefer cloud native security (74 percent). This is followed by third-party cloud security solutions (48 percent) and managed service providers delivering security services (34 percent).

Finally, organizations choose between cloud security solutions offered by independent third-party providers and the cloud-



**RAJESH MAURYA,**  
Country Manager India, Fortinet

native security solutions offered by the cloud platform based on cost of the security solution (60 percent), followed by low solution complexity (59 percent) and ease of use (52 percent).

"Deeply integrated, cloud-native solutions can bridge this complexity by providing visibility, protection and control through consistent policies that span the diverse array of multi-cloud and hybrid cloud

environments. A common security framework not only delivers uniform security posture, it also simplifies cyber defence, compliance reporting and data sharing. With this approach organizations can freely adopt whichever cloud platform that suits their particular needs, confident that their data and applications will be safe, resilient and secure," explains Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet.



robotics require greater speed and processing power and edge computing is the answer to capitalize on these advancements and shaping them in the years ahead.

Edge computing is an emerging cloud trend that

involves building localized data centers for computation and storage at or near where they are needed. This offsets the load on the cloud and improves the deployment and running of a wide array of applications. Instead of relying on centralized



“Many customers are immature in their cloud skill sets and are using their cloud infrastructure in an inefficient manner compared to how they use their traditional legacy infrastructure.”

**PIYUSH VIBHAKAR,**  
Director, Insight Business Machine



“In a Data Cloud solution from Snowflake, organizations can operate across different public clouds and regions as a single cloud, while satisfying industry and regional data privacy requirements.”

**VIMAL VENKATRAM,**  
Country Head, Snowflake India

networks, computing and management are handled locally.

In fact, large vendors including Dell, HPE, IBM and Intel are doubling down on the edge with cloud-like solutions deployable to anywhere, according to Forrester, and content delivery networks and data center colocation vendors are offering edge compute services across hundreds or thousands of local points of

presence.

Over the next three years, buyers will shift their cloud strategies toward the edge to capture all this innovation and become more connected, according to a recent Forrester report.

Moving ahead, serverless computing is the next evolution from monolithic application architecture after service-oriented architecture and micro-services



architectures, said Vibhakar of Insight.

The industry already is on this journey with containers and cloud-hosted common applications as they drive the need for applications to be made up of smaller components that can be

given different treatments, including running in different locations, according to Vibhakar.

According to a report by Global Market Insights, by 2027, it is estimated that the market for serverless architecture will cross



“As we move ahead in this data era, we would see the emergence of distributed cloud becoming a go to option for IT leaders, since it brings operations physically closer to the customers resulting in low latency.”

**SRINIVAS RAO,**  
Senior Director, System Engineering,  
Dell Technologies India



“Distributed cloud concept allows you to consume public cloud services while retaining data on-premise and be protected by the governing principles of the organization.”

**SUBRAM NATARAJAN,**  
CTO and Director, Technical Sales,  
IBM Technology Sales, India/South Asia

US\$ 30 billion. With cloud adoption on the rise and organizations looking to fast-track their digital journey, serverless computing is here to stay.

Our serverless platform, Oracle Cloud Functions, lets developers create, run, and scale applications without managing any infrastructure. Functions integrate with Oracle Cloud Infrastructure,

platform services and SaaS applications. Because Functions is based on the open source project, developers can create applications that can be easily ported to other cloud and on-premises environments. Code based on Functions typically runs for short durations, and customers pay only for the resources they use, reveals Gawde of Oracle.

# ENTRY BARRIER TO CLOUD WILL FURTHER LOWER WITH EMERGING TECHNOLOGIES



**SUBRAM NATARAJAN,**  
CTO and Director, Technical Sales,  
IBM Technology Sales, India/South Asia

Subram Natarajan, CTO and Director, Technical Sales, IBM Technology Sales, India/South Asia in conversation with Amit Singh reveals how emerging innovations like distributed cloud, multi-cloud and serverless cloud are lowering the entry barriers for organizations by addressing concerns around security and regulations. He also highlights how IBM has been able to grab a large share in the cloud space

## ■ How has Covid-19 impacted the cloud adoption over the last 12-18 months?

The pandemic has in many ways accelerated the whole motion of digital transformation, which led to higher adoption of cloud services.

According to our recently CEO study nearly 60 percent of the Indian CEOs expect cloud computing to deliver results in the next 2-3 year. On the other hand, just 45 percent of the CEOs in India expect AI and Machine Learning to deliver results in next 2-3 years. So we are seeing a direct impact of this whole shift and this is in-turn having a correlated impact on our hybrid cloud

business. Last year, we had cloud revenue of about 25 billion and that is about 20 percent up from the previous year. Today, cloud accounts for about 37 percent of IBM's total revenues.

The enterprises looking for digital transformation are readily opting for hybrid cloud. For instance, Parle has embraced hybrid cloud and AI to innovate more quickly and to find ways to get the products more quickly into the hands of the consumers. They were able to maintain their supply chain even during the crisis. In addition, Safexpress deployed our solution called Propel-I, which is our bespoke, end-to-end cloud native logistics platform. The digital platform enables the

company to attain agility in demand management, obtain advanced and flexible dynamic pricing modeling capabilities and provides enhanced visibility and transparency for its customers.

## ■ Cloud and data management in hybrid/multi-cloud is a major challenge for most of the enterprises. How can organizations break barriers between public clouds in a multi-cloud environment?

Actually more than the communication between the multiple clouds, the concern is around data security and

privacy which are preventing organizations from moving workloads to public cloud. Therefore organization may choose to retain the application on-prem.

Organizations actually have two options: first is the distributed cloud concept that allows you to consume public cloud services while retaining data on-premise and be protected by the governing principles of the organization. IBM Cloud Satellite is a great example of distributed cloud where you could choose the data, AI, and data base services and even manage the container platform in an on-prem setup.

Second, we can avail security features available on public cloud themselves



to specifically address the administrative requirement of highly regulated segments like BFSI and telecom. Industry clouds specifically for the banking or telecom operations, these platforms address the regulatory and modernization needs of the industry. These platforms offer sophisticated encryption technologies including Zero Trust and Keep Your Own Keys (KYOK), which allows only the authorized members of the organization to access the data; even the cloud provider could not access the data.

Such technologies are allowing customers to really break those barriers that were preventing their move to the public cloud. We have recently seen BFSI organizations like Bank of America and BNP Paribas embracing public cloud.

### ■ How do you see distributed cloud gaining mindshare among the customers? Why?

Distributed cloud is clearly gaining traction because a vast majority of the organizations are unable to leave their existing technology stack in favor of a public cloud because of the security concerns. Distributed cloud like Cloud Satellite brings the strength of the public cloud onto private environment. Essentially, it extends the capabilities of public cloud to run on their environment of choice: on-prem, edge setup or even another public cloud setup in a multi cloud environment.

For instance, if distributed cloud location is an on-prem data center in Bengaluru where you are running containers on a Red Hat OpenShift cluster. And the control plane may be hosted

out of a public cloud setup in Chennai. So, essentially you are extending the services that are available on the public cloud in Chennai on to your data center in Bengaluru, however your apps are self contained so there is no need for you to be to stay connected; you can run without even needing to communicate back to the public cloud data center in Chennai. From an operations team perspective, they can benefit from the consistent operation for the core application services.

In a nutshell, distributed cloud allows customers to consume some of these public cloud services onto any setup that they choose very quickly so that they can start innovating without having to

development and building expertise can be a lot easier because of the open nature of the cloud platforms. Secondly, a lot of services that the partners deploy with any customer can be templated and reused with others. So there is high possibility of bringing reusability, higher level of automation.

Further, channel partners can bring domain level expertise that will become their own USPs. Partners can specialize in data analytics, AI, advanced analytics, and banking or telecom applications. Also, partners can drive differentiation around domain level expertise around modernization of middle ware or API for banking applications.

Moreover, container and

areas such as hybrid cloud infrastructure, automation and security. This includes about 10 service competencies across multiple domains including cloud migration, AI-powered automation, and Cloud Satellite.

### ■ What is your future outlook for cloud computing in India? How do you see cloud landscape changing over the next couple of years?

Cloud is going to play a dominant role not only as an enabler but an essential component in an organization's overall drive towards digital transformation focused on agility, efficiency and resilience. Hybrid cloud will play a huge role in this to become the foundational platform.

In addition, we see the confluence of technology to unlock the value of data through enterprise-wide data platform, advanced analytics or specific industry solutions that utilize IoT, automation, and Blockchain. All of these technologies will start to use hybrid cloud as the platform for development and deploying their resolution artifacts.

Further, Infrastructure-as-a-Service will evolve into infrastructure as a code and with the help of cloud native platforms like Red Hat OpenShift.

Moreover, with the evolution of cloud technologies like multi-cloud, distributed cloud and serverless cloud, the entry barrier to cloud will further lower so majority of the organizations will be able to adopt cloud leaving their security or regulatory concerns.

“ Last year, we had cloud revenue of about 25 billion and that is about 20 percent up from the previous year. Today, cloud accounts for about 37 percent of IBM's total revenues. ”

worry about the regulatory, security and control requirements.

### ■ How can channel partners grab a larger pie of the cloud service pie? What are the technology areas where they can focus on?

There are two factors that are playing to the advantage of the channel partners: a predominant portion of cloud technology consists of open source elements therefore the skills availability is no longer a barrier. In fact, skill

Kubernetes platform like Red Hat OpenShift tools will become the dominant forces shaping the entire cloud technology landscape and therefore associated skills around those technologies are really helpful. In addition, cloud migration, modernization, automation, AI and security are few adjacent areas to cloud which will drive value for partners.

In fact, IBM has launched a new competency framework which enables partners to build and demonstrate a technical validation and achieve sales success in specialized

# ENTERPRISES WILL STRUGGLE WITH APP MODERNIZATION, DATA INTEGRATION ACROSS CLOUD SILOS



**Rishu Sharma, Associate Research Director, IDC India in a brief interaction with Amit Singh highlights that over 50 percent of enterprises will replace outdated operational models with cloud-centric models as 78 percent of enterprises will have a multi-cloud environment in next two years**

## ■ How has the cloud market grown amid the Covid-19 crisis?

Covid-19 has been a catalyst for accelerated cloud adoption in India and has highlighted the importance of flexibility, resiliency and scalability for the Indian organizations. Cloud is a critical element for businesses' forward-looking strategy and we are witnessing enterprises adopting cloud for rapid digital innovation. The overall India public cloud services market revenue totalled \$3.6 billion for 2020 and is likely to touch \$9.5 billion by 2025, growing at a CAGR of 21.5 percent for 2020-25. SaaS continues to be the largest component of the overall public cloud services market, followed by IaaS and PaaS.

As cloud becomes the backbone for all new technologies and aids digital transformation initiatives, hybrid/multi-cloud will lay the foundation for a future-ready enterprise. According to IDC's Q32020 CloudPulse survey, 78 percent of enterprises will have a multi-cloud

environment in next two years, with use of different on-prem and off-prem cloud environments.

## ■ While enterprises are leveraging on the cloud strengths, many of the smaller SMBs are still lagging in embracing cloud. What are the challenges you see which restrict them to move majorly on cloud?

IDC's research points out that irrespective of the size of the businesses, most organizations' priorities

include improving customer experience, efficiencies, and revenue. And cloud not only aids in achieving these objectives but also provide additional benefits in terms of flexibility and scalability. While SMBs are constrained by budgets, right skill sets, and cultural resistance, the digitally determined SMBs are leveraging public cloud services for agility and flexibility and their cloud budgets will continue to rise in the foreseeable future.

## ■ What is your future outlook for cloud computing in India? How do you see cloud

## landscape changing over the next couple of years?

IDC predicts that by 2024, over 50 percent of enterprises will replace outdated operational models with cloud-centric models that facilitate rather than inhibit organizational collaboration, resulting in better business outcomes. Some of the other predictions that IDC has for the India market, as per IDC FutureScape: Worldwide Cloud 2021 Predictions – India Implications for 2021 include:

**Well-connected clouds:** Through 2023, all enterprises will struggle with app modernization and data integration across cloud silos; 20 percent will adopt connected cloud strategies to overcome these concerns.

**Modern enterprise applications:** To gain business agility, enterprises will commit to modernizing over 50 percent of their existing applications by 2025, through use of turnkey cloud-native development and deployment services.

“To gain business agility, enterprises will commit to modernizing over 50 percent of their existing applications by 2025, through use of turnkey cloud-native development and deployment services.”



# CERTIFICATION FROM ALL WFH PLATFORMS HELPS LOGITECH

Varun Nair, B2B Product Head,  
Logitech talks about the dynamics  
of the various b2b solutions

## ■ What are the solutions and services in the Logitech portfolio?

Logitech has become number one in the world for video communications and collaborations. Logitech is very proud to be of very assistant for thousands of people and bringing them closer together. We are number one in the world in keyboard, mouse, headsets, gaming music as well. We have complete range of video collaboration solution that can help people and teams together so that they can actually better.

## ■ What is the proportional contribution from the enterprise and consumer business?

Work from home has become a necessity, till the pandemic started it was a luxury. Due to the social distancing norms and offices being closed everyone had to

switch to a work from home scenario overnight, not just for working people but students as well. So that is why we saw a huge demand in laptops, headsets, web-cams and associated work from home products. Logitech is platform agnostic so the customer should have lots of choice they should not be locked in any kind of long term contracts. So because of that Logitech is one of the companies that is completely certified. So we are completely certified by Zoom, Microsoft for entire teams and business platform.

## ■ What are the use cases of Logitech's different b2b solutions?

It's divided on the basis of the room as small, medium and large. For small room we have a product called rally bar mini, these consists of a 4K camera, wide 120 degree view and high quality audio. This has everything that you will need to start your meetings and it comes pre-loaded with

## VARUN NAIR, B2B Product Head, Logitech

your platform of choice. For medium rooms we have the rally bar its mostly similar to the rally bar mini but it's much more bigger and its meant for a much bigger space.

## ■ What was the traction for the different ranges of the products especially in the WFH scenario and amongst different verticals?

The rally bar, Rally plus is there for the conference rooms. For more of a personal space we have products like meet-up, we also have the conference-cam connect. For people who work from their desks rather a office setup at home we have the largest range of web cams and headsets. These are certified by zoom, Microsoft and other such platforms. So for the senior management persons who prefer an office setup we recommend Logitech Meet-up. The rally series is

meant for offices, In India many people are going back to office, and most of the customers we spoke to are adopting a hybrid work culture. Moving forward in every meeting we will have remote participants. 4-5 people will be in office and another 4-5 people will be connecting from their home, so the entire video collaboration is becoming critical to bring people and teams together.

## ■ What is the pricing mechanism for different products?

In terms of pricing structure, we have a robust partner programme called Logitech one partner programme. There we have a premier partner and a certified partner, depending on that there are special incentive that they get. In terms of the greenfield deployments we follow a deal registration mechanism. We have a set MRP and depending on the partner tier they get certain level of discount.

### ■ What is the partner structure which Logitech follows?

We have an indirect sales model, so we are heavily depended on our distributors and partners to do the fulfilment for us. We are very lucky to have a strong set of partners who have supported us throughout years.

Coming to the pandemic it was unprecedented and many partners were facing the crunch. For us partner safety was paramount. We give physical demo of the products that are done by the partners and help close the deal. To help the partners we set up virtual experience zones, across the key cities.

### ■ What were some of these digital marketing programs for the partners?

All our partners who are selling technology solutions are very advanced and flexible, they are very tech savvy. So Logitech was very lucky that people were very fast to convert their business model from a high touch sales to a virtual mode of selling.

### ■ How did the partners balance between retaining existing customers and acquiring new customers?

We gave priority to helping our existing customers first, but the demand was so huge from the market that we were not being able to differentiate between a new and existing customer. The number one priority was given to health

care especially to the families of the frontline workers, hospitals and telemedicine. Second importance was given to education, we did virtual work shops where we talked to teachers on how to effectively teach through zoom. The third priority was government.

### ■ What have been the contributions from the different b2b solutions?

Healthcare, education and government were the highest priority but that does not mean the corporate were lagging behind, after the

### hardware OEMs?

Rather than going and competing with other companies we believe in working with everybody and partnering with as many companies as possible. We have official partnership with Intel, Lenovo, Dell and HP. These are huge global partnership for complete bundles. These partners have a special value added offering in the office space and collaboration as a whole is very important for them. So as video collaboration is so critical they have partnered up with Logitech for our cameras.

### of fake/counterfeit products and parallel imports?

I am from the enterprise space we have not seen this kind of issues, from the consumer side we are pursuing legal actions. One is a fake product itself, so that is still less and another issue is parallel imports so I will not be able to comment, but we are pursuing legal actions for both.

### ■ What are going to be Logitech's key focus areas in 2021?

From a global perspective we have lot of new products coming this year. We just announced our rally bar mini and rally bar. As we progress in the year lot new products will come close to 8-10 products will be announced. From India perspective we have to major focus areas, one is direct with the customer and other one is with our partner. Our primary verticals will be healthcare, education, government and enterprises.

### ■ What would be Logitech's messages for both partners and customers?

Message throughout this year has been to stay safe that is the primary initiative. Follow all the rules set by the government, third is that video collaboration will never be able to replace a face to face meeting. The future we see is going to be in a hybrid model everything will not be in the office but also in a personalise space. It will be a mix of on premise meetings and virtual meetings.

“We gave priority to helping our existing customers first, but the demand was so huge from the market that we were not being able to differentiate between a new and existing customer.”

initial six months it was the work from home appliances that the corporate enterprises required. In the second part of the year we saw a slight shift happening people started resuming work offices started opening some events now also are happening, domestic travel trying to normalise. So we have seen a huge demand for our room solutions in the past six months as well. So in terms of revenue the room devices accounts for 70% even in 2020 while 30% is for the web-cams and headsets.

### ■ How does Logitech form partnerships and alliances with other

### ■ What sort of rental or pay per use model does Logitech use with its b2b customers?

For smaller deals Logitech does not have an official policy. We have something with our distributor. One of our distributor is Ingram Micro that needs documentation and the customer's financial needs to be strong. But there is a chance for opex modelling, rather than paying 10 lakhs upfront they can break it up in a 3 year contract.

### ■ How does Logitech meet the challenge



# IBM TO EXPAND ECOSYSTEM TO ENGAGE NEXT-GEN PARTNERS

While elaborating on IBM's channel strategy and plans for 2021, Lata Singh, Director, Partner Ecosystem, IBM India and South Asia, in conversation with Amit Singh, reiterates the company's efforts to re-strategize channels and partner programs during the pandemic, and its committed USD 1 billion investment globally

**LATA SINGH,**

Director, Partner Ecosystem, IBM India and South Asia

■ **As businesses turned to work-from-home environment, how was the demand for security solutions impacted during 2020?**

As remote working became the new norm, businesses continued to battle new security challenges while supporting the requirements of a large remote workforce. This trend resulted in a robust demand for IT security as highlighted in the global market study conducted by IDC last year. The report estimated the worldwide spending on security-related hardware, software, and services to be USD 125.2 billion, which is

an increase of 6 percent over 2019. It also estimated the worldwide security spending to reach USD 174.7 billion in 2024 with a CAGR of 8.1 percent over the 2020-2024 forecast period.

Given the enterprise security scenario, businesses require a 'Zero Trust' security strategy which evolves with the changing landscape by:

- Increasing the efficacy of existing security controls by:
  - Diligently prioritizing and monitoring all security alerts including fine-tuning the rules to address new requirements, like employees logging in at odd hours from different locations.
  - Continued risk assessment and monitoring of both new and existing assets, which are exposed to the Internet to enable remote working.
  - Creating awareness around 'social engineering' attacks through regular trainings and real-life examples.
- Investing in additional security controls especially around data and identity security since they are the most critical assets for any organisation.
- Breaking the siloed approach towards data security and threat management to quickly identify data breaches and contain them especially in a remote working model.

## ■ Looking at the challenges posed by Covid-19, how did you re-strategize channels and partner programs during the first phase of the pandemic?

Like most businesses, our channel partners faced the twin dilemma of – providing seamless business continuity to minimize impact on their clients and ensuring continued skilling to respond to the dynamic client requirements.

In 2020, IBM committed USD 1 billion investment globally to help partners provide their clients with a seamless and secure journey to the cloud. In addition, to accelerate growth and

“ In 2020, IBM committed USD 1 billion investment globally to help partners provide their clients with a seamless and secure journey to the cloud. ”

innovation and to provide greater value to our partners globally, we introduced program enhancements and simplification including the launch of Hybrid Cloud Ecosystem, Partner World 2.0, Red Hat Marketplace and Industry Cloud Ecosystem.

In India, we witnessed an increased demand for cloud solutions, cyber security, remote workforce and business continuity planning. To enable our partners navigate through the changing business

landscape, we introduced a range of new initiatives including:

- Digital resources like digital workshop, which provides access to key virtual selling, training and learning tools; and IBM Virtual Client Center, which provides 24/7 access to solutions, demos, webinars etc.
- Skills enablement programs like IBM Skills Gateway, which provides access to digital badges and professional certifications and Seismic portal, which offers a range of enablement materials on demand.
- Engagement solutions like My Digital Marketing,

which is a no-cost digital collaboration platform offering 'ready-to execute' digital campaigns and Business Partner Connect, which offers both IBM and Red Hat partners the ability to discover new collaboration opportunities, by leveraging Watson's matching technology to help them find the right tools for shifting business needs.

## ■ What is your future channel roadmap and

## plans?

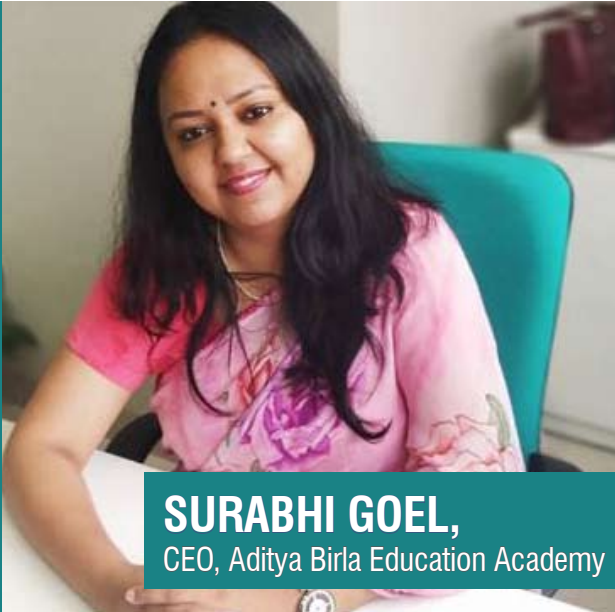
We believe that an ecosystem of partners is essential to drive value for clients and to accelerate co-creation and co-innovation to bring the best platforms, products and services to the market. This platform-economy approach aligns with our ecosystem commitment and is well reflected through the dedicated 'Build and Services' track in our Partnerworld program.

In 2021, we plan to unite with our ecosystem partners to deliver consistent client experiences and 'get to market' and 'go to market' their way through:

- Personalized partner experience through a single focal
- Alignment with IBM sellersto exclusively work with partners who will help them drive growth, identify opportunities and deals across Build, Service and Sell tracks
- Deep technical expertiset to help architect solutions using IBM technology
- Access to hybrid cloud build resourcesto design, build and/or migrate solutions with IBM systems and software technology
- Creating opportunities to drive demand and success through additional demand generation and cloud engagement funds, and digital campaigns to identify new opportunities based on client buying behaviours.



# PANDEMIC FORCED US TO REVISIT EDUCATION SYSTEM, DO THINGS DIFFERENTLY



**SURABHI GOEL,**  
CEO, Aditya Birla Education Academy

During a detailed interaction with Kalpana Singhal on the dynamics of education sector and the impact of the Covid-19 pandemic, Surabhi Goel, CEO, Aditya Birla Education Academy, highlights the long-term impacts of the pandemic on the students, best practices to instil confidence in the teachers and students, and the crucial role that technology has played for the institution to get over the crisis. Edited excerpts of the Part-1 of the conversation...

## ■ What surprises you most about your job?

What really surprises me is how undervalued teachers are in their professions. For some reason, teaching is still not looked up as your first choice as a profession. It is so challenging and there is so much of a difference a teacher can make. I really expect that the new generation would consider teaching as a profession. However, most of them would like to join an Edtech company, but wouldn't want to work for schools. So that really continues to baffle me.

## ■ What are the factors behind these kinds of stereotypes as well as the fact that education a female dominated industry?

We actually conducted a poll with the teachers to find out the reasons behind reluctance of people to choose teaching as a career as well as thin presence of males. Many of the teachers pointed

that people don't consider teaching as a prestigious job and it doesn't offer enough monetary benefits.

Also for some reason, people think it's not safe for children to be around male teachers, especially in the pre-primary and primary sections. So this is a stereotype that people have created. The need is to shed the stereotypes and encourage youths to take up teaching as the career. And of course, there is a need for better pays for teachers to attract people into this field.

## ■ Covid-19 has revealed gaping shortcomings in the process, pedagogy and assessment as we transition towards online learning. What are the long-term impacts of the pandemic on the education?

Winston Churchill once said, "Never waste a good crisis." I think this crisis has been a wonderful opportunity

to actually shake up the system to see how we can do things differently. The pandemic has given us the opportunity to redefine assessments in order to discourage rote learning. Of course, we are still grappling with redefining the assessments because we don't have a system of continuous assessment. However, assessment is something that is going to really see a change.

The second major impact we observe is on the infrastructure as majority of the schools have little technology investments and many don't have high speed Internet. I think schools are now rising up to invest in hardware and software to improve their digital footprint.

Further, there is a need to lot more investments in teacher trainings, as under the current circumstances, they need to unlearn and then learn new ways of teaching.

## ■ What does these pandemic years would mean for the

## students and for the educators who are still bracing with the online learning and ambiguity in the assessment?

I think for the lower grades, it would hopefully not have a long term impact. However, as the students, in any case, are getting promoted to higher classes, there will be a huge learning gap when these students eventually come back to school. Student learning and assessments are highly impacted in the current scenario which may lead to the learning gap. In addition, as students come back to schools, we need to identify gaps in concepts and content skills in order to bring students at par with the higher grade.

For the grade 10 and 12 students, this period has been a complete nightmare with the anxiety and ambiguity around the exams, format of exams and catching up with the concepts and learning online.

## 6 Enterprise Servers of 2021 You Can't Miss



**W**ith new microprocessors launched by Intel and AMD in 2021, the server market has been revamped with better performance tied with new capabilities launched by the world's leading server vendors.

With the first half of 2021 already gone, here are six exciting enterprise servers launched this year, which you can't miss.

### Cisco UCS X-Series

Cisco recently unveiled its next generation of UCS servers with Intersight software specifically designed for hybrid and multi-cloud. Cisco's new UCS X-Series can manage both private data centers and public cloud resources to support distributed applications.

### Dell PowerEdge XE8545

One of Dell Technologies' biggest launches this year is the new Dell EMC PowerEdge XE8545 server which combines AMD and Nvidia technology designed for accelerated workloads and ideal for machine learning, HPC and GPU virtualization.

### Dell Edge XR11 and XR12 (Ruggedized)

Built to thrive in remote and harsh environments, Dell launched the new PowerEdge XR11 and XR12 ruggedized edge optimized servers that bring enterprise performance

and security to a durable form factor.

### HPE Apollo 2000 Gen10 Plus

The HPE Apollo 2000 Gen10 Plus System is a shared infrastructure chassis with flexible support for up to 4 ProLiant XL225n servers powered by AMD EPYC processors. It is ideal for HPC applications in industry verticals like manufacturing, oil and gas, life sciences, and financial services.

### Lenovo ThinkSystem SR665

The new Lenovo ThinkSystem SR665 is a two-socket server with AMD new EPYC processors that features 128 cores and 128 Gen4 PCIe lanes to maximize server performance and decrease network bottlenecks critical workloads. Specifically optimized to run demanding cloud computing workloads, Lenovo's server has built-in security features to help protect against data integrity and firmware threats.

### Lenovo ThinkSystem SR670 V2

One of the most powerful servers in Lenovo's portfolio, the new ThinkSystem SR670 V2 server is designed for high performance computing (HPC) and AI training workloads, supporting the vast NVIDIA Ampere datacenter GPU portfolio.

## Yotta Partners with Piql; Launches Long-Term Information Preservation Service

**E**xpanding its 'Everything as-a-service' portfolio, Yotta has joined hands with Norwegian long-term data storage technology developer – Piql – to launch Yotta Preserve – for the Indian market. Using Piql's innovative approach of using a photosensitive film to store digital information that can survive for any length of time – Yotta Preserve aims to address the issues of governments departments, museums, movie industry, banking and healthcare institutions etc. that practically need to preserve their information forever.

Piql's film-based preservation technology has been tested to last for centuries with guaranteed future accessibility. This means that no matter what technology is available in the future, all preserved films will be restored in authentic form and quality.



**SUNIL GUPTA,**  
Co-founder and CEO, Yotta Infrastructure

This collaboration will now give organizations in India end-to-end data preservation and archival service from Yotta. Highlights of Yotta Preserve are that the data archived/stored is unalterable, secure and there is no data loss. Besides this, the longevity of the storage is infinite. This is the only kind of data storage service that is offline, digital, and migration-free and also uses photosensitive film – piqlFilm – to store data. Thus, the data is stored in physical mode and additionally is searchable just like a digital storage medium.

Sunil Gupta, Co-founder and CEO, Yotta Infrastructure said, "This is another innovative service that we are delighted to introduce in our growing portfolio. Piql has been at the forefront of innovation for almost two decades and with Yotta Preserve, Indian organizations can avail this innovative service from a reliable partner like Yotta."

"Different Industries require to archive data for future reference. Yotta Preserve – powered by Piql can store analog, digital, video, audio, manuscripts, and every form of content available on earth. Yotta Preserve delivers the best of both worlds, data archived can be secured physically and accessible digitally", Sunil further added.



Insights for Next Gen Solution Provider

Presents

# 6th Future of Work ISV Summit & Awards 2021

Recognising Tech Disruptors

17th September 2021

**REGISTER NOW**

## ••• SUMMIT HIGHLIGHTS •••

**03+**

Knowledge Sessions

**100+**

Leading ISV

**1000+**

Attendees

**03+**

Hours of Networking



# Acronis Launches New Cloud Data Center in Mumbai

**Acronis, a global enabler in cyber protection, has unveiled new Acronis Cloud Data Center in Mumbai, launched jointly with local partners like Crayon Software Experts India.**

As one of the 111 new data centers being deployed by the company, it gives service providers access to a full range of cyber protection solutions upon which they can build new services while delivering faster access, constant data availability, and data sovereignty to their clients.

With news about cyber-attacks appearing weekly, even despite the prevailing pandemic concerns – including recently, with millions of AirIndia clients' records exposed by threat actors – cyber protection has simply never been in higher demand, with data compliancy among the top priorities for companies in India.

Rustom Hiramanek, Acronis General Manager in South Asia said, "Having a local Acronis Cloud Data Center was extremely important to our partners in India – and we are proud to collaborate with companies that remain focused on

delivering best data security and business continuity solutions to their clients. With one less thing to worry about, they now know their clients' data is locally backed by a global partner who is on standby 24x7 – ready to resolve any issues."

All Acronis Cloud Data Centers are designed to meet and exceed corporate and regulatory requirements. The initiative includes global management for all data centers, geographic redundancy, control for local partners, and a local disaster recovery site – all with competitive pricing. As a result, service providers have no trouble meeting the ever-changing compliance, data sovereignty, and performance requirements.

The global network of Acronis Cloud Data Centers already includes locations in the U.S., Canada, U.K., Switzerland, France, Germany, Japan, Australia, New Zealand, Bhutan, South Korea and Singapore. With the new data center in India,

local service providers now have a location within the country where they can store business-critical data for their clients. Managed service providers (MSPs) will also benefit from the full range of managed cloud solutions and cyber protection solutions available via the Acronis Cyber Cloud platform.

"The reality in knowing where your corporate data resides and ensuring it remains secure has become a necessity in a global partner community – and having your data stored locally provides complete data control both to you and your clients. The investment by Acronis into a new cloud data center guarantees just that," says Vikas Bhonsle, CEO at Crayon Software Experts India.

"It's a much needed and welcome move as Acronis is opening its DC in India. It will be a big boost to business in backup and DR space with a peace of mind to our enterprise customers, as the data will reside in India. Companies can now enjoy

the benefits of having their workloads in the cloud and yet it will not be stored in any obscure location. A locally based DC is like an extension of ones' own IT department and this alone gives a great sense of safety to the business." says, Laxmikant Ambulkar – Regional Channel Head (West) & Product Head for Acronis at Crayon Software Experts India.

Among the solutions now available through the new data center is Acronis Cyber Protect, a unique integration of backup, disaster recovery, next-gen antimalware, cybersecurity, and endpoint management tools – all managed via a single pane of glass. The solution is VB100 certified and its unique capabilities earned Acronis Cyber Protect the 2020 New Product Innovation Award for Data Protection from Frost & Sullivan.

All of Acronis solutions are designed to address the Five Vectors of Cyber Protection, ensuring the safety, accessibility, privacy, authenticity, and security (SAPAS) of an organisation's data, applications, and systems. In the same way, Acronis Cloud Data Centers are designed to deliver the highest levels of data availability, security, and safety – with each facility featuring state-of-the-art equipment as well as the best operational and security controls.

India-based service providers interested in learning more about the advantages and opportunities of cyber protection solutions available through the Acronis Cyber Cloud platform



# 71% Employees Say Excess Tools Breaking User Experience, Making Work Complex



**T**echnology implemented to keep employees engaged and productive is frustrating and slowing them down. According to a new study from Citrix Systems, employees feel they've been given too many tools and not enough efficient ways to execute. And it's hindering their ability to get things done.

In response to the global pandemic, companies have given their workforce the tools they need to work remotely. And research shows it has increased their engagement and productivity. But these gains are on the brink of being wiped out.

"People are working the same or more hours, but they're accomplishing less because technology is getting in their way," said Tim Minahan, Executive Vice

President, Business Strategy, Citrix. "As companies organize around new, hybrid work models, they need to rethink the role of technology and how they apply it across their organizations so that employees, rather than being



**TIM MINAHAN,**  
Executive Vice President,  
Business Strategy, Citrix

frustrated, are empowered to succeed."

Citrix undertook Work Your Way, a survey of 1,000 IT decision makers and 2,000 workers across the United States conducted by OnePoll, which revealed a few significant trends:

## App Sprawl is Out of Control

The number of tools employees are required to use to do their jobs has significantly increased, as has the complexity they are creating in the workplace. As uncovered by the survey:

- 64 percent of workers are using more communication and collaboration tools than they were prior to the pandemic, and
- 71 percent say they

have made work more complex.

"Employees are frustrated, and to keep them engaged and performing at their best, companies need to eliminate the friction and noise from work and deliver technology that adapts to their workstyles rather than forcing them to learn new ways of doing things," Minahan said.

## A New Digital Divide is Emerging

Nearly 90 percent of respondents to the survey say they want the flexibility to continue to work at home and in the office post pandemic.

"Regardless of their physical location, employees need to be empowered with tools that provide a consistent, secure and reliable experience and allow them to work the way they work best," Minahan said.

Almost 90 percent of participants in the survey say their companies use digital workspace software platforms to facilitate hybrid/distributed working. And they are delivering results.

- 72 percent of employees say they have improved productivity, and
- 77 percent indicate they have aided collaboration

"In creating a layer between employees and the technology that frustrates them, companies can empower them to efficiently engage with the apps they need to execute work and achieve their goals," Minahan said.



# Microsoft Unveils Windows 11 with Refreshed Interface

Microsoft has revealed Windows 11, the latest version of its Windows operating system. The new version focuses on enhancing the Windows user interface through a completely redesigned layout. It includes visual improvements, Microsoft Teams integration for people working from home and a new Microsoft store, among other changes.

Windows 11 comes six years after Microsoft last overhauled its operating system with Windows 10, a major update that's now running on around 1.3 billion devices worldwide, according to CCS Insight.

Among the highlights, the new Windows comes with a completely new Start menu, with an updated Start button that is now positioned at the center of the taskbar. Other than this, Microsoft has introduced several updates to make Windows 11 look neat. The icons and the themes of the operating system have also been redesigned. It now sports softer visuals with transparent background looks

to focus on what is at the front. Interestingly, Windows has now introduced rounded corners as seen on both Android and iOS.

## Windows 11 performance improvements

Windows 11 is also faster in everything you do on Windows. This includes starting up, browsing the web, running apps and more. This is due to several optimisations on the OS, including 40 per cent smaller updates that will now run in the background. The new Windows is also more power efficient than the previous iterations and comes as the safest Windows yet by Microsoft.

Other features have also been introduced on Windows 11. The new version, for instance, now brings snap layouts that tailors the size of the apps as per the various modes supported by Windows 11. Snap Group layouts will also remember where your apps are stored. The feature is meant to be

useful for those who work on multiple monitors, ensuring seamless switching of apps between multiple screens.

## Microsoft Store

Along with the new OS, Microsoft has announced a new Microsoft Store coming soon to both Windows 11 and Windows 10. The new app store will bring several new features like Stories – editorial content to keep you informed about the best apps, Android apps integration through the Amazon Appstore and a new pop-up store to install apps from the browser.

The new Microsoft Store also introduces several changes to make life easier for developers. These include support for more types of apps as well as an option to bring their own or a third party commerce platform in their apps.

## Gaming updates

Windows 11 has also working on improving the PC gaming experience for its users. For this, the version will come with Auto HDR that will

add high dynamic range (HDR) to many DirectX 11 and DirectX 12 games.

Windows 11 will also bring DirectStorage, a feature from Microsoft's Xbox gaming consoles. DirectStorage will speed up game load times on Windows 11 through the latest NVMe drives.

## Other improvements

Microsoft Teams has now been directly integrated into Windows with the Windows 11 and will be accessible through the taskbar. Microsoft has also worked on Windows Widgets and new touch gestures for the Windows 11. Windows 11 will now also support haptic feedback with certain stylus.

Windows 11 will initially be available for testing purposes to Windows Insider members starting next week. It will also be available as a free upgrade to Windows 10 users later this year and come pre-installed on new PCs. Microsoft has also released the PC Health Check app for people to check if their Windows 10 PC is upgradable. It was speculated that the company would also bring the new operating system to Windows 7 and Windows 8 machines. However, Microsoft confirmed to Gadgets 360 that users with a Windows 7 PC that meets the minimum specifications could be upgraded to Windows 11 after purchasing a Windows 10 license. In 2022, customers will also have the option to purchase Windows 11 at retail and install it on compatible Windows 7 devices.



# Nokia Advances Singapore's Changi Airport's Digital Transformation with Beacon



Nokia is deploying its passive optical local area network (POL) solution at Changi Airport, Singapore with solution integrator, Beacon. The new network will support existing operations and enable new services to advance Changi Airport's digital transformation.

By deploying Nokia Optical LAN, it will be able to support existing CCTV operations as well as intelligent subsystems.

Stuart Hendry, Head of Enterprise, Asia Pacific and Japan, Nokia said, "Changi Airport has a clear mission to become the world's leading digital air hub, transforming its operations efficiently and securely to deliver a seamless travel experience for passengers. As a leader in Passive Optical Network (PON) solutions, we are committed to leveraging fiber technology to

offer enterprises a quicker and cost-effective way to deploy LANs. We will partner closely with Beacon as it transforms operations at Changi Airport."

Nokia Optical LAN leverages the bandwidth capabilities of fiber to cover greater distances than copper LAN networks in a smaller footprint. It offers a flexible, scalable and sustainable way to connect applications, and address growing data demands while reducing capital and operational expenditure.

The network will use the Nokia PCC to simplify network monitoring and operations even as Changi Airport expands connectivity to thousands more sensors and devices as it introduces new digital capabilities. The network will use geo-redundancy to ensure data is secure and always available.

# ITCG Launches Renewal Genie

ITCG Solutions, leading solutions provider in Gujarat, has recently launched its subscription and agreement renewal software – Renewal Genie. The innovative software is a one-stop destination for all the renewal tracking tasks including subscriptions, agreements, payments/insurance premiums and any other recurring commitments ensuring all essential regulatory compliance and payment renewals.

The software platform enables enterprises and service providers to set reminders for their client's product expiry and renewals well in advance. Alerts are sent out on user-defined dates such as 2, 15 or 30 days prior to expiry. Multiple reminders can be set at different intervals based on expiry/renewal date.

"The software is essential for most of the businesses, service providers, solution providers, as well as insurance agents. The platform offers a seamless and worry-free experience by using industry standard technology and taking apt security measures," said Manish Shah, Director, ITCG Solutions.

## Renewal Genie offers services including:

- **Renewal Tracking:** The software provides a fast navigation filter to sort renewals and generates a quick report filtered by category and time duration.
- **Custom Field Management:** The software helps user edit the existing custom fields and add new ones too.
- **Category Based Renewal:** The software automatically filters notifications of different subscriptions according to their respective category so that you have an effortless experience.
- **Mobile App:** Besides laptop, Renewal Genie can be accessed through phone or directly from web.
- **Document attachment:** The software acts as a centralized platform for all subscription-related documents. Users can upload documents that are related to their subscription.
- **Import/Export:** Users can import their current spreadsheets or CSV files to the Renewal Genie, and the data from Renewal Genie can be exported into CSV format.

## Apart from all the services it provides, some of the core features it offers are:

- All the data communications are based on SSL which helps safeguard your data.
- **Multiple Users:** Renewal Genie supports multiple users under one account. Admin can manage user privileges.
- **Lost & Renewal Chart:** A simple chart is created automatically which helps keep tabs on all the lost renewals, upcoming renewals and completed renewals.
- **Support:** Users can register complaints online or via mail.
- **Annual Plans:** The service is offered under annual plans and upgrades at attractive price points.

Renewal Genie has over 400+ clients, 1500+ daily users, 100+ online users and is being used across over 200+ industries.

# Channel Point



## Cloud on the growth path in India

Even as COVID-19 winds down, cloud computing adoption will stay high. The pursuit of higher performance, lower costs, easier integration and smoother cloud migration has made cloud services important for organizations of all sizes, across sectors.

While the current global addressable market for cloud and private cloud is \$213 billion, this pales in comparison to the worldwide IT spending of \$3.8 trillion. According to a recent NASSCOM report, the Indian cloud computing market is currently valued at \$2.2 billion and is expected to grow at 30 per cent (year-on-year) to reach \$7.1 billion by 2022.

2020 has been a pivotal year for the cloud as it played a lead role in facilitating remote work solutions. It allowed organizations to fuse existing organizational processes with novel cloud technologies to allow for greater flexibility during these uncertain times. COVID-19 has facilitated a focus on cloud capabilities as companies compete to thrive in this new remote work environment. The cloud has become an essential part of continuing business and is the key to unlocking organizational growth.

At the same time, the giant cloud providers stood best-positioned to respond quickly and with extensive resources, including personnel, budget, and ongoing research and development. In addition, the first three cloud providers Synergy Research Group points out – AWS, Microsoft and Google – likely enjoyed significant push from the channel. Managed service providers, VARs, consultancies and other partners found themselves in high demand during the pandemic, and the aforementioned vendors operate large channel programs. The pandemic simply sped up the inevitable. MSPs, VARs, consultants and other partners might need some extra firepower convincing clients (and potential clients) of this reality.

Also, cloud marketplaces represent a significant piece of the cloud pie. They offer channel partners and their customers access to apps and services vital to conducting business in the digital era. Channel partners who haven't hopped aboard the cloud marketplace train need to do so now or get left behind.

Furthermore, organizations require flexibility in cloud configurations. Hybrid cloud – any combination of public and private cloud platforms – lets channel partners craft custom and targeted environments for their customers. Of course, someone has to manage those setups. One of the biggest areas to watch is cost. As clients pursue "digital transformation" – which we take to mean upgrades to technology and processes that support efficiency and strategic action – they must keep an eye on cloud expenses. Hybrid cloud arrangements will call for partners to deploy platforms that consolidate all the different brands into one portal for complete insight and control.

The past year of upheaval will generate ripple effects for some time. Organizations worldwide have come to understand the value of cloud infrastructure, services and applications as they rushed to support remote work. Those takeaways will not diminish, even as the pandemic subsides. Channel partners must keep educating customers and prospects about the benefits of cloud environments. They support flexible, agile and creative approaches to work.

KALPANA SINGHAL, Editor  
(E-mail: kalpana@techplusmedia.co.in)

TECHPLUS  
MEDIA

**EDITOR:** KALPANA SINGHAL  
**CONTENT HEAD:** Amit Singh  
**ASSISTANT EDITOR:** Rajneesh De  
**CORRESPONDENT:** Aaratrika Talukdar  
**CORRESPONDENT:** Atreyee Chakraborty

**INTEGRATED MARKETING COMMUNICATION:**  
Aakash Vahal  
Saugata Mukherjee, Mamta Dhiman,  
Nishit Saxena

**ASSOCIATE ANALYST**  
Shaithra S

**SALES:**  
Harpreet Singh | Pratap Jana

**PRODUCTION HEAD:**  
Aji Kumar

**WEBSITE:**  
Sheetal Varshney/Ramesh Kr

**PROMOTION:**  
Vikas Yadav /Amit Pandey

**CIRCULATION:**  
Pratap

**FINANCE:**  
Inder Pal

**HEAD OFFICE:**  
370A, Sant Nagar, East of Kailash, New Delhi  
Tel: 41625763, 26237405, 41620042  
Email - kalpana@techplusmedia.co.in

**MARKETING OFFICE:**  
10 UF, West Wing, Raheja Tower,  
MG Road, Shanthala Nagar, Ashok Nagar,  
Bengaluru, Karnataka-560001  
**Delhi:** 9711841991 | **Mumbai:** 9711841992  
**Kolkata / Guwahati:** 9331072026  
**Bangalore:** 9354347953

OWNED, PRINTED & PUBLISHED BY ANUJ SINGHAL Printed at Modest Graphics Pvt. Ltd., C 52-53, DDA Shed, Okhla Industrial Area, Phase - I, New Delhi-20, Place of Publication: 370A, 2nd Floor, Sant Nagar, East of Kailash, New Delhi-110065, Editor- Anuj Singhal

ITPV does not claim any responsibility to return adequate postage. All rights reserved. No part of this publication may be reproduced in any form without prior written permission from the editor. Back Page AD will carry RNI Number & Imprint Line

Note: While every possible care is taken prior to accepting advertising material, it is not possible to verify its contents. ITPV will not be held responsible for such contents, or for any loss or damages incurred as a result of transactions advertising/advertorial in this publication. We recommend that the readers make necessary inquiries and verification before remitting money or entering into any agreement with advertisers, or otherwise acting on advertisement in any manner whatsoever.



# #1 Backup for Service Providers

Exceed Customers Service level  
agreements (SLAs) while increasing  
margins & revenue

**PANTUM**  
प्रिंटिंग के लिए नया युग

# 3 in 1 Multifunction Laser Printer

## **BOOST YOUR WORK PRODUCTIVITY**



**M6550N**

- Print Speed:  
22 PPM (A4) / 23 PPM (Letter)
- One-step Driver Installation
- Metal Frame
- 20000 Pages Maximum Monthly Duty Cycle
- Network Connectivity



**Print**



**Scan**



**Copy**



**M7102DN**

- Print Speed: 33 PPM (A4) / 35 PPM (Letter)
- One-step Driver Installation
- Automatic Duplex Printing
- Metal Frame
- 60000 Pages Maximum Monthly Duty Cycle
- Separate Drum Unit and Toner Cartridge
- Network Connectivity

**PANTUM SERVICE TOLL FREE NO.: 18004193160**

**WWW.PANTUM.IN**

State	Phone Nos.
West Bengal & North East	98302 28532
Bihar, Jharkhand, Odisha	98318 49971

Know more on  **@PantumIndia**