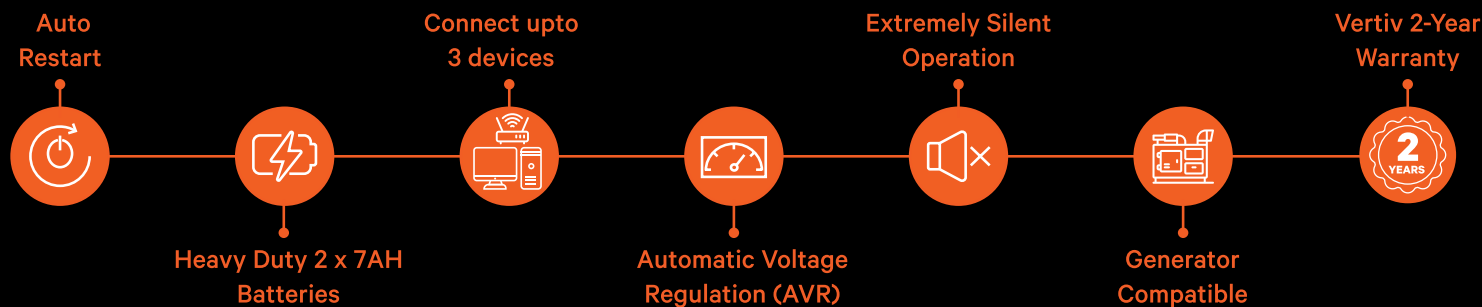


DR VS DRAAS: WHAT'S RIGHT FOR YOU?

Home-office is the New normal. We ensure it's Always ON.

Liebert® ITON™ CX SERIES

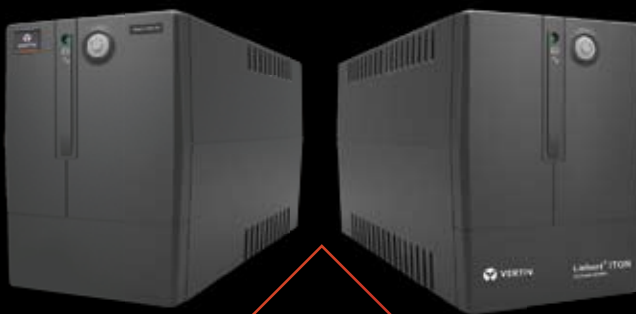
The Liebert® ITON™ 600VA/1000VA CX is an economical line-interactive UPS that offers full-featured power protection for Work from home or small office computers and electronic equipment.



Liebert® ITON™ CX 600VA UPS



 **BUY NOW**
Scan code



Liebert® ITON™ CX 1000VA UPS



 **BUY NOW**
Scan code

Explore solutions at Vertiv.com/en-in
Call Tollfree : 1-800-2096070
E-mail : marketing.india@vertiv.com

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





An ultimate Data Loss, Leakage, and Theft Prevention Solution



AIM TechnoSoft

east@blackbox.in

Solutions Coverage through BLACKbox Range of Products

- Forced Centralization and Device Hardening
- Data Loss Protection from Deletion, Ransomware, Disaster
- Data Theft Protection through USB, Email Attachments, Internet
- Low Bandwidth Application Virtualization
- BYOD Work From Home Security Solution



CONTENT

COVER STORY

6

DISASTER RECOVERY

DR VS DRAAS: WHAT'S RIGHT FOR YOU?

IN CONVERSATION

Visualization, AI and Business Analytics Tools
Define the New Normal

14



JEGATHEESWARAN PALSAMY,
Head – IT, Orient Bell Limited

Manufacturing Industry Overlooks Promising
Future Driven by Technology

18



MANSI THAPAR,
IT Leader & Head-Security, Jaquar Group

From Chaos to Control: Embracing the New
Normal for Transforming Business

16



MADHUSUDAN WARRIER,
CIO, NIIF Infrastructure Finance Limited

Mutual Funds must Focus on Digital, Analytics-
based Sales Model

19



LALIT TRIVEDI,
Head IT & CISO, ITI Mutual Fund

We will Wait for the Right Time to Introduce
VR-Enabled Platform in India: Square Panda

20



ASHISH JHALANI, Managing Director(India) &
Global CMO, Square Panda

Technology, AGVs Enabling Seamless
Automotive Production despite Pandemic

22



PRASHANT SINGH, Group Head-IT,
Vikrant Auto Suspensions (Vikrant Group)

CHANNEL NEWS 23-24,26-29

- Veeam Sees 26 percent Q2'2021 Growth with Aggressive Product Expansion
- IBM Delivers Strongest Growth in 3 Years
- Cyient Acquires WorkForce Delta for Strengthening its Digital Solutions Suite
- Tech Data Collaborates with Syniti for Data-Driven Transformations
- Cyient Acquires WorkForce Delta for Strengthening its Digital Solutions Suite
- Epson Launches A4 Sized Dye-Sublimation Printer for Printing Promotional, Personalized & Bespoke Products
- Top 5 Business Trends for Manufacturing in 2021: Gartner
- Apollo Hospitals and Microsoft Redefine Healthcare Process for Microsoft Teams Users
- Google Cloud Revenue Jumps 54 Percent
- 77% Indian Consumers Find Personalized Digital Experience Critical for Brand Loyalty



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 | 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,

Website: www.transconelectronics.com

DISASTER RECOVERY



DR VS DRaaS: WHAT'S RIGHT FOR YOU?

As digital infrastructure becomes increasingly complex, it's important to recognize whether your disaster recovery solutions are still the right fit for your business. Experts opine that disaster recovery plans will have to evolve to keep up with the changing business conditions. Let's analyze what fits the bill

Amit Singh

As we begin to emerge from the Covid-19 pandemic, organizations are shifting to a new normal that will certainly be more remote, more digital and more cloud-based. The Covid-19 pandemic has forced companies to reassess their business and work strategies. Never has there been a time where the world has realised the importance of having a robust disaster recovery (DR) plan than as of now.

Traditional DR losing shine

Businesses are realizing that traditional DR plans are no longer viable in many cases. Typical DR plans assume scenarios where if one physical asset is affected, the other physical asset in another location takes over. However, the ongoing global pandemic has challenged the way business disasters were perceived.

"Covid-19 has exposed constraints and weaknesses of the traditional BCP and DR strategies of various organizations. We need to think out-of-the-box," says V Srinivasa Rao (VSR), Chairman & MD, BT&BT.

Businesses are seeing long term impact of the

pandemic on their BCP and DR strategies. "The Covid-19 is not the first or the last disaster that the world will face. We need to look at the bigger picture and factor in these events in our strategy. The focus must be on risk management," explains Subhojit Roy, SVP and CIO, SBI Mutual Fund.

On top of that, business requirements for disaster recovery have changed dramatically. There was a time when it was acceptable for recovery time to be measured in days or hours; now it's in minutes. In some cases, business units are demanding zero down time in the event

of an unplanned outage. Traditional DR strategies are finding tough to meet these expectations.

"BCP and DR were earlier confined to workplace only, but it is now extending towards the employee side, irrespective of the location. The perimeter of BCP and DR is extending with distributed workforce," adds Kushal Varshney, CTO, Virescent Infrastructure.

According to a recent IDC study, most organizations lack confidence in their current backup and DR solutions. Only 15.3 percent of respondents expressed 100 percent confidence in their backup system's ability to recover data, and 20.4 percent have full confidence in their DR solution to recover data. On the other hand, 45.8 percent of respondents were 'somewhat confident,' 'not very confident,' or 'not confident at all' in their backup system; 45.6 percent gave the same responses with respect to confidence in their DR systems, as per the survey results.

The general concern regarding respondents' backup and DR systems was further illustrated in their willingness to update or change solutions. According to the survey, nearly half (48.7 percent)



“ Covid-19 has exposed constraints and weaknesses of the traditional BCP and DR strategies of various organizations. We need to think out-of-the-box. ”

V SRINIVASA RAO (VSR),
Chairman & MD, BT&BT

of the respondents plan to supplement or replace their backup and DR systems within the next three years. Certainly, IT organizations are challenged to protect ever-growing data volumes with more certainty and faster recovery. Among those organizations planning to change or supplement their backup or DR systems, the highest priorities were for speed of recovery (65 percent), cloud backup (62 percent), and simplicity/ease of use (45 percent).

With increasing threats, such as ransomware, and with the flexibility of the public cloud, companies are reconsidering their DR plans and are looking to simpler, SaaS-based products that offer on-demand recovery for less.

"1 in 3 companies declared a disaster in the past 5 years. Power failure, hardware failure, network outages, software failures and human errors were the top-5 reasons. Hence, DR strategy must include the four pillars of IT resilience: hybrid cloud, networks, data availability, and security," highlights Girish Sharma, Product Line Head, Cloud Services, NTT Ltd

DR vs DRaaS: What's



“ The Covid-19 is not the first or the last disaster that the world will face. We need to look at the bigger picture and factor in these events in our strategy. The focus must be on risk management.”

SUBHOJIT ROY, SVP & CIO, SBI Mutual Fund

right for you?

Deciding to invest in an on-premises disaster recovery (DR) solution, or opt for Disaster Recovery as a Service (DRaaS) can be a challenging task.

Factors like cost, complexity, and agility play a crucial role in decision-making, and – depending on your organization's needs – either one could potentially be the right choice.

However, as enterprises increasingly migrate towards public and hybrid cloud solutions, and with the added complexity and scale they incur, traditional DR solutions are coming up short.

"Traditional replication and DR solutions were not conceived to deal with current IT complexity. Moreover, the traditional DR and BCP strategies didn't factor in pandemic of this scale," notes Sachin Jain, CIO & CISO, Evalueserve. "Hence, the kind of investments that organizations are now ready to make has increased considerably. Traditional DR strategies are unable to meet the expectations in many cases."

DR getting costlier and complex

Many factors come into play when deciding whether to invest in and manage your on-premises DR solutions or use DRaaS. Cost is a main consideration. Affordability is a major concern for businesses to own and operate their own DR solution. On-premise DR incurs costs in the form of building, staffing and operating that data centre, as well as software maintenance, connectivity, power, cooling, and other

infrastructure. Then, in order for that dedicated DR facility to remain useful, it needs to be upgraded in tandem with the rest of the IT infrastructure, adding a sizable capital and operational expense to the annual IT budget.

In addition, effectively designing, implementing, and managing a DR solution that adapts to the organization's changing computing requirements is a major apprehension. These elements result in large upfront and ongoing operating costs associated with owning your solution. Compounding these costs is the need to ensure your DR solution upgrades in lockstep with your production environment. This requirement effectively doubles the costs of each upgrade.

Another challenge is that most on-premises solutions work on the assumption that most or all workloads fall into a common DR or backup platform. This non-tiered recovery service is often one of the biggest failings of on-premises DR and backup and can cause the issues like DR and backup platforms designed to meet only a general guideline for recovery, under-protected mission-critical workloads,



“BCP and DR were earlier confined to workplace only, but it is now extending towards the employee side, irrespective of the location. The perimeter of BCP and DR is extending with distributed workforce.”

KUSHAL VARSHNEY,
CTO, Virescent Infrastructure

over-protected bottom tier workloads, greater risk of downtime for mission-critical workloads for the business, and under and over-investment at both ends of the application spectrum.

Hence, many of the businesses are seriously analyzing if it makes financial sense to handle DR instead of investing these funds and personnel in other areas of the business.

In fact, many

organizations are realizing their existing on-premises DR solutions fail to provide ROI on capital. They're looking elsewhere for less expensive and OpEx-based solutions. According to a market research, 77 percent of CIOs say they want to reduce overall costs of DR solutions, and these leaders look to DRaaS providers solve this problem.

DRaaS as a cost-cutter

Replacing on-premises DR datacenters with cloud options taps into the economies of scale that cloud can bring. DRaaS removes the need for customers to hold expensive IT infrastructure and real estate, and allows IT departments to move to a consumption-based model for disaster recovery.

“DRaaS optimizes the cost as well as clubs DR with automated DR drills, which enables it offer right kind of visibility and governance at affordable costs,” shares Sharma of NTT.

While offering enterprise-grade, preconfigured hardware, maintenance, and support associated with your DR requirements, the DRaaS subscription effectively moves the burden of maintaining

the alternative site to the vendor, eliminating upfront costs and reducing overall operating expenditures.

It offers the benefit of transferring a lot of the costs involved in upgrading, maintaining and supporting DR functions to the service provider. It also reduces staffing costs, and provides access to a dedicated talent pool that can be hard to justify maintaining in-house.

"With cloud's flexibility and agility incorporated in the DR, the upfront and operational costs have come down drastically with DRaaS," adds Jain of Evalueserve.

Cloud-based DRaaS programs can also be demonstrably faster (as long as they're correctly configured) when it comes to resuming service after an outage. With the average cost of a data centre outage in the US coming to around \$5,600 every minute, a faster recovery time thanks to a DRaaS solution can mean huge loss-reductions for an enterprise.

"Escalating costs of infrastructure is prompting businesses to look for DR in cloud. Besides an excellent storage capacity, DR in cloud offers fast speed to recovery," says KV Dipu, President, Operations & Customer Experience, Bajaj Allianz.

Cutting the complexity

In addition to cutting costs, the major advantage that DRaaS gives over traditional DR is the reduction of complexity. "A DRaaS provider will typically offer a range of solutions

including all the heavy lifting when it comes to planning, designing, implementation and optimization," explains Sharma of NTT. Just like setting up a sizable cloud migration or ERP transformation project,

DRaaS providers typically leverage their top tier, specialized talent to consult on the process at a granular level.

"From just looking at low-cost DR, businesses have matured to ask for effective DR. Hence, DRaaS has earned lot of currency among the customers," he adds.

Access to industry-leading expertise can be a huge benefit, particularly to SMEs, which might not have the in-house personnel to tackle such a project themselves. Delivered as a fully managed service, this can include server image and production data replication, disaster recovery run-book creation, automated server recovery, automated server failback, virtual desktop infrastructure, and network and functionality configuration.

"For smaller organizations DRaaS is the way to go due to specific benefits on scalability, pay-per-use, capacity optimization, and cost savings on capital," states Jai Prakash Sharma, Executive Vice President - Technology Operations, Info Edge India.

Further, historically DRaaS has been popular with the small organizations with



“Escalating costs of infrastructure is prompting businesses to look for DR in cloud. Besides an excellent storage capacity, DR in cloud offers fast speed to recovery.”

KV DIPU, President,
Operations & Customer Experience, Bajaj Allianz

less than 100 employees. However, over the last couple of years, improved DRaaS maturity, greater provider choice and lower monthly service costs have broadened the appeal of DRaaS across organizations of all sizes, dispelling the myth that the DRaaS 'sweet spot' is limited to small businesses.

How DR strategy of the future looks like?

As businesses continue to change the way they use and store data, the methods they use to protect the data has changed too. Studies show they're reconsidering traditional backup and recovery while looking more favorably at DRaaS.

The high cost of downtime combined with the changing economics in storage and the growth of public cloud offerings have made DRaaS attractive for all organizations, from large enterprises down to small businesses. According to Gartner, 40 percent of the installed base of DRaaS is represented by large and very large enterprises, while 34 percent is represented by midsize organizations and 26 percent by small organizations. In most cases, businesses are moving away from an all-or-nothing approach—failing over an entire production center—



“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.”

JAI PRAKASH SHARMA,
Executive Vice President - Technology Operations,
Info Edge India

and transitioning toward a more flexible approach that seeks to achieve selective application failover for critical systems.

DRaaS options

We can break down services into three main areas – managed, assisted and self-service DRaaS.

Self-service DRaaS: It involves the customer

planning, buying, configuring, maintaining and testing disaster recovery services. And, although options for automation are improving, the IT team will typically need to be available to invoke the DR plan and run the recovery process.

The benefits are flexibility and often cost. The business can choose exactly which mix of recovery services, backup and recovery software, and even the raw storage, it needs. This allows IT teams to best match the business's requirements to technology and budget. The heavy lifting comes in assembling a bespoke solution and ensuring there are enough skilled staff to manage it. In that way, self-service DRaaS suits organizations with larger IT teams that already manage DR strategy and run DR assets.

Assisted DRaaS: Opting for assisted DRaaS removes some of the management burden of DR planning and operations. DRaaS companies include consultants who help design systems, and engineers who build – and sometimes operate – the DR capability.

Assisted DRaaS should be cheaper than a fully managed service, as it leverages existing in-house assets and skills. It allows

the business to bring in additional support when needed, but still keep in-house the customized or bespoke systems that

a service provider might struggle to support. With assisted DRaaS, the organization removes some of the administrative



“DRaaS optimizes the cost as well as clubs DR with automated DR drills, which enables it offer right kind of visibility and governance at affordable costs.”

GIRISH SHARMA,
Product Line Head, Cloud Services, NTT Ltd



“With cloud’s flexibility and agility incorporated in the DR, the upfront and operational costs have come down drastically with DRaaS.”

SACHIN JAIN,
CIO & CISO, Evalueserve

burden, and can operate with a smaller in-house DR team, but still keeps overall control.

Managed DRaaS: Managed DRaaS is the most comprehensive, but also the most expensive, option. The main benefit is that in-house IT teams can hand off DR operations entirely to the

third party. This reduces the burden on skilled staff.

The cornerstone of any managed DRaaS option is the service-level agreement (SLA). This will determine the recovery point objective (RPO) and recovery time objective (RTO), and drive the cost. The provider is responsible for deployment,

testing and maintenance. A further benefit of managed DRaaS is that systems are largely technology agnostic. The provider decides which cloud services to use for raw storage, or even whether to use the cloud, its own datacenters, or the customer's own on-premise resources.

Choosing the right form of disaster recovery service depends less on the business's applications than on its internal capabilities, and its attitude to risk.

A risk-averse organization that requires high levels of uptime is most likely to opt for a fully managed service. Although costs can be high, it is part of the price of doing business. One trend is for lines of business to buy DR services directly. These managers are more likely to opt for a managed service.

Further, organizations with greater in-house capabilities might choose to trade ease of management for flexibility and lower costs. Cloud-based managed DR can provide very high levels of resilience, but the business might not require those levels across all applications. As a result, an assisted or even self-service approach could be more viable.

An in-house approach to DR might also be the



“Earlier, DR was meant for few critical processes and applications. However, now DR encompasses on the entire processes and applications. This mindset change speaks a lot.”

MEHERIAR PATEL,
Group CIO, Jeena and Company

most appropriate option for organizations with large in-house datacenters and supporting infrastructure, or where there are legal, security or privacy concerns about handing over data to a third party.

“Earlier, DR was meant

for few critical processes and applications. However, now DR encompasses the entire processes and applications. This mindset change speaks a lot,” says

Meheriar Patel, Group CIO, Jeena and Company.

Way forward

The type of replication typically found with DRaaS can reduce or eliminate the need for backup scheduling. Not all disaster recovery offerings are the same - some use backup tech to power the solution, and these solutions do not provide real-time, byte-level replication. While byte-level replication is key for achieving ultra-low RPOs and RTOs, snapshots are still important for preserving clean backup data in the event of a virus or device corruption. If a ransomware virus ever penetrates the network, it's important to have a clean point in time to return to without having to pay a bounty. For this reason, historical backups are still an essential component in a data protection strategy.

But, IT teams should also be looking forward. In the future, high availability and application availability services are likely to take over from infrastructure-centric DR. Analysts believe the trend is towards near-instant recovery and ‘availability as a service.’ So, any solution needs to be both robust enough to protect the business today, and flexible enough to exploit emerging technologies.

VISUALIZATION, AI AND BUSINESS ANALYTICS TOOLS DEFINE THE NEW NORMAL



JEGATHEESWARAN PALSAMY,
Head – IT, Orient Bell Limited

■ **Have your business priorities changed over the last 12 months due to the pandemic and changing customer behaviour and how?**

There has been a drastic change when it comes to consumer behaviour; customers are now increasingly on the Net and hence, want a digital experience. They do not really quite want to make it to our physical storerooms.

The ways in which tiles are bought and sold

predominantly remain the same. A buyer has to rely on the retailer's recommendation to meet his/her functional and aesthetic need and this is where we are constantly trying to improve and make the customer experience easy by deploying technologies.

At Orient Bell Tiles, we have leveraged visual recognition tools to enable the customer to find and select the right tile from the range of 3000 tiles that fit whatever aesthetics he may have in mind.

We have launched a

JEGATHEESWARAN PALSAMY, Head – IT, Orient Bell Limited, outlines how the organization leveraged cutting edge technologies to reinvent their supply chain and CX strategies during the COVID19 crisis.

visualization tool called Quicklook which gives a 360 degree view of the tile that the customer clicks on, along with images and video which the customer can show to the other people involved in the buying decision. So, this tool has been given to at the end-user level as well as to the channel partner.

Users have accessed the visualization tool substantially – especially during the pandemic.

This tool essentially also helps the channel to convert a lead to business. We have garnered business leads through our websites which we are actively converting into actual sales.

■ **With the second wave of Covid-19 breaking all records, businesses, specifically manufacturing organizations, are facing challenges in streamlining their supply chain. Please talk about Orientbell's**

strategy for supply chain management? What has been your experience in streamlining your supply chain?

The context is dynamic. And in such a volatile situation such as what we are facing now, it is important to maintain buffer inventory. We have sufficient inventory to buffer us against shocks, while allowing us to be agile to meet demand.

One of the common challenges in our processes is vehicle waiting time. Hence, we introduced a Transport Management System (TMS) to mitigate and address this challenge. On a long term basis, our approach is to measure all activities/steps in the supply chain.

To illustrate, today a truck is tracked by us right from the time it enters the factory gate to the time it exits. The time is recorded at every touch point, be it the entry, the weighbridge, the time taken to load, despatch – all details are captured by the TMS. This kind of focus on

data allows us to know what is happening at each stage of the process has helped to reduce 50% of time from billing to despatch.

Since the time this system was launched, we have conducted extensive training programs for our transporters as well as for our channel partners. Since our transporters have also come on board the system, the process has become seamless and we have been able to deliver the material faster.

■ **The pandemic has exposed the vulnerabilities of many organizational processes, especially resource optimization. How are you leveraging advanced analytics and AI tools for planning, budgeting and forecasting for resource optimization?**

Resource optimization has been addressed through a two pronged approach.

We have used a BI solution which is SaaS based. We provide this tool to our sales executives which would give them the autonomy to take their own decisions. Powered with the sales transaction history of 3-5 years and channel partner performance data, sales personnel are immensely enabled.

The other thing that we have implemented is an AI based mobile app – OBL Executive – which gives a sales executive all channel partner related information at a glance, akin to a dashboard. It also enables him to access the right product information with the image, look at stock availability, place an order

instantly, from anywhere unlike earlier when order placement was a separate system, and it took at least a day or two to enter the order into the system. This has made the buying and selling process faster, simpler and efficient.

To elaborate further, we also have an AI Based sales assistance tool which helps

the requisite documents onto the DMS and process is complete.

The next aspect is the use of RPA which is still at an early stage – but we hope to achieve tremendous benefits in saving billing to payment time at our supplier end.

Additionally, from an IoT perspective, we capture all inputs from our

interactions. Orient Bell's digital tools have been designed in order to meet that requirement. These tools will be the most reliable source of buying and selling in the "new normal" environment.

For one, visualization will drive business through tools such as Samelook, Quicklook, & Trialook

Then, AI based sales recommendation engine – recommending the bestsellers, SKU's to potential consumers.

AI based HRD recruitment tool which helps the HR department to get the right knowledge and right CV for recruitment. This tool helps us save time and energy.

Our BI tool – helps the sales team to have the history of the sales tool, category of products sold, ROI, which channel partner is having more outstanding etc.

Secondly, business continuity will remain a top focus – so cloud adoption – so we are migrating some of our infrastructure, mainly the DR to public cloud to enhance business continuity strategies.

Thirdly, we will be investing deeply in ML, RPA to give thrust to our automation strategies.

■ **What measures should CIOs adopt to increase their customer centricity?**

The role of the CIO has undergone a sea change – it is no more that of a mere IT infrastructure provider. The CIO is a tech visionary who drives digitization – he or she has to actively engage with other CXO's to deliver the best end results for all stakeholders (internal and external) and achieve business outcomes.

“ We have devised a Dealer Management System (DMS) called the OBL Connect – which gives our channel partners a one-stop window to transactions, schemes and all channel related information.”

the sales team to have all sales related questions. This tool will help to get any sales related queries including freight charges, transportation etc.

■ **How are you leveraging technologies like IIoT and RPA to enhance productivity?**

We have devised a Dealer Management System (DMS) called the OBL Connect – which gives our channel partners a one-stop window to transactions, schemes and all channel related information. As a value addition, they also can make and receive payments through RTGS on the OBL Connect

Another unique feature we introduced into OBL Connect is medical insurance. All a partner has to do is upload

manufacturing unit and feed them into an analytical tool called Darpan, which in turn throws up all productivity related information such as raw material consumption per process, among other things.

According to you, what are the three most influential technologies which will see large adoption in your organization over the next 12-24 months? What are the top 3-5 technologies that will drive your growth agenda in 2021?

As mentioned before, in the post-Covid era, we have the advantage of the newfound comfort that customers have in interacting online and making buying decisions based on those

FROM CHAOS TO CONTROL: EMBRACING THE NEW NORMAL FOR TRANSFORMING BUSINESS

Madhusudan Warriar, CIO, NIIF Infrastructure Finance Limited talks about the new age way to connect and collaborate.

He shares his insights on how organizations can seamlessly manoeuvre the pandemic era by embracing fresh technologies and processes, and effortlessly step into the future of work.



MADHUSUDAN WARRIER,
CIO, NIIF Infrastructure Finance Limited

■ **Have your organization's business priorities changed due to the pandemic and customer behavior? If yes, please elaborate.**

We are a wholesale financial institution with funding limited to certain niche projects only. So, in our case, as far as information technology is concerned, the major customers are our own internal users, and of course there are external users too, but they are more limited to website content, etc.

So, one has to evaluate the business priorities, say probably about 14-15 months back and today, the business priorities per se have remained the same; and as far as our organization is concerned, an aggressive growth plan is in place, towards which they have continuous focus.

As far as information technology is concerned, our designs and systems were 'architected' in a way that enables work from anywhere, so, we did not have to incorporate major changes. It was simply

that the users had to be familiarized with the process of connecting and accessing their key applications, while working from anywhere.

So, the systems have been enhanced for better computing features in the last one year. For key critical applications, even though we worked from home, we managed to upgrade the versions of the applications. New application solutions were being evaluated, and depending upon the business needs and keeping in mind the requirement for process improvement, solutions were evaluated and planned for deployment.

Our data center was in a private cloud so we did not have to engage in any paradigm shift. So, users could actually access their key critical applications out there.

Also, information security and cyber security controls had to be strengthened. So, we did enhance some of our existing controls and structures. We improved our data leak prevention controls. We ensured proper checks and controls. We also ensured entrance inside our network was done with

proper authentication checks and validity controls.

To prevent social engineering scams, enterprises could implement Zero Standing Privileges. This means that a user is granted access privileges for one particular task and lasts only for the time needed to complete it. Therefore, even if the hackers get their hands on the credentials, they would not be able to access internal systems and sensitive data.

■ Can you share some of the challenges you have faced while providing support during this period?

A primary challenge at the initial phase was getting all employees and external parties familiarized with collaboration tools like Microsoft Teams, Zoom or Cisco WebEx.

Other challenges from the end user point that I would like to highlight was remediation in case any physical damage to a system was encountered. Earlier we had a physical resource going and attending and quickly analyzing, and then finishing off the recommendation. Now things were different. Therefore, we had to quickly decide what to do next—should we just send another system or is there any other mechanism through which we could get local repair or analysis done, or maybe send our own engineers out there.

If any of our critical resources are affected due to COVID then quickly trying to arrange alternate methods for handling support was another challenge, and then

of course handling the audits and sharing the evidences of what we do, how we do, are things that did consume a lot of time.

On a personal front, there was a key challenge of burnout of resources. So, in such times, it is generally the technology that has to work on extended and stretched schedules. So,

concerned, then yes, if we have to build our infrastructure, we need funding. The right infrastructure projects, if built in the right manner, the country will indeed grow.

■ What are some of the most influential technologies that will see large adoption

“Cloud computing is something which I feel will gain more and more importance over the next 2 or 3 years. Then, having all the applications as a service, rather than the traditional method of taking an application.”

ensuring, burnout doesn't happen and people remain in a good mindset to continue their daily operations was something we focused on.

■ How do you see foreign sovereign funds play a role in India's infrastructure financing?

There is a big binding constraint on raising the growth potential of the Indian economy. India plans to spend 111 trillion rupees for the next 4 years on infrastructure projects over the next four years and ensure that we are also among the top 5 global nations in the world. So, this is something that I see as a major push from the central government.

And as far as foreign sovereign funds are

in your organization over the next 12-24 months?

Cloud computing is something which I feel will gain more and more importance over the next 2 or 3 years. Then, having all the applications as a service, rather than the traditional method of taking an application, deploying it in our own data center and having large teams to run it, the focus now would be on trying to get applications as a service.

And when we do get applications as a service, we have to ensure that it is very easily compatible. By compatible, what I mean is that it has to work seamlessly across devices – I might have a laptop, mobile or tablet, so there has to be quick and

easy access across.

The third point is ensuring information and cyber security. The more that we are dependent on the internet, the more we become vulnerable. So, we have to ensure that information and cyber security controls are always there.

■ What are the top 3-5 technologies that will drive your growth agenda in 2021?

I would say information and cyber security controls come most important. The second is – looking at process automation, if traditionally we are used to working on a particular process in a certain way, we have to see as to what can be done in this revised scenario and how we can make further improvement. And lastly, replacing all legacy systems with enhanced and agile technology.

■ What measures should CIOs adopt to increase their customer-centricity?

On the technology side, we have to provide solutions that are agile, simple, speedy and flexible. The solutions have to be deployed basis the customer need. We shouldn't be doing something that the customer does not require or want, only to realize later that this was not needed. We will be looking primarily at having better systems and processes which support our business processes and which we can be accessed from anywhere with the requisite checks for information security.

MANUFACTURING INDUSTRY OVERLOOKS PROMISING FUTURE DRIVEN BY TECHNOLOGY



MANSI THAPAR,
IT Leader & Head-Security, Jaquar Group

■ How has your business priorities changed over the last 12 months due to the pandemic and changing customer behavior?

If you look at customer behavior, everybody wants to connect with us on a physical platform as we are in the bathroom accessories manufacturing. But now the customer doesn't want to come, and they are ready to experience virtual bathrooms which we have created, and they're prepared to go for collaboration tools like Webex and Zoom. We are doing meetings there, and we are closing the deals. So, we've seen a significant change in

customer behavior. We are also working a lot to get these collaboration tools and these new innovative ideas where the customer can imagine bathrooms, sit at home, and then give us the orders.

Other changes I've seen are security is for all companies; the focus is now moved to information and data security because, as you know, the parameters have shifted. We don't have any networks and firewalls, and there's a set perimeter office where people need to work. A lot of importance has been given to security, even from the board.

■ What changes do you see in technology focus/adoption across

Mansi Thapar, IT Leader & Head-Security, Jaquar Group, highlights how Covid-19 pandemic changed the business priorities and technology adoption for manufacturing players over the last 12 months.

your industry from the pre-Covid to post-Covid stage?

In the manufacturing industry, there is lot of focus on automation focused on robotics and AI/ML tools. In addition, industry players are adopting technology-driven tools to deliver high level of customer experience, while they explore and purchase solutions sitting at home.

Most of the players are coming up with online portals, which were not on their recent roadmap, in order to enable customers buy online. Further, security solutions including endpoint security has become a primary focus area for the organizations.

■ What are your IT priorities for 2021? What are the top 3-5 technologies that will drive your growth plan in 2021?

My top priorities are to build cyber resilience inside the organization as we need to be proactive in protecting our organizational networks. And, if we are breached, we need to ensure that we are back to business as soon as possible.

In addition, there's lot of focus on data privacy and how personal data must be protected. We are equally focused on endpoint security, where EDR has been a trusted solution by managing endpoints centrally. Further, cloud adoption and cloud security has now become crucial as we are already on private cloud. Now, we are also focusing on public cloud with elements like IaaS, PaaS and SaaS.

■ What is your future outlook for your industry and organizational growth?

We expect to witness multi-fold digitalization happening in manufacturing. We'll see an agile kind of security, coupled with multitude of tools which would create high demand for skilled workforce. Overall, we see a promising future for manufacturing drive by technology in the coming years.



MUTUAL FUNDS MUST FOCUS ON DIGITAL, ANALYTICS-BASED SALES MODEL

While outlining the unique technology requirements of the mutual fund businesses, Lalit Trivedi, Head IT & CISO, ITI Mutual Fund, highlights the technology priorities and digital transformation agenda of the company over the next few years.

LALIT TRIVEDI,
Head IT & CISO, ITI Mutual Fund

■ How has covid-19 pandemic changed the security and technology priorities of financial institutions over the last 12 months?

Financial institutions are expecting IT organisation to help them to be well positioned to succeed in the market. The current IT models must focus on cyber security, customer & marketing analytics, automation using IPA/RPA, and cost optimization. In fact, the CISO priorities have changed to focus more on latest technology evaluation in cyber security space to safeguard the organization from various kind of threats.

■ What makes technology requirements of mutual fund houses different from other segments of the financial sector?

Mutual fund (MF)

is also a sales-driven organization, where every customer is important to business. Still, there is a big communication gap between MF houses and retail/direct customers. MF industry has to bridge this gap. They have to come up with virtual sales advisor kind of solution to bridge this gap and improve cross-sell and upsell in direct retail segment. In addition, MF houses have to focus more on digital and analytics based sales model than traditional sales.

■ Please talk about your business and digital transformation agenda over the next 2-3 years?

As we are a two year young organization, our priority is to evaluate and implement solutions which can give better RoI and support long-term business growth. We are already in the process of implementation of B2B and B2C solutions for

distributors and customer in digital space.

Over the next 2-3 years, our priority is to implement end-to-end analytics based solutions which includes customer and marketing analytics, analytics-based virtual sales advisor and business analytics model which can give micro-level business and employee performance to management on finger tips. We are working more on IPA model to automate business processes to optimize the operational and technology cost.

■ According to you what are the three most influential technologies which will see large growth over the next 3-4 years?

Technology is the only space where we get new thing every day but we cannot adopt everything. Market trends are quite different from actual

business requirements. Here are my inputs on few of the technologies, over the next 3 to 4 years. Digital transformation still has a long way to go. This will probably give a push to technologies like artificial intelligence (AI) and machine learning, IOT, analytics including Big Data, cloud, blockchain, cyber security, and RPA/IPA.

■ Please talk about the important milestones of your professional growth.

ICICI Prudential was the biggest turning point in my career. That was my first experience in MF space and within a small span of time, I was able to develop complete technology base of the MF Business. I worked on in-house process automation at large scale.

Being a hard-core developer at initial stage and now working as Head IT and CISO, is itself a milestone of my professional growth.

WE WILL WAIT FOR THE RIGHT TIME TO INTRODUCE VR-ENABLED PLATFORM IN INDIA: SQUARE PANDA



Ashish Jhalani,
Managing
Director(India)
& Global CMO,
Square Panda,
shares how the
company is enabling
governments to
spread English
literacy and
numeracy deep into
the rural locations.
He also disclosed
why the company is
waiting for the right
time to launch VR-
enabled platform in
India

ASHISH JHALANI,

Managing Director(India) & Global CMO, Square Panda

■ **Edtech platforms have seen large uptake among the students as fallout of the Covid-19 pandemic. What**

covid-19 impact you are seeing on your business in India?

We obviously saw a huge demand from the parents who wanted to

use the Edtech platform for their children at home. At the same time, high demand for a digital platform from B2B customers like schools and government worked well

for us. It's already been a year that the children have been out of school. Hence, we are receiving a huge amount of interest. We are already working with multiple state governments

as well as large preschool chains to enable them leverage on Square Panda's literacy program.

■ What are the gaps and challenges you see in the Indian education system and how does Square Panda add value?

The common gap identified in any education system is the ability to personalize the learning for each child. Each child in a classroom learns differently and at a different pace. This is a common challenge and this is where Square Panda really comes in with its personalized system. Our platform progresses with the child depending on how the child is progressing. As some child may learn certain concepts fast and some will learn it slow. So that is one of our USPs.

Further, we are tying up with the governments to help set the standards of the education system as well as offer the platform and technology to thousands of schools with millions of students across the country. Our partnership model with the government allows us to set up the English literacy and numeracy across the schools.

■ How is Square Panda leveraging technology to increase efficacy and effectiveness of early childhood learning in India?

Our platform brings years of research in neuroscience coupled with gamification to boost learning for the child. The activities are game-based with curriculum build in it. Most important part is the ability of the platform to personalize the journey of the child learning. We can record everything that

of India?

We have enhanced our platform to have both digital as well as physical components of the learning so that it's not always fully digital. While there is limitation of technology access across different parts of India, that's changing quickly. The

“ We have enhanced our platform to have both digital as well as physical components of the learning so that it's not always fully digital. While there is limitation of technology access across different parts of India, that's changing quickly. ”

the child is doing. There are sets of assessments continuously being done behind the scenes to understand the child's past and present performance. With this, we can predict the future course of action to further enhance the child's learning. That's the power of technology that we have developed.

■ Most of the students in the rural areas of India have little reach to technology. How are you planning to reach out to the rural parts

governments are investing heavily to bring technology to the remotest locations. Even if there is one tablet for an entire classroom, we want to be able to use that to deliver child learning.

We are changing our technology stack for the rural settings and to the schools which already have laptops and systems to achieve the outcome we want. The adaptive engines we use are not only cloud based, but also sit on the local machine so that if the Internet is not available, it will still be operational offline.

■ Please talk about your

technology roadmap over the next 2-5 years?

The way we have structured Square Panda products for the Indian settings, we don't talk about technologies. We ensure to create enough reach with whatever technology solutions we want to put in. We are investing heavily in our adaptive logic so as to how we can make it more detailed than it currently is. Building an adaptive logic has been our biggest investment to make the journey best possible for the child.

The next thing we are looking at is bringing Virtual Reality as part of the learning process. But again the challenge is that the technology is not accessible in the most part of India. We want to ensure that when we work on the technology to get it in, it's the right time. We will wait for the right time to roll out VR technology in India. The ultimate goal of Square Panda is to be able to expand across India. Our focus is not only the large metro cities, but also the Tier-2 and -3 locations. But to do that we have to be careful about what technologies we invest in and support what the market needs. Moving ahead, we will continue to invest in our cloud infrastructure to work on offline modes and when the Internet is available, it is capable of syncing back and forth between our cloud and local machines.

TECHNOLOGY, AGVS ENABLING SEAMLESS AUTOMOTIVE PRODUCTION DESPITE PANDEMIC



PRASHANT SINGH,
Group Head-IT, Vikrant Auto Suspensions (Vikrant Group)

■ In the current circumstances, how is technology driving business model for automotive manufacturers?

In the current scenario, technology is driving all the elements of automotive businesses smoothly and very well. Technology is improving customer satisfaction by speeding up communications, accessibility, improving material quality and providing self-serve options. Technology is driving key resources and processes by managing and analysing, with the help of automation, IoT, ERP and CRM kind of software.

Companies are now adopting remote work as new normal and allowing employees to work from home. Hence, moving to cloud is helping manufacturers to work in the current pandemic situations. However, as an IT leader we are required to enable our software application to work on the cloud environment. For production processes, manufacturers are using industrial IoT. It utilizes network sensors and intelligent devices to gather information from the manufacturing floor.

Further, high-end ERP with automation has a major role in the manufacturing

Besides cloud computing and high-end ERPs enabling to monitor entire organization on a single dashboard, Prashant Singh, Group Head-IT, Vikrant Auto Suspensions (Vikrant Group), highlights the strategies manufacturing businesses are utilizing to cope with the restrictions of the current pandemic.

business process. A complete ERP solution streamlines business process and drives automation for manufacturing organizations.

■ Auto companies have to rely on physical testing and validation for ensuring the quality of the output. How does an automotive manufacturer handle this situation?

Industries are doing physical testing in places where they are necessary but these are reduced by the use of technologies with the help of AR, simulation and big data analytics. The technology is preventing loss and customer complaints by restricting or rejecting the production of the sub-standard or poor quality of goods.

■ How are automotive manufacturers leveraging on AGVs in their production line to ensure productivity

in the absence of manpower?

AGV's have reduced direct labour cost, indirect costs and mistakes, hence creating better safety conditions which lead to overall better productivity. AGV's don't need break and can work 24/7. Manufacturing industries are using the best AGV's to do task in an efficient way.

■ How does the connectivity situation in India allow auto manufacturers to use more technologies for automated remote production?

In the current technology era, the connectivity condition in India has changed and you can connect to the internet from any remote location. If you have internet connectivity you are just few clicks away from organization, functional process status as well as the production process status. You can monitor your entire organization on a single dashboard.

Veeam Sees 26 percent Q2'2021 Growth with Aggressive Product Expansion

Veeam Software has announced another quarter of double-digit growth with an annual recurring revenue (ARR) increase of 26 percent year-over-year (YoY) for Q2' 2021. Veeam delivered more than 20 new product releases including significant enterprise-grade feature updates over the last 18 months and several major releases in 1H'21 – Veeam Backup for Google Cloud Platform and Veeam Backup & Replication v11.

Further, Veeam is preparing to release key innovations of cloud-native solutions for AWS, Microsoft Azure, Google Cloud, Microsoft Office 365 and the first integration of Kasten K10 for Kubernetes into the Veeam Platform in the second half of 2021.

"Now, more than ever, especially as ransomware attacks increase, data is the lifeblood of organizations. The need for Modern Data Protection to achieve operational objectives and business continuity is fueling the demand for Veeam's industry-leading solutions," said William H. Largent, Chief Executive Officer (CEO) and Chairman of the Board, Veeam. "Q2'21 isn't just another quarter of growth for Veeam;

as our fourteenth consecutive quarter of double-digit growth, it represents unrivaled results, especially during such an unstable global environment. Veeam is continuing to thrive and grow, and our commitment to deliver simple, flexible, reliable and powerful data management and protection solutions to our 400,000+ customers is unwavering."

"Globally, the continued release of new features and enhancements to our simple, flexible and reliable solutions



SHIVA PILLAY,
Senior Vice President, Asia Pacific and Japan, Veeam

– 17 announced in the last year alone – has resulted in +195 percent growth year-over-year (YoY) in transactions of over \$1 million. In APJ, Veeam reported an annual recurring revenue (ARR) of 29 percent YoY for Q2 '21. Highlights include the ongoing success of our industry leading solutions such as v11, Veeam Backup for Microsoft Office 365 and Google Cloud Platform. This quarter also saw over 2500 transacting partners in APJ and we welcomed 63 Moons Technologies in India as an advocate for the region," said Shiva Pillay, Senior Vice President, Asia Pacific and Japan, Veeam.



WILLIAM H. LARGENT,
Chief Executive Officer (CEO) and Chairman of the Board, Veeam

IBM Delivers Strongest Growth in 3 Years



IBM shares rose as much as 4 percent in extended trading early this week after the enterprise technology and services provider posted the strongest quarterly growth in three years.

The company reported a Q2 2021 profit of \$2.33 per-share, \$0.04 higher than estimates, while revenue rose a modest 3.4 percent year-over-year to \$18.75 billion, \$400 million higher than consensus.

Cloud and Cognitive Software division income rose 6 percent year-over-year while Global Business services added 12 percent. IBM reported \$27 billion in total cloud revenue in the last 12 months, marking a 15 percent year-to-year improvement. It posted less spectacular results in the most recent quarter, with \$7 billion yielding a 13 percent gain. Red Hat revenue grew a respectable 20 percent in the sixth full quarter since the company was acquired in a \$34 billion transaction.

In the quarter IBM spent \$1.75 billion on acquisitions, the most in a single quarter since it closed the \$34 billion Red Hat deal in the third quarter of 2019. It said it was acquiring process-mining software company myInvenio, application-management company Turbonomic and Salesforce consulting company Waeg. The company also announced 2-nanometer chip technology, as well as new artificial-intelligence features for its Watson Studio software for building models.

Cyient Acquires WorkForce Delta for Strengthening its Digital Solutions Suite

Cyient, a global engineering, manufacturing, and digital technology solutions company, is acquiring WorkForce Delta, a leading consulting firm in mobile workforce management. The acquisition will bolster the IntelliCyient portfolio by expanding its front-end consulting capabilities for digital mobile workforce management solutions.

There has been a growing demand for comprehensive field force management solutions in the Utilities and Telecom industries. With rapid sectoral growth across regions, Cyient continues to invest in expanding its market presence while creating sustainable value for all stakeholders. With this acquisition, Cyient will be taking full ownership of WorkForce Delta.

Commenting on the proposed acquisition, Krishna Bodanapu, MD and CEO, Cyient said, "Workforce

Delta's growing footprint is a testament to their expertise and the growing market need for streamlined mobile workforce management processes. By leveraging their team of consultants, we aim to become an industry leader in this area across sectors. This acquisition is also in line with our strategic path forward on enabling digital transformation success via our IntelliCyient framework for our customers."

WorkForce Delta, formed in 2015, has a team of consultants with decades of experience advising and executing workforce management programs for corporations globally. This relationship will enable Cyient to offer complete lifecycle solutions from process consulting to solution implementation to analytics and managed support services. Cyient has also built strategic partnerships with multiple industry-leading Mobile Workforce Management platforms.

"We are excited to embark on a new chapter for our organization by joining the global Cyient family," said Yuri Margoulis, Co-Founder and Managing Director, WorkForce Delta. "Cyient's extensive range of solutions and offerings are highly complementary to our mobile workforce management expertise and we look forward to leveraging both organizations' capabilities to deliver more innovation, value-add, and business outcomes to our customers around the world."



YURI MARGOULIS,
Co-Founder and Managing Director, WorkForce Delta

Tech Data Collaborates with Syniti for Data-Driven Transformations

Tech Data and Syniti, a global leader in enterprise data management, have announced a new distribution partnership in the region. The partnership will allow enterprises across Asia Pacific to deploy Syniti Data Replication flexibly over cloud, on-premises and hybrid models, helping businesses to strengthen their data and analytics capabilities as well as empower go-to-market initiatives at scale.

Investment in digital transformation will be expected to total \$6.8 trillion between 2020 to 2023, according to IDC, and data will take the centre stage to become the key differentiator for businesses. With Syniti Data Replication, organizations can expect a low-touch, flexible solution that supports a consistent copy of data ready for analytics, data warehousing, and other applications, without impacting the responsiveness of business-critical systems. Its robust Change Data Capture (CDC) ensures business data is kept up to date to support performance reporting and analytics systems in real time.

Tech Data is Syniti's first appointed distribution partner in the Asia Pacific region. The partnership will deepen the distribution of Syniti Data Replication in Asia Pacific, through Tech Data's expansive regional network of channel partners that specializes in next-generation technologies like data and artificial intelligence. It will also leverage Tech Data's Center of Excellence to provide deep consultative and technical expertise in Syniti's data solutions, bring integrated cloud, data and modern data center technologies to the market, and support ecosystem customers in scaling businesses at speed.

"As a Data Integration Tool, Syniti Data Replication aligns perfectly with Tech Data's

analytics capabilities, and strengthens our solution offerings to help enterprises drive better-informed business decisions and outcomes in their unique digital transformation journey," said Bennett Wong, Vice President, Advanced Solutions – Modern Data Centre and Analytics, Tech Data APAC. "Through our partnership with Syniti, we look forward to jointly helping Asia Pacific enterprises become more resilient and competitive by investing in the right data analytics platforms."



BENNETT WONG,
Vice President, Advanced Solutions – Modern Data Centre and Analytics, Tech Data APAC

"Data is at the core of every business transformation, and choosing the right partner and technology can mean the difference between a successful or failed transformation," said Gordon Lam, President, Asia Pacific & Japan, Syniti. "This partnership with Tech Data Asia Pacific comes at a critical time for Syniti, as we continue to expand and scale in the region. Together, we hope to help organizations harness data as a key competitive advantage, deliver actionable insights, and achieve business agility."

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

Cyient Acquires WorkForce Delta for Strengthening its Digital Solutions Suite

Cyient, a global engineering, manufacturing, and digital technology solutions company, is acquiring WorkForce Delta, a leading consulting firm in mobile workforce management. The acquisition will bolster the IntelliCyient portfolio by expanding its front-end consulting capabilities for digital mobile workforce management solutions.

There has been a growing demand for comprehensive field force management solutions in the Utilities and Telecom industries. With rapid sectoral growth across regions, Cyient continues to invest in expanding its market presence while creating sustainable value for all stakeholders. With this acquisition, Cyient will be taking full ownership of WorkForce Delta.

Commenting on the proposed acquisition, Krishna Bodanapu, MD and CEO, Cyient said, "Workforce

Delta's growing footprint is a testament to their expertise and the growing market need for streamlined mobile workforce management processes. By leveraging their team of consultants, we aim to become an industry leader in this area across sectors. This acquisition is also in line with our strategic path forward on enabling digital transformation success via our IntelliCyient framework for our customers."

WorkForce Delta, formed in 2015, has a team of consultants with decades of experience advising and executing workforce management programs for corporations globally. This relationship will enable Cyient to offer complete lifecycle solutions from process consulting to solution implementation to analytics and managed support services. Cyient has also built strategic partnerships with multiple industry-leading Mobile Workforce Management platforms.

"We are excited to embark on a new chapter for our organization by joining the global Cyient family," said Yuri Margoulis, Co-Founder and Managing Director, WorkForce Delta. "Cyient's extensive range of solutions and offerings are highly complementary to our mobile workforce management expertise and we look forward to leveraging both organizations' capabilities to deliver more innovation, value-add, and business outcomes to our customers around the world."



YURI MARGOULIS,
Co-Founder and Managing
Director, WorkForce Delta

Epson Launches A4 Sized Dye-Sublimation Printer for Printing Promotional, Personalized & Bespoke Products

Epson has launched its first A4 size genuine dye-sublimation inkjet printer, SC-F130, based on the business inkjet platform. The all-new printer comes with a low total cost of ownership (TCO) and is ideal for small-scale photoshops, small businesses and start-ups looking to expand their product offering into the promotional goods segment.

The Epson SC-F130 supports large volume ink bottles and is designed for rigid and textile substrates with genuine dye-sublimation ink, which can produce highest print quality.

sheets).

"The SC-F130 perfectly addresses the market need for small size businesses willing to enter the business with a low investment in an easy-to-use dye-sublimation printer that will allow them to create personalized promotional products, fashion apparel and home décor and furnishing. One of the most feature-rich dye-sublimation printers in the market today, the SC-F130 is convenient to use and delivers high image quality, consistently," said Vasudevan LK, General Manager – LFP/IE, Epson



Its 140ml Ink bottle provides a low-cost alternative to cartridge-based inks enabling businesses to run longer, resulting in reduced downtime and increasing productivity. The SC-F130 is best suited for promotional goods like mugs, key chains, phone covers and other small merchandise items. The user can also customize garments to create bespoke products such as Tote bags, scarfs, caps, aprons, lanyards and small cushion covers. The dye-sublimation printer features a tilting 2.4-inch LCD screen, Wi-Fi printing and front-feeding, easy to change paper functionality (150

India.

Priced at Rs 39,099, the SC-F130 is a turnkey solution and forms part of Epson's complete and reliable end-to-end dye-sublimation printing solution, which includes inks, driver and paper, all designed to work together seamlessly. Epson's PrecisionCore MicroTFP printhead and a lookup table (LUT) that's designed for promotional goods and gifts, as well as rigid substrate, allow the new printer to achieve optimum quality and consistency levels. The printer comes with a warranty of 1 year or 6,000 prints (whichever comes first).

Top 5 Business Trends for Manufacturing in 2021: Gartner



Gartner has identified the top 5 business trends that will impact the global manufacturing sector in 2021. These trends will drive business disruption and widen opportunities for manufacturers.

"The first response to the global pandemic for many manufacturers was to go digital in their operations as fast as possible," said Michelle Duerst, Research Vice President, Gartner. "While going digital is the right path, it is not enough. The trends identified by Gartner can help manufacturing CIOs prepare for similar future disruptions in the long run and mitigate challenges such as lack of customer touchpoints, entering new markets or product lines and financial distress."

CIOs can use these five strategic business trends to improve top-line growth by providing better experiences.

Digital + Product Experience

Digital + Product experience is the combination of physical products and digital services for unique product offerings to B2B customers and consumers. The pandemic limited customer

engagement touchpoints due to the severe lockdown restrictions globally. The combination of digital and product aims to address this challenge of providing an engaging platform that matches consumers' expectations. This is not just about an additional service, but the ability to have a new digital business model where manufacturers can maintain a connection with the consumer past the sale of the product, by connecting more with the brand as well as with brand experts, other customers and advanced users

Gartner predicts that by 2025, the top 50 consumer

goods manufacturers will have invested in a brand app using AI, embedded technology in the product, videos as a digital asset and/or integrated innovation with IT and R&D teams.

Total Experience

Total experience is about how CIOs can use technology and interactions to enhance, empower and embolden both customers and employees to improve their lifetime value. Using this approach, CIOs can identify the right platform that will connect customers, partners and employees. For example, an employee acting as a brand expert or customer service agent to a consumer, answering questions.

Gartner predicts that by 2024, organizations providing a total experience will outperform competitors by 25 percent in satisfaction metrics for both customer and employee experience.

Ecosystem Partnerships

Global organizations can utilize ecosystem partnerships as an opportunity to grow not only in mature markets, but

in developing markets as well. In manufacturing, ecosystem partnerships can enable all types of initiatives, such as earth-friendly packaging, enablement of underdeveloped/underserved communities and emission reduction through remote work capability.

According to Gartner, by 2024, 75 percent of the top 20 global consumer goods companies will engage in an ecosystem partnership contributing to growth and sustainability goals.

Data Monetization

Data monetization gives manufacturing CIOs the ability to obtain revenue from digitizing their products and services. The rapid digitalization within manufacturing organizations creates large amounts of data. CIOs can share and monetize this data across the ecosystem. Using this approach, CIOs can use information as an asset, and create new services or enter new business models. This can ensure continuous revenue even when the business is disrupted by external factors, such as supply chain challenges or human resource shortage.

Gartner predicts that by the end of 2024, half of global heavy asset manufacturing organizations will have succeeded in monetizing their data.

Equipment as a Service (EaaS)

EaaS is a commercial model where businesses pay for operational assets through recurring operating charges rather than purchasing equipment. In this model, CIOs use embedded Internet of Things (IoT) technologies that leverage common IoT design patterns and industry frameworks to ensure asset effectiveness and find solutions to asset non-performance.

Gartner predicts that by 2023, 20 percent of industrial equipment manufacturers will support EaaS with remote Industrial IoT capabilities up from a current base of near zero.



MICHELLE DUERST,
Research Vice President,
Gartner

Apollo Hospitals and Microsoft Redefine Healthcare Process for Microsoft Teams Users

Apollo 24|7 – the digital Arm of the Apollo Hospitals Group and Microsoft India have joined hands to launch an Enterprise Solution that can be utilized by organizations to provide their employees access to a holistic health and wellness solution within the Microsoft Teams work suite. Prior to the launch, the Enterprise Solution – as integrated by Apollo 24|7 – was successfully tested in a pilot program for Microsoft India employees for a period of three months.

As part of the pilot program, 5000 Microsoft employees were given access to this enterprise platform and over 50 percent of them chose to take virtual consultations with an Apollo doctor during the months of April–June. In addition to virtual consultations, over 2,600 medicine orders were also placed using the App, which were delivered at the doorsteps of the consumers in record time. Each of the registered Microsoft employees had access to over



MADHU ARAVIND,
CTO, Apollo 24|7

7,000 doctors and specialists across the Apollo network. Given the current scenario and with the third wave of COVID looming, organizations have been increasingly on the lookout for digital healthcare solutions to support their employees and families. Now,



MEETUL PATEL,
Executive Director,
Strategic Growth,
Microsoft

with the deep integration of Apollo 24|7 with Microsoft Teams, a user has access to medical teleconsultation, vaccine booking, pharmacy, diagnostic tests, electronic health records, and wellness programs with just a click of the button.

“Healthcare is evolving to meet the immediate and future demands during the global health crisis. With the advancements in technology, people across the globe are embracing digital healthcare solutions. Apollo 24|7 has been developed to provide access to quality care to everyone. We are excited to partner with Microsoft during this pandemic to support

organizations for employee wellbeing,” said Madhu Aravind, CTO, Apollo 24|7.

The latest digital health offering by India’s largest healthcare provider combines Apollo Group’s extensive physical network and capabilities with a comprehensive and distinctive digital ecosystem.

Talking about the association, Meetul Patel, Executive Director, Strategic Growth, Microsoft said, “In today’s hybrid work environment, organizations are increasingly looking to make access to wellness resources easier for their employees. Our partnership with Apollo has helped bring this access right into the flow-of-work by making resources easy to access from within Microsoft Teams which serves in so many ways as the “Office” in the emerging work environment.”

The Enterprise Solution enables a user to consult an Apollo Doctor within 15 minutes of requesting for a consult; order medicines from the wide network of Apollo Pharmacies; and request for sample collection from home for prescribed diagnostic tests within Microsoft Teams itself.

Apollo 24|7–Microsoft Teams integration has created a unique solution for organizational wellbeing, and can be enabled for enterprises very quickly. The solution allows organizations to provide the entire Apollo ecosystem to their respective employees thereby empowering them to manage the health and wellbeing of their loved ones.

Google Cloud Revenue Jumps 54 Percent

Google Cloud has seen its revenues rise nearly 54 percent in the second quarter on a rising tide of online consumer and business activity.

The third largest cloud computing provider, Google Cloud saw its revenue grow to \$4.63 billion for the quarter ending June 30, from \$3 billion in the same period last year.

“Our innovative products, focused go-to-market strategy and growing ecosystem are driving our momentum,” said Sundar Pichai, CEO, Alphabet and Google during the earnings call with financial analysts.

“Organizations across industries are choosing Google Cloud as their platform for digital transformation, including SAP customers like PayPal, Johnson Controls and Whirlpool, who have deployed SAP environments on Google Cloud.”

Google Cloud’s operating loss dropped to \$591 million in the second quarter, from \$1.43 billion in the same quarter of 2020.



SUNDAR PICHAI,
CEO, Alphabet and Google

Alphabet started breaking out operating results for Google Cloud — which includes Google’s infrastructure and data analytics platforms, collaboration tools and other services for enterprise customers — when it reported its fourth-quarter 2020 revenue of \$4.04 billion and a \$974 million operating loss in February. Google Cloud revenue is generated primarily from fees received for Google Cloud Platform (GCP) services and Google Workspace collaboration tools.

77% Indian Consumers Find Personalized Digital Experience Critical for Brand Loyalty



Over 77 percent of Indian consumers are more likely to buy again from brands which treat them like an individual, rather than the same as any other customer, as per new research from OpenText. This demand for brands to engage with customers as an individual is mirrored across the broader Asia-Pacific region (69 percent), in Europe (62 percent) and in North America (69 percent).

The new data – from a survey of 6,000 Indian respondents – reveals that more than three quarters (77 percent) of Indian consumers only buy from brands that make them feel they understand their individual preferences, such as communicating with them through their favorite channels or providing tailored deals.

Customer experience is king

68 percent of Indian consumers would be put off buying again from a brand due to a bad experience. In fact, the same number (68 percent) do not believe there is such thing as a 'customer for life' anymore in 2021, suggesting that brands cannot rely on customer loyalty

stretching far enough to recover from bad experiences.

Creating a frictionless experience for customers is key to providing a good experience. When buying products or services online, nearly eight out of ten (80 percent) Indian consumers say that an easy search is very important to them. Furthermore, more than seven out of ten (72 percent) prefer to shop with brands that auto-fill and remember their details for next time. There is, however, pressure on brands to store that data correctly: almost 77 percent would even be willing to pay more to do business with a brand



MANISH DANGWAL,
Country Manager, India
Sales, OpenText

that is committed to protecting their personal data.

"The pandemic has accentuated the need for organizations to focus on digital channels and provide consumers with a consistent and integrated experience that surpasses expectations. In the post Covid-19 era, brands across all sectors will have to provide predictive and personalized communication across all touch points and channels, to demanding consumers who want to be served as individuals," said Manish Dangwal, Country Manager, India Sales, OpenText. "Consequently, consumers will engage with brands that understand the need of replacing human touch with a seamless and connected digital experience. Consumer loyalty can no longer be taken for granted; the customer's digital experience has to be enhanced with every online interaction. It is time for brands to create key differentiators and rethink customer engagement."

The importance of digital in a post-Covid world

Investing in technology to manage the customer journey is quickly becoming a key priority for many organizations. In fact, IDC estimated that companies would spend over \$553 billion on customer experience technologies and services in 2020.

For 86 percent of Indian consumers, the pandemic has changed their expectations of what a brand's digital offering should be. Almost half (48 percent) won't use brands if their experience isn't excellent when buying online.

Nearly 77 percent are now more comfortable with digital only businesses as a result of

the pandemic. And for an equal number 77 percent Indian consumers, a personalized digital experience is now vital to them if they are to come back to a brand time and time again.

The research also reveals consumer perspectives on which organizations have risen to the challenge of providing an optimal experience during the turbulence of the last year. More than three quarters (76 percent) say bigger established brands have been able to offer a smoother digital experience than smaller ones during the pandemic.

"Creating a positive customer experience is all about removing friction and increasing relevance: the easier something is to do and the more relevant it is to each customer, the better the experience," said Guy Hellier, Vice President, Product Management at OpenText. "Today, customers



GUY HELLIER,
Vice President, Product
Management at OpenText

expect their journey, from researching products to tracking orders, to transition seamlessly from one digital platform to another while retaining a consistent personalized feel – delivered across any device, at any time. For brands, this means investing in a digital experience platform which enables them to integrate data, information, and assets seamlessly across different environments. Without this in place, brands will struggle to create and deliver the cohesive and personalized experiences needed to win and retain customers."

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

THE MAX SERIES

Max controlling,
Max print power,
Max cartridge capacity
Serve SMB and enterprise workgroups
with large printing needs

3in1/ADF



M7105DN/M7135DW



**Lowest CPP with
Original Cartridges**

- ✓ High print speed: 33ppm(A4)/35ppm(Letter)
- ✓ Maximum monthly duty cycle: 80,000pages
- ✓ Automatic duplex printing
- ✓ One-step driver installation
- ✓ Mobile printing (for Wi-Fi models)
- ✓ Starter drum: 25,000 pages
- ✓ Standard drum: 25,000 pages
- ✓ Starter toner cartridge: 3,000 pages
- ✓ Standard toner cartridge:
3,000/6,000/11,000 pages



P3305 Series

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