BFSI TRYST WITH HYPER AUTOMATION

CONTENT

BFSI TRYST WITH HYPER AUTOMATION

With new challengers flooding the market with cloud infrastructure and a mobile-first, digital proposition, the fight for market share among the BFSI players has intensified. This is what makes automation such a compelling proposition, as any opportunity to slim down the operational costs will be welcomed to drive increased profitability. From automating on-boarding processes in lending to improving data quality and utility for better decision making, hyper-automation has the potential to augmentworkers ability, whilst reducing operational costs and human error

Amit Singh

The BFSI sector in India is rapidly changing for the better. Contrary to several gloomy forecasts, the Indian banking sector has been surprisingly resilient in the face of the pandemic. This is because corporates, which account more than half the loans, are in better shape and banks are well-capitalized. This bodes well for loan growth and bank performance post the pandemic.

In fact, Reserve Bank of India's (RBI) Financial Stability Report (FSR) of July 2021

> " Future belongs to the organizations which are doing few things but doing it very effectively. Hence, master of all will not be the future. "
>
> **SANJIV BAJAJ,**
> Joint Chairman and MD, Bajaj Capital

makes it clear that the impact on the banking system of the three pandemic waves has been less than what most people might have feared. This is a remarkable outcome considering that the banking system had entered the pandemic in a state of stress.

This is reflected on the fact that the share of financial services in India's market capitalization has increased from ~6 per cent in FY01 to ~24 per cent in FY21. Despite this considerable growth, we are still under-penetrated in various sub-segments of banking and financial services – be it loan products, mutual funds, demat accounts, insurance – both life and non-life, wealth management, etc.

Modernizing Financial Ecosystem

India's low penetration across most sub-segments of banking and financial services businesses, coupled with Covid-19 pandemic and high competition has led to financial organizations embracing advanced digital solutions and modernizing banking infrastructure. With the evolution of innovative, new-age technologies like

> " New technologies like AI, automation and RPA enable organizations to identify efficient and trusted partners and supply chain solution providers to build a reliable financial ecosystem of retailers and on-ground force. "
>
> **RAJENDRAN N,**
> CEO, Indian Financial Technology & Allied Services (an RBI subsidiary)

Artificial Intelligence (AI), Machine Learning (ML), and automation, digital banking is climbing new heights.

In fact, we are witnessing a revolution in the Fintech world that has transformed the banking industry into a far more efficient and profitable business. India has indeed become a global Fintech superpower. India is amongst the fastest growing Fintech markets in the world. Of the 2,100+ FinTechs existing in India today, over

> " Leaders are assuring application performance at lower costs with reduced downtime through AI-powered automation as it really connects business and IT. In addition, it maximizes revenue per employee and simplify otherwise complex operations. "

RICHARD HEITMANN,
Vice President, Automation GTM, IBM

> " The probability that a pandemic affects more than 30 countries was just 7 percent. However, as we are in the pandemic for two years now, it has affected more than 180 countries forcing businesses to go digital. Covid-19 has propelled the digital transformation to the forefront. "

JASPREET SINGH,
Partner and National Leader, Client & Markets (Technology and Transformation), Grant Thornton Bharat

67% have been setup in the last 5 years. The Indian Fintech market is currently valued at $31 Billion and is expected to grow to $84 Billion by 2025, at a CAGR of 22 percent.

These trends have many people inclining towards digital interactions and transactions with their banks. As of Dec 2021, India's United Payments Interface (UPI) has seen participation of 224 banks and recorded 3.6 billion transactions worth ~$70 Billion representing a jump of 15x from just 3 years ago for the same period in 2018.

In addition, Neo-banks in India are emerging as a key segment for growth in the space – with over 15 Neo-banks currently in India, several of them under

development or in beta stages. The segment has been growing steadily, with several private banks partnering with these Fintechs to explore synergies and better means of service-delivery.

"Unlocking of the true potential of this sector to reach out to crores of Indians has just kicked off with the digital transformation that is currently under way. In light of ongoing pandemic, BFSI organizations today are focusing heavily on the use of technology to enhance their risk monitoring and management capabilities. Indeed, 2022 will be

> ❝ AI enables us to be more predictive in terms of predicting growth of various sectors and modify our approach and strategies. Hence, predictive analytics enabled the fund managers to take crucial decisions more effectively. ❞

A SHIJU RAWTHER,
Head - IT, SBI Mutual Fund

> ❝ There's a huge transformation that is going on in the industry with the large data generation, integrated and automated workflows. In order for the BFSI industry to scale up, it is imperative that they employ the use of intelligent automation. ❞

RAJEEV SEONI,
Director, Digital Futurists Angels, and Former CIO, E&Y

re-imagined by some of these advanced technologies and their impact on all aspects of banking and enterprise risk management," states Anuj Singhal, Founder & Managing Director, Techplus Media Group.

Reimagining BFSI with Digital Opportunities and Innovation

Innovations around automation have grown aggressively over the last 2-3 years, which is targeted towards driving customer experience and enable them use services seamlessly. "Moving forward, innovation and digitization must be inclusive and be targeted towards customers," says Rajendran N, CEO, Indian Financial Technology & Allied Services (an RBI subsidiary). Giving an example he highlighted that UPI has created huge changes in the financial service ecosystem. He lists three factors that

worked in favor of UPI's proliferation:

- **Customer experience:** UPI enabled customers to use their devices to authorize the payments; cards are no more required.

- **User experience:** UPI enabled use of minimal infrastructure to receive payments; just a QR code is required to get the ball rolling.

> ❝ In light of ongoing pandemic, BFSI organizations today are focusing heavily on the use of technology to enhance their risk monitoring and management capabilities. Indeed, 2022 will be re-imagined by some of these advanced technologies and their impact on all aspects of banking and enterprise risk management. ❞
>
> **ANUJ SINGHAL,**
> Founder & Managing Director, Techplus Media Group

> ❝ With automation, majority of the logs with false positives get filtered out and we need to focus on very selective logs which pose real threat. In addition, we reduced repetitive tasks of comparing MIS reports by integrating intelligent automated system. ❞
>
> **MADHUSUDAN WARRIER,**
> CIO, NIIF Infrastructure Finance

- **Security:** UPI enables end-to-end security of the card and personal details of the customers.

He adds that new technology like AI, automation and RPA are being used to create new experience for customers, new products/services, and enhance current service offerings. "These technologies also enable organizations to identify efficient and trusted partners and supply chain solution providers to build a reliable financial ecosystem of retailers and on-ground force."

Banking on the Future: Keeping up with the Financial Landscape

BFSI industry experts

contend that connected industry will be the future. "Future belongs to the organizations which are doing few things but doing it very effectively. Hence, master of all will not be the future," shares Sanjiv Bajaj, Joint Chairman and MD, Bajaj Capital.

As customer experience is the key moving ahead, social media is playing a crucial role in overall delivery. "Social media has democratized the voice of every citizen. While we understand that in most cases 90 percent of the customers are satisfied with the services. Efforts are required to satiate the 9 percent with reworked approach. The remaining 1 percent can't be satisfied even by the God," he elaborates.

Bajaj further highlights that getting a space on customer's mobile is an art that organizations need to learn. "We must focus on holistic approach to deliver services and catch the eyeballs among the customers. Today, customer decides how things need to be done and winner takes it all. If we don't act today, someone else will take away all the opportunities."

The Transformative Power of AI in Banking & Financial Services

Jaspreet Singh, Partner

" We created a RPA Center of Excellence couple of years back and identified over 35 processes to be automated, which we executed gradually. So far, we have automated the low hanging processes to redefine the customer experience and the overall service delivery. "

PRASANNA LOHAR,
Chief Innovation Officer, DCB Bank

and National Leader, Client & Markets (Technology and Transformation), Grant Thornton Bharat, during a recent keynote stressed that digital transformation has been the most used and abused word over

the last couple of years. "When we talk about digital transformation, we talk about digital agility, maturity, incubation or entire organization being digital. As per a WHO report released in 2019, the probability that

a pandemic affects more than 30 countries was just 7 percent. However, as we are two years in the pandemic, it has affected more than 180 countries forcing businesses to go digital. Covid-19 has propelled the digital transformation to the forefront."

The focus is now how do we become more digital and agile as an organization. He underlines that with the use of AI and ML technologies, majority of banking experience has become digital; banks are taking decisions much faster. "In loan approval processing, it now take less than 5 minutes to take the decision against earlier norm of 7-10 days. In fact, in the micro-financing businesses AI and ML technologies are doing great job. Entire business processes in the BFSI are becoming more connected, evolved with next generation tools coming to the forefront. Banks are now accessible through any digital device."

In addition, BFSI firms are using AI to mitigate threats from external and internal vectors. All this is contributing to the rise of Quantum Computing and the entire digital transformation scenario is maturing from an AI perspective. "In fact, the world is changing because all this has become part of our lifestyle. This change is

majorly driven by Fintechs, which have been the leaders in integrating AI/ML in their processes for an excellent customer experience. Digital technologies are driving omni-channel customer experiences. Data and analytics-enabled business models have become the most crucial part of this transformation."

Singh adds that BFSI organizations need to look at digital transformation and AI/ML technologies through a six-point agenda:

- Changing the Game: Understanding the new market dynamics and calibrating customer expectations.
- Digital Tech: Indentifying and adopting the right technology capabilities to enable the digital transformation journey.
- Integrated Enterprise Architecture: Successfully integrating and managing legacy and new technology within an extended enterprise.
- Organizational Transformation: Re-invigorating the organizational models and systems to the new normal.
- Market – Global/Local: Selectively investing in markets and focus sectors; expanding locally to capture niche markets; and global aspirations and readiness-to-serve.
- Data & Analytics: Manage

data models and real-time insights, and data governance.

Improving Business Growth with AI-Powered Automation

Businesses that invested in technology have been able to survive and thrive and in many cases were able to improve their performance with high customer experience. "Laggards had to over-invest on digital transformation as we saw the pandemic forcing digital shift

> " AI engine assesses the claim based on the images and communicates the approved amount within 20 minutes. So what used to take over 3-4 days earlier now happens within 20 minutes. "
>
> **DIPU KV,**
> President, Head Operations & Customer Service,
> Bajaj Allianz General Insurance

with 10 years of digitization happening in less than 1 year. Enterprises which don't invest in digitization will be left behind," discloses Richard Heitmann, Vice President, Automation GTM, IBM.

As most of the people are working from different locations, it's important to see where they work and how they work in the new world order. This is where AI-powered automation comes in. "Leaders which are investing in digital transformation are making fundamental changes to their business. They are innovating and deploying digital systems as well as connecting and automating their systems across complex hybrid cloud environment. They are assuring application performance at lower costs with reduced downtime. They are doing this through AI-powered automation as it really connects business and IT. In addition, it maximizes revenue per employee and simplify otherwise complex operations," explains Heitmann.

He further adds that organizations are turning to AI-powered automation to improve speed, utilization, and service delivery. However, automation can't happen without proper integration. In fact, 70 percent of digital transformation projects fail due to lack of integration quality, he concludes.

Empowering Digital Transformation with Intelligent Automation

As the BFSI sector is going through a course of disruption which marks the emergence of new gene of banking businesses, new agile business models and intelligent automation. "It's a huge transformation that is going on in the industry with the large data generation, integrated and automated workflows. In order for the BFSI industry to scale up, it is imperative that they employ the use of intelligent automation," says Rajeev Seoni, Director, Digital Futurists Angels, and Former CIO, E&Y.

Since majority of people have been working from home, there was extensive demand for IT support which overwhelmed the IT team. "Hence, there was a demand for automating the response on the technology support requests. That's where automation started to play a major role in redefining the processes," shares Malcolm Ong, IBM Automation Leader, IBM Asia Pacific.

Pandemic led to huge focus on automation in order to reduce dependencies on human interventions. "Automation made us run the show even when key people were not reachable. It also enabled faster go-to-market with lesser errors. In

> " Automation enabled us to effectively manage video-based KYC. Hence, RPA, AI and automation played a decisive role in the housing finance industry to help us disburse loans and take timely decisions. "

DOMINIC VIJAY KUMAR,
VP & CTO, ART Housing Finance

this scenario, AI played a vital role as it helped on bringing in lot of human intelligence to the processes. This enables us to be more predictive in terms of predicting growth of various sectors and modify our approach and strategies. Hence, predictive analytics enabled the fund managers

to take crucial decisions more effectively," states A Shiju Rawther, Head - IT, SBI Mutual Fund.

In a move towards driving automation, NIIF Infrastructure Finance reviewed its data loss prevention process and realized that there are many

logs that got created and majority of them were false positives. "We got experts to read through logs and this enabled us to quickly classify the false positives and real threats. With this approach we are now in far better position to manage the threats. With automation, majority of the logs with false positives get filtered out and we need to focus on very selective logs which pose real threat. In addition, we reduced repetitive tasks of comparing MIS reports by integrating intelligent automated system," reveals Madhusudan Warrier, CIO, NIIF Infrastructure Finance.

Seoni further highlights that organizations need to decide on what to automate and what not to automate. That's the first step towards building intelligent automation architecture. This determines the benefits businesses would reap with their initiatives and hence would guide their focus areas.

"Businesses have lot of legacy processes and applications; hence, as we move towards digital transformation on the front-end, we need to check what processes at the back-end we could automate. We created a RPA Center of Excellence couple of years back and identified over 35 processes to be automated, which we executed gradually. As an organization, we

are learning to take our automation journey to the next level. So far, we have automated the low hanging processes to redefine the customer experience and the overall service delivery," divulges Prasanna Lohar, Chief Innovation Officer, DCB Bank.

By leveraging AI, BFSI organizations are enabling claims processing of motor accidents through customers uploading images through the mobile app. "AI engine assesses the claim based on the images and communicates the approved amount within 20 minutes. So what used to take over 3-4 days earlier now happens within 20 minutes. In addition, bulk of the customer servicing is now taken up by the mobile app, WhatsApp, customer portal and AI-driven chat bot, against 80 percent of customer servicing driven by contact centers earlier," underscores Dipu KV, President, Head Operations & Customer Service, Bajaj Allianz General Insurance.

Further, automation is enabling BFSI players to offer secured loans more effectively. "During the Covid-19 restrictions business managers couldn't call upon customers for personal discussions and video interaction was the only option left. Automation enabled us to effectively manage video-based KYC. Hence, RPA, AI

and automation played a decisive role in the housing finance industry to help us disburse loans and take timely decisions," adds Dominic Vijay Kumar, VP & CTO, ART Housing Finance.

Elaborating on the available solutions, Malcolm

says, "During the pandemic, lots of people were looking for business loans, which overwhelmed the banks with huge number of loan applications. We worked with banks to implement solution infused with AI engine. It not only offers task automation

but also offers OCR capability and a native chat bot. This enables banks to service customers even after bank working hours. The chat bot enabled with OCR allows customers to enquire about their loan status and upload documents in case of any particular requirement. This tool also offers end-to-end solution for claims processing including data capture from documents, analyzing data and feed that into various applications."

CX2.0 in Retail Banking

While banking is becoming more and more digital, experts opine it should become more human. "The amount of data which can be mined and the intelligence that can be created out of it is enormous. Most importantly, BFSI organizations must appreciate the privacy of each of the individual customers. These three points play major role in defining and building customer experience," shares Harshit Desai, former Head, Customer Experience, Alliances (Partnerships), & Automation, Aditya Birla Finance.

BFSI organizations' emphasis must be on leveraging data in a better way to create better products and services. "The focus should be on how the products or services

> ❝ We worked with banks to implement solution infused with AI engine. It not only offers task automation but also offers OCR capability and a native chat bot. This enables banks to service customers even after bank working hours. ❞

MALCOLM ONG,
IBM Automation Leader, IBM Asia Pacific

are changing the lives of the customers. If we offer transactional banking then it's not very memorable. CX 2.0 will expect technology to be warm and caring for the customers; where people look forward to interact with technology tools. Currently, the first interaction with technology during a banking transaction is crude as we need to verify ourselves with OTP, passwords or biometric details. The CX 2.0 envisages technology to enable these transactions to be seamless and effortless. Moreover, the relationship banking must graduate from speech-driven faceless one to a digital avatar with face and personal connect. This will also build trust between customers and banks," underlines Desai.

The Larger Picture

India's BFSI sector is gradually moving away from the clumpy rigidity of a monolithic set-up. With customer experience gaining traction in the industry, next-generation financial organizations need to be fluid as well as highly responsive. The adoption of a lighter and flexible micro-services architecture will be critical to achieving this.

For financial institutions that are still on the fence about cloud adoption, there are many flexible options to choose from. Hybrid

> " The focus should be on how the products or services are changing the lives of the customers. If we offer transactional banking then it's not very memorable. CX 2.0 will expect technology to be warm and caring for the customers; where people look forward to interact with technology tools. "

HARSHIT DESAI,
former Head, Customer Experience, Alliances (Partnerships), & Automation, Aditya Birla Finance

Cloud, for one, offers the convenience of lower Capex, along with the security of on-premise set-up.

With the advent of better cloud security, banks could even look at public cloud ecosystems as viable, long-

term options.

We are also seeing trends favoring the inclusion of blockchain in banking. The shared infrastructure of blockchain ensures the veracity of information, making it easier for banks to detect fraud and eliminate risks. With the potential to reduce operational costs while improving efficiencies, blockchain will be a potential game-changer in the near future.

In addition, as customers explore ways to bank as per their preference and convenience, we expect radical developments in the open banking space. API banking is already accelerating processing times, reducing go-to-market cycles, and improving decision-making and responsiveness. All roads in open banking will eventually lead to data democratization and socioeconomic upliftment.

Most importantly, keeping the bulwark of infrastructure through state-of-the-art datacentres, BFSI is veering towards Robotic Process Automation (RPA), which is being enhanced and refined by technologies like artificial intelligence (AI), natural language processing (NLP), process mining, advanced analytics, Blockchain and more, to reduce costs, maintain accuracy and speed up processes.

SECURING YOUR CRITICAL INFORMATION INFRASTRUCTURE AND ENTERPRISE IT OPERATIONS

While underlining few best practices for cyber security, Ken Soh Founding CEO, Athena Dynamics and Chief Information Officer, VH Global Corporation, in an insightful fireside chat with Kalpana Singhal, Editor-in-Chief, Techplus Media, highlighted that security experts' focus should not be overprotecting or under protecting – it should be protecting the right thing

KEN SOH,
Founding CEO,
Athena Dynamics and
CIO, VH Global Corporation

■ **What are the top security concerns you would like to highlight, which affects the functioning of businesses across the world?**

If you look back 10 years, cyber security was not structured during that time. The security budgets at that time would be about five percent of the IT budget. Today, cyber security has gained huge importance and budgets could go up to 30-40 percent.

Further, few things deserve to be changed; I think we need to modify our thinking that people are the weakest point in cyber security when we take a people, process and technology approach. I think we need to re-look at it. I think technology is equally crucial and weaker link as people are. For instance, even well trained people are falling prey to the menace of Deep Fake. So, technology and people now are at par by way of importance, it's not that people are the weakest point anymore. In a nutshell, we can see that the progression has been so fast that the advance technology is getting quite a concern as well.

■ **With growing dependence on cloud, hybrid nature of work and growing volume of data spread across hybrid and multi-cloud, security has become most important than ever. What is the seriousness you see among the customers**

to safeguard their assets?

Today, seriousness is in place because of fundamentals. Many people spend millions in buying a lot of tools; however, they forget that cyber security is not a product. There are certain methodologies of block-based references. Being a security practitioner, I can say compliance is good, but there are many companies that are not fully compliant. The focus should not be overprotecting or under protecting – it should be protecting the right thing. So, we need to understand, do an assessment, and a brief profiling. Hence, protection should be like where we can focus efforts on the weakest point. Many customers are not doing it. The common denominator lies in using the most advanced technology that we can detect. Even if we detect them today, we can't detect them tomorrow.

Currently, if you look at many cyber security organizations, they are pretty focused on detection. Majority of the security technologies are inclined towards detection. The common denominator is always to use the most advanced technology, to detect the bug so that it can be removed, but many forget that in the first place we cannot detect all of them. There are millions of new bugs coming up every day. Even if we can detect them today, it can't be detected tomorrow.

The detection, AI, intelligence, machine learning – all of them are extremely advantageous, but we shouldn't compromise the detection capability, which means the sanitization barrier, micro-segmentation,

or even down to basics, for e.g., by looking at the code, sanitizing the code, and also the sanitization dimension can come in the form of SOS network.

■ Security is a mindset, not just the responsibility of IT as a whole, but it also depends on the other departments in the organizations and their behavior. What are the best practices you would suggest in order to overcome the challenges?

Let me come back to

> **"** We need to modify our thinking that people are the weakest point in cyber security when we take a people, process and technology approach. I think technology is equally crucial and weaker link as people are. **"**

people, processes, and technology. People's side is extremely challenging. Many IT operators don't understand the fundamentals. To improve the knowledge, some kind of campaign is very useful. We usually host phishing campaigns and we have to focus on these people and educate them. We love to share very interesting learning points. We are in the continuous quest for new technology.

A lot of companies are investing in security compliances, which is good. Compliances are good, but we should think about the external environment to do the necessary and the unnecessary, to protect the base. At the technology

side, we need to do a lot of understanding by using the best security system to be safe. The moment we spot any kind of phishing email, we already know that the hackers are already in the shop because they come from one track, they are silently hiding inside, observing the activities and coming in the opportune time. So, this is a very good indicator that you need sanitization in the email or any entry point so as to take care of the cause than the effect. This is how the technology can be handled so that the focus can be on the cause rather than the effect.

■ Please tell us how Athena Dynamics is helping its customers to address the security challenges. How do you differentiate from the competition?

We only focus on disruptive thinking and technologies, because the advanced technology is too dynamically progressing, the only way to secure is to find a way to the common protection. We don't focus so much on traction, sanitization of advanced threat, sanitization inside the email, and junk server. We have protection devices that don't have IP addresses, so they cannot be hacked. Hacking techniques are not

possible due to binary access. We scan the binary. Another innovation that is coming up all the time is automated security, because of the same issue the SaaS can work perfectly in a dynamic environment.

■ Please talk about your global footprint and your plans for business expansion.

Currently, we are focused much on Singapore. SMEs and public sector are our focused verticals. Of course, we are looking for global expansion in several countries, critical structural side; we try to help them in a very different way. We use a different method to protect data. A global footprint is part of our plan and we work with many partners who would like to collaborate and open up different areas.

■ What are your top-5 focus areas over the next couple of years?

Here are the top focus areas for us:
- Continuously looking for innovation: Innovate and continue to integrate in order to protect ourselves strongly.
- Security education: How technology conquered the world as it's a very big subject to understand.
- Innovate or evaporate: We follow this motto; there is nothing which we cannot compete today, we have grown up extremely smart.
- Global framework to improve: The traction thinking and resource for application.
- Further, cyber security is extremely important and we should start speaking mostly about it whether it's private sector companies or SMEs.

CommScope RUCKUS Ties Up with Samsung SmartThings

CommScope has announced a collaboration with Samsung SmartThings to bring next generation networking to property developers and tenants.

As alarm systems, thermostats, air conditioners and other home devices become increasingly connected, the next generation of residents are seeking to drive value and convenience by creating a tailored, technology-enabled environmental experience in their homes. To address the demand for such an ecosystem, Samsung SmartThings and CommScope RUCKUS have announced a collaboration that enables landlords and building owners to offer enhanced experiences to tenants and residents.

Through this alliance, the RUCKUS portfolio of converged Wi-Fi 6 and IoT access points will gain Works as a SmartThings Hub (WASH) functionality, enabling property owners to turn their apartment buildings into smart homes, and residents to connect to thousands of devices across

Bart Giordano
**Senior Vice President, General Manager of RUCKUS, CommScope**

hundreds of brands. The integration will offer future compatibility with the Matter protocol, creating true interoperability by allowing consumers' smart home devices to work reliably together. The SmartThings app will also be available within the RUCKUS IoT suite, offering builders and property managers one future-proof solution under a single ecosystem.

Chanwoo Park, Executive Vice President, Head of IoT Business Group, Samsung Electronics, said, "In recent years, there has been a shift in how and where people are living. Residents are increasingly looking for buildings that are equipped with connected technology for easier and more enjoyable living. This partnership allows us to give residents the peace of mind and convenience they are looking for, while helping builders and property managers eliminate high costs and compete in today's real estate market."

Almost 75 percent of people recently surveyed by SmartThings reported that smart home capabilities are an important feature when looking for a place to live. As a result, developers and property managers are investing in the value of creating connected living experiences. CommScope's RUCKUS portfolio of converged Wi-Fi 6 and IoT solutions allow residents to receive the connected living experience they have incorporated into their lives.

Bart Giordano, Senior Vice President, General Manager of RUCKUS, CommScope, said, "In 2022, we expect to see
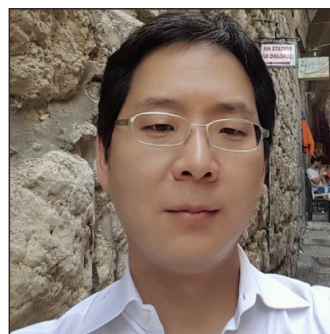
Chanwoo Park
Executive Vice President, Head of IoT Business Group, Samsung Electronics

tenants making lifestyle choices that give them more freedom and flexibility. Property developers are responding by deploying technology that provides convenience and value. By connecting home devices onto one network, real estate developers are tapping into IoT technology that optimizes maintenance, energy efficiency and an enhanced home experience. The Samsung SmartThings and CommScope RUCKUS collaboration marks a new milestone in propelling the real estate market into the future."

Creating Connected Living and Working Experiences

SmartThings and CommScope RUCKUS worked with Picerne Real Estate Group, a construction and development firm, to create connected experiences by incorporating integrated technology directly into one of their new apartment developments. The apartments in this development provide a

truly connected experience for residents, allowing them to control their Samsung smart appliances, adjust their heating and air conditioning, and turn on their smart lights all from the SmartThings app.

In addition to residents, property managers and maintenance staff have also benefited from the technology. According to Picerne Real Estate Group, property managers are able to save as much as 20 percent on their electrical turnover by centrally controlling thermostats on vacant apartments through the SmartThings app. They can also automate routine tasks. For example, each apartment is equipped with a smart lock, which the property manager can control through the SmartThings app, enabling maintenance staff to quickly and efficiently complete maintenance tickets. The result is increased efficiency and higher resident satisfaction.

Frank LoTurco, VP of Property Management, Picerne Real Estate Group, said, "Since 1925, we have been at the forefront of building development and management. We have committed to maintaining properties, raising occupancies, lowering costs, and boosting bottom-line cash flow. We're pleased to unveil this apartment building of the future with SmartThings and CommScope RUCKUS."

Today, millions of customers globally already trust Samsung with innovative appliances, TVs, and more in their homes. With a broad ecosystem of compatible IoT devices, SmartThings is continuing to create a world of limitless possibilities.

71% of Employees Prefer Work from Anywhere Over Seeking Promotion

A whopping 71 percent of employees would prefer to work from anywhere over getting a promotion, according to the new report from Ivanti. According to the annual Everywhere Workplace study, remote work is a double-edged sword, with 10 percent of respondents reporting a negative effect on their mental health. The research worked with global 'future of work' experts and also surveyed over 6,100 office workers and IT professionals to uncover employee sentiments related to the past, present, and future of work.

The toll the pandemic has taken on employees' mental health has been significant with 70 percent of IT women respondents reported experiencing negative effects from remote work, versus only 30 percent of male respondents in the same group reporting negative effects. Additionally, many employees are feeling the effects of losing personal connection with coworkers (9 percent) and being expected to work longer hours than when in the office (6 percent). The report also showed the further gender divide: 56 percent of female respondents said remote work has affected their mental health negatively, compared to 44 percent of men. While 52 percent of women reported having lost personal connection with coworkers, compared to 47 percent of men.

"Ivanti's research shows that the remote work experience for both office workers and IT professionals varies across gender lines. More men than women report being passed over for a promotion in this digital-first culture. Women, however, are expected to work longer hours, but have benefitted the most overall from the flexibility that remote work brings. This shift in employee experience cannot be ignored. Employers must respond by adopting technology that facilitates collaboration and lessens the disparities in experience across gender lines, and that begins with prioritizing employee input in every tech implementation," said Meghan Biro, Founder and CEO, TalentCulture.

Looking at potential 'future of work' models, the research found that 42 percent of employees prefer a hybrid model of work (a 5 percent increase since the last study). Thirty percent of employees said they would prefer to work from home permanently (a 20 percent decrease since the last study) demonstrating that many are looking to interact with colleagues again. This decrease could also be attributed to the fact that while remote work has brought many positive changes – respondents indicated that the top three benefits they have realized since working remotely have been time savings due to less commuting (48 percent), better work/life balance (43 percent) and a more flexible work schedule (43 percent) – there have been some drawbacks. In fact, 49 percent of respondents said they have been negatively affected in some way by remote work. Among the top concerns were lack of interaction with colleagues (51 percent), not being able to collaborate or communicate effectively (28 percent), and noise and distractions (27 percent).

"The pandemic has catalyzed a monumental shift in where and how people work," said Jeff Abbott, CEO, Ivanti. "The good news is that by increasing automation of common or mundane tasks, companies can improve work-life balance for IT and security teams, plus prevent data breaches and most importantly improve employee experiences. For example, Ivanti Neurons allows IT departments to reduce complexity, anticipate security threats, reduce unplanned outages, and resolve endpoint issues before employees report them."

Automation will become increasingly important as environments are expected to continue to get more complicated. In fact, 15 percent of respondents said they would prefer to work from anywhere (a 87 percent increase since the last study). Interestingly, 22 percent of respondents said they became digital nomads during the pandemic, and 18 percent said they are considering becoming a digital nomad. Only 13 percent of respondents said they would like to work permanently in the office (a 11 percent decrease since the last study).

The study also found just under a quarter (24 percent) of respondents have left their job in the past year during the 'The Great Resignation,' and 28 percent are considering leaving in the next six months. When looking at respondents between the ages of 25 and 34, the percentage of individuals who plan to leave their job in the next six months jumps to 36 percent. Return to the office policies are a key factor in driving resignations. Nearly a quarter (24 percent) of respondents stated that they would quit their job if their employer enforced a full-time return to the office policy.

"Employees have more options than ever before—and they're good options, too," said Biro. "They can go anywhere and work for anyone, so that means that companies have to shift their retention tactics toward implementing the best technology that makes everyone's jobs easier, and more fun."

"Amid the fierce war on talent, it's more important than ever before to build a winning, diverse, and inclusive culture where every individual is highly respected, and a company's mission and core values are demonstrated at every level," added Abbott. "People want to work for companies that are making a difference, and employees are increasingly leaving their jobs if they don't believe in the vision and mission. Companies must show they are delivering global value and not just profits, while also prioritizing work/life balance."

Looking to the future, 26 percent of survey respondents said they hope IT will provide new hardware such as laptops, desktops and mobile devices in 2022, and 26 percent hope IT will modernize the service desk. Among IT professionals, the desire to modernize the service desk rises to 32 percent. This should come as no surprise, as call volumes to service desks have risen during the pandemic, resulting in high operating costs and reduced employee productivity and satisfaction.

Beetel Teletech Ties Up with Siemens Digital Industries Software

Beetel Teletech has announced that it has joined the Siemens Digital Industries Software Solution as an authorized distributor, enabling it to distribute Siemens' range of CAD, CAM & PLM software. Beetel Teletech Limited currently operates in PAN India.

"We are pleased to be able to offer this leading PLM technology to our customers," said Sanjeev Chhabra, MD & CEO, Beetel Teletech Limited. "It is now possible for our customers to use the same industry-leading technology that top manufacturing companies throughout the world depend on every day. Leveraging the end-to-end digital innovation platform from Siemens Digital Industries Software will enable our customers to realize innovation, optimize manufacturing performance and drive efficiencies across industries focusing on Mechanical, Electronic, Electrical FMCG and Infra Industries."

"We are pleased to welcome Beetel as an authorized distributor in India. Given Beetel's domain expertise, strong network and proven track record, we are confident that they would emerge as a valuable partner to manufacturers in India

looking to deal with today's complex product development and manufacturing challenges," said Suprakash Chaudhuri, Vice President & Managing Director – India, Siemens Digital Industries Software.

"Founded in the year 1987, Beetel is one of the oldest and reputed brand name in the Industry, a pioneer in the landline phone category. Beetel is focused on manufacturing as well as distributing a huge range of products in the form of mobile devices, mobile accessories, IT peripherals, enterprise solutions and network solutions, as well as fixed landlines. Beetel distributes a host of iconic brands like Avaya, Poly, Samsung, Huawei, QSC, RADWIN, Ruckus, RAD, and Actelis. Beetel is known for its innovative product solutions and latest technology, which are offered to customers at the most prudent prices. In India, Beetel is spread via 10,000 retailers and 500 distributors.

Beetel also extends Technical Services(Pre & Post Sales, Installations, Cloud, AMC etc.) helping with designing Solutions to getting them ready followed by System Configurations & Programming, covering the entire spectrum of services.

Overseas, Beetel's services are extended to over 35 countries spread across five continents in the world. The company till date has manufactured over 100 million landline phones, a household Indian brand needing no introduction, which has been serving Indian customers since 1987!"

Norton India Unveils Sales Engineer Program

Norton India has introduced a new channel initiative called the Sales Engineer Program to work with channel partners across the Indian market. The Sales Engineer Program is a unique program designed for partners such as individual sales engineers and system integrator companies who help manage and maintain the personal computers and devices (mobiles/ tablets) of end users. The mobile application available for channel partners offers an unmanaged rewards program

will be able to increase profitability and enhance their knowledge to stay ahead with the latest developments in the consumer cyber safety space.

The Sales Engineer Program can be accessed easily through a mobile application (available on both Android and iOS Platform). Upon process completion of registration, for each SKU activated, the channel partners will earn rewards which help them improve their profitability and get rewarded for the sales effort. The reward will be in form of gift cards that will be

to meet overall market expectations that incentivizes the last mile at the Point of Sale (POS) to activate Norton consumer security products. Channel Partners can earn rewards on each activation of participating in Norton retail products while registering for this program.

The Sales Engineer Program will benefit partners across India, by providing support and opportunities to create higher profitability for themselves. This will enable them to better serve their customers in turn. The program designed specifically for customer-facing partners offers benefits such as access to pre-sales tools, opportunities to upskill via training programs and events. With these resources, partners

digitally transferred to each individual account periodically in return of valid/eligible activations. The incentive program is valid for any full-version physical retail pack of Norton Antivirus Plus and Norton 360 range of products.

Ritesh Chopra, Director Sales and Field Marketing, India & SAARC Countries, said, "Norton India intends to collaborate with our partners to assist them in providing richer and effective customer solutions. The program is specifically designed to reward our partners for the efforts they put into supporting us. With the launch of this program, we are taking this opportunity to increase Norton India's partner ecosystem and accelerate opportunities for them."

DDoS Attacks Cross 9.7m in 2H 2021

Adversaries launched more than 9.7 million DDoS attacks in 2021, just 3 percent shy of the record-breaking 10 million seen in 2020 and a whopping 14 percent more than seen pre-pandemic in 2019.

Netscout Systems today announced findings from its bi-annual Threat Intelligence Report. The report details how the second half of 2021 established high-powered botnet armies and rebalanced the scales between volumetric and direct-path (non-spoofed) attacks, creating more sophisticated operating procedures for attackers and adding new tactics, techniques, and methods to their arsenals.

The second half of 2021 ushered in a new focus by adversaries, who launched direct-path (non-spoofed) DDoS attacks using botnets and TCP-based floods. This coincided with a drop in DNS and CLDAP amplification, resulting in a decrease in attacks across most countries and regions. The turning point for this decline occurred just before Omicron was discovered, as COVID-19 restrictions were easing, and people began returning to physical offices and classrooms. With less time to engage in malicious activity resulting in

fewer DDoS attacks, threat actors certainly lend credence to the proverb that idle hands are the devil's workshop.

"While it may be tempting to look at the decrease in overall attacks as threat actors scaling back their efforts, we saw significantly higher activity compared to pre-pandemic levels," said Richard Hummel, threat intelligence lead, NETSCOUT. "The reality is that attackers are constantly innovating and adapting new techniques, including the use of server-class botnets, DDoS-for-Hire services, and increased used direct-path attacks that continually perpetuate the advancement of the threat landscape," he added.

Adversaries launched more than 9.7 million DDoS attacks in 2021, just 3 percent shy of the record-breaking 10 million seen in 2020 and a whopping 14 percent more than seen pre-pandemic in 2019. So, although it's tempting to simply look at the decrease in overall attacks as threat actors resting on their laurels, the reality is that attackers are innovating and

adapting new techniques and methodologies to strengthen and monetize their nefarious behavior.

Notable findings from the NETSCOUT 2H2021 Threat Intelligence Report include:

DDoS Extortion and Ransomware Operations are on the rise. Three high-profile DDoS extortion campaigns simultaneously operating is a new high. Ransomware gangs including Avaddon, REvil, BlackCat, AvosLocker, and Suncrypt were observed using DDoS to extort victims. Because of their success, ransomware groups have DDoS extortion operators masquerading as affiliates like the recent REvil DDoS Extortion campaign.

VOIP Services were Targets of DDoS Extortion. Worldwide DDoS extortion attack campaigns from the REvil copycat were waged against several VOIP services providers. One VOIP service provider reported $9M-$12M in revenue loss due to DDoS attacks.

DDoS-for-Hire services made attacks easy to launch.

NETSCOUT examined 19 DDoS-for-Hire services and their capabilities that eliminate the technical requirements and cost of launching massive DDoS attacks. When combined, they offer more than 200 different attack types.

APAC attacks increased by 7 percent as other regions subsided. Amid ongoing geopolitical tensions in China, Hong Kong, and Taiwan, the Asia-Pacific region saw the most significant increase in attacks year over year compared to other regions.

Server-class botnet armies arrived. Cybercriminals have not only increased the number of Internet-of-Things (IoT) botnets but have also conscripted high-powered servers and high-capacity network devices, as seen with the GitMirai, Meris, and Dvinis botnets.

Direct-path attacks are gaining in popularity. Adversaries inundated organizations with TCP- and UDP-based floods, otherwise known as direct-path or non-spoofed attacks. Meanwhile, a decrease in some amplification attacks drove down the number of total attacks.

Attackers targeted select industries. Those hardest hit include software publishers (606 percent increase), insurance agencies and brokers (257 percent increase), computer manufacturers (162 percent increase), and colleges, universities, and professional schools (102 percent increase)

The fastest DDoS attack recorded a 107 percent year-over-year increase. Using DNS, DNS amplification, ICMP, TCP, ACK, TCP RST, and TCP SYN vectors, the multi-vector attack against a target in Russia recorded 453 Mpps.

ASUS to Showcase its Medical Solution at NVIDIA GTC 2022

ASUS, one of the leading IT companies in server systems, server motherboards and workstations, has announced its presence at NVIDIA GTC 2022 – where the company will showcase its medical solution that employs AI-assisted diagnosis of 3D imagery to the accuracy of medical interpretation. ASUS is also confirming that selected servers and workstations will fully support the latest NVIDIA RTX A5500 GPUs to help build powerful content within which creators are empowered to bring their ideas to life.

ASUS products ready for NVIDIA RTX A5500 and support for new NVIDIA RTX Laptop GPUs

NVIDIA at GTC 2022 has announced the NVIDIA RTX A5500 GPU. The desktop version combines the latest-generation CUDA, RT and Tensor cores with 24 GB of graphics memory to drive complex, multi-app design and visualization workflows from the desktop. ASUS Pro E500 G7 is a workstation designed to run multi-threaded apps for fast rendering, simulation and real-time ray tracing, and supports one RTX A5500 GPU and one Intel Xeon W-series processor. The dual onboard 2.5 Gbps Ethernet ports allow fast file transfer and smooth high-resolution video streaming. ASUS also offers a comprehensive selection of server options that support up to eight RTX A5500 GPUs that fit diverse workloads, including RS720A-E11-RS24U, RS700A-E11-RS12U, and ESC4000-E11.

ASUS ProArt Studiobook Pro 16 OLED and ProArt Studiobook 16 OLED NVIDIA Studio laptops are equipped with professional-level 3D graphics processing power provided by NVIDIA RTX A5000, the new NVIDIA RTX A3000 12GB, and GeForce RTX 3080 Ti Laptop GPU. NVIDIA Studio laptops are purpose-built with vivid color displays and blazing-fast memory and storage to boost workflows. They blitz through the toughest tasks, such as photo-realistic 3D content creation, thanks to the advanced features in the GPU – including ray tracing and AI acceleration. This ensures smooth work on complex 3D modeling, high-resolution video editing and high-quality live streaming.

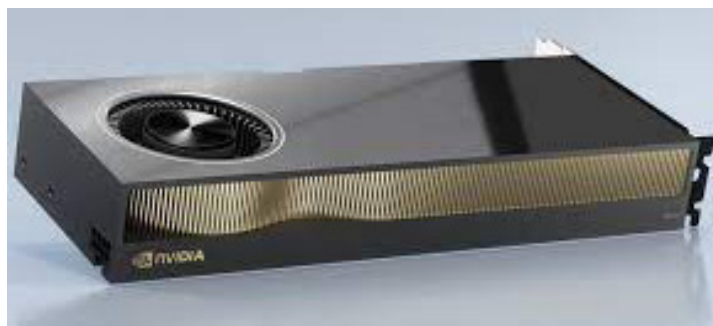## Primed for the Omniverse ecosystem

NVIDIA Omniverse is an innovative 3D-design collaboration and simulation platform built to seamlessly connect individual or teams of creators, designers, researchers and engineers to share assets, applications and tools to efficiently bring their ideas to life. ASUS accommodates both the Omniverse Enterprise subscription and Omniverse

individual users. NVIDIA-Certified ASUS servers and workstations with NVIDIA RTX GPUs will support NVIDIA Omniverse Enterprise to build a solid foundation to deploy across organizations of any scale. For individual creators and artists, NVIDIA Studio systems offer state-of-the-art driver technology extensively tested to meet the most demanding creative needs, ensuring the most optimal experience for NVIDIA Omniverse. The ASUS ProArt Studiobook Pro 16, ProArt Studiobook 16 and ZenBook Pro Duo Studio laptops bolster Omniverse for building interconnected 3D virtual worlds for commerce, entertainment, creativity and industry from anywhere.

For enterprise teams, NVIDIA-Certified ASUS ESC4000-E10 servers outfitted with NVIDIA RTX A6000s are optimized for multiple user 3D design collaboration with Omniverse Enterprise.

ASUS at NVIDIA GTC 2022

At GTC, ASUS is in collaboration with InwinStack to deliver a 3D medical solution to intelligently improve medical image-interpretation efficiency and reduce human omissions, by leveraging the deep-learning methodology WinBrain. This solution has been put into practice in primary brain tumor research of the radiology department of the Taipei Veterans General Hospital in Taiwan, where it has helped to accurately identify and mark tumors – grading them into general and typical brain tumor judgments. It has also produced excellent results in places that are not easy to interpret. ASUS will demonstrate both the deployment and the breakthrough results in a featured session at GTC.

Dell Technologies & Alienware Debut New Alienware X15, X17 R2

In 2021, Dell Technologies and Alienware unveiled the first-ever X-Series laptops with breakthrough system-level engineering controls that enabled users to play the best PC gaming titles anywhere. Stepping up the momentum and furthering Alienware's 25-year legacy of pioneering innovation in gaming, the company has announced its latest Alienware X15 and X17 R2 in India. For those who desire bigger displays but high portability, the new and improved X15 R2 and X17 R2, offer strikingly impressive graphics with support for up to NVIDIA GeForce RTX 3080Ti, 12th Gen Intel Core i7H or i19HK processors, advanced Alienware Cryo-Tech cooling technology, customizable AlienFX stadium lighting, and amped up speeds with DDR5 memory.

Anand Subramanya, Director, Product Marketing, Consumer and Small Business, Dell Technologies, India, said, "Alienware and performance are synonymous with each other for decades. For the ever-evolving Indian gaming community, the Alienware X15 and X17 are an attestation of the brand's evolution that is driven by next-level performance and motivated by portability. Our latest line-up delivers the best design, thermal controls, and robust technologies enhancing immersive gaming experience and delivering the thrill for the enthusiasts! We have been paying close attention to the needs of the casual and hardcore gamers and content creators and our product innovation is centered to meet the varied customer requirements."

The Alienware laptops are crafted with a more youthful essence and gentler edges, offering universal appeal to all gamers. The X-Series provides a premium excellence ideal for professional creators who also love to game. The dark core replaces the previously light interior, reducing screen reflections on the keyboard and delivering distraction-free gaming. Moreover, a low halo keyboard illuminates only the letters on the keys so users can focus on the game.

Achieving engineering excellence and sustainability with the X architecture

The engineering and design teams have leveraged premium materials such as magnesium and stamped aluminum with CNC for structural rigidity, thinness, and lightness. Using high spec materials, the Alienware X-Series achieves its super-thin form factor without compromising performance in an entirely new design layout. Furthermore, under Dell's 2030 Moonshot Goals, the X-Series comes with a low VOC (volatile organic compounds) waterborne paint. The sustainable, stain-resistant paint provides a soft, highly tactile experience for high-wear surfaces and is better for the planet.

Leading the way with industry-first innovations

The new Alienware X-Series takes the Alienware DNA to new heights, with significant features that allow users to play the best PC games anywhere:

An industry-first innovation, the advanced Alienware Cryo-Tech cooling technology features the Element 31, an exclusive thermal interface material (TIM) concocted from Encapsulated Gallium-Silicone liquid metal compound. It delivers a 24 percent improvement in thermal resistance over the previous generation and up to a 50 percent improvement to the contact resistance in preliminary testing

The Alienware Quad-Fan design produces dedicated airflow using evacuative fans and dual opposite outlet fans for improved thermal control. Additionally, the AI-powered Smart Fan control technology allows individual fans to independently spin, slow down or remain steady according to various sensors within the system offering performance control to its user

The Thermal Control Circuit offset (TCC offset) offers gamers five uniquely Tailored Power States (TPS) to choose from according to their needs – Full Speed (max power), Performance mode (graphics priority), Balanced mode (balanced CPU/GPU), Cool mode (low-temperature priority), and Quiet mode (acoustics priority).

The X-Series also includes Alienware's HyperEfficient Voltage Regulation technology which is capable of up to 12-phase (on the X17) or 8-phase graphics voltage regulation (on the X15). This offers high-performance for longer gaming sessions

Features the AlienFX stadium lighting with 100 micro-LEDs on the X17 in the rear lighting alone (90 LEDs on the X15) designed as an independent and programmable lighting zone that gamers can personalize through the Alienware Command Center

Panel options include ComfortView Plus, a hardware-based, low-blue-light technology to help reduce eye strain without sacrificing display quality

NVIDIA G-SYNC is available on the FHD 360Hz display option on the X17 and with QHD 240Hz and FHD360Hz displays on the X15

Some exclusive features on the X17 include an ultra-low profile CHERRY MX keyboard design incorporating German stainless-steel mechanical components for a tactile experience like no other. The machine also allows users to upgrade their DDR5 memory after purchase

Both devices come in the Lunar Light color with high endurance clear coat and silky smooth finish

Pricing and availability:

The newly launched Alienware devices are available for purchase across Dell Exclusive Stores (DES), Dell.com large format retail, and multi-brand outlets. The Alienware X15 R2 starts at INR 249990 and the Alienware X17 R2 starts at INR 299990.

MSI Introduces New Business & Productivity Laptops

MSI has announced new Business and Productivity laptops for the Summit, Prestige, and Modern Series with 12th Gen Intel Core Processor. MSI revamps the whole business and productivity product line to maximized anyone who needs productivity.

The Intel Evo platform certification was awarded to the Summit and Prestige series for their lightweight design, rapid response, and long-lasting battery life. Discrete graphics, powered by NVIDIA, fuel the Summit and Prestige series to help people express their passion and help business professionals reach their goals. The Summit Flip models also feature a seamless 360° 2-in-1 design utilizing the touch screen capability to swap into a tablet mode. And for the Modern series, popular French illustrator Lorraine Sorlet collaborated on four visual designs revitalizing the series with a more 'modern' look. The robust lineup has a Business or Productivity laptop for everyone.

Derek Chen, MSI Notebook Worldwide Sales & Marketing Director, said, "MSI's roots are in high-performance laptops, and our Business Series laptops are built to complete any workspace. Our core mission has never changed; it's built to be the backbone that maximizes your productivity."

Summit Series:
Determined to Succeed

The Summit Series has been MSI's top-of-the-line Business & Productivity laptop since its inception in 2019. Aside from the existing Summit E13 Flip Evo and Summit E16 Flip, the new Summit E14 Flip Evo is joining this year's ranks to provide even more sizing options for different user needs. The Summit E16 Flip is powered by NVIDIA GeForce RTX Graphics to further boost its performance. The display also comes protected by Tobii Aware, automatically locking the laptop if the user is not nearby or by blurring the screen from prying eyes. "We are excited to partner with MSI and bring Tobii Aware to their users, a software based on attention computing," said Ulrica Wikström, VP of PC, Tobii. "Users and businesses want computers that proactively work to keep their information secure while also helping with their wellbeing and productivity. This is exactly what Tobii Aware brings when paired with MSI's new line of laptops."

Stay secure with implemented enterprise-grade securities such as webcam and port locks, discrete TPM support, fingerprint or IR webcam, and webcam status notification. However, being secure does not mean the Summit can't be lost or misplaced. Never lose track of the laptop with integrated Tile finding technology. With the free Tile app, activate and locate the Summit laptops nearby or far away. "MSI Summit series is built for productivity, but it's impossible to be productive if you spend unnecessary time searching for a lost or misplaced laptop," said CJ Prober, CEO, Tile. "Our collaboration with MSI and Intel makes it easy to unlock Tile's finding power with the pre-installed Tile Windows App, ensuring people can stay focused and productive." Additionally, AI technology allows the Summit to automatically adjust the system resource based on the scenario. With a myriad of new features, the Summit Series will help you succeed.

The new Summit series comes with superior security, impressive performance, and thoughtful product design, "It is here to complete your workplace and maximize your productivity," said Steven Yang, MSI Notebook Division, Regional Sales Manager.

Prestige Series:
The Elite Essence

The Prestige Series design is driven by aesthetics. Both the Prestige 15 and Prestige 14 boast a thin and light chassis design for portability yet better thermals. Immerse yourself in lossless music with Hi-Res Audio combined with DTS Audio Processing, providing a higher quality listening experience from higher bit-rate encoding.

Stay productive by speaking confidently and hearing others more clearly. Choose between an NVIDIA GeForce RTX Graphics or Intel Evo platform based on user performance preference. See the difference with True Pixel technology, bringing images to life with astonishing color precision. Enjoy added security with face or fingerprint sign-in to login faster with password less options. A long battery life and fast charging, stay productive longer with ease charge. A harmonious blend of features gives the Prestige its prestigious name.

Modern Series: Live Passionately Everyday

The Modern Series is the everyday favorite for trendsetters. That's why MSI teamed up with French illustrator, Lorraine Sorlet to tell four stories through visuals inspired by love, work, and travel. Trendy yet sophisticated describes the new facelift the Modern receives; a new chassis design to showcase the 'Modern' look. With fashionable designs and Classic Black and Urban Silver chassis, pick a style that matches everyday life. With all these thoughts on form, the Modern series earns its rightful spot in the Business & Productivity lineup with plenty of productive functions: a thin bezel offers a higher screen ratio, a 180° flip screen provides easy sharing, an enlarged touchpad yields better scrolling, and a full-size keyboard offers a full set of shortcuts. Tell us your story with the Modern 14 or Modern 15. "The Modern series is truly a beautiful accessory that you could carry wherever you go," said Anne Lee, MSI Notebook Division, Senior Product Marketing.

UiPath Unveils Enhanced Technology Partner Program

UiPath has announced the launch of its enhanced Technology Partner Program, which brings together independent software vendors (ISVs) that co-innovate with UiPath to deliver end-to-end applications and solutions for their joint customers. The UiPath Technology Partner Program now includes a variety of new technical, sales, and marketing offerings for partners to develop, test, and market their applications as well as promote complementary offerings.

The enhanced program is driven by increased global demand for automation solutions. According to a recent IDC Thought Leadership White Paper, The Economic Impact of UiPath Robotic Process Automation: $55 Billion a Year by 2025, sponsored by UiPath, "the economic benefits expected by the use of robotic process automation (RPA) software by UiPath customers will grow at a blistering pace, from $7 billion worldwide in 2021 to $55 billion in 2025." In addition, a 2022 UiPath survey of U.S. executives found that 78 percent are very or somewhat likely to invest more in automation to offset the impact of the labor shortage.

UiPath has added to its robust program to help technology partners win more business and break into new markets. The program provides a range of benefits that enable technology partners to confidently develop, test, certify, and market their solutions and go to market faster.

New features within the Technology Partner Program include:

Automation Build Benefits: UiPath is investing in tools for partners to create their own integrations more rapidly. Partners will also be offered more robust trial license access, training material to enhance their build efforts, and support to enable the partner and UiPath to extend their platforms and expand their customer bases.

Sales and Business Development Benefits: Technology Partners can now monetize their listing via the UiPath Marketplace, drive greater awareness of their company and listing with UiPath Sales Teams, and leverage insights from UiPath experts to expand offerings to new industries or lines of business.

Marketing Benefits: UiPath offers technology partners many opportunities, including access to the Partner Marketing program, a turn-key marketing campaign solution. This program enables companies to promote their partnership with UiPath and the value to customers through a menu of ready-to-go marketing campaigns. Technology partners also can have their listing and company information included on the UiPath website and portal.

Dalton Ruer, Data Cathedral Architect, Qlik, said, "The UiPath Technology Partner Program provided a lot of excitement and a solid foundation for Qlik to build and deliver a direct integration between Qlik Cloud analytics and the UiPath end-to-end enterprise automation software platform."

Dhruv Asher
Senior Vice President, Head of Business Development and Product Alliances, UiPath

Jean Paoli, Chief Executive Officer, Docugami, said, "We have been blown away by the technical and business support we've received from UiPath. UiPath makes it easy for us to deliver our document engineering solutions through their automation platform to an enormous range of potential customers. With these new expanded partner services, we look forward to even stronger go-to-market opportunities and working with UiPath to deliver even greater value to our mutual customers."

Small to midsize technology companies have unique needs and capabilities. To serve this market, the UiPath Technology Partner Program offers two partner tiers: a free self-service tier and a paid tier, the latter of which provides more dedicated support and access to additional benefits that enable the technology partner to scale their membership faster. The enhanced Technology Partner Program is tailored around the needs, ambitions, and aspirations of each partner.

Dhruv Asher, Senior Vice President, Head of Business Development and Product Alliances, UiPath, said, "Technology companies choose to partner with UiPath because they want to work with the leader in the automation space. We value our technology partners because they enable UiPath to extend our platform and make it ubiquitous via our partners' technology and customer base. The turn-key marketing programs and other innovations in our Technology Partner Program will help showcase the value these companies deliver to our joint customers every day."

Inflow Technologies & Claroty Signs Distribution Pact

Bengaluru based Inflow Technologies has signed a distribution pact with Claroty, the industrial cybersecurity company that helps one of the world's largest enterprises reveal, protect, and manage their OT, IoT, and IIoT assets. Inflow Technologies is one of the fastest growing value-added distributors in India and is a niche player in the Distribution Services industry providing Value Added Distribution in Cyber Security, Networking, Unified Communications and Collaboration, AIDC & POS, Infrastructure & Application Software, Storage Management and Electronic Security products & related services in South Asia with revenue run rate of USD 370+ million. Headquartered in Bangalore, Inflow Technologies has a presence in 15 locations across India & SAARC.

Rajesh Kumar, Vice President Business Technology Unit, Inflow Technologies, said, "Claroty has created the industry leading platform to detect, manage and secure OT, IoT, and IIoT assets in industrial environments. We are delighted to partner with them and through our esteemed channel partners we will focus on offering this industrial cybersecurity solution to end customers. Our skilled, focussed team will work with identified channel partners to equip and enable their teams."

The Claroty Platform is a complete industrial cybersecurity solution that comprises Claroty's Continuous Threat Detection, Secure Remote Access, and Edge technologies. It reveals and protects all industrial assets while detecting the earliest indicators of threats via proprietary detection technologies. With highly flexible and rapid deployment options, a vast integration ecosystem, and robust API, the platform seamlessly integrates with any industrial environment regardless of the scale, architecture, or maturity of existing cybersecurity programs. The platform is also the industry's only solution with integrated remote incident management capabilities spanning the entire incident lifecycle.

"Securing the industrial economy has historically been a difficult process due to the complexity and inaccessibility of OT environments," said Nick Nindra, Head of Channels and Alliances, APJ, Claroty. "This endeavor requires a strong ecosystem of partners working closely together to give industrial enterprises fast and easy solutions, which we aim to do through our partnership with Inflow Technologies Pvt. Ltd. We look forward to working together to secure the industrial and critical infrastructure systems that power India's economy."

GajShield Infotech Organizes Channel Partner Meet with Mass Infonet

GajShield Infotech is a cybersecurity company developing security solutions that provide protection against the current and evolving cyber security threats. The well-known Data Security Firewall solution provider that has been one of the pioneers in the development of security solutions and an active contributor to the industry in combating security threats has recently organized its channel partner meet. The company has been recognized for addressing significant security challenges alongside delivering futuristic solutions for clients' current and future requisites. Initiated in partnership with its Regional distributor Mass Infonet, (Mumbai and ROM), the one-day event was organized on 11th March 2022 at Centre Point, Nagpur.

The meeting comes in the wake of several high-profile cyberattacks, that has brought an added urgency to such security issues. The session has been designed to facilitate their partners in leveraging and building their expertise in the domain of cyber security. Dedicated partners attended the session to strengthen their knowledge on GajShield products and solutions. The core agenda of the meet was to aid channel partners in working towards new industry standards with robust security tools alongside providing them with relevant skills training. The session was aimed at enabling GajShield's Partners to groom their ability and mechanical skills, enhance partner profitability, expand opportunities, and empower partner success.

Sonit Jain, CEO, GajShield Infotech, said, "GajShield Infotech channel partner meet comes at a timely moment, highlighting on the pressing need for adaptable security solutions to combat cyberattacks that continue to exploit vulnerabilities targeting people, organizations, and government. The meet organized in partnership with Mass Infonet will offer a wide-ranging security suite empowering our partners and their organizations to build and grow their security infrastructures. The partner meet is a grand development led by GajShield Infotech to help our partners in emerging into security experts across their technology portfolio."

Srinivas Hebbar, MD, Mass Infonet Private Limited, said, "We are proud to associate with GajShield Infotech in organizing the channel partner meet. The program was commenced at a time when many organizations have been struggling to meet the security requisites. We understand that cyber security is a crucial element that will remain a top priority for organizations, even as the pandemic subsides. We have designed our partner program to amplify our partner success and to qualify their virtual transformation."

Shark Tank Featured Growfitter Grabs $1 Million Funding

An Indian incentivized health & wellness platform, Growfitter has raised $1 million in a Pre Series A round led by Inflection Point Ventures. The round also saw participation from The First Post Capital, Mumbai Angels, Startup Angel Network, DevX Accelerator Fund, Blockchain Founders Fund (Singapore), JPIN.

Well-known angels Mohit Burman (Vice Chairman, Dabur India) and Aman Gupta, Co-founder CMO boAt also joined the round. Amar Gupta invested in the company through Shark Tank India, where Growfitter appeared after signing the lead investor of this round.

The funds will be utilized for building technology infrastructure and expanding business operations, hiring, and branding of the platform. Growfitter was also selected amongst the top 30 startups in the Korean Govt-backed K-Startup Grand Challenge program.

The team stayed in South Korea for 4 months in FY2020 to work on the platform. It was also a part of Class 27 of the Alchemist Accelerator program, one of the accelerator programs in Bay Area USA run by Stanford Professor Ravi Belani.

Vinay Bansal, Founder & CEO, Inflection Point Ventures, said, "The pandemic has brought about awareness among the end-users and businesses around digitally delivered solutions. Health has emerged as a top priority. Growfitter digital health program uses a combination of proven behavioral science & rich data science to help build healthy habits that stick. Growfitter is building out a full-stack model that will eventually have insurance & financial products, & really become an embedded financial services platform creating a community of health & wellness which is the big trend going forward. The Company's motion-sensing proprietary algorithm helps the users to keep a note of their movement, allotting them points on every workout. We see potential in businesses which are taking high-touch manual business processes and bringing digital transformation to the doorstep."

Growfitter has partnerships with brands including P&G, Puma, Jockey, Paytm, Myntra, Lakme, Ixigo, Blinkit (formerly known as Grofers), Tata 1mg, WazirX, MFine, Ease My Trip, Pharmeasy, MediBuddy & MyGlamm for their reward program. They have also signed an MOU as a licensed group insurance partner with Aditya Birla Health Insurance & Raheja QBE.

Growfitter app has been downloaded by more than 600K+ users across 200 cities & rewards worth more than $1 million have already been redeemed. The app also offers a premium subscription & already has 20k+ paid subscribers on the platform & more than 3 million visitors on their website Growfitter.com.

The platform has installed its QR codes in over 1000+ fitness centers in the country and more than 5 million users have scanned these QR codes.

Sanmati Pande, Co-Founder & CEO, Growfitter, said, "IPV is one of the best investment platforms run by industry veterans & professionals. Vinay Bansal has been a great support by providing not just growth capital but also strategic partnerships to scale the business. Their turnaround time to close the round was phenomenal."

"We are really an insurtech company but creating a community in health & wellness. We believe that embedded financial services will be a big trend going forward & we are building the biggest one for health & wellness." adds Sanmati.

The digital health market is increasing. According to Precedence Research, the global digital health market size is expected to garner around $551 billion by 2027, with a CAGR of 16.5 percent from 2020 to 2027.

Harshit Sethy, Co-Founder, CTO, Growfitter, said, "The funding will be used to grow our technology stack, offer more immersive experiences to our users and members, and to develop a wider embrace of our target segments. We have also now introduced Fitness & Group challenges where users can compete & win rewards. Our aim is to reach 10 million users in the next 2 years & build an ecosystem powered by AI & Machine learning which will help people to get fit and adopt a healthy lifestyle."

Canon Wins the BLI 2022 A3 Line of the Year Award

Canon has announced that it has won the coveted Buyers Lab (BLI) 2022 A3 Line of the Year Award as well as the BLI Pick Award for Outstanding Cloud Output Management Solution from Keypoint Intelligence, one of the world's leading independent providers of testing services and analytical information to the document imaging industry. The BLI 2022 Pick Award marked the fourth consecutive year that Canon's uniFLOW Online received an outstanding cloud output management accolade.

Bhaskhar, Senior Vice President – BIS Segment, Canon India, said, "We are truly honored, once again, to be presented with the BLI A3 Line of the Year Award, and the Pick Award for Outstanding Cloud Output Management Solution in recognition of our innovation efforts. The wins reaffirm Canon's commitment to delivering reliable devices and practical solutions to businesses operating in these changing times. We will continue to meet the requirements of today's hybrid work environments by combining the best of our technologies and constant innovation."

BLI 2022 A3 Line of the Year Award

Deemed best overall based on rigorous lab evaluations, Canon's range of A3 multi-function devices, the imageRUNNER ADVANCE DX series

BHASKHAR
Senior Vice President – BIS Segment, Canon India

earned the highest overall rating from Keypoint Intelligence. To determine the overall quality of the product line, analysts took into consideration the ratings in many key areas, including reliability and usability.

"Canon has assembled an excellent lineup of A3 MFPs that deliver exceptional performance and have the same well-designed touchscreen that boosts productivity even more," said Pete Emory, Director of Research & Lab Services US/Asia, Keypoint Intelligence. "Not only has Canon won big with multiple BLI Winter 2022 A3 Pick Awards and this BLI 2022 A3 Line of Year Award, the company completed the incredible hat trick by earning the BLI 2022-2024 Most Reliable A3 Brand Award – all during this same awards cycle. It is clear that Canon has an A3 MFP for any customer, and it is also clear that users can rely on Canon A3 MFPs to get the job done accurately and efficiently."

BLI Outstanding Cloud Output Management Solution Pick Award

Recognized as one of the most impressive solutions evaluated by Keypoint Intelligence during the previous 12-month test cycle, Canon's cloud-based print management solution, uniFLOW Online proved its ability to help businesses track and control print, scan and copy activities from different environments effectively through a single platform in the cloud. Supporting hybrid work environments through frequent updates, uniFLOW Online enables remote and in-office users to work with additional cloud solutions, automate the scanning process while protecting valuable business data.

"For the fourth time in as many years, Canon's uniFLOW Online is taking home a BLI Award for Outstanding Cloud Output Management Solution," said Lee Davis, Associate Director of Software/Scanners, Keypoint Intelligence. "The solution's continued success should not come as a surprise, as Canon has been continually upgrading and improving the solution, ensuring that customers have access to the latest output management capabilities available."

Lenovo Appoints Ajay Sehgal as Executive Director

AJAY SEHGAL
Executive Director,
India Commercial Business,
Lenovo

Lenovo has appointed Ajay Sehgal as the Executive Director for India Commercial Business. Based in Mumbai, Ajay will be responsible for driving growth for the overall Lenovo India Commercial PC & Smart Devices business and will additionally anchor the GTM transformation for the Infrastructure Solutions and Service & Solutions businesses.

Ajay has more than two decades of experience in the telecommunications, information technology, and office automation industries, including a background in the design and deployment of business strategies, building new businesses, M&A execution, digitalization, distribution, and brand building leadership, across the consumer and enterprise go-to-market segments.

Prior to joining Lenovo, Ajay worked with Vodafone as Executive Vice President, Enterprise Business. There, he was responsible for driving growth and was responsible for P&L, market share, revenue and customer experience. He also led the digital telco agenda for the organization. In previous roles, he has worked with HP India as well as with Xerox, and has handled multiple leadership positions across the PC and printing solutions businesses

Shailendra Katyal, Managing Director, Lenovo India, said, "Companies large and small are accelerating their digital transformation, and are seeking trusted partners to help them navigate this exciting transition. I am excited to have Ajay take up this critical role as we invest in this important growth area. I am confident that his experience will help take our commercial sales organization to the next level along our journey of service-led-transformation."

Oracle Unveils Java 18

Oracle has announced the availability of Java 18, the latest version of one of the world's number one programming language and development platforms. Java 18 (Oracle JDK 18) delivers thousands of performance, stability, and security improvements, including nine enhancements to the platform that will further improve developer productivity.

The latest Java Development Kit (JDK) provides updates and improvements with nine JDK Enhancement Proposals (JEPs). These include the capability to add Code Snippets in Java API Documentation (JEP 413), which simplifies the addition of sample source code in API documentation, and Simple Web Server (JEP 408) for prototyping and testing. Developers can explore two incubating modules: the Vector API (JEP 417) and the Foreign Function and Memory API (JEP 419), as well as a preview feature: Pattern Matching for Switch (JEP 420).

Georges Saab, Vice President of Development, Java Platform Group, Oracle, said, "The release of Java 18 demonstrates Oracle's continued commitment to provide enterprises and developers faster access to enhancements with the six-month feature release cadence. We continue to make technical investments that improve the performance, stability, and security of the Java SE Platform implementations, as well as the Java Development Kit."

"Java developers want continued innovation with modern programming language features, developer experience enhancements, cloud managed services, and stability," said James Governor, Principal Analyst, RedMonk. "With Java's consistent six-month release cadence Oracle is meeting those demands, helping to keep Java relevant for modern applications and workloads."

Accelerating Java's Adoption in the Cloud

Oracle recently introduced Java Management Service (JMS), a new Oracle Cloud Infrastructure (OCI) native service to help manage Java runtimes and applications on-premises or on any cloud. JMS delivers the information needed to manage Java deployments across the enterprise. Java Management Service is included for OCI workloads and for Java SE Subscribers.

Java 18 is the latest release under Java's six-month release cadence and is the result of extensive collaboration between Oracle engineers and other members of the worldwide Java developer community via the OpenJDK Project and the Java Community Process (JCP). This provides a steady stream of innovations while also delivering continued performance, stability and security improvements that will increase Java's pervasiveness across organizations and industries of all sizes. The largest changes delivered in Java 18 are:

Updates and Improvements to Libraries

- **JEP 400:** UTF-8 by Default – Sets UTF-8 as the default charset of the standard Java APIs. With this change, APIs that depend on the default charset will behave consistently across all implementations, operating systems, locales, and configurations.

- **JEP 408:** Simple Web Server – A command-line tool and API to start a minimal web server that serves static files only. This tool will be useful for prototyping, ad-hoc coding, and testing purposes, particularly in educational contexts.

- **JEP 416:** Reimplement Core Reflection with Method Handles – Reimplements java.lang.reflect.Method, Constructor, and Field on top of java.lang.invoke method handles. By making method handles the underlying mechanism for reflection, it reduces the maintenance and development cost of both the java.lang.reflect and java.lang.invoke APIs.

- **JEP 418:** Internet-Address Resolution SPI – Defines a service-provider interface (SPI) for host name and address resolution, so that java.net.InetAddress can make use of resolvers other than the platform's built-in resolver.

Tools

- **JEP 413:** JEP Code Snippets in Java API Documentation – Introduces the @snippet tag for JavaDoc's Standard Doclet to simplify the inclusion of example source code in API documentation.

Preview and Incubators for Later JDK Releases

- **JEP 417:** Vector API (Third Incubator) – Provides an API for developers to reliably leverage CPU architectures that provide scalable vector extensions. This will lead to superior performance compared to equivalent computations on non-extended processors.

- **JEP 419:** Foreign Function and Memory API (Second Incubator) – Enables Java programs to interoperate with code and data outside of the Java runtime. By efficiently invoking foreign functions (i.e., code outside the JVM), and by safely accessing foreign memory (i.e., memory not managed by the JVM), the API enables Java programs to call native libraries and process native data without the brittleness and pitfalls of JNI.

- **JEP 420:** Pattern Matching for Switch (Second Preview) – Enhances the Java programming language with pattern matching for switch expressions and statements, along with extensions to the language of patterns. Extending pattern matching to switch allows an expression to be tested against a number of patterns, each with a specific action, so that complex data-oriented queries can be expressed concisely and safely.

Future Proofing Java Programs

- **JEP 421:** Deprecate Finalization for Removal – Finalization remains enabled by default for now, but can be disabled to facilitate testing. In a future release, it will be disabled by default, and in a later release, it will be removed. Maintainers of libraries and applications that rely upon finalization should consider migrating to other resource management techniques such as the try-with-resources statement and cleaners.

Supporting Java Customers

The Oracle Java SE Subscription, a predictable pay-as-you-go offering, provides customers with best in class support, entitlement to GraalVM Enterprise, access to the Java Management Service, and the flexibility to upgrade at the pace of their business. This helps IT organizations manage complexity, contain costs, and mitigate security risks.

Channel Point

Artificial Intelligence the big Opportunity for ISVs & Channel Partners

The days of channel partners being a step behind technology giants are gone. Now the latest technologies that vendors offer and curated into cutting edge solutions by ISVs & channel partners, adding a huge amount of value to the solutions, leverage to the vendors and of course- years to the life of user companies.

Artificial intelligence is one space that is fast developing in its applicability to all sectors, globally. In fact, this is one such technology which is along with a shift in the partner ecosystem is accelerating digital transformation, return to smartern working, and building strategic ecosystems that can drive better business outcomes.

However, India still has a long way to go to be able to utilize AI solutions to add value to business solutions, and we are still experimenting. But to take things forward, its time ISVs also work on their AI abilities, deep understanding and agile processes to offer the advantage AI offers to industry. One of the most significant areas where AI is used widely to develop solutions is in the start-up and small scale sector. Perhaps that's where synergies need to be built, because experts say, that's where most of the AI adoption in India will ultimately take place.

However, factors such as lack of clarity of rules and regulations and the issues of integrity and ethics with AI and ML solutions is hampering the market growth of AI in India. Policy documents and working drafts on Artificial Intelligence issued by the Niti Aayog recognize ethical and fundamental concerns with the implementation of AI and hints towards a self-regulatory approach towards the same in coming times.Also, since data plays a huge role in AI and machine learning apps, there are issues of policies and compliances to be resolved a well!

Perhaps it's also time for ISVs & channels to create their own IPs in the AI space! This could be their opportunity to make inroads into the AI adoption that is expected to reach $500B by 2024, globally. Some of the critical areas where channel partners could add value is chatbots, virtual assistants while the government can utilize AI in citizen services, security, and smart cities.This could provide a significant push to the AI market, especially for the ISV and channel.

In the overall India Artificial Intelligence market share, southern region has captured major pie since 2019 and are expected to lead throughout the forecast period. Further, increasing government spending in research and development of AI based technological advancements would fuel market growth over the coming years.

In 2020, Indian AI startups raised $836.3 million, the largest funding outlay during the last seven years. During the same year, Indian government increased the outlay for Digital India to USD $477 million to boost AI, IoT, big data, cybersecurity, machine learning and robotics.

Either case, it's time for India to develop the ecosystem needed in channels for leveraging AI for better business and to grow to meet world standards of technology adoption.

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

#1 Backup for Service Providers

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

veeam | CSP PARTNER PROGRAM