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Vol XII | Issue 5 | September 2022 | Pages 32

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Founder & CTO,  
GetVantage



**Kavita Gupta**  
Director, Enterprise Sales,  
Services & Solutions,  
HP India



**Shivendra Pratap Singh**  
Country Category  
Manager- PC Services,  
HP India Sales



**Bharath Shenoy**  
Senior Market Analyst,  
PC Devices, IDC India



**Kalpesh Shah**  
Director and Co-Founder,  
Neptune Infosolutions



**Harsh Rajat**  
Founder,  
Ethereum Push  
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205, 2nd Floor, Center Point Building, Hemanta Basu Sarani,  
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Ph.: 22488118, 22488210, 22481620,

Mobile: +91-8337071326, Fax: 03322486604

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

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





# SMEs, Startups Secure Future for DaaS

*Digital transformation and the work-from-home movement may not be the only big technology trends gaining strength due to the Covid-19 pandemic. Device-as-a-Service (DaaS) model of acquiring hardware without having to buy, configure, and manage it, is also picking up traction in the business IT marketplace in the last two years*

Amit Singh

# DaaS

## Device-as-a-Service

**COVER STORY**

**T**ill 6-7 years back, no major PC manufacturers offered a DaaS option to acquire hardware. But in 2020 that changed dramatically with a majority of large PC makers offering DaaS options to their customers.

The pandemic brought remote and hybrid working to the forefront and businesses looked at maintaining business continuity while allowing flexibility, security, and reducing overheads.

When the pandemic hit and the workforce went remote, desktop adoption declined drastically. In fact, a big chunk of that demand drifted to notebooks. In this scenario, Device-as-a-Service started gaining some traction over the last two years when enterprises were struggling to procure devices on time, says BharathShenoy, Senior Market Analyst, PC Devices, IDC India.

Gartner forecasts that the number of users for DaaS will grow by over 150 percent between 2020 and 2023.

### Why DaaS?

In a typical work

scenario with employees on remote work, the organization has to procure computing devices like laptops and desktops for its workers. Post procurement the devices have to be configured according to the internal IT structure by the IT teams. Most importantly, post-deployment the devices need to be maintained and security has to be taken care of.

With Device-as-a-Service, companies can offer workspaces to employees without having to worry about procuring hardware, individual configurations, and maintenance. Using DaaS means businesses can allow employees to work from anywhere without any added hardware and software hassles. The devices aren't purchased outright by companies like in the past but are paid for on a consumption model.

That may seem like a lease, but it's not a lease; DaaS is less about the device and more about the services associated with the devices. The service provider takes care of the pre-configured hardware needs, software



“It becomes very difficult for the IT team to manage IT assets of the distributed employees. I think DaaS will help, especially in the kind of a distributed environment, reducing the burden of device management.”

**AMIT SRIVASTAVA,**  
Founder & CTO, GetVantage

solutions for security, offers scalability, and manages the device replacement cycle while freeing

internal IT resources.

In fact, organizations quickly realized that it was easier to procure machines



# DaaS

## Device-as-a-Service

fully loaded and configured and ready for workers to do their jobs from home. "We have seen teams

getting distributed over PAN India level. It becomes very difficult for the IT team to manage their IT



“Customers can adapt the DaaS model to achieve a variety of objectives, including lowering costs, automating IT management, and enhancing security and employee productivity while simultaneously increasing organizational competitiveness.”

**KAVITA GUPTA**, Director,  
Enterprise Sales, Services & Solutions, HP India



“Analytics in our DaaS service offering takes care of the productivity of the employees. It can prompt users on a hard disk/battery failure, or any software glitch. Besides increasing employee productivity, this service takes customer experience to the next level.”

**SHIVENDRA PRATAP SINGH**,  
Country Category Manager- PC Services,  
HP India Sales

assets. I think this kind of service will help, especially in the kind of a distributed environment, reducing

the burden of device management,” shares Amit Srivastava, Co-founder & CTO, GetVantage.



# DaaS

## Device-as-a-Service

■ COVER STORY

For companies, it essentially streamlined the process of quickly enabling a large number of at-home workers that companies didn't have in the past.

### Productivity, cost benefits

IT support amounts to a significant portion of an organization's annual expenses, whether it is procurement, deployment, or refreshment of the devices. DaaS reduces the burden on the internal teams and on the organization's profitability.

While industry experts agree that a three-year refresh cycle is the optimal length of time for computing hardware, businesses stuck with outdated technology end up spending 30 percent more to repair devices that are four years or older compared to new devices. In many cases, as technology changes come in faster, repair costs for older devices can exceed the purchase prices of newer devices. With DaaS, the organizations always have access to the latest technology leading to increased productivity

and reducing the costs of repairs and refreshment cycles.

"DaaS combines hardware, services, and software into a single, configurable solution for a predictable, periodic fee. This service also enables customers to move away from onsite IT infrastructure and aid them with smarter but affordable technology for competitive advantage, higher productivity, and workforce empowerment," highlights Ajay Sehgal, Executive Director, Commercial Business, Lenovo India.

Along with the device, Lenovo offers a variety of services designed to protect and support the asset during its lifecycle. When the device reaches the end of its service life, Lenovo collects the device, wipes it clean of the customer's data, and recycles or repurposes it. This means the device can either be refurbished or reintroduced into a new working environment, or the device's parts can be used to repair other devices under warranty. Customers only pay for what they use, avoiding the heavy capital outlays of the ownership



“Over the last two years, DaaS model saw some momentum, especially in the SME segment which has a small budget and limited IT resources. With the digitalization drive expected to grow in SMEs, DaaS market will see high growth.”

**BHARATH SHENOY,**  
Senior Market Analyst, PC Devices, IDC India

model, as well as escaping the burden and cost of disposal.

“The implementation of DaaS solutions provides many unique computing

# DaaS

## Device-as-a-Service

solutions to enterprises to simplify IT requirements. Customers can adapt the DaaS model to achieve a variety of objectives, including lowering

costs, automating IT management, and enhancing security and employee productivity while simultaneously increasing organizational

competitiveness," states Kavit Gupta, Director, Enterprise Sales, Services & Solutions, HP India.

By subscribing to DaaS, the provider will allow the organization to upgrade and deploy portable devices as needed and update the new hardware more often and quickly without much stress on the organization itself. With the DaaS agreement, the customer simply pays to use the equipment during the contract and can be upgraded to the latest and greatest machine for a similar monthly payment, he adds.

"On top of that, we add analytics in our DaaS service offering, which takes care of the productivity of the employees. For instance, it can prompt the users about a preemptive hard disk, battery failure, or any software glitch. So, instead of waiting for the system or component to actually fail, we can proactively address the issue or dispatch the component to the user location and replace it before it actually fails. Besides increasing employee productivity, this service also takes

customer experience to the next level," underlines ShivendraPratap Singh, Country Category Manager-PC Services, HP India Sales.

DaaS also reduces a company's total cost of ownership (TCO) as well as protects them from concerns such as the depreciation of devices after a few years of use. It also offers more flexibility as the plans are completely customizable and can be scaled up/down according to the company's requirements.

### SME push

According to a 2020 study by IT research firm Techaisle, maintenance and support take up 77 percent of IT staff time in SMEs, leaving only 23 percent of the time for transformation or innovation-related activities.

For SMEs, DaaS leads to significant cost savings and an option to scale up as and when required. According to a February 2021 report by TeamLease Digital, the DaaS adoption in India had witnessed 65 percent growth, and this increase was specifically witnessed amongst the



“DaaS is a great business option because rather than only selling a product one time, we can sell them up to five times. By clubbing devices with different kinds of services and capabilities we can offer more to customers.”

**KALPESH SHAH,**  
Director and Co-Founder, Neptune Infosolutions



# DaaS

## Device-as-a-Service

country's small and medium businesses. Fast-moving consumer goods (FMCG), pharma, and banking, financial services, and insurance (BFSI) segments have led the

growth.

Buying, configuring, and managing a computing device on one's own can be costly, especially for SMEs, which typically have a

lean IT team and small budget.

"DaaS reduces capital expenditure, as well as operating costs for SMEs. They also benefit through a reasonable per seat expense spread over a three-to-four-year horizon. In fact, DaaS is a great option for small organizations or startups with as low as 25-50 employees. These smaller organizations don't have to worry about huge investments on devices, hiring engineers, and device management solutions," says ShivendraPratap Singh, Country Category Manager-PC Services, HP India Sales.

"Over the last two years, this model is getting some momentum, especially in the SME segment which has a small budget and limited IT resources. With the digitalization drive expected to grow in SMEs, PC demand will increase. That will eventually drive the DaaS market," says Shenoy of IDC.

DaaS is offered in a variety of pricing tiers, one can opt for a monthly or yearly subscription model. In addition, we are also providing several easy

finance models through HP's finance partners, who have introduced attractive financing offers through which businesses can acquire business devices starting at just Rs 899 per month," reveals Gupta of HP India.

### More value for vendors

And while this can all be beneficial for users, the DaaS model also provides a mix of big benefits for hardware vendors and partners.

First, because customers use the devices until they are done with them, the vendors get them back and can collect, refurbish, and resell them to new users up to four more times over the useful life of the devices, which maximizes returns on investments.

"For vendors, it's a great option because rather than only selling a product one time, they can sell them up to five times," shares Kalpesh Shah, Director and Co-Founder, Neptune Infosolutions. "The benefit is that by keeping control of the



“We expect the DaaS market to further expand in the next 2-3 years, with primary sectors such as consumer goods, financial services, and healthcare being at the forefront. The sustainability factor will be another area that will boost the momentum.”

**AJAY SEHGAL,**  
Executive Director, Commercial Business, Lenovo India



“ I think DaaS is the future. I really think that the infrastructure which we have will fade away soon. There is a lot of advantage to having DaaS as we can update faster and don’t have to worry about maintenance. ”

**HARSH RAJAT,**  
Founder, Ethereum Push Notification Service

devices and surrounding them with different kinds of services and capabilities each time you can give

more to customers. In the hardware business, margins are thin, but here you sell it over and over.

That’s why we think this is an exciting trend.”

It’s also something that can boost revenue for hardware vendors at a time when sales may be lower due to the growing popularity of business customers moving workloads to the cloud. When customers move to the cloud, hardware sales typically get lost in the transaction.

But the challenges are there as well. To enable DaaS, vendors require complicated supply chains to collect, refurbish, and redistribute all that gear. Creating and maintaining the needed supply chains to create a seamless experience for customers isn’t easy, though. On the flip side, companies that already have such supply chains will be able to drive more value from them.

### DaaS is the future

With SMEs and the start-up ecosystem expected to grow big, the next 2-3 years hold strong prospects for the DaaS model as per Shenoy of IDC.

“We expect the DaaS market to further expand

in the next 2-3 years, with primary sectors such as consumer goods, financial services, and healthcare being at the forefront. The sustainability factor will be another area that will gain momentum. While customers and businesses become more aware of having energy-efficient devices, integrating sustainable materials, minimizing waste through innovations in product and packaging design, and responsible disposal, they will expect their service partners to be responsible and unified under a common purpose,” says Sehgal of Lenovo.

“I think DaaS is the future. I really think that the infrastructure which we have will fade away soon. There is a lot of advantage to having DaaS as we can update faster and don’t have to worry about maintenance. So, I think DaaS is the future and we all should be moving towards it,” asserts Harsh Rajat, Founder, Ethereum Push Notification Service.

For hardware vendors that aren’t filling these demands in the future, it will be a challenging environment in the future.



Kate Woolley, General Manager, IBM Ecosystem shared IBM's vision for the future, in a detailed conversation with Amit Singh, as the company simplifies business for partners, creates faster GTM models as it targets to double its revenues from the ecosystem over the next 3-5 years

## HYBRID CLOUD & AI ARE AT THE CORE OF IBM, PARTNERS' GROWTH ENGINE

■ **How has IBM as a technology solutions provider evolved over the last two years of the pandemic as customer expectations changed dramatically in favor of digital transformation?**

IBM is focused on the global demand for hybrid cloud and AI, which we deliver by providing secure hybrid cloud and AI solutions to support our clients' and partners' digital transformations. Especially since the pandemic, our partners are looking to create and innovate across cloud environments to help clients in their digital transformations, and to realize this ambition alongside them – and win the race to unlocking the hybrid cloud market – we must provide 1) a great platform and 2) a robust partner ecosystem.

This is where Red Hat OpenShift comes in, with an enterprise-ready and highly secure platform that provides an agile and consistent operating environment across all major cloud infrastructures.

Red Hat OpenShift exists alongside the partner ecosystem, and together they create one of the highest-potential and most powerful forces in technology. Through IBM's open network of strategic partners, systems integrators, software vendors, resellers, developers, and other industry-leading companies, the IBM Ecosystem enables partners to deliver integrated solutions with Red Hat that help them manage their workloads across any cloud infrastructure, on- or off-premises, and across multiple clouds.

Client expectations continue to evolve, dictated by business and societal needs, where one partner can no longer serve all of a client's growing demands.

The shared vision for the future for partners and clients, with hybrid cloud and AI at the core, is the future – a growth engine for IBM and our partners and integral to the success of our clients.



**KATE WOOLLEY,**  
General Manager, IBM Ecosystem

■ **How is the partner ecosystem contributing to the IBM growth strategy and how are they co-creating solutions with IBM?**

The IBM Ecosystem is central to IBM's strategy and a multibillion-dollar growth engine for the company, with tens of thousands of partners of all types, from managed service providers to distributors and hyperscalers. IBM provides the support, resources, and expertise to help partners co-create, get to market faster, and grow their businesses. Co-creation is at the heart of this, with all kinds of resources and benefits extended to partners, from partner networks joining forces to develop tech hubs and centers of excellence, to ecosystem and build labs co-creating solutions for partners and end-users.

Let's take the example of Marks & Spencer Reliance India. Together with our partner Acuver Consulting, IBM helped M&S India modernize its supply chain with IBM Sterling solutions to drive seamless integration between online and in-store business and improve the customer experience. As a result of this co-innovation, M&S India is now able to drive faster delivery of products to customers by streamlining the order fulfillment process using IBM Sterling's Order Management with real-time Inventory

Visibility, a microservices-based solution running on IBM Cloud, along with call center capabilities to expand its digital presence and accelerate business growth. The partnership prioritized a project in need of transformation, demanded by clients, and driven by efficiency and focus to make order management more robust and reliable.

we have in the ecosystem and we've increased our technical expertise by 35 percent. We've also made the changes I previously noted to the Partner Portal and through the brand campaign. By simplifying how partners do business with us and creating faster go-to-market models, we anticipate steady growth in onboarding new partners, helping us achieve our

to help clients migrate workloads and applications this way, as well. And last year, EY and IBM launched a Center of Excellence to help financial institutions accelerate their digital transformations in key areas.

These are all signs that the GTM strategy with partners is paying dividends to the ecosystem.

■ **Please talk about your recent achievements and top focus areas over the next 2-5 years.**

Since I took on the role of general manager for the IBM Ecosystem at the beginning of the year, I've visited over 100 of our partners around the world and spoken with many more. In those conversations, it became clear to me based on their feedback that my two main priorities needed to be simplifying the partner experience with IBM and becoming more essential to our partners during their journeys with us.

To start, we've streamlined the way partners can access IBM solutions, resources, and expertise to help them go to market faster and grow their businesses. We made it easier for ecosystem partners to manage opportunities and incentives by enabling faster collaboration through the IBM Partner Portal. We streamlined our co-marketing program and are helping our partners by creating more

“We've doubled the amount of brand specialization and brand specialized resources we have in the ecosystem and we've increased our technical expertise by 35 percent.”

■ **Please share your recent channel initiatives and how IBM is strengthening its GTM strategy with partners.**

IBM works with more than 55 thousand partners around the world, and we want our partners to be the best in the industry at establishing a hybrid cloud architecture and an AI footprint for our mutual clients. In response, we've recently made substantial changes to our go-to-market model to benefit our partners.

For channel partners, we've doubled the amount of brand specialization and brand specialized resources

goal of doubling revenue through the ecosystem over the next 3-5 years.

But that's not all. A significant number of IBM's technology and infrastructure partners have invested in Red Hat OpenShift and are increasing their influence revenue as a result. For example, IBM's as-a-service software offerings run on the platform and continue to make the software more widely available through partners, such as AWS. Salesforce is making its leading integration software, MuleSoft, available on any hybrid cloud environment using Red Hat OpenShift. Apptio and IBM are collaborating



pull in the market for our services through the Let's Create campaign. And we've implemented new policies to accelerate sales hand-off, getting more qualified sales leads faster to the right skilled partners through our Auto Deal Share program.

IBM's unique open hybrid cloud platform, Red Hat OpenShift with IBM Cloud Paks at the core, provides the greatest opportunity for partners looking to grow with IBM and drive transformation for clients.

There's more to come, and our intent towards easier and more essential engagement is our North Star.

■ **As per market research, almost 80 percent of digital transformation initiatives fail due to various reasons. What are the top challenges you see which are resulting in failures and what are your suggestions to avoid these failures?**

I like to think about this question another way and ask what it takes to be successful in this era of digital transformation, for us and our clients. This is something we've thought a lot about at IBM and I've thought a lot about for the IBM Ecosystem. It all comes back to focus and execution. This is why we have centered our strategy around hybrid cloud and AI. It's also why my focus

for the IBM Ecosystem is on delivering that strategy more simply to clients with our partners, and in the process becoming more essential to them. We're making progress but still have more to do.

When we think about areas of opportunity for IBM channel partners, investing in a hybrid cloud approach to help

to providing services, all while addressing unique industry regulations and security requirements. Anything that helps us deliver for partners and clients in our areas of focus is an area of interest and opportunity, and we will continue to consider and grow our offerings and partnerships where it makes sense.

we do globally.

With respect to the IBM Ecosystem, there are more than 1000 contracted partners in the region. Out of those, 60 percent of our partners are working with us on co-marketing activities and more than a quarter are certified across Sales & Technical specializations spanning IBM Cloud, Data & AI, Automation & Security.

As an extension of our local growth charter, we have been expanding IBM's footprint to cities beyond the metros in India. IBM Software Labs unveiled state-of-the-art product engineering, design, and software development centers in Kochi (Kerala) & Ahmedabad (Gujarat) in the last few months. We also recently announced the launch of a new Automation Innovation Centre housed within the IBM India Software Lab in Kochi. The new center, which will be fully operational in Q3 2022, will allow IBM and IBM Ecosystem partners to build automation solutions through their lifecycle – product design, engineering, and support – that will help clients in the areas of business automation, AIOps and integration. Also, furthering our collaboration with Tata Consultancy Services and Wipro, their engineering teams will co-locate with the IBM India Software Lab to co-create and co-innovate solutions in AI-powered automation.

“With respect to the IBM Ecosystem, there are more than 1000 contracted partners in the region. Out of those, 60 percent of our partners are working with us on co-marketing activities and more than a quarter are certified across Sales & Technical specializations spanning IBM Cloud, Data & AI, Automation & Security.”

solve client needs is top of mind – and we have streamlined our business focus to enable partners to do just that. We continue to build a robust ecosystem of partners working hand in hand with us to innovate on and scale our open hybrid cloud platform, which provides unparalleled choice and the flexibility, speed, and agility to operate workloads and applications. Our vertical industry clouds, like IBM Cloud for Financial Services, present further opportunities for our partners to drive value for clients by layering on their own solutions, in addition

■ **How does India contribute to the IBM global and APAC business? Please also share your expansion plans in India.**

My colleague Sandip Patel, Managing Director, IBM India, likes to say, “For India, for the world.” I couldn't agree more. India is a microcosm of IBM globally with almost every major business unit of our organization – including the IBM Ecosystem – having a footprint here. As IBM continues its transformation journey with a razor-sharp focus on hybrid cloud and AI, what we do in India affects what



# DaaS has Seen Huge Uptick in the Last 2 Years



Kavit Gupta, Director, Enterprise Sales, Services & Solutions, HP India highlights the huge adoption of Device-as-a-Service among IT, ITES & SMB verticals. In a quick chat with Amit Singh, he shared that several consultancy firms and startups are adopting DaaS as a monthly or yearly subscription due to capital constraints

**KAVIT GUPTA**, Director,  
Enterprise Sales, Services & Solutions, HP India



■ **Device-as-a-Service is a new concept on the block; how does it add value to the customers in the current circumstances?**

With the new technological innovations and the transition from remote to hybrid work, businesses frequently find themselves in need of upgrading or replacing several existing client systems. Committed to helping customers avoid heavy capital expenditure and benefit through a per-seat expense, HP initiated the Device-as-a-Service way back in 2016 to give businesses the flexibility to manage their IT expenditure in line with their business growth.

The implementation of Device-as-a-Service (DaaS) solutions provides many unique computing solutions to enterprises to simplify IT requirements. Customers can adapt the DaaS model to achieve a variety of objectives, including lowering costs, automating IT management, and enhancing security and employee productivity while simultaneously increasing organizational competitiveness.

■ **What are the customer segments where DaaS has seen high adoption?**

DaaS adoption has witnessed an uptick in India in the past two

years, across every sector, particularly among IT, ITES, & SMBs. Besides, several consultancy firms and startups are taking this up as a monthly or yearly subscription due to capital constraints. With this model, companies do not have to pay upfront for every device and its management and service separately providing scalability and flexibility.

through which businesses can acquire business laptops starting at just Rs 899 per month.

■ **Please talk about the highlights of your achievements in your Device-as-a-Service business.**

We have customers from different verticals, global and local in the

“ Device-as-a-Service is offered in a variety of pricing tiers, one can opt for a monthly or yearly subscription model. In addition, we are also providing several easy finance models available from HP’s finance partners.”

■ **What are the pricing models available for Device-as-a-Service and how are the services bundled in the monthly/yearly pricing?**

Device-as-a-Service is offered in a variety of pricing tiers, one can opt for a monthly or yearly subscription model. In addition, we are also providing several easy finance models available from HP’s finance partners, who have introduced attractive financing offers

large enterprise space, along with a recent addition from the public sector organization in India. Some of our customers have reached the 2 nd life cycle which is the next 5 years term coupled with additional services around their hybrid workforce given the change in market dynamics. We are excited to see the number of customers transitioning to DaaS.

■ **Being a capital-intensive business,**

**how are you enabling channel partners in offering Device-as-a-Service to their customers?**

Our partners are core to our strategy and an important route to market for the services business. Channel partners are on-boarded and enabled to offer subscription deals, leasing solutions, and DaaS contracts. We have a unique Co-Sell Co-Deliver model for our enterprise and SMB customers where HP and partners collaborate to support our customers. This includes various models around financial engineering enabling our partner’s effective access to capital.

We also have some customized B2B models depending on the scale and complexity of the activity.

■ **What is your outlook for the Device-as-a-Service market over the next 2-3 years?**

We believe that with the shift to remote and hybrid working practices, DaaS will witness significant growth with more businesses opting for this pay-as-you-go model. With more and more businesses digitizing the IT Infrastructure, enhancing employee experience in hybrid work, looking for innovative financial modeling, and reducing capital outlay, DaaS adoption is expected to gain momentum soon.



## 63% OF IT LEADERS ARE LOOKING AT DEVICE-AS-A-SERVICE

**AJAY SEHGAL,**

Executive Director, Commercial Business, Lenovo India

Ajay Sehgal, Executive Director, Commercial Business, Lenovo India in a detailed interaction with Amit Singh highlighted the growing importance and acceptance of DaaS with a hybrid work approach and the need to reduce the burden on internal IT teams and cut costs. He also underlined a major opportunity gap as only 10 percent of organizations have deployed DaaS against the large potential of interested organizations

### ■ How are the hybrid work environment and changing market dynamics impacting the adoption of Device-as-a-Service over the last two years of the pandemic?

For organizations looking to streamline an increased workload brought on by a hybrid approach, a Device-as-a-Service (DaaS) model is an ideal fix. DaaS simplifies purchasing with only one contract and one provider to hold accountable. The software and services bundled with hardware that a DaaS

model offers, allows an organization to completely rid itself of the PC support lifecycle — reducing the burden on internal teams and, importantly, on the organization's profitability.

Modern IT demands and huge market opportunities have increased the adoption rate of managed services and DaaS to improve customer stickiness and open doors for customers to consider us for more complex solutions. By 2023, 35 percent of global infrastructure managed service providers will gain at least 50 percent of their revenue through managing

the digital touch point environments of their clients, according to Gartner.

Also, customer segments are changing, and the role of the CIO has dramatically evolved and expanded over the last two years alone. In another global survey of over 500 CIOs in 2021, they said it is extremely or very important that their organizations have the right technology to ensure success. 61 percent said their business would feel an impact in no more than a few weeks if they halted spending on digital transformation initiatives while a whopping

92 percent of CIOs would definitely or probably consider adding new as-a-Service offerings over the next two years as a result of a changing business model.

### ■ What is the growth Device-as-a-Service market observed in India? What are the customer segments where it has seen high adoption and why?

Lenovo conducted a global survey, "The Future of Work and Digital Transformation" (Published in 2021), and uncovered a major opportunity gap: 63

percent of IT leaders were interested in using a Device as a Service (DaaS) model but only 10 percent had deployed one.

The key aspect to examine in any customer landscape while proposing Device as a Service is the workplace transformation the client is undertaking as a strategic objective to realize their business outcome. Hence typical decision levers would be factors like human capital acquisition, and dynamic scaling up of field sales agents, where our customers are looking to deliver a seamless multi-location employee experience to their staff. Complementing this would be digital transformation cornerstones like cloud, mobility, and business delivery all within a secure framework. Hence, we are observing a significant uptick in demand across industries like IT/ITES, consulting, BFSI, telecom, retail, healthcare, logistics, and start-ups.

While the DaaS model has traditionally been embraced by global enterprises, the newly-encountered working demands of today have opened the door to other customer segments.

### ■ What are the benefits Device-as-a-Service offers in comparison to the traditional IT infrastructure models?

The DaaS model has proven increasingly attractive to organizations looking for ways to stretch their IT budgets. It enables customers to lower upfront

investments usually needed for technology purchases, thereby allowing them the flexibility to reallocate and extend their financial resources. As part of the survey mentioned above, IT leaders (including those who are not using the DaaS model) were asked what they saw as the best reasons to deploy DaaS. It is a vehicle to help organizations affordably make the digital transformation they need to embrace a Modern IT environment.

DaaS can have a real and lasting effect on businesses, from better employee productivity and higher talent retention to less downtime and a lower total cost of ownership. At Lenovo, we are happy to be taking on the heavy lifting of IT management and serving as a strategic partner for years to come. Here's how they ranked the benefits:

- Frees up time to focus in-house IT team on more strategic projects
- Ability to scale hardware needs over time
- Easier to maintain more up-to-date hardware
- No need to worry about the details of managing hardware lifecycles
- Move expenses from capital expenditures to operational expenditures
- One provider to hold accountable for both hardware and software
- One company to contract with

### ■ How does Device-as-a-Service ease TCO, employee productivity, and software management challenges

### for businesses?

Lenovo Device-as-a-Service offers full support throughout the device lifecycle--from planning, configuring & deploying systems to supporting, managing, and retiring them. Lenovo DaaS:

- Helps organizations develop predictable payment structures while shifting the burden from capital to operating expenditures
- Helps customers free up IT staff to focus on more innovative or mission-critical projects
- Allows customers greater agility in flexing their fleet up or down while saving money by leveraging Lenovo's efficiencies and scale
- Helps customers better plan for change
- Represents a smarter way to meet customer needs and help companies accelerate their evolution to meet the requirements of the modern workplace
- Helps IT admins keep an installed IT base evergreen and, when the time comes, to retire devices and transition to new hardware

### ■ What is your outlook for the Device-as-a-Service market over the next 2-3 years?

According to a February 2021 report by TeamLease Digital, the DaaS adoption in India had witnessed 65 percent growth, and this increase was specifically witnessed amongst the country's small and medium businesses. We

expect this DaaS market to further expand in the next 2-3 years, with primary sectors such as consumer goods, financial services, and healthcare at the forefront. The Sustainability factor will be another area that will gain momentum.

While customers and businesses become more aware of having energy-efficient devices, integrating sustainable materials, minimizing waste through innovations in product and packaging design, and responsible disposal, they will expect their service partners to be responsible and unified under a common purpose.

The device as a service helps our clients to jump-start their transformation initiatives, at the same time with the significant benefits of maintaining predictability across their operational spending. With the pandemic-era-induced changes in workplace paradigms and operational effectiveness, the onus on clients to look at predicting operational spending, hedging the risk associated with managing the dynamics, and not compromising on their business goals has become overarching. Hence, we only expect this market to grow markedly beyond current levels, given that our clients in key segments are building up significant capacities, and therefore we at Lenovo are uniquely positioned to partner with our customers extending beyond technology into a comprehensive Device as a Service model.



**SALES ALIGNMENT,  
EASE OF BUSINESS,  
& PROFITABILITY  
ARE PILLARS OF  
PARTNER GROWTH:  
ZOOM VIDEO**

**VISHAL AMIN,**  
Channel Head - India & SAARC,  
Zoom Video

Vishal Amin, Channel Head - India & SAARC, Zoom Video Communications, in a detailed conversation with Amit Singh, highlighted that as modern consumers demand more engaging and superior experiences, revamped and upgraded digital services and business interoperability will be the key. He shared that Zoom will remain focused on three key pillars to build its partner programs: enhancing sales alignment, ease of conducting business, and profitability for partners

Vishal Amin, Channel Head - India & SAARC, Zoom Video Communications, in a detailed conversation with Amit Singh, highlighted that as modern consumers demand more engaging and superior experiences, revamped and upgraded digital services and business interoperability will be the key. He shared that Zoom will remain focused on three key pillars to build its partner programs: enhancing sales alignment, ease of conducting business, and profitability for partners

■ **As businesses drive their strategies toward hybrid work, what are the unique developments you have observed in video communications, virtual workforce management, and cloud-based collaboration platforms in India?**

Leveraging video to bring together dispersed, remote teams or connecting with friends and family is really only the tip of the iceberg. As countries around the world start to reopen, enterprises are turning to collaboration platforms to transform their business in today's hybrid environment. Be it overhauling their business proposition, enhancing their ability to deliver innovative products and services that meet the needs of the hybrid world, or driving employee engagement for talent attraction and retention, organizations

are relying on video communications in a much larger capacity.

As a result of the hyper-competitive landscape, modern consumers have more choices than ever and thus demand for more engaging and superior experiences. They have much higher expectations of proactive services, personalized interactions, and connected experiences across both physical and virtual channels. Business

**the growth of the video communications market in India?**

AI and machine learning are enabling greater collaboration and inclusion by powering innovations like live translation and transcription, which break down language barriers making virtual meetings more accessible. Customer Experience teams are transitioning towards an era led by AI-powered experiences, which can

“ We see our partner offerings grow in the coming year whether that's through software integration, our opportunities for app development with APIs and SDKs, or sales and delivery services. ”

interoperability will be key: applications and software are not competing against each other, but coexist to ensure that all consumer touchpoints across the physical and hybrid are reached. Digital services also need to be revamped and upgraded: we are seeing businesses increasingly leveraging video APIs and SDKs to enhance, empower and tailor-make their digital platforms/ applications to meet the changing needs of their customers and deliver a great customer experience.

■ **How are emerging technologies like AI and IoT impacting**

provide personalized resolutions for customers and help improve agent productivity.

AI is being leveraged in businesses to make better decisions by capitalizing on datasets.

Zoom has introduced features powered by AI to help improve the virtual experience and enhance collaboration. For example, to enable a distraction-free audio experience during meetings, noise suppression - an automatic feature - helps reduce background noise, like a dog barking. Similarly, Zoom's virtual backgrounds are an AI-powered feature that allows users to blur or

replace their backgrounds for increased privacy and meeting focus. In June, we announced the acquisition of Solvvy, a conversational AI technology to enhance the customer experience of Zoom Contact Center.

■ **In this era of hybrid work, businesses are using more apps than ever to collaborate and get work done from anywhere. In this scenario, how is Zoom differentiating itself from the competition?**

Zoom is successfully evolving from a video application to an indispensable platform. The Zoom Developer platform, Zoom Events, Zoom Contact Center and many other innovations were created with the same level of scalability and simplicity that has made Zoom a trusted platform, eliminating boundaries and expanding opportunities for businesses worldwide.

Simplicity is at the core of everything we do: While there is enormous complexity behind Zoom's ease of use, customers embrace us because we just work. Zoom is different because our platform is uniquely architected to be video-first and compatible with customers' preferred technology ecosystem.

■ **Please update us on your India and global footprint in terms of business and channel presence.**

Zoom's partners play a key role in contributing to

our expansion and growth in the APAC region. Zoom, as an advocate of joint success, is committed to empowering and growing its diverse ecosystem of partners spread across the region. Due to the pandemic in the past year, with the spike in demand for collaboration platforms, our partner program witnessed a significant expansion and increased momentum across the globe. Over 2021, we welcomed more than 3,500 partners to our programs; we have 700+ active partners in APAC. We continue to rapidly expand our partner ecosystem across go-to-market and geographies. Our channel is currently contributing more than 20 percent to our non-online bookings, and nearly 30 percent globally as of September 2021. In India, our partners include Tata Teleservices and Savex Technologies.

### ■ What are your channel initiatives over the last 12-18 months? How is Zoom supporting channel partners in offering innovative solutions and acquiring new customers?

Partners are fundamental to Zoom's growth and success, therefore we are continuously evaluating new ways to elevate our program and offer additional benefits to our entire partner ecosystem. With the launch of the Zoom Apps SDK in July 2022, we opened the program to all developers. You can create new apps and games that transform the meeting experience or

extend your existing web app with the Zoom Apps JavaScript SDK. Zoom Apps allow developers to tap Zoom customers, and users can discover and add new apps within the same client they use every day. You can develop experiences for customers both within and outside of Zoom Meetings with the Zoom Apps SDK. Zoom Apps go beyond web apps to provide engaging and productive solutions using client features and

partner ecosystem later this year.

Further, last year, we announced the launch of our first-ever Zoom Partner Demand Center in December 2021 as we continue to invest in the expansion of Zoom's diverse partner network. To expand their Zoom marketing practice, the Partner Demand Center offers members of the Zoom partner community a leading marketing automation platform. It

“We are committed to investing in our partner community by focusing on enhancing our partner programs. Our goal is to support our partners in their journey as they develop new competencies and grow their businesses with Zoom.”

APIs from the developer platform.

In March 2022, we launched the Zoom Up Partner Program, a unified, holistic, global partner framework that makes it simple for partners to transact and grow their business with Zoom. The enhanced Zoom Up program offers a simplified architecture, one that today's resellers, carriers, distributors, ISVs, and referral partners need as they navigate a fast-paced, competitive landscape. It will be available across the entire

offers a wide array of robust functionalities, including email campaigns, web content syndication, social media marketing, events marketing, including webinar syndication, video marketing, digital ads and banners, and co-branding.

### ■ Please talk about your channel roadmap and plans for expansion over the next 2-5 years.

We are committed to investing in our partner community by focusing

on enhancing our partner programs. Our goal is to support our partners in their journey as they develop new competencies and grow their businesses with Zoom. We will remain focused on three key pillars as we continue to build our partner programs: enhancing sales alignment, ease of conducting business, and profitability for partners.

First, we will continue to support our partner community across sales, operations, marketing, programs, and more. The core of Zoom's values is our investments in our workforce as we remain focused on delivering customer and partner happiness. Next, to transact with Zoom we want to deliver a seamless, simple experience for our partner community. We will deliver improvements across operations as we move towards driving system improvements and automation, enablement as we build additional training and qualification tracks, and programs as we deliver new methodologies for feedback, partner advocacy, and engagement.

Our final goal is to offer a platform that partners can leverage to build a profitable business.

We are dedicated to providing innovative programs and you will continue to see our partner offerings grow in the coming year whether that's through software integration, our opportunities for app development with APIs and SDKs, or sales and delivery services.



# Floryo Grabs \$2 Million Funding



Floryo, a fresh & customizable, value-added staples brand, has raised \$2Mn in Pre Series A round led by 3ONE4 Capital. The new-age D2C brand also saw participation from prominent investors like Vivek Gupta & Abhay Hanjura (Founder Licious), Kunal Shal (Founder Cred), Aman Gupta & Sameer Mehta (Founder Boat), Varun Alagh (Founder Mamaearth), Rishi Vasudev (Founder G.O.AT Brandlabs), Vijay Arisetti (Founder MyGate) amongst others.

Floryo has also raised \$400K in venture debt from Alteria Capital. The Bengaluru based brand will use the funds to expand its product line, strengthen the brand building channels and fuel its geographical expansion.

Floryo is a new age D2C brand, with a mission to reimagine the daily household consumption categories. Inspired by traditional practices & fueled by technology, it aims to disrupt the age-old supply chain practices followed by current incumbents in the

FMCG space. At the core of Floryo is the promise to deliver the most responsibly sourced, freshly produced daily household staple products. The company has launched its first range of products with over 40 SKUs of freshly processed flour that are customized to meet functional nutrition requirements ranging from multigrain, diabetic care, cholesterol care, keto friendly, vegetable mix flours, etc.

Floryo has tapped into a more sustainable and authentic way of producing flours. The stone-milled whole grain flours offered by the brand are milled-to-order & delivered at customer's doorstep within 24Hrs, thus making it the freshest atta available in the market today. Moreover, customers can choose from various alternatives and customize their flours as per their preferences. Aided by the technology, Floryo has set up a flexible processing unit that not only allows it to process flours on-demand but also

customizes it to individual preferences. It also offers online consultation on diet & nutrition through its in-house panel of expert nutritionists.

Talking about the brand, Manohar Kumar, CEO & Founder of Floryo, said, "Floryo is inspired by the traditional methods of processing food and we aim to disrupt the current packaged food landscape, especially in the value added staples segment, with the

help of technology. At Floryo, we strongly believe that in food (packaged or otherwise), freshness is the key attribute & is a crucial marker of quality that precedes all the other attributes. Moreover, when it comes to nutrition one size doesn't fit all. Hence customization of food for individuals – based on health and dietary needs, and for family – based on culture and taste preference is the future of packaged food. We are committed to work on product innovations with the help of technology to revolutionize the packaged food industry."

Nitya Agarwal, Vice President, Investments, 3ONE4, said, "At 3one4, we are excited to partner with Manohar and his team as they build out Floryo. With the rise in disposable income and increase in consumer interest towards healthier alternatives, daily consumption is a category that's ripe for disruption. Floryo's mission to provide fresh alternatives for daily nutrition consumption is quite an exciting one and we are privileged to be partners in their journey."

Ankit Agarwal, Managing Partner, Alteria Capital, said, "While there has been a significant shift in behavior towards conscious consumption of food choices, innovation has so far been largely towards supplemental food items which could lead to marginal health benefits for consumers. We are very excited to see how Floryo is solving this by making transformative changes in the 'center of the plate' daily consumption through its fresh and value-added clean offering and we are thrilled to partner in their mission."



**MANOHAR KUMAR,**  
CEO & Founder, Floryo

# India's Print Market Registers a YoY Growth of 20.5% in 2Q22 as Improved Business Sentiments Drive Commercial Demand



According to the latest data from International Data Corporation's (IDC) Worldwide Quarterly Hardcopy Peripherals Tracker, India's Print market shipped 0.84 million units in 2Q22 (Apr-Jun), up 20.5 percent year on year (YoY) but down 16.7 percent quarter on quarter (QoQ). The print market includes inkjet printers, laser A3/A4 printers and copiers, serial dot matrix printers, and line printers.

Following improved stock availability over the previous year, the inkjet segment grew by 23.1 percent year on year. However, the segment fell 14.6 percent year on year, owing to a slight lull in consumer demand. With lower footfall in 2Q22 due to summer vacations in schools and colleges, market demand is expected to increase in 3Q22 in anticipation of the festive season sale.

Even as vendors struggled with the availability of popular entry-level models, the laser printers segment (including copiers) grew by 19.6 percent year on year. The laser copier segment grew at an even faster rate of 82.0 percent year on year. This is due to strong demand from the government

and the banking sector, which continued into Q2. In addition, the market finally observed a revival of demand from large enterprises in 2Q22 which had remained stalled since COVID.

Bani Johri, Senior Market Analyst, IPDS, IDC India, said, "The color Laser copier shipments crossed the pre COVID level, having achieved 15.1 percent market share, the second highest in history. This comes at the back of the introduction of new color models at the end of 1Q22 accompanied by the Government's growing appetite for the same. On the Laser printer based front, a gradual movement in the Color segment from 1-40 ppm to



**BANI JOHRI,**  
Senior Market Analyst, IPDS,  
IDC India

40+ ppm speed range was observed following the shift in market demand, supplemented by lucrative schemes on high-speed printer-based color laser printers by the vendors."

## Overall Top 3 Companies in India Hardcopy Peripherals (HCP) Market:

HP Inc. (excluding Samsung) maintained its overall HCP market leadership with a 43.8 percent share and a 45.1 percent YoY increase in shipment. Following the increased availability of its ink tank models, HP increased its market share to 37.3 percent by growing by 70.5 percent year on year.

HP increased its market share in the Laser segment (including the copier segment) by 26.8 percent. HP grew the most in the Laser copier segment, with QoQ growth of 5.3 percent, taking third position as a result of its increased focus on SMB and corporate accounts.

Epson ranked second in the overall HCP market with a market share of 24.3 percent, registering a marginal YoY growth of 0.2 percent as it struggled to secure sufficient stock due to production

issues, particularly in the ink tank multifunction printer segment. With a market share of 38.3 percent in the inkjet segment, it was the market leader.

Canon grew by 9.9 percent year on year and ranked third in the overall India HCP market, with a unit market share of 20.6 percent. Canon saw a YoY increase of 13.4 percent in the inkjet segment, owing to the increased availability of its single-function models. Canon maintained its second-place position in the laser segment (including laser copiers) with a market share of 22.0 percent while growing by 5.1 percent year on year. Canon grew by 82.3 percent year on year in the laser copier segment and maintained its market leadership with a 35.9 percent market share following the introduction of new color models.

## IDC India Print Market Outlook:

Johri further stated that most vendors have raised their prices by 3-8 percent across the board, with some already raising prices earlier in the year. While this is not expected to dampen commercial demand, consumer demand is likely to remain flat in 3Q22, as most of the demand appears to have been met in the previous quarters. The upcoming festive season, as well as online festive sales, may provide a much-needed boost to the consumer market.

## Tata Communications Enhances InstaCC Platform with Digital Features

Tata Communications enhances its InstaCC platform with digital features to transform customer engagement of enterprises. It stitches a secure, connected digital fabric that allows global enterprises and end users to connect across varied channels ranging from social media to web browsers to mobile applications and company websites. This allows global enterprises to engage with customers in an intelligent, seamless and user-friendly way, across their preferred channel. The InstaCC platform, an omnichannel Contact Centre as a Service (CCaaS), strengthens Tata Communications position as a global end-to-end digital customer experience (CX) orchestrator.

As part of its global CCaaS strategy, Tata Communications InstaCC platform enables businesses to seamlessly grow beyond geographies adhering to international regulatory compliance. Furthermore, Tata Communications and Genesys, a global cloud leader in customer experience orchestration, are joining hands to widen the InstaCC portfolio by providing an enhanced CX offering. This partnership enables enterprises to harness the power of cloud, digital and AI technologies for proactive, predictive and personalized customer

engagement through Genesys Cloud CX, an all-in-one, composable CCaaS and employee experience solution.

The enhanced Tata Communications InstaCC platform in partnership with Genesys is equipped with tools that boost productivity of contact center agents such as workforce management solutions, call recording and knowledge-based integration of interactions.

Mysore Madhusudhan, Executive Vice President of Collaboration and Connected Solutions, Tata Communications, said, "Customer excellence and customer delight are critical growth factors for global enterprises in today's ultracompetitive and hyperconnected business environment. Together with Genesys and our combined expertise over decades in the contact center market, we are now redefining global customer engagement, bringing personalized and intelligent ways for enterprises to interact and engage with their users."

ML Maco, EVP, Global Sales and Field Operations, Genesys, said, "In the experience economy, building trust and loyalty requires organizations to transform into digital engagement powerhouses so they deliver effortless, connected experiences across all the channels consumers use today. Our partnership with Tata Communications is grounded in our shared vision to enable global enterprises with cloud-first and AI-enabled solutions that allow them to orchestrate people-centered customer and employee experiences at scale."

The increased adoption of cloud, automation and AI is bringing intelligent and efficient customer-enterprise interactions. Gartner projects that by 2031, conversational AI chatbots and virtual assistants will handle 30 percent of interactions that would have otherwise been handled by a human agent, up from 2 percent in 2022.



**MYSORE MADHUSUDHAN,**  
Senior Market Analyst, IPDS,  
IDC India

## Rakuten India Inaugurates New Office in Bengaluru

Rakuten India has announced the formal opening of their new office Rakuten – Crimson House Bengaluru in the city. The Product, Engineering, and Advanced Research facility expand the company's global technology footprint by focusing on developing and delivering a wide range of cross-industry deep technology solutions to help customers and partners drive digital transformation and innovation.

Rakuten – Crimson House Bengaluru is a 20-story state-of-the-art, modern building located in Cubbon Park, popularly known as Bengaluru's 'lung space'. It is the company's largest building outside of Japan. It is the largest building by a tech company in the area, strategically located in the city's central business district. With a capacity of 3000+ employees, it currently houses 2000 people with room to grow.

The opening of the new office marks a significant moment for Rakuten India and underscores the company's commitment to making India its global innovation hub. The new office will strengthen the company's capability for deep-tech innovation and R&D in areas such as e-commerce, fintech, content and entertainment, and AI in computer vision, speech, and natural language processing (NLP). Rakuten's first B2B SaaS product, 'SixthSense,' an all-in-one observability intelligence and software testing automation platform, was released last year.

The building was inaugurated in the presence of global leaders from Japan led by CIO and CISO, Group Executive Vice President of Rakuten Group, Inc., Yasufumi Hirai, along with the India CEO, Sunil Gopinath, Chief People Officer, Nalini George, as well as employees, partners, and customers from across the region.

With employee expectations and the nature of work changing in recent years, Rakuten India's new building is designed with the need for safe, fluid spaces that foster creativity, collaboration, and innovation in mind. The facility has 3 lakh square feet of office space and includes cafeterias, meeting and breakout rooms, a creche, a gym, and a dedicated floor for health and wellness.



# Protean eGov Technologies Limited Introduces Cloud Services for Business Enterprises



**P**rotean eGov Technologies Limited (formerly NSDL e-Governance Infrastructure Limited), has announced the launch of Protean Cloud Services, an AI-powered private cloud offering for business enterprises.

Protean Cloud Services has been launched on August 05, 2022, at Mysuru Start-Up Pavilion and Conclave at SJCE Mysuru Campus. Sri. Sri. Shivarathri Deshikendra Mahaswamiji (His Holiness, Suttur Matt, JSS Mahavidyapeetha) and Sri. Yaduveer Krishnadatta Chamaraja Wadiyar (His Highness, Maharaja of Mysore) was present at the launch along with other dignitaries. On this special occasion that marks the launch of Protean Cloud Services and celebration of Protean's 25 years journey of digital transformation, a Special Cover has been launched by the Department of Post. Shri. S Rajendra Kumar,

Chief Post Master General, Karnataka Circle was present at the occasion.

Protean provides advanced infrastructure coupled with enterprise-grade security framework and governance. Protean now aims to extend its expertise in managing data centers for e-governance solutions to provide cloud services to Indian enterprises. The company has collaborated with Vigyanlabs Innovations Private Limited, a technology innovator and holder of global patents, to roll out cloud services in India, including but not limited to Infrastructure-as-a-Service (IaaS) and Platform-as-a-Service (PaaS).

The launch of 'Protean Cloud' is in synergy with the government's Atmanirbhar Bharat mission that seeks to enable digital transformation and adoption of homegrown technology solutions in citizen-centric IT-enabled services. It features a Virtual Private

Cloud (VPC) configuration with a comprehensive security framework and the certainty of Total Cost of Ownership (TCO). Protean also offers computing power for carrying out analytics using AI and ML with complete flexibility for customers to configure systems as per their needs.

Suresh Sethi, Managing Director, CEO, Protean eGov Technologies Limited, said, "We believe that Protean has been at the forefront of creating digital public infrastructure, and developing innovative universal citizen centric e-governance solutions at a population scale. With cloud hosted technology and infrastructure proving to be suited for high availability, compute and throughput requirements of large scale implementations with mission critical workloads, we are taking a step further in this direction by launching our own Cloud Services."

Sethi added, "We are delighted to partner with Vigyanlabs Innovations to provide 'Made-in-India' energy-efficient cloud services for an Atmanirbhar Bharat. It is an innovation driven organization, focused on building robust and affordable products based on green computing. We continue to support Indian entrepreneurs and home-grown technologies to scale globally. We are confident that our partnership will encourage more Indian corporates to invest in home grown technology solutions in the days to come."

Srinivas Varadarajan, Managing Director, CEO, Vigyanlabs Innovations, said, "We are delighted to partner with Protean eGov Technologies Ltd to provide state-of-the-art cloud services to our customers. We provide predictable cloud pricing, enterprise-class support, and sustainable solutions to enable customers to achieve NetZero. We have a 100 percent Made-in-India solution with our IPM+ suite of products."

Vigyanlabs Innovations provides an intelligent power management suite of products (IPM+), self-care products and solutions to promote cost-efficient green computing. Vigyanlabs has been promoted by professionals who have been the primary contributors in building the latest datacentre and management services for Aadhaar. Through its association with Protean, the company will partner and offer technical expertise to 'Protean Cloud'.

# Capgemini Announces Partnership with Unity



Capgemini and Unity are joining forces to help organizations everywhere explore and seize business opportunities and the benefits of immersive and metaverse experiences across industries.

Over the years, Capgemini and Unity have delivered together numerous value-creating projects for major global companies such as building an interactive application for a major consumer goods company that allows sales teams to visualize shelf space layouts in 3D or developing an immersive simulator for a fire fighting vehicle manufacturer to train its operators.

Building on these assignments, the two companies will now jointly define and execute sector-specific solutions and professional services to deliver tailored platforms for each client. As part of this new multi-year global partnership alliance, they will:

- define approaches and methodologies, and conduct joint R&D projects as part of the Capgemini Metaverse Lab, jointly contributing to the building of the future metaverse/Web3;

- support each other in terms of business development, solution development and sales initiatives, leveraging expertise and market insights from both organizations;

scale up a global bench of talent certified on Unity's RT3D technology, through joint recruitment and training initiatives, in order to grow the global talent pool in these fields.

This new global alliance partnership will focus on sectors and use cases where the digital customer or employee experiences will benefit most: consumer goods & retail, manufacturing, life sciences, telecommunications, media & technology, energy & utilities, financial services, and public services.

Pascal Brier, Chief Innovation Officer, Capgemini and member of the Group Executive Committee, said, "Metaverse and immersive experiences open a whole universe of possibilities for our clients across industries, from enabling more emotional



**PASCAL BRIER,**  
Chief Innovation Officer,  
Capgemini and member of the  
Group Executive Committee

connections with consumers, and reinventing employee experience and collaboration, to optimizing engineering, manufacturing and operations using digital twins. Shaping sector-specific use cases and developing them at scale will require expert technical and operational capabilities. We are thrilled to partner with Unity, one of the major engines of the metaverse, to enable our clients to realize its real business value."

Marc Whitten, Senior Vice President and General Manager, Unity Create Solutions, said, "We are thrilled to partner with Capgemini to accelerate the adoption of real time 3D technologies across a number of industries. Unity's real time 3D solutions will bring many new companies into the next generation of the internet, or metaverse, helping them achieve greater engagement with their customers."

Unity, a global leader in real-time 3D and immersive experiences, will enhance Capgemini's capabilities from customer and employee experience (CX/EX) strategy and design to front-end development and integration. With its global footprint, its deep industry expertise and understanding of client needs, as well as its ability to deliver on large-scale digital transformation projects, Capgemini will help to accelerate the growth of Unity's technology platform. Capgemini will also share market trends and client insights which will enable Unity to further enhance its product roadmap. Joint client projects will benefit from Capgemini's holistic capabilities in shaping business models and strategies, as well



**MARC WHITTEN,**  
Senior VP and GM,  
Unity Create Solutions

as its technology expertise in components that will be instrumental to roll-out and scale the future metaverse/decentralized Web3. These include AR, VR and MR, blockchain and NFTs, 5G/6G, AI, internet of things and cybersecurity.

Capgemini's new Metaverse-Lab to help clients shape and execute their metaverse strategies. Capgemini is progressing its ambitions in this new emerging era of the internet through its Metaverse-Lab, comprising a team of senior technology experts from across the Group with a strong track record in the key underlying technologies of the Web3 / metaverse. The Lab aims at shaping industry-specific metaverse strategies and will develop disruptive actionable solutions and platforms with its partners including Unity. Its R&D programs will cover the future of immersive human-machine interfaces and controllers, the future of work in the metaverse, the future of digital twins, and the future of blockchain and Decentralized Autonomous Organization (DAO).

# Minds Technologies Introduces End-to-End Security Services for Healthcare



**H**appiest Minds Technologies has announced the launch of its Cybersecurity services in the healthcare vertical. Cybersecurity for healthcare provides end-to-end security services for the Healthcare industry by applying a robust and proven framework tailored to meet regulatory requirements, digital security best practices, and cutting-edge tools & technologies.

Happiest Minds enables cyber security for healthcare

businesses with a 360° approach by applying a robust and proven framework built per regulatory requirements, digital security best practices, and best-of-the-breed tools and technologies. These services will help customers stay updated with evolving governance policies and tighten their healthcare security posture using leading technologies AI/Big Data/Behavioral and analytics. The company ensures that your organization complies with regulatory requirements (HIPAA/HITRUST) and becomes a resilient healthcare provider.

Vijay Bharti, SVP, Head of Security Practice, CISO, Happiest Minds Technologies, said, "We have provided cyber security services to leading healthcare providers across geographies, but with COVID there was a sudden surge in the demand for cyber security for their Digital Transformation journey. I take great pleasure in announcing that we have launched a Centre of Excellence (CoE) for security services in the healthcare

industry. This focused initiative will help us understand the pain points of healthcare service providers in-depth and build actionable solutions and services around them."

Srinivas Iyengar, Vice President, Head of Healthcare and Life sciences, Happiest Minds Technologies, said, "With care delivery going beyond hospital walls, patient-generated health data becoming an integral part of defining care pathways, the influx of connected devices,

healthcare is experiencing a very high degree of disruption. The speed at which digital and emerging tech adoption is unprecedented and under these circumstances, one of the biggest challenges that the healthcare industry is facing is cyber threats which put patient safety and privacy at risk. We had a strong center of excellence for cyber security and since the last year, we have been helping the healthcare industry as well in this endeavor. Our deep expertise in Cybersecurity and a decade of experience working with healthcare customers has enabled us to formally launch our specialized cybersecurity services for healthcare customers."

Happiest Minds has impeccable track records and success stories with Healthcare customers. For one of the leading healthcare services providers in the USA, the company provides end-to-end Managed Security Services to

- Establish a centralized security monitoring solution leveraging existing investments
- Onboard multiple security solutions into the SOC platform to establish a single visibility portal
- Eliminate false positives and finetune the existing setup
- SLA-based monitoring and management of the security infrastructure
- IAM and PAM strategy, Engineering, and Roadmap

Powered by its mission statement of 'Happiest People. Happiest Customers', Happiest Minds counts for more than fifty-four Billion-Dollar corporations as its customers



**VIJAY BHARTI,**  
SVP, Head of Security  
Practice, CISO, Happiest  
Minds Technologies



**SRINIVAS IYENGAR,**  
VP, Head of Healthcare and  
Life sciences, Happiest  
Minds Technologies



## Softdel Joins Siemens Connect Ecosystem

Siemens and Softdel shared a joint statement announcing a new partnership. Softdel's globally recognized EdificeEdge IoT gateway platform solution has joined the thriving Siemens Connect Ecosystem – a network that brings together experts in software development, IT, cybersecurity, remote and digital services, and business intelligence.

Softdel's EdificeEdge IoT gateway platform (part of its ConvergenceSuite) connects to a vast array of IoT devices and sensors ranging from temperature, humidity, air quality, fire & smoke, lighting in building areas and at the same time seamlessly integrates with Siemens' platforms, including its building management system Desigo CC. The EdificeEdge IoT Gateway platform, built on a new modern microservices architecture is ideal for integrating siloed wireless IoT sensor systems in smart buildings and connecting them to Siemens' BMS and related platforms. Containerization technology at the edge makes it possible to go beyond data aggregation and run computer-intensive applications enabling tomorrow's AI-enabled digital buildings.

Sachin Deshmukh, Managing Director, Softdel, said, "Through our ConvergenceSuite of products and solutions, we are bringing the power of 'Edge' to smart buildings enabling a shift towards truly optimized, self-diagnosed, and energy-efficient buildings. Our EdificeEdge platform integrates perfectly within Siemens' platform ecosystem including Desigo CC. Our partnership with Siemens is a significant step towards driving our vision of connecting devices, enterprises, and people. We look forward to jointly delivering exceptional value to our



**SUNIL K DALAL,**  
Founder, Chairman, Softdel

customers as part of their transformational journey around smart buildings and infrastructure."

Sunil K Dalal, Founder, Chairman, Softdel, said, "IoT technology bears the potential of providing unprecedented insights to numerous aspects of today's buildings. With ever-increasing connected devices installed in smart buildings, there is an ongoing need for seamless integration to offer real-time actionable insights. EdificeEdge is a significant milestone in our two-decade journey of providing innovative solutions to the global building automation industry. Our partnership with Siemens is a step in the right direction to continue our efforts to bring exceptional value to our customers."

The Siemens Connect Ecosystem pulls together the tools, processes, training, and support necessary for third-party solution providers to successfully create solutions that integrate seamlessly with Siemens' platforms, including its Desigo CC Building Management System, the APOGEE Automation System, and related platforms.

Rene Herrera, Head of Ecosystem and Development, Siemens Smart Infrastructure USA, said, "As world events and the rapid evolution of technology are pushing the boundaries of smart buildings, a thriving partner ecosystem is extremely critical to innovate quickly, deliver value to customers, and enter new markets much faster. While it is extremely difficult for any one company to deliver a solution that solves customers' specific challenges, our Siemens Connect partners and domain expertise across industries allow us to co-innovate at a pace that exceeds customer needs and expectations."



**SACHIN DESHMUKH,**  
Managing Director, Softdel

## GlobalLogic Appoints Nitesh Banga as New President and CEO

GlobalLogic has announced that its President and CEO Shashank Samant will be succeeded by the firm's current Chief Operating Officer (COO) Nitesh Banga, who will become the new President and CEO effective October 1, 2022. Nitesh is a well-rounded and seasoned executive who has successfully worked across functions from Strategy, Go-To-Market, Engineering, and Operations while also launching similar businesses in the Japan market. Shashank will assume a new role as Chairman of the GlobalLogic Board, in addition to being the Executive Advisor to Toshiaki Tokunaga, the Head of Hitachi Digital Systems and Services (DSS) Sector. In this capacity, Shashank will continue to support the GlobalLogic business as well as advise on Hitachi Group's broader digital business growth strategy.

For more than a decade as CEO, Shashank led GlobalLogic through strong growth phases during which he oversaw several strategic acquisitions and digital capability expansion efforts. His leadership and expertise took the company from a group of elite software engineers to a global digital engineering leader, eventually becoming a part of the Hitachi Group.

Since his arrival in 2018, Nitesh has led critical functions of GlobalLogic's business. He contributed significantly to GlobalLogic's noteworthy growth while also adeptly navigating the company through monumental challenges including the COVID-19 pandemic and the war in Ukraine.

Nitesh is a services industry veteran with diversified expertise ranging across Strategy, Business Development, Service Delivery, Operations, and Mergers and Acquisitions. He has adeptly run large-scale P&L organizations and has a deep understanding of Western and Eastern cultures, including Japan. Prior to joining GlobalLogic, he spent more than two decades at IT services and consulting firm Infosys.



**NITESH BANGA,**  
President and CEO,  
GlobalLogic

# Channel Point



## India PC Market Grows

Forget about new iPhones, Web3, and augmented reality headsets. The most exciting tech product category in 2022 is the lowly laptop. Once thought to be on the decline in both sales and importance, laptops are suddenly cool again. It turns out that if you're working from home, having a decent full-featured computer is pretty important.

The India traditional PC market, inclusive of desktops, notebooks, and workstations delivered another strong quarter (Apr-Jun 2022) shipping over 3.7 million units with a year-over-year (YoY) growth of 17.8%, according to new data from the IDC. The government segment was strong due to spillover orders from the previous quarter, but the other segments are slowing, with channel inventory increasing. While the notebook category continued to be the volume driver with 2.6 million units, its growth rate reduced to 7.3% YoY compared to over 30% YoY on average for the last three quarters. The desktop category, however, continued its strong run, shipping more than one million units for a second consecutive quarter.

The demand for PCs was rather positive through April, but it slowed in the second half of the quarter, as the reopening of colleges got pushed to 3Q22. The enterprise segment grew by 14.9%, much lower than the previous three quarters as order materialization got delayed. Similarly, the SMB growth rate was lower than in the previous two quarters, and channel inventory increased considerably as demand tapered. Online channels have been softening over the last few quarters. While high footfall in offline channels led to a positive quarter for consumers, the growth tapered as schools started to open, thereby leading to reduced remote learning demand. As the opening of colleges got delayed to the third quarter this year, vendors are still hoping that back-to-college promotions will bring back consumer momentum. Online sales are also expected to start at end of 3Q22. However, high channel inventory is a matter of concern, and an inventory correction is inevitable in the next few months.

Increased channel inventory and slowing demand is a matter of concern in both the consumer and commercial segments. High inflation, fear of recession, and dollar price fluctuations might slow PC procurement, especially among startups. Big enterprises are buying but delaying their purchases. Still, the upcoming online festivals might be a ray of hope in the consumer segment, while the strong momentum in the government segment and the existing pipeline in the enterprise segment are something to look up to in the commercial segment.

Even if laptop sales don't increase at the same rates they have over the past couple of years, the products themselves are getting more interesting, thanks to better processors, more innovative designs, and stronger connections to the phone in your pocket. And unlike the blockchain or the metaverse, those improvements will actually have immediate and tangible impacts.

*K. Singhal*

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

TECHPLUS  
MEDIA

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

### INTEGRATED MARKETING COMMUNICATION:

Aakash Vahal  
Saugata Mukherjee, Mamta Dhiman,  
Nishit Saxena

ASSOCIATE ANALYST  
Shaitra S

SALES:  
Harpreet Singh | Pratap Jana

PRODUCTION HEAD:  
Aji Kumar

WEBSITE:  
Sheetal Varshney/Ramesh Kr

PROMOTION:  
Vikas Yadav /Amit Pandey

CIRCULATION:  
Pratap

FINANCE:  
Inder Pal

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

MARKETING OFFICE:  
10 UF, West Wing, Raheja Tower,  
MG Road, Shanthala Nagar, Ashok Nagar,  
Bengaluru, Karnataka-560001

Delhi: 9711841991 | Mumbai: 9711841992  
Kolkata / Guwahati: 9331072026  
Bangalore: 9354347953

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

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