



Techade of Sustainable Technology



Madan Padaki
TIE Bangalore



Kavinder Khurana
Tesla Power



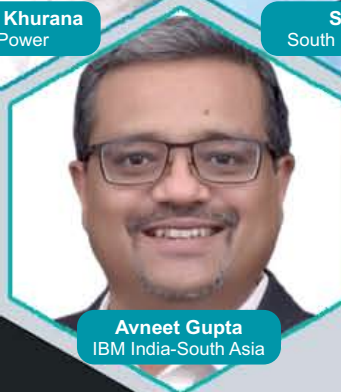
Sony A
South Indian Bank



Tom Devasia
Snowflake



Siddhesh Suresh Naik
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CONTENT

COVER STORY

6

CHANNEL NEWS 18-29

- 63% of IT Leaders are looking at Device-as-a-Service



- Coforge to Assist Organizations Generate Actionable Insights from Data with Databricks
- NovelVox Introduces Intuitive Visual IVR for Cisco, Avaya, and Genesys Contact Centers
- Commvault Enables Early Threat Detection and Zero Loss Strategy with Metallic ThreatWise
- Google Cancels Pixelbook Laptop Plan as Part of Cost-Cutting Efforts
- Veeam Multi-City Roadshow to Highlight the Modern Data Protection Journey



- Protectt.ai Introduces AppBind Enabling Zero Trust Device Binding for Mobile Banking Apps
- 3i Infotech Introduces Malaysia's First-Ever Zero Trust Sovereign Cloud
- SentinelOne Introduces S Ventures Fund
- WAAREE to Finance Projects for Consumers, Channel Partners with SBI
- Broadcom Aims to Defy Chip Slowdown on Data Center, Wireless Strength
- Capillary to Deliver Leading Customer Engagement Solutions with KPMG in India
- Tech Mahindra to Digitally Transform Supply Chain Networks with Tada Cognitive Solutions
- Online Sellers Besieged with Reduced Sales and Margins Due to Supply Chain Disruptions



- The Mindful Foundation Introduces Courses from Oxford Mindfulness Foundation to India
- WhatsApp Discloses Critical Bug in Older Versions on Multiple Devices
- 71% of Cybersecurity Professionals Feel They're Losing Ground Against Cybercriminals
- Amazon Introduces Utility-Scale Renewable Energy Projects in India
- Mark Zuckerberg Joins Forces with Salesforce

Techade of Sustainable Technology

IN CONVERSATION

Print Analytics will be a Major Contributor to Success: Konica Minolta



KULDEEP MALHOTRA,
Dy. Managing Director, Konica Minolta

India is Building a Robust Local Cybersecurity Solutions Ecosystem: Rahi Systems



ROHIT SINGAL,
VP - India, Rahi



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Techade of Sustainable Technology

Technology is fundamentally changing the way we live, work, and relate to one another and to the external world. The speed, breadth, and depth of current breakthroughs have no historical precedent and are disrupting almost every sector in every country.

The Covid-19 pandemic has amplified the urgency to transform their businesses to be more agile and resilient. Indeed, cloud spending has accelerated significantly since the crisis as companies found themselves forced to reassess not only their operations but their mindsets.

Amit Singh

Sustainability tops the executive agenda

On the other hand, sustainability has moved swiftly up the executive agenda in recent years. Even at the height of the Covid-19 pandemic, becoming a truly sustainable and responsible business was a top priority for most CEOs according to a recent Accenture study.

As per industry studies, at present, we are using resources and ecosystem services as though we had 1.7 Earths and such an ecological overshoot is possible only for a limited time before ecosystems begin to degrade and, ultimately, collapse.

It is time to focus on the solutions which we know exist or have the potential to be developed and this is where technology, along with behavioral change, can help us reboot the health of our nature and planet.

From the high seas to the depths of the world's most dense forests, technology can transform how we identify, measure, track and value the many services and resources nature provides us with.

Beyond the great promise of protecting people and the planet, companies with a higher sustainability performance—across environmental, social, and governance (ESG) indicators—perform better financially than their peers.

Powering an inclusive, sustainable, and digital India

Madan Padaki, President, TiE Bangalore, highlights that serendipity will help us only to some extent, but it's the collaboration, entrepreneurial skills, and inclusivity that matter. "For me, collaboration is the essence of entrepreneurship. Just to offer a perspective, I am co-chairing a task force of the Karnataka Government to create 10 million jobs in the state over the next five years. And what we have realized is that we already have welfare schemes, people, and technologies. The only requirement is to collaborate. Collaboration is the single most important element to make schemes or tasks successful."

In addition, he



“Inclusion must cut both ways: urban and rural. The need is to understand the voice of customers and develop a technology that can offer solutions across the population. The idea is to make our technology more inclusive.”

MADAN PADAKI,
President, TiE Bangalore

stresses the need to be entrepreneurial as the most critical skill. "Organizations can't grow if the leaders

and employees are not entrepreneurial. I argue that an entrepreneurial mindset has to be in every

individual starting from a student to a top executive or businessman.” He added that we can enhance our

entrepreneurial skills by having conversations with startups. “The amount of innovation and risk that

startups can afford to take is inordinately higher than what we take in organized enterprises. Conversation with the founders of startups will rub off a lot more entrepreneurial thoughts on us.”

Further, he underlines that technology must be more inclusive. “Inclusion must cut both ways: urban and rural. It’s not a great idea to remove all the bells and whistles of the product while offering it to the rural population. A lot of innovation is to happen on this front. The need is to understand the voice of customers and develop a technology that can offer solutions across the population. The need is to make our technology more inclusive.”

Taking a different perspective on making technologies more sustainable and inclusive, Kavinder Khurana, Managing Director, Tesla Power, says that with our growing energy requirements, the world has already accepted and adopted energy production from unlimited renewable sources such as the sun and wind. However, the challenge

is to store the energy. Batteries like lithium-ion and nickel-cadmium have prohibitive costs. In fact, the prohibitive upfront cost of batteries is restricting the growth of the electric vehicle (EV) industry.

“To ease this scenario, we are offering a unique solution, Power-as-a-Service, with batteries, chargers, and energy storage systems on a lease model to eliminate high Capex from the scheme of things. Industry segments like EVs, renewable energy, telecom, banks, data centers, and organizations with energy storage and battery needs are finding great benefits from this Opex model. Customers need to pay monthly lease rent and the capital expenditure, maintenance, monitoring, and replacements of the batteries are done by Tesla Power. We hope that this model will be really helpful in creating a sustainable and clean energy ecosystem in India,” explains Khurana.

Technology-driven sustainability efforts

Just as digital transformation required



“Power-as-a-Service is a unique solution that offers batteries, chargers, and energy storage systems on a lease model. Industry segments like EVs, renewable energy, telecom, banks, and data centers are finding great benefits from this Opex model.”

KAVINDER KHURANA,
Managing Director, Tesla Power

every company to become a technology company, with technology at its heart, now every business needs to become sustainable—and technology is again taking center stage.

Technology is—and will continue to be—the fundamental driver of sustainability for organizations, and their supply chains, customers, and broader business ecosystems. As per a recent Accenture survey, 92 percent of companies aim to achieve net-zero targets by 2030, which will require the deployment of advanced technologies to measure, reduce, and remove an organization's carbon footprint. Technology is essential to improving transparency and traceability in global supply chains. It helps companies uncover insights to spur action, whether that means transforming customer experiences or building a more sustainable organization.

While technology is a fundamental driver of sustainability, the solution itself needs to be monitored so that it doesn't become a problem. Technology can and does

create sustainability issues. For example, training a single AI model can emit as much CO₂ as five relatively ordinary cars do in their lifetimes. And using a mobile phone for just one hour a day for one year produces some 1.4 tons of CO₂—that's more carbon emissions than two round-trip flights between London and Glasgow. This brings technology within the ambit of the sustainability efforts of organizations. Hence, the priority must be to design and deploy sustainable, green technology to harness the benefits of meeting the sustainability agenda.

There are clear benefits to harnessing technology to drive sustainability. In fact, companies that adopt sustainable technology to a significant extent achieve 4 percent higher ESG scores on the Arabesque S-Ray dataset—a global specialist in measuring ESG metrics—than those that do not. This can translate into an 11 percent jump in their ESG ranking. And between 2013 and 2020,

companies with consistently high ESG performance tended to generate 2.6-times higher



“Our ‘indulge’ strategy is to promote customers to adopt self-service mode, without the involvement of any backend support. That’s been our strategy to enhance the services that we can offer on our self-service channels.”

SONY A,
CIO, South Indian Bank

total shareholder returns, compared to those with mid-range ESG scores.

So, what's holding

back organizations? For many, the transformation is daunting. Nearly one-fifth of organizations say their biggest challenge is that

they are not aware of the unintended consequences of technology. The lack of ready solutions is a big concern, as is the complexity associated with adopting these solutions. And then, there's what we call the

intent-action gap—only 7 percent of companies have fully integrated their business, technology, and sustainability strategies.

As sustainability strategies take shape, the CIO will be the common

denominator as different members of the C-suite take 'ownership' of specific aspects and become reliant on technology to achieve their objectives.

Digital transformation holds the key

As per a recent Deloitte survey, 85 percent of the CEOs indicated that their organizations had significantly accelerated digital transformation during the crisis, with 75 percent seeing the pandemic as fostering the formation of new partnerships and alliances. However, another recent Deloitte survey found that 70 percent of CXOs lack total confidence in their organizations' ability to pivot and adapt to disruptive events.

CXOs are pressed to prioritize digital solutions that meet the needs of the present while building a platform for innovation and competitive advantage. This can require changes in processes and infrastructure, such as shifting workloads to the cloud, deploying artificial intelligence (AI) across the enterprise, and reevaluating

how, where, and by whom work is done. For some, it may include transforming network capabilities and deploying edge computing infrastructure. Such change may demand new, continuously evolving workforce skills in an environment where diversity, equity, and inclusion are highly valued.

To drive its digital transformation, South Indian Bank follows a 4-fold strategy: indulge, nudge, purge, and forge. "So, indulge is to promote customers to indulge in a self-service mode, without the involvement of any backend support. That's been our strategy to enhance the services that we can offer on our self-service channels. So, that's been one big driver and constantly we look at adding more and more services in that," explains Sony A, CIO, South Indian Bank.

He adds that under the 'nudge' strategy, we expect a lot of our branch customers to still walk into our branch. "But we wanted to change the narrative from transactional to more of support and service. So, in the process,



“Data innovators — those committed to using data across their businesses — realize a 12.5 percent greater profit growth than those that don't have a committed data strategy.”

TOM DEVASIA,
Regional Sales Director, South India, Snowflake

we were confident that if we were to empower our branches and our staff with smart devices, like tabs, and kiosk machines. Those would provide great nudge opportunities to move the customer in a calibrated manner, from a pure manual to a slightly

digital mode. Under the 'purge' strategy, the focus is to reduce waste and redundant processes by using automation. And finally, under the 'forge' strategy, we are looking at forging

partnerships with fintech, wherein we are

leveraging on their strength in terms of footprint across the country."

These four pillars helped the South Indian Bank to grow its digital transactions from 50 percent a few years back to over 94 percent right now.

The pandemic has indeed tested our ability to respond quickly, innovate, and adapt in the face of fast-moving change. Although it's been challenging for organizations—as well as for people at every level—it has created great opportunities, removing obstacles and expanding horizons for what is possible. There is no going back to the old normal, but there are clear pathways to define a more flexible, adaptive, and beneficial environment for businesses, partners, and customers. CXOs should seize this moment to release the burdens of the past and create a better future.

Digital transformation strategy: Building a data-driven organization

As per market estimates,

68 percent of the data goes unutilized in any of the enterprises and almost 82 percent of the data lies in silos. Most importantly, enterprises spend almost 80 percent of the time actually trying to extract the data.

Further, as per the AI Adoption Index, 75 percent of the global survey respondents say their company pulls the data from 20 different sources. It was found that the enterprises that use this data are more likely to be successful by 178 percent in comparison to the firms that are not data-driven.

Tom Devasia, Regional Sales Director, South India, Snowflake, observes that the value of data has grown tremendously and that it is now revolutionizing the way companies operate. He adds that with the rise of application cloud and infrastructure cloud, organizations have the ability to store huge volumes of data.

"However, we are glaring into the future with humongous volumes of data which are scattered across multiple endpoints and cloud environments.



“Data Fabric is a virtual connective tissue that connects all the data and creates a dynamic and intelligent data orchestration that allows you to create data as an enterprise asset.”

SIDDHESH SURESH NAIK, Country Leader, Data, AI and Automation, IBM India-South Asia

A recent report shows that data innovators — those committed to using data across their businesses — realize a 12.5 percent greater profit growth than those that don't have a

committed data strategy. The same study reveals that data innovators are 2.1 times more likely to exceed customer retention targets and 10-times likely to derive more revenues

from new offerings," shares Devasia.

Siddhesh Suresh Naik, Country Leader, Data, AI and Automation, IBM India-South Asia explains that as organizations move toward digital transformation and become data-driven, they face challenges with diverse data sources, data types, data structures, environments, and platforms. "This multi-dimensional predicament is further complicated with a hybrid multi-cloud environment with most enterprises having multiple silos across on-premise and multiple public clouds. Typically, every enterprise has at least three public clouds that they deal with. So, operational data remains siloed and hidden, leading to a lot more dark data."

Devasia underlines that data innovators focus on a data strategy with an agile approach — self-served to the frontline workers and also build a culture that supports rapid iteration and tolerates failure. In addition, they treat data as a product, unlike many businesses which often view data as a raw material

that supports analytics and decision making.

"Organizations should treat data as an internal product to be packaged and distributed to groups across the enterprise. The solution lies in the data cloud — a global network of data that sits at the intersection of the infrastructure cloud and the application cloud and combines disparate sources and data types," he says.

Naik highlights that IBM offers a cloud-native integrated platform that is built on a RedHat OpenShift platform. It is a platform that helps clients build a cloud-agnostic strategy. "It is an approach which allows you to build once and deploy it multiple times or deploy it anywhere be it on-premise or be it the hyperscalers. Another element that is becoming critical in today's environment is a technology called Data Fabric. Data Fabric is a virtual connective tissue that connects all the data while using technologies like automation, integration, federated governance, and activation of metadata. It gives you the ability to create a dynamic and intelligent data orchestration that



“Data Fabric enables organizations to collect, organize, and analyze data and helps you access the data eight times faster, and can reduce your costs by 65 to 85 percent.”

AVNEET GUPTA,
Regional Technology Leader, IBM India-South Asia

allows you to create data as an enterprise asset. It lets you use that data across your enterprise to power your business and is agnostic to deployment platforms or data process platforms.”

Avneet Gupta, Regional

Technology Leader, IBM India-South Asia adds that IBM can help customers predict outcomes faster, using a platform, built with Data Fabric. This enables organizations to collect, organize, and analyze data, no matter where it resides:

on-premise or on the cloud. The platform helps you access the data eight times faster, and can reduce your costs by 65 to 85 percent.

Besides technology, it is crucial to run a data literacy program within the organization, where everybody sees the value of the data and the insights the data can bring, and how it can impact their business, highlights Philips Dayanidhi, Chief Digital & Innovation Officer, Bosch. “We ran a data literacy program and identified data champions who leverage the data for their respective function and be able to drive the literacy program at the ground level.”

Techade ahead

CIOs face increasing opportunities—and responsibilities—to lead transformation, particularly in achieving net-zero—or carbon-negative—climate sustainability objectives. They are increasingly called upon to ensure technology related to environmental sustainability is deployed aggressively while playing an active role in minimizing the environmental impact

of their existing and new infrastructure and technology.

Further, as per a recent message from PM Narendra Modi, the world looks towards India with optimism to provide technology-enabled solutions that are affordable and sustainable. In fact, the government has allocated Rs 1,086 crore in the last five years for the innovation of environmentally sustainable technology of which Rs 1,066 crore has been spent. In addition, a

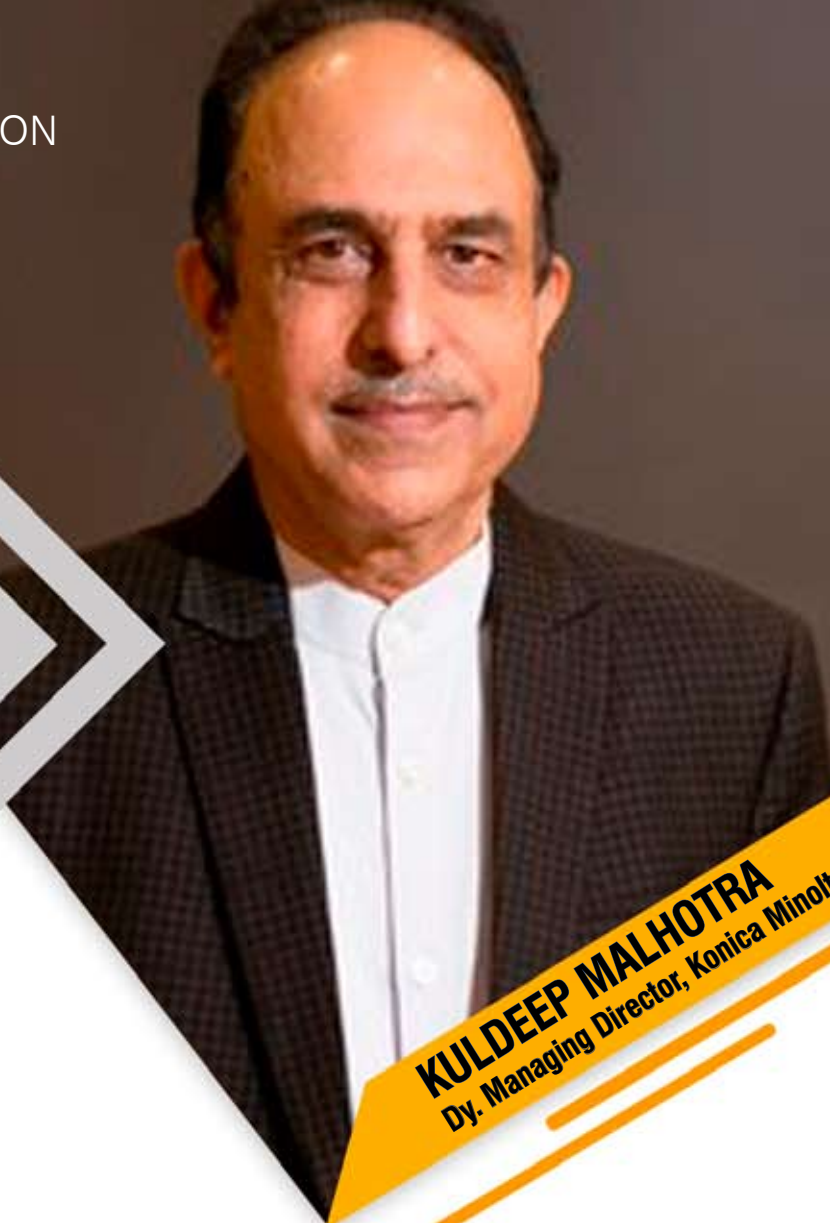
total of Rs 31.21 crore has been allocated for start-ups and NGOs working for research and development for innovation of environmentally sustainable technology in the last three years.

I am sure, India is marching ahead to make this decade India’s ‘Techade’ equipped with one of the most vibrant ecosystems for technology innovators and startups. India’s IT and telecom sectors have been playing a pivotal role in the nation’s development story and are poised to lead India towards a more prosperous future.



“It is crucial to run a data literacy program within the organization, where everybody sees the value of the data and the insights the data can bring, and how it can impact their business.”

PHILIPS DAYANIDHI,
Chief Digital & Innovation Officer, Bosch



KULDEEP MALHOTRA
Dy. Managing Director, Konica Minolta

PRINT ANALYTICS WILL BE A MAJOR CONTRIBUTOR TO SUCCESS: KONICA MINOLTA

Kuldeep Malhotra, Dy. Managing Director, Konica Minolta, India highlighted expertise in IT, print analytics, cloud printing, and sustainable practices as the four trends to strengthen the enterprise printing market in a brief conversation with Amit Singh. He also shared the company's plans and vision over the next three years

■ Please give us a glimpse of India's ongoing trends in enterprise printing solutions.

Expertise in IT will be the key to moving ahead. As per industry research, businesses will favor IT service providers over traditional print suppliers by 2025. As such, the IT expertise of channel partners must be expanded, either by partnering with experienced IT service providers or organically. This would allow for access to a broader product portfolio like print security, as part of an overall managed security service offering.

In addition, print analytics will be a major contributor to success. As organizations look to keep up with the constantly changing post-pandemic landscape, robust print analytic solutions help them understand how the pandemic has impacted their office printing and adjust accordingly. Organizations will leverage actionable insights to identify outliers and cost savings opportunities. Businesses that take advantage of this data to optimize their print environment can remain efficient and ensure employees have the tools needed to stay productive.

Moreover, cloud printing will lead to cost-effective measures. This trend is utilized by quite a few business organizations.

However, it's still not utilized completely. This new technology is going to be adopted by more organizations, as it gives them the ability to use their tablet computers and smartphones for printing. The cloud printing services will allow your printers to connect to the cloud servers. When compared with buying expensive servers and resources, cloud printing is a cost-effective alternative.

environment. The industry has started leveraging sustainable methods like LED UV printing, digital printing, and recycled paper.

■ Please talk about the USPs of the brand and how Konica Minolta adds value to the enterprise printing segment.

Konica Minolta India has a market legacy of almost 150 years and a worldwide

devices are intuitive, cost-effective, and cater to a wide range of business needs. The open API platform allows you to manage your print production, account tracking, and more.

In addition, we have continued investing in innovation in diverse fields like advanced monitoring, digital manufacturing, and smart workplaces and also working in the analytics and deep learning space for the society 5.0 transformation.

We offer Intelligent Connected Workplace (ICW) Services to the customers to bring efficiency in the utilization of the print resources while managing the complexity arising from a multitude of user requirements, with the result being not merely a reduction in the print costs but also an increase in user productivity with enhanced security and sustainability benefits.

■ What are your top focus areas and plans over the next couple of years?

We hold the second position in the Office Product segment with a market share of 24 percent in FY2020-21. In the current fiscal, for the 1st quarter (AMJ 2022) we have captured a 17 percent market share. We foresee continuing our current strategies to expand Konica Minolta's presence in managed content services and

“ cloud printing will lead to cost-effective measures. This trend is utilized by quite a few business organizations. However, it's still not utilized completely. This new technology is going to be adopted by more organizations, as it gives them the ability to use their tablet computers and smartphones for printing. ”

Further, the print industry can't go on without accepting the elephant in the room – environmental concerns. Sustainable printing practices earlier were optional. But with the rise in awareness among people and corporates, it has become necessary. Many companies have already initiated low-carbon printing. This is an initiative taken to reduce the impact on the

presence spanning over 150 international markets. We are specialized in the field of enterprise printing solutions and enterprise content management space. Since our presence in India for the last 11 years, we have been catering to a wide range of printing and document solutions requirements for Indian corporate customers.

Our multifunctional

India is Building a Robust Local Cybersecurity Solutions Ecosystem: Rahi Systems



ROHIT SINGAL
VP - India, Rahi

■ **Cyber security has emerged as a major challenge for businesses, especially during the last two years of the pandemic. What is the adoption of advanced cyber security solutions by businesses in India?**

India's cyber security industry nearly doubled in size amid the pandemic, with revenues from cybersecurity products and services growing from \$5.04 billion in 2019 to \$9.85 billion in 2021, according to a report by the

With the government promoting Indian cybersecurity companies and an increasing demand for e-commerce portals, India is building a robust local cybersecurity solutions ecosystem shares Rohit Singal, VP - India, Rahi, in a brief interaction with Amit Singh. He also shared Rahi's plans to expand into newer locations and acquire new customers

Data Security Council of India (DSCI). The pandemic has given a boost to the cybersecurity sector and helped enterprises accelerate their growth. Companies across sectors are now focusing on cybersecurity solutions as there is a greater chance of cyberattacks due to remote working environments. Companies are investing and deploying security solutions such as data security, workload security, threat management, endpoint security, and security analytics, followed by identity and access



management.

There is an increased push for digitization of operations in India and this resulted in an increase in consumption of cybersecurity products. With remote working being the new norm, companies are adopting cybersecurity products that can be deployed easily and are not very expensive. Organizations should think about moving towards a unified security suite of solutions within their security architecture that can protect their web, email, network, and endpoints. With an increasing demand for e-commerce portals, India is expected to develop local cybersecurity solutions. The government is also promoting Indian cybersecurity companies, providing funds for the development of cybersecurity infrastructure, and is working on a data privacy policy.

■ How are IT leaders leveraging cloud-based solutions to prepare for unpredictable circumstances and instill agility and resilience in the organization?

Cloud plays an important role in elevating businesses as it is vital to modern technology infrastructures. One of the main reasons for deploying a cloud-based solution is to reduce cost through the saving of energy, decreasing staff to support the servers, and maintaining security.

Cloud-based solutions are less expensive than using physical hardware and software. Many small and midsize businesses can't afford the types of equipment required to process big data. Hence, they prefer a cloud provider on a subscription plan.

Cloud-based solutions enable faster disaster recovery of mission-critical applications without impacting your customers. With a well-designed

enabling enterprises to overcome challenges and deliver on customer experience?

The expectations of today's customers are continuously evolving leading to enterprises moving above and beyond their traditional customer service methodologies. Technologies such as the cloud, for instance, are helping them to enhance customer experience. In

of technical and infrastructure changes in the post covid world has made organizations more prone to cyberattacks. As organizations will adopt the hybrid work culture, new security challenges will continue to emerge. Today, organizations need to refresh the cyber security approaches and technologies currently being deployed. Below are a few practices to avoid data breaches and ensure cyber security.

Zero Trust Network Access (ZTNA) – Security has traditionally focused on the network perimeter and also the user, device, or application inside the secure perimeter is of trust. But this model isn't effective within the remote and hybrid work models. The rapid adoption of Software-as-a-Service (SaaS) and shadow IT applications have further complicated perimeter-based security in a very zero-trust approach, all users, devices, and applications aren't of trust, to start with.

Software-Defined Perimeter: Virtual private networks (VPNs) have long been the answer to remote connectivity. However, they're rigid in configuration and don't seem to be flexible to support custom user policies. With the adoption of the cloud, it's simply not feasible to provision and manage VPNs for each connection. Software-Defined Perimeter solutions grant users selective access to specific resources supported by device, location, time of day, and other variables.

“Cloud plays an important role in elevating businesses as it is vital to modern technology infrastructures. One of the main reasons for deploying a cloud-based solution is to reduce cost through the saving of energy, decreasing staff to support the servers, and maintaining security.”

disaster recovery plan in place, the impact will be less if a disaster hits. Organizations can outsource services like mail services and file or document management services to the cloud and this will reduce hardware and employee costs that are involved in maintaining these services. By outsourcing application development and testing activities to the cloud, companies have been successful in delaying the upgradation of expensive hardware in their own data centers. The aim is to perform app development and testing on the cloud on-demand basis.

■ How is technology

fact, improving customer support or services is fueling the investment in cloud solutions.

Other technologies such as AI and ML are enabling organizations to engage in conversation with users in a humane manner. For example, chatbots today have been rapidly deployed by enterprises to respond to customer queries as well as fulfill the modern consumer demand for instant support.

■ What are the best practices you suggest in order to avoid data breaches and ensure cyber security?

While the pandemic led to a rise in cyberattacks, the delay in the implementation

Quantum Expands Long-Standing Atempo Partnership with New Validated Solution Bundles and Worldwide Reseller Agreement



Quantum Corporation has announced an expanded partnership with Atempo, a leading European software vendor known for its award-winning Tina and Miria data protection and unstructured data management software. The companies are introducing validated solution bundles that combine Atempo Tina software, a Quantum media server, and Quantum secondary storage solutions as part of the expanded partnership. Quantum will resell Atempo Tina software through an all-inclusive, capacity-based subscription licensing model that is only available through Quantum as part of a new worldwide reseller agreement.

James Mundle, Global Channel Chief, Quantum, said, "Resellers and end users are looking for

easy-to-use, easy-to-purchase solutions that provide comprehensive data protection. Providing complete solutions based on Atempo Tina software with Quantum's secondary storage portfolio simplifies procurement, deployment, and ongoing support."



JAMES MUNDLE,
Global Channel Chief,
Quantum

The solution bundles are ideally suited for organizations looking to enhance their data protection capabilities and lower costs relative to legacy backup architectures. The new bundles include:

- Atempo Tina and a Quantum DXi V5000 virtual backup appliance are combined in this SMB bundle to form a converged media server and disk-based backup system on a single server. The system has a usable capacity of up to 80 TB (before deduplication) and is an all-in-one backup solution for small to medium-sized businesses, departmental use, and remote offices.
- A multi-layered data protection solution comprised of a Quantum media server and Atempo Tina, as well as one or more Quantum backup storage options. DXi backup appliances, ActiveScale object storage, and Scalar tape libraries are among the options. The media server and storage infrastructure can both be scaled to fit any size Atempo Tina backup environment.

Ferhat Kaddour, Vice President, Sales & Alliances, Atempo, said in a statement that Quantum and Atempo have a long track record of successfully deploying collaborative solutions

that enforce cybersecurity resiliency for medium to large international organizations. It was only natural for them to fully integrate their offerings into validated solution bundles that provide resellers and end users with a complete data protection solution that included backup software as well as storage. Their common goal is to improve end-user security postures through efficient, user-friendly solutions that serve as the last line of defense against threats like ransomware.

Configurable solution bundles support multiple onsite and offsite storage targets, addressing the growing demand for long-term, secure online and offline data copies. Backup and recovery, long-term retention, and compliance are all possible across virtualized infrastructures, databases, bare metal servers, NAS platforms, and Microsoft 365 environments with these offerings.

Franck Duquennoy, IT and Technical Manager, Pitié Salpêtrière and St-Antoine Hospitals, said, "Tina, as the centerpiece of our backup architecture, and the Quantum DXi, enable us to replicate easily across sites. This bundle opens up the opportunity to have a multi-backup solution that allows for the volume growth needed for additional use cases."

Coforge to Assist Organizations Generate Actionable Insights from Data with Databricks

Coforge Limited has announced a new alliance with Databricks, the lakehouse company. As a Databricks consulting and implementation partner, Coforge will leverage Databricks' Lakehouse Platform to provide industry-specific solutions and services for organizations worldwide. Coforge and Databricks will cater to the broader data modernization concerns faced by customers across industries as part of this agreement, which is aligned with Coforge's aim to deliver impact for clients by creating actionable insights from data, frequently in real-time.

The future of enterprise is multi-cloud and hybrid cloud infrastructures. Large amounts of data will be created at the edge. As more firms use digital infrastructure, data generation will skyrocket. They must deploy advanced cloud-based technologies, such as analytics tools with machine learning (ML) capabilities, in

order to use data from many sources and systems to provide the appropriate experiences to the right customers at the right time. As a result, having a modern data foundation that can operate seamlessly across several environments is crucial for the organization.

Databricks is an open data lakehouse platform based on a 'one security and governance model' that can accommodate all enterprise data types in a cloud-agnostic manner and regulate the data wherever it is kept. Over 7000 clients around the world have already chosen Databricks' Lakehouse Platform.

Coforge, in collaboration with Databricks, will enable a cloud-based lakehouse platform that accelerates data-driven innovation for clients across several industries. Over 100 engineers have been trained as Databricks experts who are available to customers and their data management roadmap.

Deepak Khetspal, EVP, Global Head of Data & Analytics, Coforge, said, "As organizations strive to generate real-time actionable insights from data, they need a strong modern data foundation to process the high volume and variety of data from many disparate sources. To address this opportunity, I am pleased to announce our new partnership with Databricks." He added, "Cloud, Data, Automation, and Digital are our growth pillars, and partnering with Databricks is a step towards modern data foundation revolution."



DEEPAK KHETPAL,
EVP, Global Head of Data & Analytics, Coforge

NovelVox Introduces Intuitive Visual IVR for Cisco, Avaya, and Genesys Contact Centers

Customers expect to be able to contact you quickly and easily in order to have their questions answered. As a result, IVR allows them to quickly connect with customer support. During IVR communication, customers frequently encounter too many complex IVR menus, which degrades the customer experience and frustrates them. Thus, NovelVox goes a step further and launches Visual IVR, transforming frustrating traditional IVR prompts into interactive visual journeys for customers.

The Visual IVR from NovelVox provides a visually appealing self-service experience as well as clear visibility of options for more accurate responses. Escalation to a live agent for chat and voice assistance is seamless, ensuring that no customer query goes unanswered.

Customers can share information in multiple ways with visual IVR, including alphanumeric data, troubleshooting images, weblinks, visual forms, and more, reducing the need for call transfers to a live agent. Fewer call transfers result in fewer interactions in call queues and a better agent and customer experience.

Recurring inquiries do not necessitate the assistance of a live agent. In this case, Visual IVR automates such interactions by providing customers with a digital-driven visual IVR service that directs them to the desired solution via a more engaging, self-serve-driven digital menu.

Amit Gandhi, CEO, NovelVox, said, "As per the latest CX trends, I came to a conclusion that enhanced, self-service, effortless, and quick interaction can keep your customers happy and satisfied. With this intent, we launch intuitive Visual IVR that helps contact centers to transform their time-consuming voice IVR prompts into interactive visual journeys for customers. Visual IVR offers digital menus, alphanumeric data, troubleshooting images, web links, visual forms, and more that will contribute toward quick case resolution. Moreover, Visual IVR holistically improves your contact center by improving agents productivity and cutting operational costs."



AMIT GANDHI,
CEO, NovelVox

Commvault Enables Early Threat Detection and Zero Loss Strategy with Metallic ThreatWise

Metallic ThreatWise, an early warning system that proactively surfaces unknown and zero-day threats to reduce compromised data and business impact, has been made generally available by Commvault.

According to Enterprise Strategy Group, only 12 percent of IT directors surveyed expressed confidence in having the appropriate capabilities and location-agnostic protection to secure data equally across on-premises and cloud environments.

Commvault is further defining data security with ThreatWise, which gives an early warning that no other provider in this sector provides. It employs decoys to proactively draw bad actors into using fake resources, detect risks in production environments, and provide enterprises with data security tools. Commvault is now expanding its machine learning and critical threat detection and security capabilities to its larger platform, which is now available.

Jon Oltsik, Senior Principal Analyst and Fellow, Enterprise Strategy Group, said in a statement that the results of a



JON OLTSIK,
Senior Principal Analyst and
Fellow, Enterprise Strategy Group

survey of enterprise IT directors with direct knowledge and influence over their company's data security strategy were eye-opening. Many IT departments clearly lack adequate technologies to detect ransomware assaults on production settings early enough in the attack chain to neutralize stealthy cyber-attacks before they do harm. For a long time, ransomware has centered on encryption, but newer extortion techniques such as exfiltration go beyond fast spreading malware, and data recovery alone cannot help if vital company data is exposed to the Dark Web.

Ranga Rajagopalan, Senior Vice President, Products, Commvault, said in a statement that data recovery is important, but alone it's not enough. Just a few hours with an undetected bad actor in one's system can be catastrophic. By integrating ThreatWise into the Metallic SaaS portfolio, they provide customers with a proactive, early warning system that bolsters their zero-loss strategy by intercepting a threat before it impacts the business.



RANGA RAJAGOPALAN,
Senior Vice President, Products,
Commvault

Google Cancels Pixelbook Laptop Plan as Part of Cost-Cutting Efforts

Google is exiting the laptop market, reportedly canceling the next pixelbook and shifting the team to other verticals.

According to reports, the laptop was supposed to be released next year, but the project was removed as part of recent cost-cutting efforts at Google.

According to the report, members of the team have been relocated inside the corporation.

The Pixelbook Go will be Google's last laptop. Google's hardware offerings currently include the Pixel phone series. Google is most likely working on a Pixel foldable smartphone as well as a new Android Pro tablet. The company has also unveiled a Pixel Watch, which is expected to come alongside the Pixel 7 series smartphones on October 6. The Pixel 7 and 7 Pro were first teased



SUNDAR PICHAI, CEO of Alphabet and Google

at Google's I/O developer conference in May.

Sundar Pichai, CEO of Alphabet and Google, has announced a hiring freeze and the elimination of various initiatives throughout the company.

Pichai in July said in a statement that in certain circumstances, this entails consolidating investments and streamlining processes. In other circumstances, this entails halting development and reallocating resources to higher priority areas.

The Pixelbook team and the Pixelbook have become victims of this consolidation and redeployment.

According to a report, Google does not reveal future product plans or personnel details; however, they are committed to developing and supporting a portfolio of Google products that are innovative and useful to its users.

Veeam Multi-City Roadshow to Highlight the Modern Data Protection Journey



Veeam Software has announced the launch of 'Hop On Veeam: Your Journey to Modern Data Protection,' a multi-city bus roadshow in India highlighting innovations centered on its most advanced data protection solutions across all environments – cloud, virtual, SaaS, Kubernetes, and physical.

Veeam partners, customers, and distributors will benefit from in-depth talks on the current data protection landscape and will have the opportunity to communicate with Veeam stakeholders about essential data protection best practices. Hop On Veeam will feature a hands-on lab unlike any other, with engineers demonstrating on-demand live demos on cloud-native solutions for AWS, Azure, Google Cloud, and SaaS offerings for Microsoft 365, Continuous Data protection solutions (CDP), Veeam disaster recovery orchestrator (VDRO), Veeam Cloud Connect, NAS Backup, Veeam Backup & Replication v11, and Instant Recovery to VMware vSphere.

The reliance of businesses on data, as well as the volume of data generated by them, is

increasing, rendering organizations more exposed to cyberattacks. According to the Veeam Data Protection Trends Report 2022, 84 percent of Indian enterprises were hit by ransomware in the last 12 months, making cyber-attacks the main cause of downtime for the second year in a row. This highlights Veeam's opportunity to educate Indian businesses about the importance of data backups and the timely adoption of data protection solutions to maintain business continuity.

The Hop On Veeam bus will visit nine cities over the next month to raise awareness about the growing demand for data protection solutions and to highlight its ability to help businesses own, control, backup, and recover data wherever it resides – on premises or in the cloud. Cities and locations include:

- Gurugram, September 16
- Jaipur, September 21
- Ahmedabad, September 23
- Mumbai, September 28
- Pune, September 30
- Hyderabad, October 3
- Chennai, October 7
- Kochi, October 10
- Bengaluru, October 12

Protectt.ai Introduces AppBind Enabling Zero Trust Device Binding for Mobile Banking Apps

Protectt.ai has announced the launch of yet another innovative product AppBind that enables Zero Trust Device Binding for Mobile Banking Apps. The MTD cyber security startup also announced the opening of a new office in Mumbai, extending its expansion momentum.

AppBind, the first-of-its-kind easy-to-plug-in solution to offer the much-needed safe and secure mobile banking experience with advanced mobile device binding technique, will assist banking app providers in providing their end-users with a 'peace of mind' experience.

AppBind from Protectt.ai is based on the Zero Trust principle, which entails advanced monitoring of each user across numerous dimensions. The Reserve Bank of India has ordered the implementation of security measures such as device binding for mobile banking apps. Banking service providers will be able to combat the growing threat of mobile banking app-based cyber fraud while remaining compliant with regulatory standards with a zero trust device binding mechanism in place.

With India adopting the status of a mobile-first digital banking ecosystem, there is an urgent need for a comprehensive and foolproof mobile banking app security solution. AppBind will validate the user during registration using Protectt.ai's innovative proprietary technology.

Manish Mimani, Founder & CEO, Protectt.ai, said, "Our endeavor is to serve as a trusted and best-in-class MTD partner for the country's burgeoning mobile banking app and transactions business segment. With Protectt.ai AppBind solution, we are taking this evolution to the next level by aiming at the wide ranging benefits of a Zero Trust model. We are confident that the Indian Banking services segment will immensely benefit from our latest and pioneering innovation."

With the opening of the new Mumbai site, Protectt.ai aims to maintain the expansion momentum obtained as a result of its rapid traction and growth. The establishment of a Mobile Security Product Innovation Center in Chennai was recently announced by the company.

3i Infotech Introduces Malaysia's First-Ever Zero Trust Sovereign Cloud

3i Infotech has announced the launch of NuRe 3i+ powered by Oracle, a first-ever Zero Trust Sovereign Cloud in Malaysia, which is slated to be a gamechanger in the way SMBs and enterprises embrace transformation. The Zero Trust Sovereign Cloud platform will include data and operational sovereignty, enabling compliance to enterprises that want to keep data within the country's borders. As a managed services provider, NuRe 3i+ powered by Oracle will provide customers with a full stack of cloud services across IaaS and PaaS, supporting cloud native applications as well as mission-critical applications and performance-intensive (HPC, GPU) workloads.

NuRe 3i+, powered by Oracle, meets Malaysia's stringent data residency, security, and latency standards. It provides industry-leading price-performance with much lower operational expenses while allowing customers with sovereignty needs to run their workloads. It is also driven by NuRe Edge, a superior security design that provides zero-trust security for every user who enters the sovereign cloud. It provides all of the services required to move, construct, and run IT, from traditional corporate workloads to new cloud native apps and data platforms. The NuRe 3i+ Innovation Lab, built on a futuristic approach, will provide a variety of new solutions such as advanced analytics, security services, integrations and extensions, and an entire range of app and DevOps services.

Banking, financial and insurance services (BFSI), public and government



sectors, healthcare, media, and entertainment can all migrate to NuRe 3i+ powered by Oracle. NuRe 3i+ powered by Oracle, a Zero Trust Sovereign Cloud, is complemented by the NuRe suite of solutions, which includes NuRe Desk, NuRe Velocity, and NuRe Campuslabs. These growth initiatives, led by Sax Krishna, 3i Infotech's Chief Growth Officer, will also include the company's Managed Cloud Service (MCS) offering, which will include CloudOps, DevSecOps, and FinOps, resulting in 60-70 percent process savings, 30 percent-40 percent cost savings, and 100 percent compliant proactive security for customers. It will provide reduced, predictable, and internationally consistent pricing to optimize the way data moves in the modern enterprise and will support hybrid architectures to transfer corporate software. By supporting modern application development with technologies such as Kubernetes, Docker, SDKs, and APIs, the platform will also aid in the deployment of native cloud-native workloads.

Thompson P Gnamam, Managing Director & Global CEO, 3i Infotech, said, "We have a longstanding relationship with Malaysia, which date back to two decades. It is one of the most

important markets for us in the ASEAN region and one where we want to grow further. And, with NuRe 3i+ powered by Oracle, Zero Trust Sovereign Cloud, enterprises in Malaysia can now realize their cross-border trade and business goals. Businesses can now leverage an enterprise-grade cloud converged infrastructure that will bring business-critical workloads on the NexGen Oracle cloud platform with better ROI in the shortest possible time. We look to achieve at least 40 percent lower TCO than on-premises and competing clouds due to superior performance backed by SLAs, automated migration and lifecycle management and enhanced availability, security, and control."

Following the launch of the NuRe 3i+ powered by Oracle, Zero Trust Sovereign Cloud, Malaysia and the Malaysia Digital Economy Corporation (MDEC) can further expand options for work, business, and trade across borders while adhering to their country's data integrity and operational rules. This will result in more local jobs and business prospects for both enterprises and small and medium-sized businesses. It will lay out a strategy for further 3i Infotech NuRe Parks to recruit and develop local talent in emerging technologies. 3i NuRe

Parks in Malaysia will train and employ local talent for deployment across geo-borders while adhering to data and operational sovereignty due to NuRe 3i+ powered by Oracle, a Zero Trust Sovereign Cloud.

Sax Krishna, Chief Growth Officer, 3i-Infotech Limited, said, "True Digital Transformation is synonymous with Cloud Adoption. SMB's need access to business solutions that can accelerate their revenue, help enhance customer lifetime value and increase operational efficiencies. The launch of NuRe Velocity on NuRe 3i+ powered by Oracle, is designed for SMB's and Enterprises to access AI & ML based digital solutions on a pay-as-you-go model. Similarly, NuRe Campuslabs, the best-in-class ERP for education solution, to unify and manage operations seamlessly in multi-user and multi-location campuses for private and public higher education institutions."

Nilesh Gupta, Chief Cloud Officer, 3i Infotech Limited, said, "This launch will truly open a world of opportunities for both nations. The rapid growth of cloud adoption over the past two years has seen it become ubiquitous. Enterprises have increasingly become reliant, while countries like Malaysia being at the forefront of data privacy and security compliance – with the use of our Zero trust sovereign cloud we cover data, technical and operation sovereignty with this launch. I strongly believe digital infrastructures and ecosystems cannot exist in silos and need to flourish through next-generation cloud-native integration, and this initiative is a step in that direction."

SentinelOne Introduces S Ventures Fund

SentinelOne has announced the establishment of S Ventures, a \$100 million fund dedicated to investing in the next generation of category-defining security and data firms.

SentinelOne CEO Tomer Weingarten stated in a statement that the company pioneered a data-driven approach to offering autonomous cybersecurity. Their early days were marked by their investors' support, who recognized the strength and promise of their concept. Today, he is pleased to see SentinelOne invest in future disruptors, contributing to a legacy of innovation. SentinelOne's technology and

investments include:

- Armorblox, a disruptive API-based Email Security platform that leverages machine learning and natural language processing to detect and prevent sophisticated threats.
- Noetic Cyber, the Continuous Cyber Asset Management & Controls Platform that provides teams with unified visibility and actionable insights into the security posture of all assets across their cloud and on-premises systems.

These investments join S Ventures portfolio companies Torq, a no-code security automation



engineering experience, go-to-market, and client base are brought to S Ventures portfolio businesses through their focus on cybersecurity and data innovation. They are committed to investing in innovation that solves mission-critical problems for the enterprise – and for the digital society as a whole.

S Ventures will invest across all stages of the startup lifecycle with a focus on security and data companies that bring innovative use cases to the Singularity Marketplace, the company's open application ecosystem allowing security teams to extend Singularity XDR use cases. New S Ventures

platform that accelerates complex threat response workflows, and Laminar, a platform that provides full data observability across the entire public cloud to reduce the attack surface and detect real-time data leaks.

SentinelOne will help drive innovation for portfolio firms by expediting route-to-market and engineering scaling experience, in addition to providing strategic capital. Startups benefit from increased visibility in the Singularity Marketplace and SentinelOne technology ecosystems, as well as collaborative marketing and SentinelOne Partner Network opportunities.

WAAREE to Finance Projects for Consumers, Channel Partners with SBI



WAAREE, one of India's largest Solar Panel manufacturers, has entered into an Agreement with SBI for availing unsecured financing for solar projects through Surya Shakti Solar Finance Scheme and providing working capital for Channel Partners under EDFs (Electronic dealer finance scheme).

WAAREE seeks to leverage over 500 Cr of a credit line through the Surya Shakti Solar Finance Scheme and create a digital platform for loan applicants for financing solar projects.

WAAREE has the broadest footprint across India due to its Channel partner network, which serves customers in every corner of the country. This unsecured financing facility will be widely employed by commercial institutions, industries, resorts, hotels, manufacturing units, and warehouses to adopt solar as their new energy source. As a result, solar penetration is increasing across India, enhancing our country's energy security and hastening power decarbonization. The entire ecosystem has been designed to guarantee that clients receive all essential help and direction in selecting the proper equipment, resolving technical issues at their doorsteps, and expediting loan approvals.

WAAREE has always been at the forefront of industry progress, with a host of innovative products and high-wattage solar panels that are in high demand today. WAAREE has made history as the only manufacturer in India to have a 650Wp solar panel classified in ALMM. WAAREE's cutting-edge panel production facilities can produce panels up to 540 Wp, meeting the growing need for high-quality, high-efficiency solar panels. PVEL, a globally recognized Lab in photovoltaic testing, has listed WAAREE as the Top Performers in its 2022 Scorecard which is published to highlight the performance of global manufacturers.

Broadcom Aims to Defy Chip Slowdown on Data Center, Wireless Strength



Broadcom Inc estimated fourth-quarter revenue above projections, citing solid demand from digital industries to help it weather a likely chip industry slowdown.

Shares of the business surged 2.4 percent to \$503 in extended trade after third-quarter results also above expectations.

Hock Tan, Chief Executive Officer said in a statement that from their perspective, infrastructure demand remains strong.

Companies are rapidly investing in the infrastructure required to enable a shift to hybrid work modes, giving Broadcom a competitive advantage over competitors with greater exposure to smartphones and PCs.

Rivals Intel, Advanced Micro Devices, Qualcomm, and Nvidia Corp have all issued demand warnings as customers spend less on PCs, gaming devices, and smartphones in the face of rising inflation.

Premium phone sales have been stable thus far, as higher-income clients have remained relatively untouched. This has enabled Broadcom, which counts Apple Inc as a significant customer, to estimate a 20 percent sequential increase in current-quarter wireless revenue.

Still, Broadcom may experience some weakness in demand in the upcoming quarters as enterprise, cloud and service providers are likely to moderate their orders and capex spending into 2023, said Summit Insights analyst Kinngai Chan.

"Our industry checks are now indicating some early signals of supply outpacing demand."

According to a report, Broadcom expects current-quarter revenue of around \$8.9 billion, compared to analyst projections of \$8.73 billion.

In the quarter ended July 31, adjusted profit of \$9.73 per share on revenue of \$8.46 billion exceeded estimates of \$9.56 profit on revenue of \$8.37 billion.

Capillary to Deliver Leading Customer Engagement Solutions with KPMG in India

Capillary Technologies has announced its strategic partnership with KPMG in India for loyalty and customer engagement solutions. The alliance will comprise a qualified and trained team of KPMG consultants focused on offering AI-based cloud native loyalty and customer engagement solutions to enterprises.

Brands are looking for innovative methods to communicate and engage with customers in an ever-changing world by knowing their ever-changing behavior, preferences, and expectations. The Capillary-KPMG in India alliance partnership will assist businesses in looking beyond discounts, offering innovative customer experiences, and keeping their consumers satisfied at every touchpoint.

By combining KPMG in India's breadth of



consultancy services with Capillary's diverse product range, the alliance would help clients to realize true business value faster by accelerating time-to-market, replacing ineffective technologies, and therefore magnifying growth. KPMG in India will support Capillary in assessing the industries, developing KPIs and performance measures, and enabling customers to implement and grow their marketing strategies with Capillary technologies. Overall, the alliance intends to make an impact in the loyalty landscape across Dubai, Vietnam, Malaysia, and parts of Europe by providing these agile solutions to businesses seeking an exponential development trajectory.



Tech Mahindra to Digitally Transform Supply Chain Networks with Tada Cognitive Solutions

Tech Mahindra has announced a strategic partnership with Tada Cognitive Solutions (TADA), a next generation digital twin-enabled supply chain software provider headquartered in the US. With control tower implementations, the alliance will enable Tech Mahindra's customers to develop real-time end-to-end visibility across the whole supply chain network and expedite their digital transformation journey.

The collaborative offerings will enable manufacturers, consumer packaged goods (CPG), and retail businesses to realize the full potential of digital technology. It will boost collaboration among ecosystem partners to construct modular decision systems. Tech Mahindra's deep domain expertise and system integration capabilities will be combined with TADA's patented Digital Twin of the Supply Chain (DTSC) and Digital Twin of an Organization (DTO). This technology expands on the concept of a Digital Twin to create a Digital Duplicate capable of creating a real-time digital replica of an organization's entire supply network in the cloud. This will

help to expedite supply chain transformation efforts that focus on visibility, supply chain execution level analytics, and scenario building capabilities.

Lakshmanan Chidambaram, President, Americas Strategic Verticals, Tech Mahindra, said, "Control towers are increasingly becoming predominant in the supply chain ecosystem, and is expected to grow at a compound annual growth rate (CAGR) of 16.7 percent from 2020 to 2027 globally. With the ongoing volatility and disruption of global



LAKSHMANAN CHIDAMBARAM,
President, Americas
Strategic Verticals,
Tech Mahindra

supply-chains, our customers need to be connected by a common digital frame across their complex business networks, along with a control center to effectively identify risk and respond at speed. Our partnership with TADA is in line with our NXT. NOW framework that will enable our customers to drive real-time decision-making across their ecosystem. The partnership will bring a competitive advantage at speed and scale to the control tower solutions market in the US."

Customers of Tech Mahindra will be able to meet the whole spectrum of business demands, including planning, supply chain, procurement, production, and logistics design, as a result of the partnership. TADA's Digital Duplicate capabilities will generate a real-time digital replica of the organization's entire supply network in the cloud, resulting in the development of a common language that links and empowers an organization's people, processes, partners, and data. TADA's unique Digital Duplicate technology will assist elevate the Digital Twin software model by

building a digital replica of the enterprise's whole ecosystem using millions of Digital Twins.

Seshadri Guha, CEO and Co-founder, Tada Cognitive Solutions, said, "We are very excited to partner with Tech Mahindra and utilize their deep domain expertise, global reach, and jointly accelerate bi-modal transformation for customers. The partnership will not only help organizations achieve operational results in the short-term, but also deliver sustainable digital transformation in the long-term. Our customers have gained competitive advantages by implementing the next generation



SESHADRI GUHA,
CEO and Co-founder, Tada
Cognitive Solutions

Digital Duplicate technology. This approach has proven to be extraordinary successful across multiple customers and industries."

The collaboration aligns with Tech Mahindra's DigitALL philosophy for total business transformation. Tech Mahindra's deep domain expertise in Supply Chain, Strategic Planning & Sourcing, Industry 4.0, Connected Warehousing & Logistics, made possible by new-age technologies such as IoT, Blockchain, RPA, Data analytics, Network security, and Cloud, enables companies across all verticals to reshape their value chains to be more agile and resilient.

Online Sellers Besieged with Reduced Sales and Margins Due to Supply Chain Disruptions



The vast majority of online or D2C (Direct-to-consumer) sellers around the world have had to raise their prices.

According to a new survey by global B2B sourcing platform BuyHive, this is due to higher procurement costs caused by the pandemic and Russia-Ukraine war.

While 82 percent of sellers surveyed confirmed that their costs have increased due to higher supplier prices, more than 72 percent have already increased or plan to increase their prices. Despite price increases, 64 percent of surveyed sellers agreed that higher costs have reduced profit margins. Furthermore, respondents stated that price increases have reduced their sales.

Over 140 online or D2C sellers from the US, UK, and India participated in the BuyHive survey. These sellers either retail their products via major e-commerce platforms like Amazon, eBay, Etsy, or Flipkart or run their

e-commerce stores through platforms like Shopify.

Minesh Pore, CEO, BuyHive, said, "The online and D2C sellers have been badly hit by the increase in procurement costs and are finding it hard to grow their topline or retain their profitability margins. The BuyHive survey also reveals the link between global supply chain disruptions and business risks for D2C brands or online sellers. While



MINESH PORE,
CEO, BuyHive

many sellers are choosing to change their suppliers because of the ongoing disruptions; it might directly affect their product quality and impact their business in the long run."

Almost 73 percent of respondents said they have begun looking for alternative or lower-cost suppliers in order to keep procurement costs under control. When asked why their procurement prices had increased, 68 percent of sellers blamed Covid-19-related manufacturing disruptions, while 70 percent blamed rising international freight prices.

Finding alternative suppliers, on the other hand, is proving difficult for most online sellers. Almost half of those surveyed agreed that it is difficult to find trustworthy suppliers, and nearly 60 percent said it is difficult to find cheaper suppliers. Just over half of the sellers expressed concerns or hesitations about the quality

control at new or alternative suppliers.

"The disruptions in international travel along with the continuing surge in travel costs have created new problems for small or mid-sized retailers worldwide in finding new or alternate suppliers efficiently. Online platforms like BuyHive are filling in the gap by offering 'sourcing as a service' on demand," added Pore.

When asked how they found their current suppliers, nearly 70 percent of those surveyed said they used Google or Bing search engines, while 49 percent said they used B2B e-commerce platforms like Alibaba. Almost 55 percent of current suppliers were introduced to them by a friend or business associate.

The survey also revealed a significant opportunity for new suppliers to close the trust and pricing gap with buyers. Only about 47 percent of sellers said they trust and rely on their current suppliers, while only half said they have no problem returning defective goods or units. However, less than 44 percent of sellers agreed that their current suppliers' prices were appealing.

When asked how the Russia-Ukraine conflict has affected their business, 55 percent said it has increased their costs and reduced margins, while 49 percent said it has resulted in lower sales. More than 53 percent of sellers agreed that the conflict has made it more difficult to source goods.

The Mindful Foundation Introduces Courses from Oxford Mindfulness Foundation to India



GEETIKA ARORA BHOJAK,
Founder, The Mindful Foundation

The Mindful Foundation (TMF), the only Indian partner of University of Oxford Mindfulness Center, has announced the launch of programs from the Oxford Mindfulness Foundation in India.

The programs launched in a phased manner can be availed by all age groups. The programs are available in a blended / hybrid format. The Mindful foundation (TMF) India, aims to focus on integrating ancient Indian wisdom with modern psychology, and cognitive behavioral therapy (CBT) and providing preventive mental health care.

Geetika Arora Bhojak, Founder, The Mindful Foundation, said, "At TMF, we believe that cultivating mindfulness in all aspects of our everyday lives is imperative to mental health. With the help of Mindfulness based mental health programs, we want to encourage more people to seek help and ensure that it is accessible to everyone across all demographics."

She further added, "The country has seen a significant spike in mental health awareness and conversations since the past couple of years. At TMF, we want to ensure that the right information and science backed techniques are being provided to people in order for them to take care

of their mental health. The courses we provide, aim to make mental health care even more accessible and available to all. We are certain that these research based programs will help the overall wellbeing of an individual – mentally, psychologically, physically and emotionally."

The ongoing programmes – The first batch of the three-week programme began on September 24, 2022. This programme consists of three weekly two-hour sessions as well as numerous mindfulness practises. Furthermore, the Mindful Foundation launched free monthly 'Mindfulness Taster' sessions, which include brief tasters of mindful exercises as well as information on the Mindful Foundation's various introductory courses.

The second course, 'Mindfulness For Life', an 8-week Mindfulness-Based Cognitive Therapy programme, will begin in October 2022. The sessions will be held online and will last two hours per week, with sustaining practises throughout the week and a one-day online retreat. The day of online retreat is dedicated to silent meditation and contemplative exercises. The Mindfulness for Life programme provides practises and cognitive-behavioral techniques to promote long-term and sustainable change. This course will teach you how to apply what you've learned in the classroom to effectively manage pain and stress in your daily life.

For the rest of 2022, the Mindful Foundation will cover 50 percent of the course fee for Indian participants. While there has been increased public awareness, stigma continues to play a significant role in preventing people from seeking or receiving care. According to a recent survey, 47 percent of people considered workplace stress as the most significant factor affecting their mental health, followed by financial and Covid challenges. These courses will address common depression symptoms such as sadness, loss of interest in enjoyable activities, tiredness, difficulty concentrating, and so on.

WhatsApp Discloses Critical Bug in Older Versions on Multiple Devices

WhatsApp, which is owned by Meta, has revealed a critical bug that could affect older installations on various devices that have not been updated with the latest software versions.

The vulnerability could allow an attacker to exploit a code error known as an integer overflow.

According to a report, an integer overflow in WhatsApp for Android prior to v2.22.16.12, Business for Android prior to v2.22.16.12, iOS prior to v2.22.16.12, Business for iOS prior to v2.22.16.12 could result in remote code execution in an established video call.

A hacker can remotely execute commands on another computer through remote code execution. Remote code executions (RCEs) are typically caused by malicious malware downloaded by the host, and they can occur regardless of the device's geographic location.

CVE-2022-36934, the recently disclosed vulnerability, has a severity score of 9.8 out of 10 on the CVE scale.

WhatsApp also disclosed information about another bug that could have resulted in remote code execution when receiving a crafted video file. Both of these vulnerabilities have been addressed in the most recent versions of WhatsApp.

WhatsApp has announced the availability of Call Links, which will allow users to start and join a call with a single tap. In addition, the company has begun testing secure and encrypted group video calls for up to 32 people on WhatsApp.



71% of Cybersecurity Professionals Feel They're Losing Ground Against Cybercriminals

Trellix has released global research revealing the cost of siloed security, weak spots in protection and lack of confidence amongst security operations (SecOps) teams.

The study of 9,000 global cybersecurity professionals, including 1000 from India, also looks to the future of security, and the technology poised to revolutionize SecOps. 94 percent describe their current security model as 'siloed'. Consequentially, almost three-quarters (73 percent) are likely allocating budget to advanced solutions, including XDR, to enable an integrated security approach.

Aparna Rayasam, Chief Product Officer, Trellix, said, "This research reveals how unsustainable the situation is for cybersecurity professionals today. Instead of relying on traditional solutions that add complexity, businesses can reshape security operations with a flexible, intelligent security platform designed to consolidate security tools and quickly remediate

threats."

More Integration Required. Only 6 percent of Indian organizations are working with a fully integrated security model, with another 12 percent in the process of changing their siloed set-up. The research revealed 67 percent of cybersecurity professionals work with more than ten different security tools or solutions across their organization, with more than 20 tools for 4 percent of respondents.

Disconnected solutions are holding businesses back.



APARNA RAYASAM,
Chief Product Officer, Trellix

Seven in ten (70 percent) cybersecurity professionals admit their current security tools don't enable their SecOps team to work with maximum efficiency. Almost one third (29 percent) recognize they have blind spots in their protection today.

Opportunity to Build SecOps Confidence. 49 percent of cybersecurity professionals feel 'very confident' in their organization's ability to quickly adapt to new threats, while 72 percent admit security threats evolve so rapidly, they're struggling to keep up.

On average, respondents' organizations deal with 55 cybersecurity incidents each day, while over 42 percent admit they cope with 50 to 200 incidents daily. Over half (53 percent) report being 'inundated by a never-ending stream of cyberattacks' as one of their biggest work frustrations. A fifth (20 percent) say they can never or 'only rarely' prioritize and respond quickly to threats.

Protecting The Bottom Line. 82 percent estimate their organization lost up to 10 percent of revenue from security breaches in the last twelve months. Medium size businesses (with US\$50-100m revenue) lost an average of 9 percent in revenue, compared to almost 6 percent for large businesses (with a turnover of US\$10bn – US\$25bn), representing revenue losses of between \$600m and \$1.5bn.

Venkat Krishnapur, Vice-President of Engineering and Managing Director, Trellix India said, "The majority of current security options rely on siloed intelligence. These may address immediate threats, but the increasing number and complexity of cyberattacks are forcing security teams into a noticeably constant reactive posture. Ergo, we are unknowingly creating security silos. This is where extended detection and response (XDR) comes in. Trellix's XDR ecosystem, integrates several security tasks, unifies telemetry from many sources, and uses Machine Learning and analytics to prioritize and swiftly respond to major threats. Not only does this help in improving SecOps efficiency, but also reduces risk through improved detection, response and remediation capabilities. This provides organizations the strongest defense against a constantly evolving threat security landscape."

XDR: A Revolution in Cybersecurity. 29 percent of cybersecurity professionals have already implemented XDR in their organization, with a further 48 percent very likely to do so in the next 12-18 months. Additional technologies very likely to be implemented are Security Orchestration, Automation, and Response (SOAR) (43 percent), Network Detection and Response (NDR) (43 percent), and Endpoint Detection and Response (EDR) (41 percent).

Mark Zuckerberg Joins Forces with Salesforce

Meta CEO Mark Zuckerberg said WhatsApp is set to partner with Salesforce globally so that Salesforce's customers can now benefit from WhatsApp's business offering by setting up their businesses on the WhatsApp Business App through WhatsApp's Cloud API.

According to Zuckerberg in a Facebook post, "More and more people prefer to communicate with businesses over text. That's



MARK ZUCKERBERG,
CEO, Meta

why we launched our Cloud API earlier this year and are now partnering with Salesforce."

L'Oréal group brands will use WhatsApp as part of the integration pilot to reconnect with consumers who had previously left items in a shopping cart and will send them coupons and offers via the chat thread.

According to one source, this is only the beginning. They will continue to develop tools to help more businesses provide customer support, showcase and discuss products, and so on.

Earlier this year, the instant messaging platform opened up the WhatsApp Business Platform to any business anywhere in the world to assist them in getting started on WhatsApp to help deepen customer relationships, drive sales, and provide support.

Amazon Introduces Utility-Scale Renewable Energy Projects in India

Amazon has announced its first utility-scale renewable energy project in India – three solar farms located in the state of Rajasthan.

These include a 210 MW project by India-based developer ReNew Power, a 100 MW project by local developer Amp Energy India, and a 110 MW project by Brookfield Renewable. These solar farms have a combined capacity of 1,076,000 megawatt hours (MWh) of renewable energy per year, which is enough to power more than 360,000 average-sized households in New Delhi. Amazon's solar projects in Rajasthan will contribute to the increased availability and affordability of renewable energy in India by enabling new capacity beyond what is currently available on the grid.

Amazon also announced 23 new solar rooftop projects in its fulfillment centers in 14 cities across India, with a total capacity of 4.09 MW of renewable energy. This brings the total number of solar rooftop projects in India to 41, with a total capacity of 19.7 MW, which will help power Amazon's fulfillment network in India.

Amazon's project with ReNew Power is a 210 MW solar farm in Rajasthan, which is considered one of the largest solar corporate

power purchase agreements (PPA) by a technology company in India, as well as the largest single business-to-business (B2B) project that ReNew Power is developing in India.

Amazon has signed more than 500 MW of renewable energy PPAs with Brookfield globally, including 110 MW in India. Naval Saini, Managing Director, Renewable Power and Transition, Brookfield, said, "We are pleased to work with Amazon on their journey towards becoming 100 percent renewable energy powered. The new Bikaner solar park development is being undertaken as a part of the Brookfield Global Transition Fund, our inaugural impact fund focusing on investments



NAWAL SAINI,
Managing Director,
Renewable Power & Transition

that accelerate the global transition to a net-zero carbon economy. We look forward to partnering with governments and corporates to accelerate their sustainability and decarbonization goals."

Amazon also announced a global expansion of its renewable energy portfolio, adding 2.7 gigawatts (GW) of clean energy capacity across 71 new renewable energy projects. This includes the company's first renewable energy project in South America – a solar farm in Brazil – as well as the company's first solar farm in Poland. When fully operational, Amazon's global renewable energy portfolio will generate 50,000 GWh of clean energy per year, which is the equivalent of the electricity required to power 4.6 million US homes.

Amazon, the world's largest corporate purchaser of renewable energy, now has 379 renewable energy projects in 21 countries, including 154 wind and solar farms and 225 rooftop solar projects, totaling 18.5 GW of renewable energy capacity. The company now has 57 renewable energy projects in the Asia-Pacific region. By the end of 2021, the company's use of renewable energy in its operations would have reached 85 percent.

Channel Point



Why Sustainable Technology ?

Every business owner wants to make a difference and remain compliant with environmental and social standards. By implementing sustainable innovations, companies can stay competitive and help the environment.

We'll look deeper into why businesses should implement sustainable technology. One advantage of sustainable technology is that it helps businesses reduce risk. When you utilize renewable and biodegradable materials, you're indirectly protecting the ecosystem—and your business—from the negative effects of climate change. Secondly, with sustainable technology in the business, can make use of resources effectively. This goes a long way in boosting its bottom line. Spending less and gaining more is a profit booster and helps business to remain competitive.

Thirdly, the silent battle of attracting and retaining top candidates rages on in the business world. The key to acquiring the best talent is to implement sustainable technology for your business. Three out of every four millennials want to work for businesses with environmental and social standards. Employee loyalty is also more likely when your business is committed to sustainability.

Companies are beginning to see the importance of sustainable technology and are working to develop more sustainable practices. As the world progresses, new technologies have the potential to help us move closer to a sustainable future. But what do business leaders need to know about these technologies. After all, they need to make informed decisions about incorporating them into their operations and strategies.

The first step in creating a sustainable development plan for your company is taking stock of where you're. Measuring your sustainability can come from metrics like carbon footprint, energy consumption, and supply chain miles. When considering new technologies, it's essential to view the product's entire life cycle, from production to disposal. This will give you a more accurate picture of the sustainability of the technology and help you make better decisions about which technologies to pursue. Another popular method is sustainability reporting, which allows companies to measure and track their progress on specific sustainability goals. This information can help companies decide where to focus their efforts and how to use their resources best.

Many tech companies are now incorporating sustainability into their product development cycles. In other words, companies cannot simply purchase the latest sustainable technology and expect it to achieve their sustainability goals. Instead, they need to be thoughtful about how they use technology and ensure that it is integrated into their overall sustainability strategy.

Thus, Sustainability in technology shouldn't be a luxury. It's a necessity. And as more and more companies adopt sustainable practices, we will all benefit from a cleaner, healthier planet.

K. Singhal

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