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SPENDING ON DIGITAL TECHNOLOGY BY ASIA/PACIFIC ORGANIZATIONS WILL GROW 3.5X THE ECONOMY IN 2023

CANDID CHAT

80% of Enterprises will Adopt SASE in the Next 5 Years



John DiLullo
Chief Revenue Officer,
Forcepoint



Bjorn Engelhardt
VP, Asia Pacific Japan,
Forcepoint

IN CONVERSATION

Consistent Supply Chain, Strategic Tie-ups are Crucial to Tap Consumer Technology Market



Arnav Mutneja
Director,
Quantum Hi-Tech Merchandising

Transparency in Supply Chain will be More Crucial



Philips Dayanidhi
VP & Chief Information and Digital Officer,
Bosch Global Software Technologies

CEO TALK

Many Unicorns may lose their Horns in Near Future



Dr Ganesh Natarajan
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Spending on Digital Technology by Asia/Pacific Organizations Will Grow 3.5x the Economy in 2023

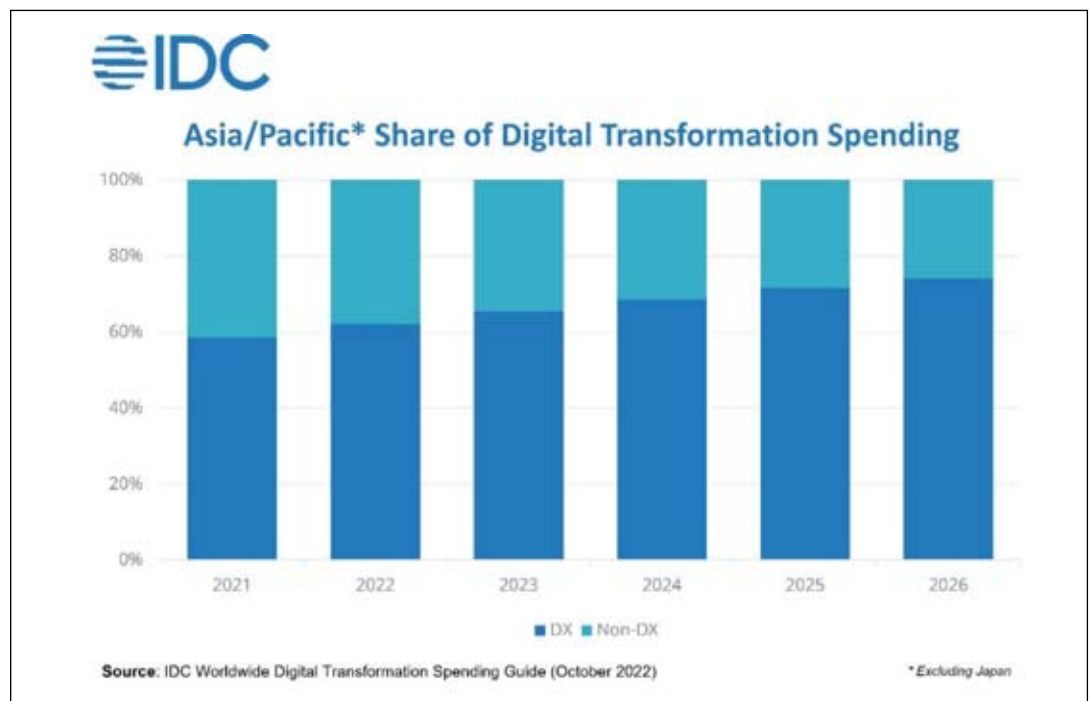
The Digital Transformation (DX) Spending in Asia/Pacific is forecast to reach US\$543 Billion in 2022, a year-on-year growth of about 18% from 2021. Higher digital technology spending establishes a foundation for resilient digital businesses' agile reaction to storms of disruptions. Big leaps ahead for some technologies, and tiny but important steps for others.

Everyone thinks of tech as a fast-paced industry, and in many respects that's true. For sure, there's a region of the tech industry that's entirely populated with 'move-fast-and-break-things' types who race to create a minimum viable product and talk about things like 'NFT' and 'Web 3'. In the new digital business era, we expect digital technologies to represent a growing percentage of organizations' IT budget. Even with the looming recession and other potential storms of disruption, the focus on digital will only drive organizations to modify business and operating approaches, leveraging technologies and consumption models to drive new competitive advantage. Moreover, in the next few years, enterprises in Asia/Pacific need to slice through storms of disruption brought about by talent gaps, cybersecurity intensity, supply chain dynamics, COVID restrictions, inflation and the risk of recession to achieve their business objectives to reduce costs, increase profits,

improve operational efficiency, grow revenue and improve customer experience. Aside from C-suites driving digital-first strategies and using technologies to compete and implement digital innovation programs that

crisis management strategy that includes continuous intelligence and enables an agile reaction to future economic shocks and disruptions. CIOs need to actively harness their organization's resilience capabilities to their

competitive differentiation and long-term growth, IDC predicts that spending on digital technology by organizations will grow at 3.5 times the economy in 2023. The traditional recession IT budget playbook of cutting capital



deliver tangible outcomes at scale and create quantifiable business value, they need to transform their enterprises into becoming resilient digital businesses. Research firm IDC predicts that by 2024, 30% of organizations will have a business continuity

competitive advantage. They should use this to not only adapt and survive, but more importantly to thrive and deliver financial, supply chain, ecosystem, and sustainability differentiation. To establish a foundation for operational excellence,

expenditure by extending PC and infrastructure upgrades, cutting contract staff and delaying new projects by one year will not be effective. Instead, the recessionary playbook for 2023 will consist of adopting as-a-service delivery and operating

models, leveraging contract staff to address labor shortages, and focusing on high-impact digital business projects. By 2026, 40% of total revenue for top Asia-based 2000 organizations will be generated by digital products, services, and experiences. For Asia/Pacific organizations to achieve these, digital-first CIOs need to redefine their enterprise value in the digital business era by creating financial, ecosystem and ESG/ sustainability impact. They need to implement digital business initiatives that

improve profit, participate in digital ecosystems to accelerate revenue growth, and invest in digital to drive their ability to meet their ESG needs.

The pandemic in the last two years accelerated the need for digital transformation (DX) to improve an organization's resilience against market disruption. As we move ahead into the dark clouds of economic turbulence, IDC's research indicates enterprises embracing digital technology as the way forward. The transition from DX 1.0 to DX 2.0 asserts that traditional

business models need to diversify and invest in growing their share in digital business models to survive in the long run. A connected ecosystem is key to attract, attain and convert customers as we evolve into providing a digital solution using existing business models. In a recent survey conducted by IDC (Future Enterprise Resiliency & Spending 22 Survey), business agility was the main improvement recognized by respondents in organizations that have increased investments in digital transformation in 2021. They will continue

to invest as they look at improvements in employment productivity and sustainability as critical areas that notice better results.

Three key tech-to-compete agenda business and technology leaders need to focus on in the near-term are:

#1: Platform-first

- In 2025%, 60% of infrastructure, security, data, and network offerings will require cloud-based control platforms that enable extensive automation and promise major reductions in ongoing operational costs.

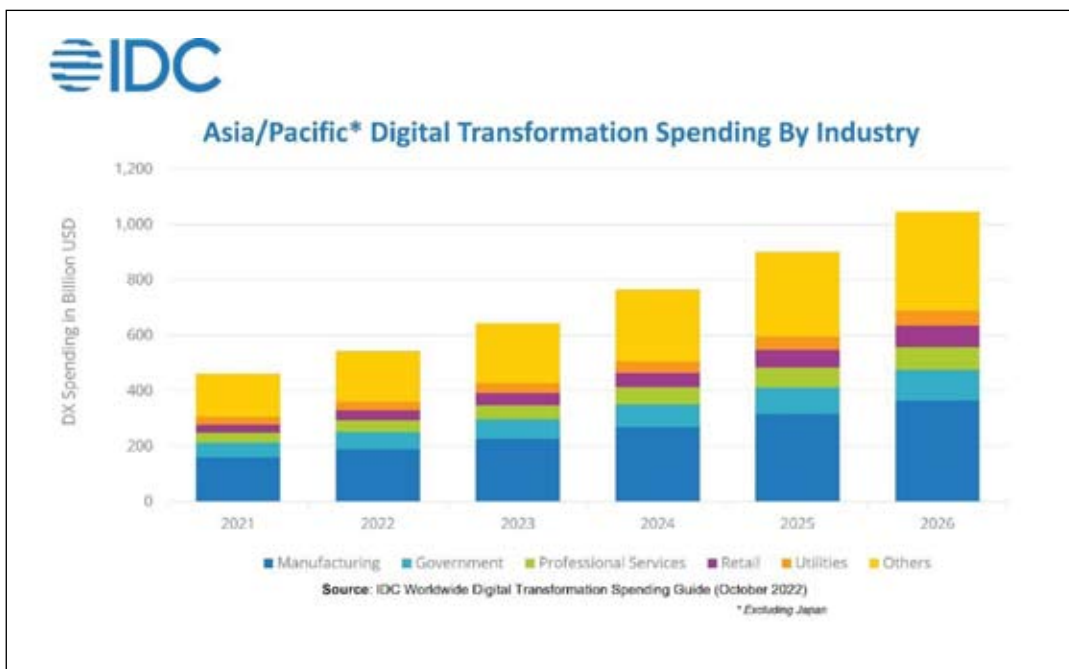
#2: Trust-first

- To address the increasing volatility of market and customer needs, by 2026%, 50% of CIOs will use operating model design to optimize value stream, agile architecture, and risk management.

#3: People-first

- By 2026, enterprises that did not effectively address the talent and digital skills gap in their organization will constrain revenue growth opportunities by 20%.

In the long-term,



business and technology leaders should put their sights on the unfolding new tech world order and the critical challenges it brings:

- **Tech Talent.** Talent gap will increasingly put a cap on tech RoI.
- **Cloud Sovereignty.** Digital sovereignty has broad implications and the need for sovereign clouds will grow.
- **Sustainability.** Tech's direct impact on sustainability will amplify.
- **Machine Vision.** Metaverse as an example in this broad category will be a gamechanger.
- **Data-first.** Data-first will dominate across all industries and economies.

What business priorities will the 2023 technology trends help address?

We expect the 2023 trends to impact enterprise strategies in the coming three years by enabling organizations to address four key priorities:

- Optimizing resilience, operations or trust
- Scaling vertical solutions, product delivery or everywhere
- Pioneering customer engagement, accelerated responses or opportunity
- Pursuing sustainable technology solutions

Theme 1: Optimize

These trends optimize IT systems for greater

reliability, improve data-driven decision making and maintain value and integrity of artificial intelligence (AI) systems in production.

- Digital Immune System creates an enhanced customer experience by combining multiple software engineering strategies to protect against risk. Through observability, automation, and extreme design

and testing, it delivers resilient systems that mitigate operational and security risks.

- Applied Observability works from the data emitted by an organization, using AI to analyze and make recommendations, which allow an enterprise to make faster and more accurate future decisions. When applied systematically, it can

Technologies Drive Much-Needed Business Outcomes

Optimize	Scale	Pioneer
Optimizing IT systems for greater reliability, improving data-driven decision making and maintaining value integrity of AI systems in production	Accelerating vertical offerings, increasing the pace of product delivery and enabling connectivity everywhere	Enabling business model change, reinventing engagement with employees and customers, and accelerating strategies to tap new virtual markets
Related Trends: Digital Immune System Applied Observability AI TRISM	Related Trends: Industry Cloud Platforms Platform Engineering Wireless-Value Realization	Related Trends: Superapps Adaptive AI Metaverse
Sustainable Technology		

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Gartner

India IT Spending to Grow 2.6% in 2023

India IT spending is projected to grow 2.6% in 2023, according to a recent forecast by Gartner, Inc. Even with the looming tensions of global inflation and the weakening rupee, Indian businesses will continue to increase their spending in key segments of information technology next year. "Inflation has not impacted enterprise spending on technology globally, and India is no exception to this trend," said Arup Roy, VP Analyst at Gartner. "The headwinds are in favor of technology as businesses realized how going digital can benefit them in the long run. Depending upon the maturity level of the digital enterprise, the spending context may be different for

different businesses, but overall technology spending will continue to be on the rise in 2023." Gartner forecasts weakening demand for devices in 2023 as device upgrades stabilize (see Table 1). Spending on data center systems will also experience a decline as businesses opt for public cloud services. End-user spending on public cloud in India is forecast to grow 27% in 2023. Except for data center systems and devices, all the other segments of IT spending will experience growth in India in 2023.

Table 1. India IT Spending Forecast (Millions of U.S. Dollars)

	2021 Spending	2021 Growth (%)	2022 Spending	2022 Growth (%)	2023 Spending	2023 Growth (%)
Data Center Systems	3,177	14.4	3,527	11.0	3,477	-1.4
Software	11,245	19.9	12,625	12.3	14,356	13.7
Devices	49,530	37.3	48,448	-2.2	47,851	-1.2
IT Services	19,206	15.0	20,571	7.1	22,039	7.1
Communications Services	24,382	5.7	24,451	0.3	24,703	1.0
Overall IT	107,541	22.1	109,622	1.9	112,427	2.6

Source: Gartner (November 2022)

"As Indian organizations advance in their digital initiatives and maturity, they will need to elevate their cybersecurity focus or face severe business risk. Also, paucity of good quality digital talent and technology/management skills will continue to be some of the top challenges that CIOs in India face in 2023," said Roy. CIOs in India will need to be extremely creative about how they source talent, where they source from and

how effectively they use those resources. different businesses, but overall technology spending will continue to be on the rise in 2023." Gartner forecasts weakening demand for devices in 2023 as device upgrades stabilize (see Table 1). Spending on data center systems will also experience a decline as businesses opt for public cloud services. End-user spending on public cloud in India is forecast to grow 27% in 2023. Except for data center systems and devices, all the other segments of IT spending will experience growth in India in 2023.

reduce the latency for response and optimize business operations in real time.

- AI TRISM supports AI model governance, trustworthiness, fairness, reliability, robustness, efficacy and data protection. It combines methods for explaining AI results, rapidly deploying new models, actively managing AI security, and controls for privacy and ethics issues.

Theme 2: Scale

These technology trends accelerate vertical offerings, increase the pace of product delivery and enable connectivity everywhere.

- Industry Cloud Platforms combine SaaS, PaaS and IaaS with tailored, industry-specific functionality that organizations can use

to more easily adapt to the relentless stream of disruptions in their industry.

- Platform Engineering provides a curated set of tools, capabilities and processes that are packaged for easy consumption by developers and end users. It will increase end users' productivity and reduce the burden on development teams.
- Wireless-Value Realization covers the provision of wireless network services from everything, including traditional end-user computing, support for edge devices, digital tagging solutions, etc. Such networks go well beyond pure connectivity, providing location and other real-time information and insight

from analytics, and allow systems to harvest network energy directly.

Theme 3: Pioneer

These trends focus on enabling business model change, reinventing engagement with employees and customers, and accelerating strategies to tap new virtual markets.

- Superapps are more than composite applications that aggregate services. A superapp combines the features of an app, a platform and an ecosystem in one application, providing a platform for third parties to develop and publish their own miniapps on.
- Adaptive AI allows for model behavior change post-deployment by using real-time feedback, to continuously retrain models and learn within

runtime and development environments, based on new data and adjusted goals, to adapt quickly to changing real-world circumstances.

- Metaverse allows people to replicate or enhance their physical activities. This could happen by transporting or extending physical activities to a virtual world or by transforming the physical one. It is a combinatorial innovation made up of multiple technology themes and capabilities.

Theme 4: Sustainable Technology

Delivering technology alone will not be enough in 2023. Sustainable technology is a framework of solutions that increases the energy and efficiency of IT services; enables enterprise sustainability through technologies like traceability, analytics, emissions management software and AI; and helps customers achieve their own sustainability objectives. Investments in sustainable technology also have the potential to create greater operational resiliency and financial performance, while providing new avenues for growth.





JOHN DILULLO
Chief Revenue Officer, Forcepoint



BJORN ENGELHARDT
VP, Asia Pacific Japan, Forcepoint

80% OF ENTERPRISES WILL ADOPT SASE IN THE NEXT 5 YEARS

In a candid chat with Kalpana Singhal, John DiLullo, Chief Revenue Officer, Forcepoint and Bjorn Engelhardt, Vice President, Asia Pacific Japan, Forcepoint, highlight that SASE is still in its infancy with less than 10 percent penetration; however, it will see huge adoption as hybrid work will require organizations to safeguard the edges spear across the locations. They also elaborated on how Forcepoint is simplifying cyber security and its India presence over the last few years

■ **Amid the hybrid working environment, employees and systems are distributed across the locations, which increases the attack surface manifold. How do you see the threat landscape evolving in**

this scenario?

John: While the threats themselves have not changed much, the threat surface area has changed dramatically. With the increased surface area with spread-out systems and networks, the attacks have

grown geometrically. As the employees left their offices and the firewalls, SASE as an emerging technology has found incredible adoption with its approach of a centralized security policy implemented at the edge where the users

interact with applications. While the adoption is huge, it's still in its infancy as probably less than 10 percent of the enterprises have deployed SASE. We expect over 80 percent of the enterprises to adopt SASE over the next 5 years.

■ **How has the new normal impacted the security strategy for organizations?**

John: The new normal is quite different from the way enterprises and employees used to work. As employees are working in a hybrid work arrangement where they need to come office for a few days a week and work from home for the rest of the week, organizations are required to safeguard both environments.

In the current scenario, organizations are turning to the Zero Trust framework that enables uniform security policies to be implemented across the environments, whether on-premise/office or out of office. The Zero Trust framework is a major development in comparison to the legacy security approach that resulted in breaches; most of them were on-premise breaches.

■ **What are the challenges that enterprises are facing in improving their security posture?**

John: In the new normal, breaches are bound to happen. Over the last two years, breaches have increased exponentially. In fact, according to a recent survey, 86 percent of respondents said that they were victims of breaches and that they sustained huge losses during the pandemic period.

Moreover, enterprises spent over \$300 billion on security last year as the top leadership realize that this is an enterprise risk management problem where they have to figure out what they can afford and what they can't. In this scenario, technologies like SASE will bring the biggest bang for the buck.

■ **As the bad actors are leveraging emerging technologies like AI and automation for security breaches, how do you think Indian organizations are prepared to safeguard their networks?**

John: Preparedness of the organizations is a debatable topic; however, the more you embrace cutting-edge security technologies, the better off you are. Greater adoption of technologies like SASE is creating organizations much more secure.

Bjorn: We have certainly seen major preparedness among the organizations, especially the Indian MNCs and enterprises which operate for global clients. We have seen a huge acceleration around data protection over the last two years among sectors like BFSI, retail, services, and government, driven by tighter regulations. With the changing workplaces and greater focus on data protection, India is actually leading for us in the Asia Pacific. We are also seeing rapid adoption of our SASE

solution which is leveraging AWS infrastructure. In addition, cloud security is seeing major adoption with the growing penetration of fiber in homes and enterprises.

■ **Please talk about your approach to cyber security and how are you making security simplified?**

John: Well, our main premise is to simplify the security. We have built a platform that has a centralized command control and policy management system that's in the public cloud.

We understand that there are four types of users: branch office users, headquarter users, managed device users, and unmanaged device users. All these users try to use different types of compute resources and applications. We have built a centralized command and control platform that manages different types of connections and deploys SASE across the edges to administer and implement policy enforcement at each of those points. There's one console, and there's one policy repository, which means you don't have to create multiple policies that dramatically simplify things. Further, you don't have to learn multiple interfaces. This way, we have quite simplified cyber security.

■ **Please talk about your global and India footprint and your GTM**

strategy in India.

John: Globally, we do business in 160 different countries and have over 13,000 customers. We've been in business for more than 25 years.

In India, we've made a lot of investments in establishing a Center of Excellence for engineering. We have a vast presence across the country from a customer support perspective with a presence over the last 17 years. In fact, we have a leading market share in India for Web protection and DLP.

Moreover, almost 50 percent of our India business last year came from net new customers, which reflects our strong presence in the data protection space. To further expand our base in India, we have recently opened an innovation and development center in Mumbai.

What are your top focus areas over the next 3-5 years?

John: SASE has a huge market potential as it has seen penetration of just 10 percent. Hence, for SASE we will continue to focus on regulated industries that have lots of data protection requirements.

We will continue to work with customers that have dispersed systems. So universities, retailers, and regional banks that have infrastructure spread across the places. In addition, we will have a high focus on aftersales services.

CONSISTENT SUPPLY CHAIN, STRATEGIC TIE-UPS ARE CRUCIAL TO TAP CONSUMER TECHNOLOGY MARKET



ARNAV MUTNEJA

Director, Quantum Hi-Tech Merchandising

In an exclusive interaction, Arnav Mutneja, Director, Quantum Hi-Tech Merchandising shared how the organization ensured minimum disruption to its supply chain and its consumer outreach during the pandemic. He also highlighted Quantum's achievements and how the company aggressively focused on the audio space and launched products according to the needs of the consumers

■ **The pandemic majorly disrupted the supply chain for most businesses. What challenges did you face during the pandemic and how did you overcome them?**

The Covid-19 pandemic and induced lockdowns showed us unprecedented times by disrupting the

supply chain as well as manufacturing. It led to a snowball effect where it took considerable time for everyone to get a hold of the situation. There was an exponential five-fold increase in freight for shipping while the most significant semiconductors were scarcely available. However, we took it up as an opportunity and amped

up our R&D. This ensured that we had a constant supply. Simultaneously, we also tied up with superior shipping lines, ensuring we could alleviate the challenge.

■ **Customer is a big factor in the D2C ecosystem, what is the strategy that you**

follow to stay closer to customers across touch-points?

Being a research-driven company that deals with premium products in the wearable and audio segments, Quantum has always succeeded in winning the hearts of the end-users. Also, we just don't want to sell our

product for the sake of profits; we want to cater to a more aware buyer, who appreciates technology and enjoys using world-class products. After the pandemic, we realized that it is important to build a consistent supply chain and have strategic tie-ups. Considering this minor roadblock as a learning opportunity, we have tweaked the small pitfalls that we faced.

■ As a D2C brand, how does Quantum leverage technology to overcome supply chain challenges?

Quantum is a research-based company, with exceptional technical know-how on ways to deliver what is needed. Keeping in mind the changing needs of users in the pre-pandemic world as well as post-pandemic one, we are working on developing newer technology in-house. This will lessen the reliance on the supply chain. Moreover, we have also tied up with superior supply chain organizations to maintain the deliveries under any condition.

What are the factors that differentiate Quantum from other lifestyle brands?

Quantum is a premium consumer and lifestyle tech brand for all sorts of audio products, power banks, wearables, etc. Established over three decades ago, it started off to provide products based on the need of the consumer, in

the desired price range. The R&D mechanism has always been the strong point of the company, and manufacturing tie-ups built over the years have ensured that we deliver what we envision, which is the biggest differentiator between Quantum and other brands. The after-sales service is the other key factor as to why Quantum stands apart from the crowd. Strategic

biggest factor that our clients keep coming back.

■ Please talk about your revenue expectations for the year 2022.

We overcome challenges from the pandemic and maintained a steady growth rate of 25 percent for the past 4 years. The audio segment, which thrived during the pandemic because of the virtual

accessories segment.

In the first quarter of 2022, we have aggressively focused on the audio space and launched products according to the needs in pandemic times. However, with offices opening up, we are looking into a hybrid world, where there will be scope for technology that will be useful for online as well as offline needs. Old products are being phased out, to make space for enhanced products. Thus this diversification in the audio portfolio will impact the entire industry.

We are working on strengthening our pan-India presence since Quantum has a relatively stronger presence in north India and our immediate goal is to replicate the same in the south and other geographical regions across the country.

■ Can you throw some light on your marketing strategy for this year?

Quantum has always believed in learning from everything that life throws at us. We had pan India offline distribution, but we also strengthened our D2C sales through our website, B2B sales, and e-commerce sales. Thus, we are one of the few brands that are doing well in the hybrid distribution model. So, our marketing strategy for 2022 will be focused on B2B as well as B2C, along with world-class products developed for Indian consumers.

“ We are working on strengthening our pan-India presence since Quantum has a relatively stronger presence in north India and our immediate goal is to replicate the same in the south and other geographical regions across the country. ”

communication with B2B as well as B2C consumers has helped Quantum become a unique player and position itself as a consumer-first brand.

Further, local manufacturing acts as an advantage to us, as we can have full control over quality while ensuring a desirable price point. The best in class after-sale service with prompt addressal of issues is the

meetings, seminars, and online education is still growing. We are aiming to close 2022-23 at nearly Rs 130 crore in revenues. In recent times, the focus has been on True Wireless Stereo (TWS) and Bluetooth speaker segments, as they are seeing high demand from consumers. We have also recently introduced office stationery and consumer electronics as well as new products in the

TRANSPARENCY IN SUPPLY CHAIN WILL BE MORE CRUCIAL



PHILIPS DAYANIDHI
VP & Chief Information and Digital Officer
Bosch Global Software Technologies

Philips Dayanidhi, Vice President & Chief Information and Digital Officer, Bosch Global Software Technologies, in a detailed conversation with Kalpana Singhal, gave away suggestions to build a resilient supply chain and the costs, risks, and rewards involved in building a future-ready organization. He also spoke on how to deal with disagreements between a CFO and a CIO on technology priorities, while elaborating on the three most influential technologies

■ Much has been said about Industry 4.0, and how it is revolutionizing the manufacturing world by providing manufacturers with opportunities to utilize advanced tools and technologies throughout the product lifecycle. What are the trends you see in India?

Industry 4.0 is a very vast topic. You can take the entire value stream from demand to supply, as one spectrum, or you can take it within the plant. Simultaneously, we are seeing more and more businesses including SMEs

adopting technologies to move forward. Earlier, only the large organizations were adapting technologies at scale, but now, many smaller businesses are adopting with the availability of innovative solutions from startups and newer IT solution providers, which can be used off the shelf.

In addition, the SaaS model has become quite popular as smaller businesses need not invest heavily in the IT infrastructure required for Industry 4.0. As a result, I see a greater adaption of Industry 4.0. For instance, we provide a solution called Phantom, which is

a non-invasive solution to monitor the performance of the machine. The plug-and-play solution offers an entire analysis based on AI, ML, and the power data, power signature data, and tells you what's the on time, downtime of the machine, load of the tool, etc, which helps to monitor the machine's performance and check out how it's doing.

■ Maintaining a seamless supply chain is crucial for any manufacturing unit. As the pandemic disrupted the supply chain for many, what are the

innovations businesses are making to build a resilient supply chain?

The supply chain has been quite disrupted during Covid-19. Even now, because of the shortage of chips, we are facing longer waiting times for whatever we order from laptops to cars. Everything seems to be in short supply, but then I think it is important to bring transparency to what is happening within the supply chain and plan better. For instance, the trend is toward digital control towers, where you use the data coming from customer demand, inventory, logistics

supply, service providers who move the items, and real-time tracking of logistics, to analyze overall performance by utilizing all the data. All this exercise brings transparency into the system and supply chain which boils down to data science. It gives you dashboard-like visibility of the customer demand, inventories, supply chain, and vendor engagement to make the entire supply chain predictable and reliable.

Over the next 12 months, I don't think we are going to see any respite from the volatility as the demand will be higher than the supply. Hence, transparency in the supply chain is going to be more crucial.

■ So, the technologies that are being used behind this kind of solution are based on IOT, AI ML, and analytics.

Yes, the solution has sensors based on IoT that enable us to collect data. For example, to track the vehicles carrying goods we have an IoT solution, which is integrated into the logistic service providers' platform and the vehicles; it has a real-time GPS tracker. We also have data coming directly from PLCs, which gets pumped into the cloud. It's complex multi-level technology.

In addition, the order processing based on demand and any changes in the supply is automated to streamline the supply chain. We use AI-ML for decision-making based on

insights and suggestions for manufacturing processes and the supply chain. In fact, automation in the assembly line is an old phenomenon. We are now working towards eliminating the dependency on people's decision-making. So, we are using sensors, we are using machines, and IoT solutions in order to automate decisions.

■ What according to you are the costs, risks, and rewards involved in building a future-ready organization? And how crucial is the role technologies playing to make those future-ready organizations, especially after COVID?

Initially, it appears as if the investments are high, but if we take a three to four years horizon, it pays for itself. In addition, it builds resilience where you remove dependence on people, particularly during the pandemic. While we can't avoid human resources to run a factory, we are moving towards a scenario where we depend more on technology through remote monitoring, remote operations, and so on. For example, the use of robotics is big time in manufacturing where robots load machines, do the packing, loading of the components, and so on. So, when you talk about cost, initially, it does appear very expensive, but I think we should take a long-term view and look at the total cost of ownership over 3-5 years.

■ Security is another challenge, which adds to the cost of enterprises. What are your suggestions for adopting security technologies?

Cyber security appears costly when there is no attack/breach. However, once attacked/breached, the costs are extremely heavy. So, prevention is always better than cure. I think the costs associated with cyber security systems are worth it. Thankfully, there are enough security solution providers and service providers who are also able to support us on cyber security with alerts and managed security.

■ What are the major challenges organizations with legacy systems face while adopting newer technologies?

I definitely think that technology is not a barrier. In fact, the cost of technology is also not the barrier because computing power is increasing and the cost of data storage and networking is reducing drastically. The major barrier is change management or the culture of the organization. There is always resistance to adopting new technologies.

To counter this challenge, I would suggest driving a digital literacy program in the organization so that people understand the power of technology. So, it is important to bring them to a comfort level with RPA, AI, ML, and Blockchain.

They must understand what is an analytics and other technologies, and can relate to themselves and then work with them. We must align technology to strategy and not try to align strategy to technology; so, put business first.

The next strategy is to focus on some lighthouse projects. Don't go big bang for digital transformation. First, focus on a few projects to show the benefits to the organization as a marketing professional. Further, spread your digital transformation to both the top line and the bottom line. Bottom line is to bring more efficiencies to your processes and offer an experience to the stakeholders. The top line is all about bringing digital into products, improving revenues, improving customer reach, and improving sales conversion. These things should be the strategy to make the transformation journey effective because when it comes to digital transformation, it's a journey.

■ Looking at the unique requirements of each organization, what are the best practices you would suggest to select the technology to go for?

I would suggest not to go technology forward, but rather take business problems backward. We need to identify and prioritize our business problems, maybe the top-4 problems, and see what technologies/solutions can solve these problems.

Further, I am moving away from home-grown solutions and rather look for solutions already available in the market. In fact, there are plenty of SaaS models already available which are plug-and-play solutions where we don't need to do much integration. These solutions are beneficial as compared to home-grown solutions as when a technology changes and an upgrade happens, it becomes easier to migrate into a newer technology compared to that.

■ **Have you ever experienced the kind of disagreement between a CFO and a CIO on technology priorities? And how can we deal with such circumstances?**

These challenges ought to be there and will be there because of different perspectives. A CFO needs to plan and budget the money, and a CEO needs to see a business value in whatever we do. And often it is not easy for them as they can't relate it to the business problem. So, we need to paint a big picture and a long-term view for the customers; it's not easy. The smaller the company, the more difficult it is to convince. My suggestion is to talk about the business value proposition of the solution and avoid the technology talk.

In addition, don't go big bang on technology and go for a pilot project to showcase the benefits and numbers before enlarging

the scope. As a CIO, we need to capture the perspectives of the CEO, CFO, and other stakeholders to bring business value propositions to each one of them.

Please talk about your initiatives around process reengineering and automation in your organization.

Today, enhancing the experience through process reengineering has become crucial. For this, we follow a very simple mantra: SEA, where we analyze each process to see what can be simplified, what can be eliminated, and what can be automated. If you focus only on automation, you may be automating a very complicated process and unnecessary steps. If you really want to bring value to the business, you need to sort of eliminating things that are not needed. Simplification is that can we just remove some steps and move it faster.

Through automation in some processes, we've been able to save as much as 30 percent in terms of gaining efficiency and productivity. And you can slice down large processes into small sub-processes to work on. I think the industry has been doing process reengineering for decades. Now, the way we do it and the technologies we leverage have changed.

■ **What are the three major IT adoptions and implementations you have done recently?**

We have moved most

of the applications to 'low code, no code' to move away from bespoke or in-house developments. So for any new requirement or current applications that have been running for a while, we are evaluating if it can be 'low code, no code.' Interestingly, a great achievement is to see what could take six to eight months earlier is now released in just about four to six weeks. That's a kind of speed that we are able to gain for any new requirements.

In addition, being a people-centric organization we are following a mobile-first strategy. So, we ensure the compatibility of the applications on mobiles besides on a laptop or desktop. That's been one big change that we have done and many of our applications today move and work on mobile. We are targeting to bring many more applications on mobile by Q2 2023.

Another major change that we are trying to bring about is increasing digital maturity itself. We have some targets internally set up based on the benchmarks in the industry. Further, we are working on connecting equipment in our labs. So, these are the major initiatives we are working on.

■ **According to you what are the three most influential technologies which will see large adoption in your organization over the next 12-24 months?**

5G launch is likely

to bring a big wave of transformation driven by telecom organizations. Companies like Bosch have already experimented with 5G which enables machines to talk to each other. With 5G coming, I think edge computing will grow in a big way. Enterprise will move ahead of the cloud and will talk about edge plus cloud that will work in a hybrid model with data-intensive operations.

In addition, I see IoT becoming a common thing in the future and will be more commoditized. Above all, data will be the core of everything we do and will be crucial for AI/ML success which is another big play going forward.

■ **What is your outlook for Metaverse?**

Metaverse is still in the hype cycle, in the trial mode. It is not yet come to a place where it is adapted as an industrialized solution. And I think it'll take some time; at least 12 to 24 months.

We are hearing about a few events held in Europe where millions of people joined the event in Metaverse. Facebook is also aggressively working on Metaverse and is going to launch garments for Metaverse. I feel the adoption of Metaverse will be more in retail where consumers can experience the goods before buying. People can also experience real estate and houses before making a final purchase decision. However, the full fledge adoption is a little far away.



MANY UNICORNS MAY LOSE THEIR HORNS IN NEAR FUTURE

DR GANESH NATARAJAN

Founder & Chairman,
5F World & Honeywell Automation

Dr Ganesh Natarajan, Founder & Chairman, 5F World & Honeywell Automation, in a detailed interaction with Anuj Singhal, spoke about where the startup ecosystem in India is moving towards and how can startups brace for challenges like degrading macroeconomic scenarios and inflationary pressures, and how organizations can leverage technology to transform their businesses and offerings amid the changing customer expectations. He also highlighted how Metaverse is likely to transform businesses and how they interact with consumers

■ You have an elaborate experience across the technology and education industry and you have been associated with several organizations like SBI, CII, and so on. So, what excites you most about your

career till now?

I think there's a constant threat in what we do, which is why the name of my company, which is what my cultural framework has been my life. So, out of three top things that excite me, I think one is the ability to influence because what we did in Aptech was

really a massive 42-country operation. And similarly, even if you look at the technology industry today, it is the most successful industry in India. The second element that excites me is the ability to touch lives. I'm very passionate about people. While people nowadays are talking

about great resignation and moonlighting, we've always built companies where people loved the organization. And the third element is success. When you're running public limited corporations, you can't just be doing it for yourself. You have to maximize value for all

stakeholders. And in my case, both in Aptech and Zensar, it was maximizing value for shareholders, maximizing value for customers, and of course, for employees. So, I think these are the three tenets on which I built everything.

■ **What's your take on the edtech segment because most of the layoffs currently have been around edtech, followed by consumer services and eCommerce? Do you see a trend that is more alarming?**

Edtech is currently undergoing the Gartner hype cycle, wherein any new concept starts with a lot of hype which leads to a peak of inflated expectations followed by a trough of disillusionment and the slope of enlightenment. This is what is happening with the edtech segment right now. So, initially, there were a lot of frenzies primarily because of the pandemic. During Covid-19, anything you launched, which had a good user interface, people including school kids or college students were happy to adopt it as they were just getting bored sitting at home. But when Covid-19 dissipated, a lot of kids/students went back to school. So, the preferences changed again.

Having said that, I think edtech companies which have been built for the long term will be able to

sustain. For instance, Ronnie Screwvala's company upGrad is of tremendous value in continued education. The platform works for corporate learners by enabling them to marry their career aspirations with skills. These are the kind of companies that are built to last. So, like in every industry, the hype created by investor expectations has come down, but I think you'll find four or five very successful companies out of every industry, which will scale and gain global market share and attention.

■ **Many of the market experts are talking about a long and bitter funding winter for startups due to limited visibility on when things will stabilize due to factors such as overall macroeconomic scenario, inflationary pressures, war, and fall in the stock markets. Where do you see the startup ecosystem in India moving towards and how can startups brace for these challenges?**

We are very proud of the fact that the number of unicorns will probably cross the hundred mark, unfortunately, many unicorns may lose their horns. Because if it's built on hype and a kind of copycat e-commerce kind of strategy, it's not going to last long. If you look at

successful startups and go back to the early days of IT services, we had Wipro and Infosys which were then joined by companies like Mindtree and HCL. We all built our companies, the old-fashioned way: we got revenues, we got profitability, then we scaled, we did acquisitions; I think many startups will discover that form. I always believe that if you have a good business idea, a strong model, a good team, and access to funding, then you do it. But, if a business makes huge losses and still is valued higher even if losses go up every year, I think that's ridiculous because the fundamentals of economics don't allow you to make losses forever.

My point is that people with a sustainable business model and a good team will continue to succeed. So, if you ask me for a guess, out of 75,000 odd startups, we may expect 50,000 startups to fall by themselves. However, even if we can generate 5000 great new companies from the startup hype, I think that would be fantastic for the country and for the world.

■ **While Covid-19 has forced organizations to revisit their business model, technology has been a major enabler to help them be relevant in the changing scenario. How do you see organizations leveraging technology**

to transform their businesses and offerings amid the changing customer expectations?

What we do as consultants in 5F World is primarily approach large corporations and medium-sized businesses. We are finding that 17-18% of organizations have really succeeded in their digital initiatives. These successes stand on five pillars of technology. The first pillar is employees and the second is processes to enable employee journey and experience. The third pillar is the technology itself which is changing rapidly amid the fourth wave of digital. The fourth pillar is data analytics. Even today, people are primarily doing postpartum analysis of what happened. What is important is to use artificial intelligence and machine learning to build a predictive and prescriptive analytics model, which companies like Facebook and Amazon have done extremely well. Indian companies have to learn that.

Finally, the often ignored factor of success is talent. The focus must be to build a culture where people are technology-enabled and make things happen. I think that's the way to look at implementing technology, not as an end in itself, but as just one factor among many factors which make your organization more successful.

■ **What are the new opportunities you see in the technology industry and what are the best practices you would suggest to boost the digital potential of the organizations?**

I'm particularly excited about Metaverse. I know a lot of people think that Metaverse is just one more hype story and it's not going to happen. But I generally believe that it is the future of

gaming, entertainment, and sports, specifically e-sports. It also has many uses in education and almost everything will happen by people experimenting with technology, maybe in a digital format. Further, many manufacturing companies today operate on digital twinning. Digital twinning is nothing, but if you're thinking of a new manufacturing line to produce X products, you don't need to build a prototype and then experiment. You can actually simulate the entire process with digital twinning and see the optimum use of parameters and pressure, etc. So the way I see it is as immersive technologies.

Further, augmented reality and virtual reality have become more important. For instance, I do a lot of work in the social sector and we are currently working with almost 12,000 young men and women from

the slums in Pune and enabling them to fulfill their dreams. We apprise them of the latest virtual reality technologies and help them acclimatize to the new working environments. I feel that visual technologies are going to be extremely crucial in the future as it will enable us to experience before we actually engage physically. There'll be a lot of physical activity and a lot of digital activity. And the way you design the coexistence of these two will determine the future of technology. And as I say, it's going to happen in every walk of life, from education to entertainment, to work to sports, and we should be prepared for it.

We can see that couple of the banks have initiated with Metaverse. What's your take on customer engagement in Metaverse and how enterprises can kickstart their journey?

I think you have to design the experience properly; that's extremely important. For instance, JP Morgan and Citi Bank, as well as State Bank of India. A lot of people have taken Metaverse very seriously. Today, the younger generation appreciates the ability to engage on the Internet and meet a bot or digital avatar of the bank manager rather than meeting him physically.

And my belief is

very similar to what we discussed earlier about the hype cycle. Initially, everybody will jump into the Metaverse. So, we tend to be prey to quick, early gratification without achieving even 10 percent of what we should be; we already claim success. So, I think that we have to be a little more thoughtful about everything.

What is your outlook for the technology and startup industries in India for the next couple of years?

I think I'm really excited about India at this point. I mean, there is no doubt that in the next two years, India and possibly Indonesia and Vietnam, maybe the highest growth stories. China has lost its way a little bit. If we look at it over years, China and resurgent America will rule the world, and the opportunity for startups to really identify, and discuss opportunities where we can really offer a product or service that serves the market. So, this will not be the story of my industry, the IT services industry, where we first succeeded abroad and then said, hey, can we do something for India? This will be a story of entrepreneurs, some of whom we are investing in 5F World, we are looking at the India opportunity, making stuff happen at scale in India, and then seeing, can we also grow together. So, I am truly

excited. The latest book I'm co-writing is a book on pathways to India in 2030, and we see opportunity everywhere literally.

How do you see the Indian economy doing amid the global inflationary pressures and poor-performing markets?

I think we have to be sober in our expectations for the next couple of years. As you know, even this year, the economic growth even in India has been downgraded from originally hyped up 9.3 percent to 7 percent. Although 7 percent is a good number as there is huge inflationary pressure on all economies. Even Western Europe is already in big trouble; if you look at US, it will moderate your expectations, which is why they keep raising interest rates. So, it's going to be tough times, no doubt about that. So, we have to hunker down, we need to make sure that we manage our capital well. However, if you're able to overcome the next six to nine months of critical external pressures and build robust companies that succeed in spite of all the problems, the medium term is going to be spectacular. So, any entrepreneur watching this, I'm saying absolutely get your optimism up, make sure that you are moderate in the first one minute, then you can take off like a parabolic, that's what you should be doing.

Redington Grabs 2022 Regional and Global AWS Partner Award



Redington has received the 2022 Regional and Global AWS Partner Award.

The award recognizes leaders around the globe playing a key role helping customers drive innovation and build solutions on AWS.

Rakshit Bhatt, Head Cloud, Business Group, Redington, stated, "We are proud to get recognized as 'Distributor Partner of The Year 2022 – Asia Pacific and Japan' by AWS, highlighting the multifaceted approach we take

“ We are proud to get recognized as 'Distributor Partner of The Year 2022 – Asia Pacific and Japan' by AWS, highlighting the multifaceted approach we take towards cloud journeys. ”



RAKSHIT BHATT,
Head Cloud, Business Group,
Redington

The awards were announced during a Partner Awards Gala at AWS re:Invent 2022. The awards recognized Redington as the Distributor Partner of The Year 2022 – Asia Pacific and Japan. It recognizes a wide range of AWS Partners, whose business models have embraced specialization, innovation, and cooperation over the past year.

towards cloud journeys. With AWS, we are looking forward to building a Cloud Centre of Excellence (CCOE) to enable simplified cloud adoption for customers and execute their cloud-first strategy, foster distribution of best practices in cloud computing, identify and attract new talent, and develop customized cloud solutions.”

52% of Indian Organizations Witnessed Economic Crime in Last 2 Years

Almost 52 percent of Indian companies experienced an economic crime in the last 2 years, according to a recent PwC report. The report titled, 'Global Economic Crime and Fraud Survey 2022: India Insights,' revealed that 95 percent of them suffered new types of fraud as a result of the disruption caused by Covid-19.



The research also noted that preventative efforts taken by businesses reduced such incidents from 69 percent in 2020 to 52 percent in the preceding two years. Up to 60 percent of Indian businesses with global annual revenues over \$1 billion reported experiencing fraud in the previous 24 months. 37 percent of businesses with global annual revenues under \$100 million reported fraud during this time.

47 percent of businesses reported customer fraud involving mortgages, credit cards, claims, and checks. Second place went to cybercrime, with 45 percent of businesses reporting such events. 34 percent of Indian businesses facing financial crime reported KYC failure.

Nearly 67 percent of Indian firms that suffered fraud stated that an external attack or coordination between external and internal sources was the cause of the most disruptive incident. In PwC's 2020 poll, the percentage was 56 percent.

67 percent of firms identified misbehaviour risk, 16 percent legal risk, 31 percent cybercrime incidents, 19 percent insider trading, and 38 percent platform risk among the new fraud types they encountered.

Intel Launches Max Series for HPC and AI



Intel has launched the Intel Max Series product family with two leading-edge products for high-performance computing (HPC) and artificial intelligence (AI): Intel Xeon CPU Max Series and Intel Data Center GPU Max Series. The new products will power the upcoming Aurora supercomputer at Argonne National Laboratory.

The Xeon Max CPU offers up to 56 performance cores constructed of four tiles and connected using Intel’s embedded multi-die interconnect bridge (EMIB) technology, in a 350-watt envelope. The Max Series CPU provides up to 4.8x better performance compared to competition on real-world HPC workloads. It offers 68 percent less power usage than an AMD Milan-X cluster for the same HPCG performance.

On the other hand, Max Series GPUs deliver up to 128 Xe-HPC cores, the new foundational architecture targeted at the most demanding computing workloads. Additionally, the Max Series GPU features 408MB of L2 cache – the highest in the industry – and 64MB of L1 cache to increase throughput and performance.

Lenovo Launches 5th Gen Neptune Warm Water-Cooling Technology

Lenovo has launched the fifth generation of Lenovo Neptune Direct Water-Cooling technology along with a range of sustainability services to help customers reach their sustainability goals. The enhanced portfolio comes as part of ThinkSystem’s 30th Anniversary celebrations.

The fifth-generation Lenovo Neptune Direct Water-Cooling technology extends data center efficiency to a broader range of servers, recycling loops of warm water to cool systems, and



enabling to reduce power consumption up to 40 percent. Lenovo Neptune offers support for the latest processors from AMD and Intel. It expands water cooling to support both 4th Generation Intel Xeon Scalable and 4th Generation AMD EPYC processors and GPUs from NVIDIA and Intel, delivering better performance.

The company’s enhanced portfolio delivers advancements in sustainable computing by expanding Carbon Offset Service from intelligent devices to the IT infrastructure allowing customers to apply CO2 offset credits to a partner organization that supports United Nations CO2 offset projects, including reforestation, renewable energy, and solar. Additionally, newly available Lenovo TruScale Sustainability services offer pay-as-you-go utilization that helps prevent over-provisioning and supports reduced energy consumption.

62% of Indian Businesses have a Robust Sustainability Plan



Indian businesses have recognized the potential of sustainability to unlock business value, with 62 percent of companies noting it’s not difficult to be

sustainable and profitable at the same time.

The study conducted by Oxford Economics and SAP found that just 17 percent of respondents have calculated their total organizational carbon input. More importantly, out of the organizations that have acted upon a sustainability strategy, only 7 percent are receiving

significant value from it.

Almost 60 percent of the Indian respondents noted that regulatory mandates are the primary drivers of their sustainability strategies. This aligns with the fact that regulatory compliance (45 percent) is the major benefit derived ahead of reduced carbon emissions and increased operational visibility.

Access to accurate and insightful data throughout the business value chain is critical to maximizing sustainability outcomes. But just 44 percent of respondents said they have invested in data analysis to measure sustainability in their business, and a similar 43 percent said they were training staff how to capture sustainability data.

Veeam Announces Veeam Backup for Salesforce on Salesforce AppExchange

Research clearly shows there are many ways to lose mission-critical SaaS Data



Modern Data Protection Veeam Software announced the new Veeam Backup for Salesforce on the Salesforce AppExchange, which eliminates the risk of losing Salesforce Data and metadata due to human error, integration issues and other data loss scenarios.

Integrated directly with Salesforce, Veeam Backup for Salesforce is currently available on the AppExchange at <https://appexchange.salesforce.com/listingDetail?listingId=a0N3u00000PuyFpEAJ&tab=e>.

Veeam Backup for Salesforce The new solution from Veeam—the market leader in modern data protection—allows organizations to deploy an on-premises or cloud backup environment, providing access and

control of Salesforce data and metadata. It also provides powerful rapid recovery capabilities for IT departments and Salesforce managers, including granular and bulk data recovery of Salesforce records, hierarchies, fields, files, and metadata. The new offering builds on the success of Veeam Backup for Microsoft 365, extending Veeam’s enterprise-grade platform into another industry-leading SaaS environment.

The report found that most IT professionals recognize that the most important reason to protect Salesforce Data is the possibility of incorrectly importing or inserting Data

Whether it’s a script error, loading Data, or an integration issue, Veeam Backup for Salesforce’s simple and easy-to-use user interface

(UI) helps troubleshoot and recover Data in just a few clicks — without performing additional backups, time-consuming or that generate duplicates.

Key features of Veeam Backup for Salesforce include: Native Salesforce: Purpose -built to backup and restore Salesforce Data and Metadata

Fast, Flexible Recovery: Restore Salesforce Records, Hierarchies, Fields, Files, and Metadata Secure Data: Run a backup environment anywhere—on premises or in the Cloud (AWS, Azure, etc.)

Custom scheduling: define granular backup schedules and object-level retention settings

Simplified Management: Manage multiple Salesforce instances from one console

Incremental changes: Create backups continuously

with incremental sync and flexible scheduling for Salesforce data

Simple, easy-to-use UI: Run backup policies and restore jobs in minutes

View and Compare: See record versions and metadata and quickly compare to production Restore Hierarchy: Granular restore of objects linked to any record, including parent/child records

Commissioned on behalf of Veeam by an independent research firm, the 2022 Veeam Salesforce Protection Trends Report surveyed 800 unbiased IT leaders and implementers worldwide. The report found that most IT professionals recognize that the most important reason to protect Salesforce Data is the possibility of incorrectly importing or including Data. The remaining reasons are consistent with the same

breadth of risks faced by other IT platforms, including: best practices and regulatory edicts, cybersecurity concerns, and errors caused by users, applications, or data stores.

Veeam is also releasing a free version of this solution: Veeam Backup for Salesforce Community Edition. The Community Edition offers free, fully functional Salesforce Data backup and recovery for organizations with up to 50 Salesforce user licenses.

Veeam Backup for Salesforce is a standalone product, which is a new addition to the Veeam platform. Available today through more than 35,000 business partners, it is sold through annual subscriptions ranging from one to five years per user. Veeam is currently offering two 12-month introductory packages:

“With so many enterprise employees now working in a hybrid model, securing cloud and SaaS data is more important than ever,” said Danny Allan, CTO and senior vice president of product strategy at Veeam. “In fact, the 2022 Veeam Salesforce Protection Trends Report showed that 97% of respondents understand the criticality and need to protect core SaaS applications such as Salesforce and Microsoft 365 Data, but backing up these applications has historically been the most overlooked by the industry. IT, resulting in vulnerabilities, security risks, Data loss and corruption. Indeed, there is a shared responsibility between any Cloud application and the company using SaaS applications — but it is the company’s responsibility to control its Data. With our new Veeam Backup for Salesforce,

“Veeam Backup for Salesforce is a welcome addition to the AppExchange as they power digital transformation for customers by providing the ability to backup and recover Salesforce Data and Metadata in the Cloud and on-premises,” said Woodson Martin, general manager of the Salesforce AppExchange. “The AppExchange is constantly evolving to connect customers with the right apps and experts for their business needs.”

“Our research clearly shows that there are many ways to lose mission-critical SaaS Data. Due to a SaaS application backup ‘disconnect’ between end users, many organizations are unable to reliably and consistently recover this Data. An innovative product offering that provides reliable SaaS backup and recovery for Salesforce is critical for organizations to control stringent data protection service-level agreements across the enterprise.” – Christophe Bertrand, Program Director, ESG

“There is no denying the fact that there is no state of absolute data protection. Salesforce backup is another superlative initiative from Veeam. If critical information is secure, so much the better for any organization. I am personally immensely excited that Veeam Backup for Salesforce will enable smooth integration and metadata integrity scenarios.” – Aleh Sadaunichy, Infrastructure Solutions Architect, Lyreco

Global PC Sales Likely to Fall over the Next 2 Years

The global PC sales revenue is expected to drop by 4.1 percent to \$207.6 billion in 2022 due to supply chain issues, the China lockdown, the Russian-Ukrainian war, and slashed global demand because of global inflation.

A perfect storm of supply chain issues, the

fourth consecutive quarter of YoY decline.

The plunging demand for PCs in both the consumer and business sectors has knocked down the entire market revenues below 2020 levels.

As per Statista, global PC sales revenue is expected to drop by \$8.8 billion in



China lockdown, the Russian-Ukrainian war, and global inflation have slashed global demand for PCs this year, facing the entire market with the steepest drop since the 1990s.

According to data presented by AugustaFreePress.com, after explosive growth in 2020 and 2021, rising inflation, supply chain disruptions, and geopolitical issues have overturned the PC industry this year. As per Gartner, global PC shipments totaled 68 million units in the third quarter of 2022, showing a massive 19.5 percent year-over-year drop and the

2022, and 57 percent of this will come from the laptop segment. Last year, laptop sales generated \$126 billion worldwide. However, this figure is expected to drop by 4 percent YoY to \$120.9 billion in 2022.

Desktop PC sales will drop by 4 percent to \$29.4 billion this year followed by tablets with a 4.2 percent YoY drop and \$57.2 billion in total sales.

Further, Statista expects global PC sales revenue to continue falling over the next two years to slip to \$206.6 billion in 2024. The market will start recovering in 2025, with revenues rising to \$212.8 billion.

Ivanti Appoints Michelle Hodges and John Beuchert to Lead Channel Strategy and Accelerate Growth

Michelle Hodges joins Ivanti as SVP, Global Channels and Alliances and John Beuchert as VP, Global Partner Programs and Strategy

Ivanti, the provider of the Ivanti Neurons automation platform that discovers, manages, secures, and services IT assets from cloud to edge, announced the appointment of Michelle W. Hodges as Senior Vice President, Global Channels and Alliances and John Beuchert as Vice President, Global Partner Programs and Strategy. Beuchert and Hodges have joined Ivanti to lead channel strategy and accelerate growth by enabling partners to leverage the full breadth of capabilities available in the Ivanti Neurons solutions with their customers.

"We are thrilled to have Michelle and John join Ivanti to strengthen our partner relationships and further build our ecosystem," said Dennis Kozak, Chief Operating Officer at Ivanti. "Their addition to our team will further enable Ivanti to focus our efforts in the field, maximize our partnerships, and provide our customers with superior support. They both bring deep experience in leading world-class channel operations and have a proven ability to execute. The Ivanti Neurons offering creates a significant opportunity for partners in many different routes to market to realize value and serve their customers."

Hodges has global experience working with companies in international



MICHELLE W. HODGES,
Senior Vice President,
Global Channels and Alliances
Ivanti

expansion both in operating and go-to-market strategies. Most recently, Hodges led the channel business at GitLab during its IPO. Her unique understanding of how indirect routes to market contribute to overall operating efficiency, revenue growth and customer value was formed during her time with companies like Microsoft, VMWare and Business Objects while building global channels, services, and alliance opportunities. She holds an M.B.A. in International Management and an M.A. in International Policy Studies from Monterey Institute of International Studies and a B.A. in French Literature and Philosophy from Whittier College.

"I am excited to join Ivanti and eager to get to work building value for our partner community,"

said Hodges. "There is tremendous opportunity in the Ivanti Partner Program and my immediate focus will be on building on the foundation of the ecosystem strategy and expanding our programs around the world. I am committed to driving impact for Ivanti by building value and profitability for our partners across our strategy, programs and Go-To-Market."

Beuchert is a seasoned channel executive who has driven double-digit sales growth through building productive relationships around global channel strategy, analytics and incentive-based programs with a strong SaaS and Fortune 500 background. He most recently was Global Head of Partner Programs and Operations for Freshworks and has held leadership channel roles with brands such as Citrix, CA, Veritas, and Symantec. Beuchert holds an MBA in Business and Entrepreneurship from Westminster College and a BSEE in Electrical Engineering from the University of Central Florida.

"Joining Ivanti is a great opportunity to build a strong partner community and make a real impact for our partners and customers," said Beuchert. "I was attracted to the culture of collaboration and opportunity at Ivanti and am eager to bring



JOHN BEUCHERT,
Vice President, Global Partner
Programs and Strategy,
Ivanti

this same culture to our partner community. Ivanti has the right solutions to help organizations solve the problems presented in today's hybrid work environment and address the needs of IT teams and employees."

The Ivanti Partner Program was designed with the overarching belief that we are better together. Ivanti partners receive exclusive access to resources, tools, and connections to grow their business. Ivanti is consistently increasing our investment in our partnerships by offering more benefits and support through the partner program. Ivanti provides our partners a unique opportunity to rapidly grow their business by providing market-leading solutions to customers of every size around the globe.

SentinelOne Announces Support for Amazon Security Lake to Power Cloud Investigations

XDR Leader Ingests OCSF Data into Singularity™ XDR to Transform SecOps

SentinelOne an autonomous cybersecurity platform company, announced SentinelOne Singularity Cloud works with Amazon Security Lake from Amazon Web Services (AWS) to support hunting, threat investigations, and forensics on cloud logs within the SentinelOne Singularity XDR Platform. Amazon Security Lake is a new service that automatically centralizes an organization’s security data from cloud, on-premises, and custom sources into a customer owned, purpose-built data lake. Both Singularity Cloud and Amazon Security Lake use the Open Cybersecurity Schema Framework (OCSF) to simplify how logs are ingested, searched, and analyzed. As a result, customers can begin investigations without any effort to parse or normalize security logs.

SentinelOne’s Singularity Cloud consists of a Cloud Workload Security (CWS) solution that offers near real-time threat detection and prevention for containers, Kubernetes clusters, and virtual machines. Singularity Cloud protects against cloud threats such as ransomware, cryptomining, and fileless attacks in near real-time using patented behavioral artificial intelligence (AI) and threat intelligence. The platform’s XDR data plane,



called Skylight™, enables customers to ingest third-party data sources, such as those from Amazon Security Lake, to support a diverse set of use cases. Threat hunting, investigation, and forensics use cases are easier and more complete with Singularity Cloud’s detailed, natively-collected container and virtual machine (VM) telemetry. The initial data ingested into Skylight from Amazon Security Lake includes Amazon Virtual Private Cloud (Amazon VPC) flow logs, AWS CloudTrail management events, Amazon Route 53 Resolver

query logs, Amazon Simple Storage Service (Amazon S3) data events, AWS Lambda function execution activity, and AWS Security Hub findings.

“By connecting Amazon Security Lake to Singularity XDR, and through implementing OCSF as our data schema, SentinelOne is unlocking new use cases for cloud-focused hunting, investigations, and forensics,” said Ely Kahn, Vice President of Cloud Products, SentinelOne. “Customers can now easily pivot from the threats that we detect and into

associated AWS data to better understand the root cause and impact of the threat.”

“Amazon Security Lake simplifies how customers collect security logs and findings in a format ready for analytics,” said Rod Wallace, General Manager of Amazon Security Lake at AWS. “Customers can now make their security data accessible to AWS Partners like SentinelOne to uncover security-related insights and effectively address potential issues faster, while continuing to use their preferred analytics tools.”

Sophos introduces new threat detection and response capabilities within its MDR offering

Sophos has released Sophos Managed Detection and Response (MDR) with new threat detection and response capabilities. Sophos is the endpoint security provider to integrate vendor agnostic telemetry from third-party security technologies into its MDR offering, providing visibility and detection across diverse operating environments. Sophos also introduced the Sophos Marketplace and \$1 million Sophos Breach Protection Warranty. The need for MDR services and specialized defenders has never been greater, as shown in new research, “LockBit 3.0 ‘Black’ Attacks and Leaks Reveal Wormable Capabilities and Tooling,” from Sophos X-Ops, the company’s cross-domain threat intelligence unit. The research analyzes tactics, techniques and procedures (TTPs) used by LockBit, one of today’s most prolific ransomware gangs, that are similar to BlackMatter, and explains how the latest version of the ransomware, LockBit 3.0, adds wormable capabilities and uses legitimate pentesting tools to evade detection. In a second article, “Detection Tools and Human Analysis Lead to a Security Non-Event,” Sophos X-Ops details a recent Sophos MDR use case involving credential theft, another technique that allows adversaries to impersonate legitimate users. In this case, the Sophos MDR team combined its threat hunting intelligence with information



JOE LEVY,
Chief Technology Officer
(CTO), Sophos

from the customer’s third-party security appliance to thwart an attack.

“The only way to reliably detect and neutralize determined attackers who increasingly combine the use of pentesting tools, stolen credentials and other stealthy tactics to maneuver undetected is with 24x7 eyes on glass, operating on signals from a diversity of event sources and employing actionable threat intelligence into real-time attacker behaviors,” said Joe Levy, chief technology and product officer at Sophos. “Organizations are struggling to keep pace with well-funded adversaries who are continuously innovating and industrializing their ability to evade defensive technologies alone. Sophos MDR can discover and intercept these steps before they result in a data breach, ransomware or other type of costly compromise. Sadly, ransomware persists as one of the greatest cybercrime threats to organizations,

as evidenced in the Sophos 2023 Threat Report. We’re raising the industry standard for how critical MDR services can be delivered to broaden visibility for better, faster detection and response.”, Levy continued.

Sophos MDR and the new Sophos Marketplace

Sophos is the first endpoint security provider delivering MDR across both its own product portfolio as well as end users’ existing security deployments. To support this effort, Sophos launched the Sophos Marketplace, an open ecosystem of more than 75 technology integrations, including Amazon Web Services (AWS), Check Point, CrowdStrike, Darktrace, Fortinet, Google, Microsoft, Okta, Palo Alto Networks, Rapid7, and many others. Expanded visibility across these integrations and diverse operating environments enables Sophos MDR experts to better detect and remediate attacks with speed and precision, regardless of customers’ existing security solutions. In addition to Sophos MDR, Sophos Marketplace provides third-party integrations for Sophos’ portfolio of services, products and technologies. Telemetry is automatically consolidated, correlated and prioritized with insights from the Sophos Adaptive Cybersecurity Ecosystem and the Sophos X-Ops threat intelligence unit.

Extended protection warranty

Sophos stands behind its MDR customers with the new Sophos Breach Protection Warranty that covers up to \$1 million in response expenses for organizations protected by Sophos MDR Complete, Sophos’ most comprehensive MDR offering. Underwritten solely by Sophos, the warranty covers endpoints – both Windows and Mac devices – and servers, and unlike competitive offerings, there are no warranty tiers or duration limitations for active customers. This Sophos Breach Protection Warranty is automatically included with all purchases and renewals of Sophos MDR Complete annual subscriptions through Sophos’ global reseller partner network.

More than 13,000 organizations already rely on Sophos’ existing MDR service for 24/7 threat hunting, detection and response by an expert team as a fully-managed service. The newest offering with third party integration capabilities is available now, and the service is customizable with different tiers and threat response options, enabling customers to choose whether to have the Sophos MDR operations team execute full-scale incident response, provide collaborative assistance for confirmed threats, or deliver detailed alert notifications for their security operations teams to manage themselves.

Salesforce Renews Customer 360 to Accelerate Enterprise Digitization

Automating manual tasks helps companies deliver better experiences for customers and employees



Salesforce, a global provider of customer relationship management (CRM) solutions, announced innovations for the Customer 360 platform, which provides companies with automation and intelligence technologies to drive efficient growth and deliver personalized customer experiences at scale, helping them to do more with less. With challenging market conditions such as inflation, supply chain disruption and labor shortages, it's vital that companies invest in technologies that improve operational efficiency and keep employees productive, while still delivering the great experiences that

customers need. today they wait. With Salesforce Customer 360, companies can automate their processes to save time and money Automating manual tasks helps companies deliver better experiences for customers and employees. 91% of organizations say they need automation technology, but only 23% have implemented it across all areas of the company. As customer expectations continue to rise, the need for more automated and intelligent processes has also increased. "With Salesforce Customer 360, companies can automate their processes to save time and money, so they can use their valuable

resources on what really matters: delivering smart, personalized experiences for consumers and employees," said David Schmaier, president and chief Salesforce products. Businesses of all types can benefit from intelligence technology and automation. With these innovations, sales teams, for example, can use Artificial Intelligence to answer customer questions and close deals faster. Benefit social workers can better serve voters by automating the delivery of public services, such as health and housing, once a tedious, manual process. Marketers can automate the way they interact with customers

across all channels, allowing them to immediately respond to actions with relevant content. Retailers, on the other hand, can quickly deliver new digital promotions to shoppers and find the fastest way to get their products into shoppers' hands. Salesforce Customer 360 is a source of truth for every customer, delivering end-to-end automation and powerful artificial intelligence on a highly scalable platform that connects data across sales, service, marketing, commerce, and other services so that companies can personalize every interaction and drive the efficient growth of their business.

Channel Point



Innovation in Data & AI in 2022

Most enterprises failed to scale their AI deployments this year. Will 2022 be the year when this actually happens?

Companies had high hopes in 2021 that artificial intelligence (AI) would enable them to make better and faster predictions to gain competitive advantage. However, Accenture research reported that despite their best efforts, nearly 80 percent of enterprises last year failed to scale AI deployments across the organization. However, we see AI evolving quickly to begin delivering on its promise in 2022. We predict a new wave of technological advancements that will help companies overcome the common challenges for operationalizing AI.

Here are the innovations we expect to see in the year ahead.

In 2022, we expect some relief for data scientists as more and more machine learning tasks become automated. Many labor-intensive tasks (such as preparing data, engineering features, and training models) that involve repetitive, tedious, and time-consuming functions will begin to be automated in the coming year. Automating the process results will not only provide relief to data scientists by letting them focus on what they do best -- perfecting algorithms -- but will also enable IT teams to put higher performing AI/ML models into production, faster.

In 2021, most companies were still in the experimentation or proof-of-concept phase of AI. In the coming year, we are going to see a shift towards AI-first approaches. AI applications will be at the forefront of enterprise (and even government) strategies. As AI/ML models become the norm, companies will experience a steeper curve of improvements, expanding AI to become part of every department and impacting every business process.

Deloitte's State of AI report found that about 80 percent of business and IT executives believe AI will be critical to their company's success over the next two years. In addition, about three-quarters of the respondents believe all businesses will use AI in the next three years. We expect to see the wider adoption of AI technologies in several industries but primarily in healthcare, retail, manufacturing, and finance.

In 2022, the use of AI will not only be more prevalent, it will also be more strategic. AI will continue to be used to achieve productivity gains. In addition, in the coming year AI will also be used to rethink and redesign products, services, business models, and overall strategy. AI won't be something tacked onto the existing infrastructure but instead will be an integral part of a company's technology stack, providing insights for customers, partners, and employees in real time.

With the new online economy, companies will race to use AI insights to become more competitive by being truly data driven in 2022. The increase in research and development driven by the giant companies will result in more innovation and enablers bringing AI within reach for smaller companies as well.

This year's challenges of integrating, cleaning, and processing data will continue, but at the same time there will be a flood of more generic open-source solutions that can replace manual tasks, freeing up data scientists for more strategic tasks. As the increasingly online economy demands more data for companies to be more efficient and provide a better customer experience, there will be more enabling technologies available to ease the transition to an AI economy.

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