

Cloud Revolution: India's Start-ups Transforming the Landscape



Dr. Apoorva Sharma
9Unicorns & TIE Mumbai



Dr. Ravinder Singal
Maharashtra Police



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Cloud Revolution: India's Start-ups Transforming the Landscape

In this digital age, cloud computing has become a driving force, reshaping industries and revolutionizing the way organizations operate. India's start-up ecosystem has emerged as a powerful player, with cloud-native approaches adopted by 85 percent of Indian tech start-ups. This cover story explores how these start-ups are transforming the cloud market and propelling India's position on the global stage

Amit Singh

Cloud computing has emerged as a transformative force, revolutionizing the way organizations operate and interact with their customers. It is reshaping industries, driving innovation, and enabling businesses to achieve unprecedented levels of efficiency and agility.

According to a recent report by Gartner, worldwide end-user spending on public cloud services is projected to reach a staggering \$600 billion by the end of 2023. This growth is a testament to the widespread adoption of cloud technologies across industries, as organizations recognize the immense value it brings to their operations.

India's remarkable shift

Closer to home, India has been witnessing a remarkable shift towards cloud computing. A study conducted by IDC predicts that the Indian public cloud market is expected to reach \$17.8 billion by 2027, growing at a CAGR of 23.4 percent for 2022-27. This rapid growth can be attributed to several factors, including the increasing demand for digital

transformation, the rise of remote work models, and the need for scalable and cost-effective solutions.

In fact, cloud computing has come a long way since its inception, evolving from a novel concept to a critical component of modern business operations. Many recent cloud investments were made in a rush during the onset of the Covid pandemic to cater to remote working or a short-sighted goal of cost savings.

Hence, the current global economic landscape necessitates a reevaluation of cloud strategies, placing emphasis on the true value derived from these investments. Businesses are now seeking to fine-tune their cloud-value evaluation models and explore avenues to support customers and diversify revenue sources. This paradigm shift highlights the cloud as a fundamental pillar of modern business strategy, playing a vital role in driving growth, transformation, and continuous innovation.

Unleashing the entrepreneurial revolution

The Indian start-up ecosystem is playing a



“Although the community size is smaller compared to the US and China, India’s hit ratio is exceptional, with 115 unicorns out of just 1,000 startups. This high success rate positions Indian entrepreneurs for tremendous growth in the next 30 years.”

DR. APOORVA RANJAN SHARMA,
Founder & MD, 9Unicorns & President-Elect, TiE Mumbai



“Utilizing the vast amount of information gathered over time, the police are now leveraging cloud-based systems, such as the Crime and Criminal Tracking Network and Systems (CCTNS), to enable predictive policing.”

DR. RAVINDER SINGAL,
Additional Director General & Controller of Legal Metrology,
Maharashtra Police

significant role in shaping the cloud market in India, with 85 percent of Indian tech start-ups adopting cloud-native approaches. In 2020, cloud-focused start-ups in India raised a staggering US\$3.5 billion in funding, and investments in the SaaS sector accounted for 85 percent-90 percent of the total investments. As a result, Indian SaaS start-ups are projected to capture a substantial share of the global SaaS market, ranging from 7 percent to 9 percent, which represents a market value of US\$20-25 billion.

Acknowledging the key players in the startup ecosystem, including founders, venture capitalists, angel investors, family officers, and most importantly, CXOs, Dr. Apoorva Ranjan Sharma, Founder & MD, 9Unicorns & President-Elect, TiE Mumbai, highlights the unprecedented transformation happening in India's startup landscape, with startups contributing \$500 billion to the country's GDP. Drawing a parallel with the US, Dr. Sharma envisions a future where startups would contribute 30-40 percent to India's GDP.

Reflecting on his experience, he highlights the

remarkable growth of the Indian startup ecosystem. “From 8,000-10,000 startups seven to eight years ago, India now boasts over 100,000 startups and approximately 115 unicorns. Globally, there are 948 unicorns, with 96 of them founded by Indians in the US.”

Dr. Sharma emphasizes the changing dynamics, noting that India's reputation for producing top IT professionals has evolved into Indian entrepreneurs holding an unprecedented 20 percent market share. He expresses confidence that this share will continue to grow and contribute to the country's future unicorn status.

Highlighting the global venture capital presence in India, Dr. Sharma notes that there are approximately 2,500 global VCs investing in the country, while India has around 1,006 VC funds. “Although the community size is smaller compared to the US and China, India's hit ratio is exceptional, with 115 unicorns out of just 1,000 startups. This high success rate positions Indian entrepreneurs for tremendous growth in the next 30 years.”

He further underscores

the significance of CXOs in fostering the growth of the entire startup ecosystem. Dr. Sharma urges CXOs to become part of the Indian entrepreneurship revolution. He emphasizes the importance of their involvement in investing, mentoring, and guiding budding entrepreneurs, particularly those from smaller cities. "With their collective support, India's startup ecosystem will continue to flourish, paving the way for a brighter future."

Harnessing the power of cloud

Dr. Ravinder Singal, Additional Director General & Controller of Legal Metrology, Maharashtra Police, highlights the adoption of cloud technology within the police force. "Utilizing the vast amount of information gathered over time, the police are now leveraging cloud-based systems, such as the Crime and Criminal Tracking Network and Systems (CCTNS), to enable predictive policing."

He acknowledges personal challenges faced during large-scale events like the Kumbh Mela, where

estimating and managing crowd size was difficult. However, by leveraging cloud-based information, future events can be better planned and executed.

Singal discusses the role of cloud information in traffic management. "By analyzing data and formulating policies based on the insights gained, authorities can make informed decisions, divert traffic, and address congestion issues." He acknowledges the importance of the work being done by participants at different levels and expressed confidence that their contributions, insights, and analyses would benefit everyone.

He reiterates the need for collaboration and assistance in addressing challenges related to traffic management, crowd management, and public safety. By joining forces and leveraging technological advancements, Singal believes that significant improvements can be made, ultimately enhancing the quality of service provided to the community.

Power of cloud transformation



“The cloud has become a top priority due to factors like faster decision-making, unification of departments, process modernization, monitoring, and the integration of artificial intelligence. However, the challenges lie in determining how much we need to change and what should be carried forward from legacy systems.”

KK BHAGCHANDANI,
Chief Business Officer, Axcress.io



“Cloud value realization involves looking beyond the total cost of ownership (TCO) and considering the overall business case. Will the cloud help improve agility, staff productivity, developer experience, and talent retention, and position your organization as a digitally native company? These factors contribute to the true value of cloud adoption.”

NEHA SHARMA VARSHNEY,
India Migration Lead – ISVs, AWS

KK Bhagchandani, Chief Business Officer, Axxess.io, highlights the immense potential in transitioning to the cloud while emphasizing key driving forces behind this shift. “The cloud has become a top priority due to factors like faster decision-making, unification of departments, process modernization, monitoring, and the integration of artificial intelligence. However, the challenges lie in determining how much we need to change and what should be carried forward from legacy systems. It is not simply a matter of lift and shift; it requires strategic decisions on optimization, platform selection, and retirement of obsolete elements,” he explains.

To demonstrate the power of cloud technology, Bhagchandani shares three success stories. The first story features a global professional services company with customers in 150 countries. “Their goal was to seamlessly transition their on-premises OLTP infrastructure to the cloud while reducing operational costs. Axxess.io provided a comprehensive assessment, modernized the database and application, standardized and

templatized the process, and ensured smooth integration with other systems. The result was improved speed and performance, a 70 percent reduction in total cost of ownership (TCO), and a highly flexible and available system.”

The second story highlights a company that assists legal professionals in managing their cases and aimed to enhance performance, speed, and cost-efficiency. Axxess.io strategized a lift and optimize approach, leveraging various AWS services, implementing environment templatization and configuration, and ensuring high availability. The outcome included increased IOPS, a 75 percent reduction in TCO, and the reutilization of existing licenses.

Lastly, Bhagchandani discusses a manufacturing company’s success story, focusing on infrastructure modernization, scalability improvement, and cost reduction. “Axxess.io implemented a lift and shift strategy, leveraging AWS services, incorporating existing licenses, and establishing high availability. The company achieved significant cost savings,

improved scalability, and a future-ready infrastructure.”

“To navigate your cloud journey effectively, I recommend conducting a thorough assessment to understand your current state and future needs,” shares Bhagchandani.

True value of Cloud

Neha Sharma Varshney, India Migration Lead – ISVs, AWS shares her insights on the misconceptions about cloud computing that she has come across while working with multiple enterprises across various verticals and segments.

The first misconception that Varshney highlights is that people think cloud computing is a CIO issue and only IT and technology teams are responsible for it. “Cloud computing goes beyond that. Let’s consider the example of retailers entering the fresh produce segment. They can leverage forecasting algorithms and Amazon Vision to predict inventory, reduce waste, and ensure better quality control. Cloud adoption extends beyond IT and technology; it’s about utilizing cloud services as a business enabler,” she explains.

The second

misconception that Neha talks about is that people think moving to the cloud will help reduce IT costs. “While it can lead to cost reduction if designed correctly, it’s essential to view it as a complete pillar of cloud value realization. This involves looking beyond the total cost of ownership (TCO) and considering the overall business case. Will the cloud help improve agility, staff productivity, developer experience, and talent retention, and position your organization as a digitally native company? These factors contribute to the true value of cloud adoption,” she explains.

The third misconception that Neha addresses is that people think cloud computing has limited value for regulated industries like healthcare, pharma, and finance. “Numerous examples and case studies demonstrate the wide range of use cases that can be leveraged in every industry. It’s important to note that top Fortune 500 companies have realized over one trillion dollars of cloud value, not just through cost reduction but also through innovation and growth.”

Finally, she encourages businesses to leverage AWS’s



“To ensure business continuity, it is crucial to have an acceptable recovery time objective (RTO) and the ability to get your business back online promptly. Achieving this requires careful architectural considerations in a multi-cloud environment.”

BALAJI RAO,
Area Vice President, Commvault



“ Misconfigurations, insider threats, and phishing attacks are common sources of vulnerabilities. It’s crucial to raise awareness among your teams about security concerns and provide them with a checklist that outlines best practices.”

MANOJ DHANDA,
Founder and CTO, UTHO

partners’ deep contextual knowledge and cross-pollination of industry use cases to explore a multitude of cloud computing areas.

Next generation of data protection and cyber resiliency

Sharing his invaluable insights into the evolving landscape of data protection and cyber resiliency, Balaji Rao, Area Vice President, Commvault, highlights the interconnectedness of data protection and cybersecurity. “I have noticed an interesting trend as someone who has spent over seven to eight years working in data protection. Data protection has become increasingly intertwined with cybersecurity, to the point where I sometimes question whether I am in data protection or cybersecurity. Although we are not a security company, the current landscape suggests that data protection is now more challenging than ever, particularly in the last two to three years following the COVID-19 pandemic,” he explains.

Rao emphasizes the shift from traditional business continuity and disaster recovery (BCP/

DR) approaches to cyber resiliency, considering the potential scenario where both primary and DR data centers are compromised. “Recovery time becomes a critical factor that varies from business to business. For example, banks may require a recovery time within a few hours, while other organizations may have a more extended timeframe. This paradigm shift has led us to focus on cyber resiliency, considering scenarios where primary and secondary data centers are both locked during a ransomware attack. To ensure business continuity, it is crucial to have an acceptable recovery time objective (RTO) and the ability to get your business back online promptly. Achieving this requires careful architectural considerations in a multi-cloud environment.”

He highlights the challenges faced during the recovery process, particularly in determining the cleanliness of restored data. “This practical challenge prompted Commvault to automate these processes. We provide insights into the last known good copy of your data, helping you make informed decisions

and avoid restoring infected copies. This automation reduces the recovery time and streamlines the entire recovery process.”

He further adds, “We recently acquired a security company that specializes in creating decoys to deceive cybercriminals. This technology allows you to deploy multiple decoys quickly, providing telemetry and alerts when unauthorized access is detected. By integrating this technology with our data protection solutions, we empower administrators to create decoys of databases and applications. These decoys trigger alerts in your security systems, enabling proactive action to prevent attacks. We aim to provide intelligence and prevent attacks rather than solely relying on data restoration after an incident.”

Furthermore, with the impending Personal Information Protection Act, Commvault is introducing sensitive data governance into everyday backup processes. “Compliance modules often go unnoticed in a corner, but we strive to bring them to the forefront. During daily backups, our solutions identify and differentiate files containing

patent information, intellectual property, trade secrets, and other forms of sensitive data. This ensures that you have visibility into your data landscape,

need for awareness and vigilance. He highlighted misconfigurations, insider threats, and phishing attacks as common vulnerabilities that organizations must

and manufacturing. He highlights the transformation UTHO facilitated in the healthcare industry during the COVID-19 pandemic, enabling



allowing you to make informed decisions regarding storage and security measures to adhere to legal requirements.”

Simplifying and securing infrastructure


Addressing security concerns, Manoj Dhanda, Founder and CTO of UTHO emphasizes the

address. “Misconfigurations, insider threats, and phishing attacks are common sources of vulnerabilities. It’s crucial to raise awareness among your teams about security concerns and provide them with a checklist that outlines best practices.”

Dhanda emphasizes the trust bestowed upon UTHO by industry leaders across sectors such as banking, insurance, education,

providers to move from hosting their own servers to the cloud. This transition drastically reduced the time required to launch new customer platforms, from seven days to as little as four hours. “UTHO’s cloud telephony services handled 80 percent of calls in India, solidifying its position as a reliable infrastructure provider,” he adds.

He concludes by



emphasizing the simplicity, affordability, and reliability of UTHO's cloud platform. "What sets us apart from other cloud providers is our simplicity and affordability. By migrating to our platform, you can reduce costs by up to 70 percent compared to your current cloud expenses. In the cloud telephony industry, eight out of ten leaders choose to host with us, benefiting from cost savings, increased market share, and the security and reliability our platform offers."

The next generation of cloud

In the current scenario, Cloud 2.0 represents the next generation of cloud computing, offering a more advanced, sophisticated, and secure platform that fuels innovation and supports organizations in their digital transformation (DX) strategies.

The introduction of Cloud Computing 2.0 marks an era of unparalleled innovation and transformation. The true transformative power of the cloud is being realized today as it enters a higher stage of evolution, propelled by artificial intelligence (AI), machine learning (ML),

edge computing, quantum computing, and other next-generation advancements. This on-demand innovation capability presents exponential growth potential.

Multi-Cloud and Hybrid Cloud Adoption are among the prominent trends shaping the cloud landscape. A study by Flexera highlights that 93 percent of enterprises have adopted a multi-cloud strategy, leveraging the strengths of different cloud providers to optimize their infrastructure and mitigate risks. Moreover, the hybrid cloud approach, combining public and private clouds, offers organizations the flexibility to choose the most suitable environment for their workloads while maintaining data security and compliance.

At the same time, Artificial Intelligence (AI) and Machine Learning (ML) on the Cloud have become indispensable tools for organizations seeking to unlock the power of data-driven insights. According to a report by Mordor Intelligence, the Cloud AI Market is expected to reach USD 51.04 billion in 2023 and grow at a CAGR of 32.37 percent to reach

USD 207.40 billion by 2028, driven by the need for advanced analytics, intelligent automation, and personalized customer experiences.

In addition, Cloud Native Architectures have gained immense popularity due to their ability to support rapid application development and deployment. By leveraging cloud-native technologies, organizations can build scalable, resilient, and agile applications that can adapt to changing business demands. A survey conducted by the Cloud Native Computing Foundation (CNCF) found that 92 percent of respondents reported using containers, a fundamental building block of cloud-native architectures, in their production environments.

We cannot overlook the significance of serverless computing, a paradigm that has revolutionized the way applications are developed and managed. By eliminating the need for infrastructure management, serverless computing allows organizations to focus on building and delivering value-added services. According to McKinsey, this capability enables organizations to test

innovations and respond to client demands 20-40 percent faster. In fact, a study by MarketsandMarkets predicts that the serverless architecture market will reach \$21.1 billion by 2025, driven by the growing demand for scalability, cost optimization, and faster time-to-market.

Unlocking new possibilities

Looking ahead, the cloud computing industry is experiencing a transformative shift with the advent of Cloud Computing 2.0. With the adoption of multi-cloud and hybrid cloud strategies, the integration of AI and ML, and the advancements in cloud-native architectures and serverless computing, organizations are harnessing the power of the cloud to drive innovation, enhance agility, and unlock their true potential. As the future unfolds, emerging technologies such as Quantum Computing, Edge Computing, and Distributed Ledger hold the promise of further advancements and innovation, paving the way for a brighter and more transformative future in the cloud computing space.

Unveiling the Transformative Shifts in Enterprise IT: Shailesh Davey, Zoho Corp

In this exclusive interview, Amit Singh delves into the evolving landscape of enterprise IT with Shailesh Davey, Co-Founder and Vice President of Engineering, Zoho Corp. As an industry expert, Shailesh shares his insights on the three major changes shaping the enterprise approach toward IT: heightened focus on IT security, growing emphasis on data privacy, and the impact of emerging technologies like 5G. Furthermore, he explores the concept of IT democratization and how it is empowering organizations through the spread of IT knowledge, broader decision-making authority, and the active involvement of citizen developers. He also envisions the future empowerment of IT, highlighting its pivotal role in strategic decision-making and digital adoption



SHAILESH DAVEY
Co-Founder and Vice President of
Engineering, Zoho Corp

■ What are the three major changes you see in the enterprise approach toward IT?

I would say the first major

change is the heightened focus on IT security. It has become a top priority for enterprises as they recognize the importance of safeguarding their systems

and data. The second change is the increasing emphasis on data privacy and data sovereignty. Organizations are becoming more conscious about

protecting sensitive information and complying with privacy regulations. Lastly, the emergence of new technologies like 5G is reshaping workflows within

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enterprises, particularly at the data center and edge levels, and impacting machine-to-machine communication.

■ How are enterprises moving toward IT democratization?

IT democratization is unfolding in several ways. Firstly, there is a notable dissemination of IT knowledge and skills beyond the IT department. Employees from various departments are becoming more proficient in technology, enabling them to actively participate in decision-making processes. Secondly, decision-making authority is no longer restricted to the CIO alone. CFOs, CMOS, and other departmental decision-makers now have a say in technology choices. Lastly, citizen developers from non-IT departments are taking part in the development and maintenance of IT applications. They are empowered to find solutions using low-code or no-code tools, while the IT team provides support throughout the process. This collaboration is a significant aspect of IT democratization.

■ What benefits does IT democratization offer to enterprises?

IT democratization brings about a cultural shift within organizations. Instead of solely relying on the IT department, individuals across departments become solution providers. This transition from being technology consumers

to actively participating in problem-solving is highly motivating and fosters a sense of ownership. Additionally, IT democratization accelerates digital adoption within organizations, as more employees are involved in the solution-seeking process. Furthermore, this inclusive approach fuels innovation, as highlighted by our survey data, which shows a positive correlation between IT democratization and increased innovation.

■ How do you see the empowerment of IT over the next 3-5 years?

Over the next 3-5 years, the empowerment of IT will manifest in various ways. IT

it is important to note that while the intention to empower IT exists, the implementation and bridging of gaps between IT and other departments remain ongoing challenges. The onus is on both the IT department and other departments to collaborate and work together to drive business success.

■ How is ManageEngine leveraging these trends?

ManageEngine is attuned to the prevailing trends in the industry and actively leveraging them to deliver impactful solutions. One major focus area is IT security. We offer a range of solutions,

“IT democratization brings about a cultural shift within organizations. Instead of solely relying on the IT department, individuals across departments become solution providers.”

will become an integral part of strategic decision-making within organizations. It will no longer be confined to the back-office but will have a seat at the front-office, actively shaping digital adoption strategies. As businesses embrace digital transformation across sectors such as retail, healthcare, and education, the role of IT in guiding the path to digitalization becomes increasingly crucial. However,

including identity and access management, privilege access management, security information events management, endpoint management, mobile device management, and ransomware management. We continuously incorporate the latest AI and ML technologies to enhance IT security. Another important aspect is our Enterprise Service Management platform, which provides a

comprehensive solution for organizations to manage various services within a single pane of glass. It becomes particularly relevant when employees work remotely or in a hybrid environment. Lastly, ManageEngine has adopted a strategy called transnational localism. This involves opening offices and investing in local economies across different countries to better support our partners and customers globally.

Could you share some recent business achievements of Zoho Corp?

One notable recent achievement for Zoho Corp is reaching the significant milestone of generating one billion dollars in revenue. This accomplishment demonstrates the company's growth and success in the market. In particular, ManageEngine, as a division of Zoho Corp, has experienced remarkable progress in the Indian market. With revenue growth exceeding 50% and a customer base expanding by more than 30% over the past three to four years, ManageEngine has solidified its position as a leading player. Additionally, India has become the third-largest market for ManageEngine, highlighting the increasing adoption of digital solutions in the country. These achievements reflect the strong commitment of Zoho Corp and ManageEngine to providing innovative solutions and delivering exceptional value to customers.

Navigating Challenges and Driving Growth: How Canon's Partnership Empowers Bengal Tracom in the Digital Age?



DN CHAND
Managing Director,
Bengal Tracom

In today's digital age, the imaging and consumer systems industry has witnessed significant advancements driven by technology and changing customer expectations. DN Chand, Managing Director, Bengal Tracom, in an exclusive interaction with Amit Singh, sheds light on how the company adapts to these changes to meet the evolving needs of customers. Through strategies such as embracing emerging technologies, a customer-centric approach, and offering customization options with a focus on user experience and seamless integration, Bengal Tracom effectively navigates the dynamic landscape of the industry in partnership with Canon India

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■ In today's digital age, the imaging and consumer systems industry has witnessed significant advancements. How does Bengal Tracom adapt to these changes

to meet the evolving needs of customers?

The Imaging and Consumer System industry has indeed experienced significant advancements driven by technology and changing customer expectations. To adapt to these changes and meet the evolving needs of customers, we have adopted certain strategies: Embracing emerging technologies, a Customer-centric approach

by understanding customer needs and preferences, and Offering customization options with a focus on user experience, seamless integration, and connectivity. This helped us to effectively meet the evolving needs of customers and remain competitive in the digital age.

■ **The COVID-19 pandemic has brought about various challenges for businesses worldwide. How has your partnership with Canon enabled you to overcome the challenges?**

During the COVID-19 pandemic, businesses faced numerous challenges, such as disrupted supply chains, reduced customer demand, remote working requirements, and changing market dynamics. Partnerships with companies like Canon India, which is a well-known provider of imaging and printing solutions, had several potential benefits for businesses in navigating these challenges.

Canon India, imaging and printing solutions, have helped businesses adapt to the remote working environment. This includes providing devices, such as printers and scanners, and software solutions for efficient document management, enabling employees to work effectively from home. The company offered expertise and solutions to help businesses digitize their operations. Canon India's partnership has ensured a stable supply of imaging and printing products.

Further, the company

assisted in implementing customer-centric strategies, such as virtual events, online support channels, and personalized marketing campaigns, to stay connected with customers and address their evolving needs. It also worked closely with its partners to develop contingency plans and implement measures to ensure business continuity. This includes remote technical support, training sessions, and access to resources that helped businesses adapt to

wide range of imaging and printing solutions. This association has allowed us to offer our customers a diverse portfolio of imaging and printing solutions that cater to their specific needs and requirements.

Canon India's contribution to our business has been multifaceted. It offers an exceptional product lineup of imaging and printing devices, such as printers, scanners, and copiers, providing superior performance, reliability, and advanced

“During the COVID-19 pandemic, businesses faced numerous challenges, such as disrupted supply chains, reduced customer demand, remote working requirements, and changing market dynamics. Partnerships with companies like Canon India had several potential benefits for businesses in navigating these challenges.”

the changing circumstances and overcome operational hurdles. Hence, challenges during COVID-19 have been turned into opportunities by our principal Canon India.

■ **How long is your partnership with Canon and how has the company contributed to your business over the years?**

Bengal Tracom takes great pride in its longstanding partnership with Canon India, which has spanned almost 24 years. As an Authorized Business Partner of Canon India, we have the privilege of representing and distributing Canon's

features. In addition, the company has supported us in terms of training, technical support, and marketing initiatives and workshops for our team, so that we can effectively communicate Canon value to the end customers. Canon's technical support team has been readily available to assist us with any product-related queries or issues, ensuring smooth operations and customer satisfaction. The company has collaborated with us on various promotional activities, including joint marketing campaigns which helped us enhance our visibility, attract new customers, and strengthen our position in the market.

■ **Please talk about your recent achievements with the Canon business over the last 12-18 months.**

We have achieved several significant milestones in the last 12 to 18 months. In fact, this has been the best period of our business with Canon India historically. We have achieved exceptional growth at almost 50 percent year-on-year. We have secured several major orders during this period. To name a few: we bagged a large order for cheque scanners from a bank for 1,300+ units, and an order for over 1200 units of laser printers and MFPs from a government department.

We also provided Manage Printing Services (MPS) with Canon A3 MFP Machines to various corporates, SMBs, and government departments, on OPEX model of Rental and per print basis. These services are highly relevant for customers who do not want to increase their CAPEX by buying the A3 MFP machine upfront. We regularly receive orders from most of the government departments including, defence, education, healthcare, steel plants, power, police, municipal corporations, and hospitality and corporates.

Overall, BTPL has achieved significant milestones in the last 18 months and established itself as a reputable distributor & business partner for Canon products in the eastern part of India.

■ **As customer demands are ever-evolving, competition in the market is more skewed toward**

customer experience. How is Canon helping you differentiate from the competition in your region?

Here are a few of the initiatives from Canon that help us differentiate from the competition:

- **Product innovation:** Canon invests in R&D to introduce innovative and high-quality products. By offering cutting-edge technology, advanced features, and superior performance, the company enables partners to provide customers with a differentiated experience compared to the competitors.
- **Customer-centric approach:** Canon focuses on understanding and meeting customer needs. They conduct market research, gather customer feedback, and use customer insights to develop products and services that align with their preferences. By continuously engaging with customers, the company provides tailored solutions and enhances the overall customer experience.
- **After-sales support:** Canon emphasizes providing excellent after-sales support to its customers. This includes offering warranty services, timely repairs, and responsive customer service. By ensuring that customers have access to reliable support when they need it, the company aims to build long-term relationships and enhance customer satisfaction.
- **Marketing and branding:** Canon invests in marketing campaigns

to build brand awareness and promote its products and services. Through strategic advertising, digital marketing, and public relations activities, The company aims to communicate its value proposition and differentiate itself from competitors in the market. This includes highlighting key features, showcasing customer success stories, and emphasizing the overall customer experience.

trusted brand in the market.

Here are some key benefits of being associated with Canon:

- **Quality products:** Canon is renowned for producing high-quality products with advanced technology and reliable performance. Their printers and copiers offer excellent print and copy and are known for their quality output.
- **Wide range:** Canon offers a diverse range of products, catering to both

“Canon has supported us in terms of training, technical support, and marketing initiatives, helping us enhance our visibility, attract new customers, and strengthen our position in the market.”

Overall, Canon India scores a big advantage over the competition. It is continuously launching new-age products with cutting-edge technology for customers and providing uninterrupted after-sales service to customers.

■ Please talk about your overall experience with Canon. What are the key benefits of being associated with Canon?

Canon is a well-known multinational corporation that specializes in the manufacturing of Imaging and Consumer System products, including photocopiers, document & cheque scanners, printers, plotters, and various other devices. Over the years, the company has built a strong reputation and has become a

consumer and professional needs. The company has a comprehensive lineup of a variety of printers, scanners, copiers, and other imaging solutions for different business requirements

Canon follows its corporate philosophy of “KYOSEI” – living and working together for the common good, which it implements in real terms, by ensuring that we as their Business Partner do business with profitability.

■ What is your vision for the future of Bengal Tracom’s partnership with Canon? How do you see the collaboration evolving to address the changing demands of the market and leverage emerging technologies to deliver

even greater value to customers?

Our vision for the future with Canon India is to continue as the #1 B2B Business Partner in West Bengal. And would only like to take it forward by adding new Canon products being launched in the near future. The aim would be to foster a strong and mutually beneficial relationship between Canon India and us.

The collaboration between Bengal Tracom and Canon India has been evolving to address the changing demands of the market and leverage emerging technologies to deliver even greater value to customers. By embracing a collaborative approach, Bengal Tracom and Canon India can combine their respective strengths and expertise to address the evolving demands of the market. This collaboration allows them to align their strategies, leverage market insights, and integrate emerging technologies effectively. As a result, they can deliver even greater value to customers by offering products and services that are tailored to their specific needs, backed by reliable distribution networks, and supported by advanced technologies.

Overall, the evolving collaboration between Bengal Tracom and Canon India signifies a commitment to staying responsive to the market and technological advancements. By working together, we can understand customer expectations and deliver innovative solutions that exceed customer expectations, ultimately strengthening Canon’s position in the Indian market.

Empowering MSME Businesses in a Dynamic Market: Joyce Ray, Tally Solutions

In this exclusive interview, Srinivasachary T, Lead – Solution Architect at Dell Technologies India, shares valuable insights on the transformative potential of Cloud Computing 2.0. As organizations across industries embrace digital transformation, Cloud Computing 2.0 offers new capabilities and efficiencies that shape the technology landscape. Srinivasachary highlights the key drivers behind the emergence of Cloud Computing 2.0, industry applications of serverless computing, edge computing, and AI integration, as well as the benefits and challenges businesses may encounter in adopting these solutions

JOYCE RAY
Head of India Business at
Tally Solutions



■ What are the new opportunities and challenges you see for MSME businesses in the changing business scenario?

MSME businesses in India have long been recognized as significant contributors to the country's industrial output, including the services sector. Their resilience and aspiration for growth have been evident for a considerable time. In the past two years, despite the challenges

posed by the pandemic, SMEs have demonstrated their remarkable resilience and have largely emerged from the crisis. While certain sectors are still on the path to recovery, overall, SMEs have bounced back with energy and enthusiasm. The ecosystem surrounding SMEs, including chartered accountants, tax practitioners, banks, government bodies, and Tally Solutions, has played a crucial role in supporting their recovery and growth.

■ How do you see MSMEs leveraging technology to transform their businesses and offerings amid changing customer expectations?

MSMEs are embracing technology in three key areas. Firstly, they are adapting to the changing work culture, including the rise of remote and hybrid work models. This shift is not limited to metropolitan

cities but is also prevalent in smaller towns and cities. Secondly, there is increasing adoption of digital means of commerce, such as digital payments and transaction management, extending to even the smallest vendors. Lastly, MSMEs are revolutionizing customer management by implementing remote methods like video conferencing platforms, enhancing their ability to serve customers across geographies. These digital

initiatives have helped MSMEs stay relevant and improve their customer interactions.

■ How are MSMEs improving efficiencies and decision-making through technology?

At Tally Solutions, we understand that automating financial and accounting processes is a significant decision for businesses. Our products are designed with simplicity, flexibility, and reliability in mind, considering the challenges faced by small and medium enterprises. MSMEs often lack dedicated IT resources, and speed is crucial in their operations. Therefore, we focus on providing solutions that offer fast data entry, computation, and actions. In the last one and a half years, we have worked closely with our customers, chartered accountants, and tax practitioners to navigate the compliance changes introduced by the government. Our efforts have made us a dominant source for e-invoicing, demonstrating the trust our customers have in us.

■ Can you talk about your recent business achievements over the last 12-18 months?

Despite facing challenges during the pandemic, our commitment remained steadfast in supporting our customers and partners. We made necessary policy changes and ensured that customers could seamlessly use our product, even in remote work scenarios. It was a proud moment for us to witness the confidence and trust our customers

had in us and how they continued to rely on Tally Solutions as their preferred business management software. During the last 12-18 months, we achieved significant milestones. We expanded our customer base, onboarded new channel partners, and strengthened our presence across various industries.

One of our notable achievements was our successful implementation of e-invoicing solutions. As the government introduced new compliance measures, we worked closely with our customers, chartered

that complemented our core software. These collaborations enabled our customers to integrate additional functionalities such as inventory management, payment gateways, and e-commerce platforms, further streamlining their operations.

■ How does Tally Solutions support its channel partners in a dynamic market?

Our channel partners are integral to our success, and we prioritize their

can navigate the dynamic market landscape and deliver exceptional value to our mutual customers.

■ What are the focus areas for Tally Solutions in the coming years?

Looking ahead, we have identified several focus areas to strengthen our position as a leading business management software provider. First and foremost, compliance updates will remain a key priority. We will continue to adapt our software to meet evolving regulatory requirements, ensuring our customers can easily comply with tax and financial regulations.

Furthermore, we are investing in work culture transformation initiatives. As the concept of work continues to evolve, we are enhancing our software to support remote and hybrid work models, collaboration, and productivity. We believe that empowering businesses to embrace flexible work arrangements will contribute to their long-term success.

Partner development is another crucial aspect for us. We will continue to invest in our channel partner ecosystem, expanding our network and equipping partners with the necessary tools, training, and resources to thrive in the market.

Lastly, we have ambitious plans for global expansion. Tally Solutions has already established a strong presence in India, and we aim to replicate our success in other geographies. By offering localized solutions and adapting to specific market needs, we strive to become the trusted choice for businesses worldwide.

“Technology has become the great equalizer for MSMEs, enabling them to compete on a level playing field and unlock their true potential in the digital age.”

accountants, and tax practitioners to ensure a smooth transition. Our efforts positioned us as a trusted source for e-invoicing, providing our customers with the necessary tools to comply with regulatory requirements seamlessly.

Additionally, we focused on enhancing the user experience of our software, introducing new features and functionalities based on customer feedback and market demands. This iterative approach allowed us to continuously improve our offerings and deliver value to our users.

Furthermore, we fostered strategic partnerships with other technology providers to offer connected services

growth and development. We provide extensive training and certification programs to empower them with in-depth product knowledge and the skills to serve our customers effectively. Additionally, we offer marketing support, co-branded collateral, and access to a robust partner portal, enabling them to promote Tally Solutions and generate business opportunities.

We also keep our partners updated with the latest compliance changes, industry trends, and market insights through regular communication channels, webinars, and partner conferences. By equipping our channel partners with the right resources and support, we ensure they

FTC's Attempt to Block Microsoft's Acquisition of Activision Blizzard Fails, UK Regulator Extends Deadline for Review



The Federal Trade Commission's (FTC) latest attempt to temporarily block Microsoft from acquiring Activision Blizzard, the company behind Call of Duty, has been unsuccessful. Microsoft's proposed \$69 billion purchase would be the largest in gaming industry history. However, the deal has faced legal challenges in the US and has sparked division among regulators globally. The deadline for completion is July 18th. Despite the setback in the US, the UK regulator, the Competition and Markets Authority (CMA), has announced an extension of the deadline by an additional six weeks to review the deal. Initially, the CMA had blocked the takeover due to concerns about competition in the emerging cloud gaming market. But following a

US judge's rejection of the FTC's attempt, the CMA is now open to considering proposals from Microsoft to restructure the transaction.

The CMA requires until August 29th to conduct a thorough review of the detailed and complex submissions received from Microsoft, though it aims to fulfill its duty as soon as possible.

US District Judge Jacqueline Scott Corley recently denied the FTC's request to temporarily halt the Microsoft-Activision deal, marking the latest development in an ongoing legal battle between the two entities.

In response, the FTC has sought a "temporary pause" on the deal from a different court. If any regulatory issues remain unresolved, Microsoft and Activision may need to negotiate an extension to the

completion date. Failure to reach an agreement could potentially result in Microsoft owing Activision a breakup fee of up to \$3 billion.

Microsoft has not yet responded to the BBC's request for comment. However, earlier this week, Microsoft President Brad Smith expressed disappointment in the FTC's pursuit of what he called a weak case. He stated that they would oppose any further efforts to delay progress.

In an effort to address the FTC's concerns, Microsoft had already agreed to license Call of Duty to competitors, including a 10-year contract with Nintendo in Japan, if the deal goes through. European Union regulators have already approved the deal, stating that Microsoft has adequately addressed their competition concerns.

Massive Cyberattack: Microsoft Reveals China-Based Hackers Breach Government Agencies and Secretly Access Over 25 Organizations' Email Accounts



Microsoft has reported a successful hacking incident carried out by a group based in China. The breach resulted in unauthorized access to approximately 25 organizations' email accounts, including government agencies. The specific locations of the targeted government agencies have not been disclosed by Microsoft. However, the US Department of Commerce confirmed being notified about the attack and it is believed that Secretary of Commerce Gina Raimondo was among the individuals affected by the breach. The US State Department is also said to have been targeted, although they have yet to respond to media requests for comment. The hacking group responsible for the breach, known as Storm-0558 according to Microsoft, primarily focuses on Western European government agencies for activities such as espionage, data theft, and credential access. The breaches were detected in mid-May, and Microsoft claims to have mitigated the attack and contacted the impacted customers.

In response to these accusations, China's embassy in London dismissed them as "disinformation" and accused the US government of being the "world's biggest hacking empire and global cyber thief." It is worth noting that this incident follows a previous report in May where Chinese hackers were found to have targeted American military bases in Guam. Despite available evidence, Beijing has consistently denied involvement in hacking operations.



85% of Enterprises Prioritize Cloud Investment, Unveiling Growth Plans for the Next Two Years

A recent report released by Unisys sheds light on the role of IT, cloud, and AI in business transformation, revealing that companies are determined to prioritize digital investments despite economic downturns. The study highlights the importance of digital capabilities in driving growth and managing costs simultaneously, while also uncovering challenges that hinder companies from fully realizing their digital potential.



MANJU NAGLAPUR,
Senior Vice President of Cloud,
Applications & Infrastructure
Solutions, Unisys

Key findings from the research include:

- Cloud Investment:** Despite economic pressures, 85% of enterprises are investing in cloud technologies. However, only 19% have effectively utilized cloud to improve their businesses, indicating room for growth and optimization in this area.
- AI Adoption:** While 15% of companies have integrated AI into their business strategies, the remaining 85% have yet to embrace this transformative technology. This presents a significant opportunity for disruption and innovation.
- Ethical Considerations:** Over 55% of companies acknowledge a lack of understanding regarding the ethical impact of AI. With ethical concerns surrounding AI on the rise, organizations must strive to enhance their comprehension and adopt responsible AI practices.
- Talent Challenges:** IT leaders express concerns about keeping their workforce up to date with new skills and technologies for cloud adoption. Ongoing training initiatives and upskilling programs are essential to bridge the talent gap. Additionally, companies identify a need for non-technical skills such as communication and business strategy knowledge.
- Cybersecurity:** While breaches are a pervasive threat, only 58% of companies proactively address security weaknesses and threats. Adopting a Zero Trust security model is crucial to building resilience and minimizing cyber risks.

Manju Naglapur, Senior Vice President of Cloud,

Applications & Infrastructure Solutions at Unisys, emphasizes the importance of embracing a cutting-edge, cloud-native, and digital-first mindset to drive agility and unlock growth. Naglapur encourages organizations to optimize their existing cloud infrastructure and address talent gaps through ongoing training and skill development programs.

Cloud investment remains a key driver for business growth, with 85% of companies planning to increase cloud spend over the next two years. By aligning the C-suite and IT, advancing cloud technology, addressing ethical concerns, and adopting a proactive approach to security, businesses can realize the full potential of their digital investments.

As companies navigate the evolving digital landscape, strategic shifts and a focus on shared goals will enable organizations to achieve accelerated business value and stay competitive in a rapidly changing market.

Threads, Meta's Conversation-Focused Social Media Platform, Surpasses 100 Million Users in Just 5 Days, Attracting Attention from Industry Leaders



Threads, the conversation-focused social media platform developed by Meta, has achieved an extraordinary feat by surpassing 100 million users in just five days since its launch. This remarkable achievement has caught the attention of industry leaders, including Mark Zuckerberg and Adam Mosseri, who have acknowledged the app's immense popularity and its ability to outpace other platforms in terms of speed. It is worth noting that Threads reached this milestone faster than other notable platforms. For instance, the ChatGPT chatbot took two months to reach the same target, while even Instagram itself took 2.5 years. In comparison, TikTok, a popular app from a previous internet generation, took nine months to achieve a similar milestone. The impressive growth of Threads can be easily tracked within the Instagram app, which monitors the size of the

Threads userbase.

This incredible achievement follows Threads' recent introduction in over 100 countries worldwide, excluding the EU. Since its launch, the app has witnessed a rapid surge in users, reaching new milestones with each passing day. Within the first two hours, Threads gained an impressive 2 million signups. This number quickly rose to 5 million within four hours and



MARK ZUCKERBERG,
CEO, Meta

10 million within seven hours. The momentum continued to build, with the app reaching 30 million and 70 million signups in the following days, ultimately reaching the coveted milestone at an unprecedented pace. These numbers truly highlight the app's potential as a conversation-focused social media platform.

The actual growth of Threads has exceeded Meta's expectations, with users not only signing up but also actively engaging on the platform. As of Thursday, the app boasted over 95 million posts and 190 million likes, indicating a high level of user activity. This can be attributed to Threads leveraging the substantial user base of Instagram, which already boasts hundreds of millions of users.

One of the key factors contributing to Threads' rapid success is the presence of dissatisfied Twitter users. Twitter has faced numerous

issues and controversies in recent months, resulting in frustration and a significant exodus of users, employees, advertisers, and executives. Although Meta is not positioning Threads as a direct replacement for Twitter, the app's success poses a new challenge for the declining platform. As users flock to Threads for its conversation-centric features, Twitter will face heightened competition in retaining its user base.

According to Adam Mosseri, Instagram's chief, the goal of Threads is not to completely replace Twitter but to provide a public square for communities on both Instagram and Twitter who seek a less hostile environment for conversations. However, it is likely that politics and news will also find their way onto Threads, just as they have on Instagram to some extent. The app aims to attract users who are interested in a different digital experience.

While Threads is still in its early stages, it has the potential to carve out its own unique reputation. As users explore alternative social media platforms, Threads' emphasis on conversation could resonate with those in search of a distinct digital experience. However, its success in the competitive social media landscape remains to be seen, especially considering its current lack of certain basic features such as direct messages (DMs) and a functional search function.

D-Link Introduces the Indigenous Series: The Perfect Surveillance Solutions for the Indian Market



D-Link, a global networking and connectivity company, has recently introduced its new range of surveillance solutions called the 'Indigenous Series'. As the name suggests, this range is specifically designed and manufactured in India, aligning with D-Link's commitment to the government's 'Make in India' initiative. The Indigenous Series includes a variety of IP-based cameras and network video recorders, carefully crafted in India to address the security concerns of the Indian market. Rohit Purushottam, Senior Vice President of Enterprise Business at D-Link (India) Limited, expressed his thoughts on the Indigenous Series, stating that D-Link has been providing comprehensive networking solutions for over three decades. Their surveillance solutions have already gained acceptance among partners and customers across the country. With the Indigenous Series,



ROHIT PURUSHOTTAM,
Senior Vice President of Enterprise
Business at D-Link (India)

D-Link has taken a step further by leveraging the business intelligence gathered in India to design an extensive range of surveillance solutions perfectly suited for the Indian market. This premium range of surveillance solutions caters to customers across different segments and is backed by D-Link's commitment to product excellence.

Abhishek Kumar, Assistant Vice President of SMB & Surveillance Business at D-Link (India) Ltd., shared his perspective on the go-to-market approach for the Indigenous Series. He mentioned that D-Link has created a product line that they are extremely proud of, as it is designed and locally manufactured to address the security concerns of every citizen. They are confident that their well-established network of distributors and installers will efficiently meet the growing demand for convenient and reliable security solutions. Moreover, D-Link has designed special incentive programs, along with exclusive training and certification, to ensure a profitable partnership with their partners.

The Indigenous Series from D-Link offers an extensive range of IP-based surveillance cameras and network video recorders (NVRs) with advanced features, robust build quality, and a strong emphasis on quality. It is further supported by the D-Link VISION App, which allows customers to monitor their cameras and receive instant alerts for motion detection. The user-friendly interface of the D-Link VISION App makes it easy to set up and use, while the advanced features such as two-way audio and night vision enable clear communication and footage even in low-light conditions.

In summary, the D-Link Indigenous Series provides a complete surveillance solution, including Dome IP Cameras, Bullet IP Cameras, Network Video Recorders, and the exclusive D-Link VISION App for easy monitoring.

Beetel Teletech Limited partners with Derwiser to expand distribution of high-quality cabling solutions in India.



Beetel Teletech Limited, a pioneer in IT enterprise networking solutions, has announced its strategic distribution partnership with Derwiser, a global cabling solutions company. This collaboration aims to enhance the availability and accessibility of high-quality cabling solutions to businesses across India. As part of this partnership, Beetel will become an authorized distributor of Derwiser's comprehensive range of cabling solutions, including copper and fiber cabling solutions. With its extensive distribution network and industry expertise, Beetel will ensure that Derwiser's cutting-edge products reach a wider customer base in India.

Ms. Sapna Gupta, Business Unit Head-Enterprise at Beetel Teletech Limited, expressed her excitement about the partnership, stating that it allows Beetel to offer complete solutions from end to end, making it a one-stop shop for networking and enterprise solutions. She also mentioned that this collaboration enables them to meet the evolving demands of businesses in India.

Mr. Shailesh S Bhayade, Sr. Director -Channel, Products & Operation, and Mr. Debbrata Kar, Sr. Director – Sales & Marketing at Derwiser, highlighted Beetel's proven track record and market reach, which will strengthen their distribution capabilities in India. They believe that this partnership will empower businesses and foster innovation in the region.

The partnership between Beetel and Derwiser aims to deliver exceptional value and service to customers by providing reliable, scalable, and advanced cabling solutions. It aligns with their shared vision of empowering organizations with seamless connectivity solutions that drive efficiency, productivity, and innovation.

94% of Indian Organizations Embrace Hybrid Work, Highlighting Cybersecurity Risks: Fortinet Survey



Almost 82 percent of Indian organizations have reported two-times surge in security incidents, according to Fortinet's Asia-Pacific SASE survey, conducted by IDC. The survey reveals that 94% of Indian respondents have a hybrid or fully remote working model. With a surge of over 100% in managed devices connecting to enterprise networks expected in the next two years, the need for robust cybersecurity measures is emphasized. The survey also highlights the rising number of unmanaged devices and the increasing risk of security breaches. To address these challenges, organizations are turning to Single-Vendor SASE solutions for improved security posture and a streamlined user experience.

Key findings from the survey include:

The Rise of the 'Branch-Office-of-One': In India, 94% of respondents

have a hybrid or fully remote working model, with over 74% having at least 50% of their employees working in a hybrid mode. This shift to remote work has turned employees into "branch offices of one," working from their homes or other locations outside the traditional office. As a result, 72% of respondents in India expect managed devices connecting to enterprise networks to increase by more than 100% in the next two years, with some expecting growth of 400%. Additionally, 46% in India anticipate a growth of over 50% in unmanaged devices, increasing the complexity and risk of security breaches.

Unmanaged Devices Pose a Risk: With the prevalence of cloud computing and remote work, an increasing number of users, devices, and data are located outside enterprise networks. Currently, 28% of devices connecting

to networks in India are unmanaged, significantly raising the possibility of security breaches. Respondents in India predict a 50% increase in unmanaged devices by 2025.

The Need to Secure

the Cloud: As hybrid work increases, employees require multiple connections to external systems and cloud applications to remain productive. Survey respondents in India indicate that their employees need to make over 40 connections to third-party cloud applications, which increases the risk of security breaches. Over the next two years, 100% of respondents in India expect this number to double, and over 68% believe it will triple, exacerbating the risk. Maintaining network security while ensuring employee connectivity to third-party and cloud-based services presents a significant challenge as traditional security measures prove inadequate.

Increased Security Incidents: The shift to hybrid work and the rise in managed



VISHAK RAMAN,
Vice President of Sales, Fortinet India

and unmanaged connections have resulted in a significant increase in security incidents. According to the survey, 82% of respondents in India have experienced at least a twofold increase in security incidents, with 72% reporting more than triple the number of breaches. The top security incidents include phishing, denial of service, data/identity theft, ransomware, and data loss. However, only 49% of organizations across Asia have dedicated security personnel, leaving them more vulnerable to security incidents and breaches.

SASE: A Game-Changer for Hybrid Work:

To address the challenges of hybrid work, many organizations in India plan to invest in a Single-Vendor Secure Access Service Edge (SASE) solution. This approach aims to improve security posture and provide consistency in the user experience for remote employees. The need for a comprehensive solution that offers a consistent security posture for users on and off the network, simplifies security policy management, and enhances the user experience is driving organizations to explore SASE.

The Preference for a Single Vendor: As organizations adopt SASE to manage networking and security services, they are seeking a converged platform to streamline operations. The survey reveals that 80% of respondents in India prefer a single vendor for networking and security capabilities and are consolidating their IT security vendors. More than half (56%) of respondents prefer a single vendor for cloud-delivered security services and SD-WAN, citing benefits such as reduced security gaps, improved network performance, ease of deployment, and addressing integration and scalability challenges.

The survey findings highlight the importance of prioritizing security posture and investing in cloud-delivered solutions that seamlessly integrate with on-premises solutions to manage hybrid work environments and mitigate risks. The preference for a single vendor and infrastructure convergence demonstrates the need for efficient management, and a zero-trust architecture can enhance security and usability. Organizations must address these challenges and invest in security solutions to support their hybrid workforce and reduce security threats.

Vishak Raman, Vice President of Sales at Fortinet India, emphasized the company's commitment to bridging the skills gap and providing necessary cybersecurity knowledge and awareness to all employees. He also highlighted how Fortinet's Single-Vendor SASE solution aims to simplify security policy management and enhance the user experience for remote employees, helping Indian businesses tackle the security challenges associated with the changing workforce.

3i Infotech Wins 5-Year Managed Services Contract with Bajaj Electricals



3i Infotech, a leading IT services company, has been awarded a 5-year contract worth approximately Rs. 18.74 crore by Bajaj Electricals Limited, a prominent consumer electrical equipment manufacturer in India. The contract includes specialized Managed Infrastructure Services for End User, DC & Network, Cloud Management & Database Management, and IT Application Support. This deal further strengthens 3i Infotech's position in the market, as the company continues to secure large multi-year contracts across diverse industries.

With a team of over 1,500 skilled resources dedicated to infrastructure support for its Integrated Managed Services (IMS) customers, 3i Infotech brings extensive experience in delivering DIMS for large enterprises. The company is equipped to recruit and train new talent to meet the specific requirements of enterprise-managed services. Additionally, 3i Infotech adopts lateral hiring to align with resource needs and

enhance its capabilities.

Mr. Thompson P. Gnanam, MD & Global CEO of 3i Infotech, expressed his satisfaction with this win and highlighted the company's track record in serving clients across different sectors. He emphasized the maturity and strength of 3i Infotech's Digital Infrastructure Managed Services (DIMS) offering, built over two decades. The DIMS solution enables enterprises to develop and implement transformational roadmaps for digital transformation, ensuring robustness, flexibility, security, and scalability.

3i Infotech's Digital Infrastructure Managed Services encompass IT Infrastructure and Cloud services, helping clients optimize their IT spending. With a vast clientele of over 200 companies, a team of more than 3,000 infrastructure professionals, and an integrated HybridNXT Support framework for On-Prem & Hybrid Eco-System, the company provides comprehensive solutions for enterprises' digital transformation needs.



How Indian Tech Start-ups are Reshaping Industries and Propelling India's Global Position with Cloud Computing

The July issue of ITPV Magazine is here! In this month's edition, we delve into the profound impact of cloud computing in today's digital age. Cloud computing has revolutionized industries and completely transformed the way organizations operate. It's incredible to see how Indian tech start-ups have fully embraced cloud-native approaches, with an impressive 85 percent of them adopting these strategies. This issue explores how these start-ups are reshaping the cloud market and propelling India's global position to new heights.

One of the exciting developments we highlight is the adoption of cloud-based systems by the police force. The Crime and Criminal Tracking Network and Systems (CCTNS) are now leveraging cloud capabilities for predictive policing. By utilizing the vast amount of information gathered over time, these systems enhance law enforcement capabilities to an unprecedented level. It's inspiring to witness how cloud technology is positively impacting even the most critical areas of our society.

While India's start-up community may be relatively smaller compared to giants like the US and China, it boasts an exceptional hit ratio. Out of just 1,000 start-ups, an impressive 115 have achieved unicorn status. This high success rate positions Indian entrepreneurs for significant growth in the coming decades. The potential for innovation and disruption in the Indian start-up ecosystem is truly remarkable.

When considering cloud adoption, it's crucial to look beyond the total cost of ownership (TCO) and consider the overall business case. The benefits go far beyond financial savings. Factors like improved agility, enhanced staff productivity, an exceptional developer experience, talent retention, and positioning your organization as digitally native contribute to the true value of cloud adoption. The cloud also addresses various priorities such as faster decision-making, department unification, process modernization, monitoring, and the integration of artificial intelligence. However, challenges arise when determining what needs to change from legacy systems and ensuring business continuity with an acceptable recovery time objective (RTO).

To mitigate vulnerabilities in a multi-cloud environment, careful architectural considerations are crucial. Common sources of security concerns include misconfigurations, insider threats, and phishing attacks. Raising awareness among teams and providing a security best practices checklist can effectively address these issues. Security should always be a top priority in any cloud strategy.

Looking ahead, the cloud computing industry is undergoing a transformative shift with the emergence of Cloud Computing 2.0. Organizations are adopting multi-cloud and hybrid cloud strategies, integrating AI and ML, and advancing cloud-native architectures and serverless computing to drive innovation and enhance agility. Exciting technologies like Quantum Computing, Edge Computing, and Distributed Ledger hold immense promise for further advancing and transforming the cloud computing space in the future.

As we continue to embrace the power of cloud computing, let's stay informed, adapt to the changing landscape, and seize the opportunities it presents. Together, we can shape a future where cloud technology empowers organizations and fuels innovation.

Read the full July issue of ITPV Magazine to gain valuable insights into the world of cloud computing and witness the incredible impact it is having on the Indian tech start-up ecosystem.

Kalpana Singhal

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

EDITOR: KALPANA SINGHAL
CONTENT HEAD: Amit Singh
CONSULTING EDITOR: Rajneesh De
NEWS ANALYST: Ishita Gupta
CORRESPONDENT: Bhawna Thapliyal
NEWS REPORTER: Anindita Majumder, Urmi Saha

INTEGRATED MARKETING COMMUNICATION:
Arunim Agrawal, Mamta Kapoor

ASSOCIATE ANALYST
Shaithra S

SALES:
Anushikha Singh | Pratap Jana

PRODUCTION HEAD:
Aji Kumar

WEBSITE:
Gaurav Rana

PROMOTION:
Amit Pandey, Nikita Gurung

CIRCULATION:
Pratap Ram

FINANCE:
Inder Pal

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

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

Delhi: 91-8178321837 | **Mumbai:** 91-98997 01316
Kolkata & Guwahati: 91-9331072026
Bangalore: 91-8851119532

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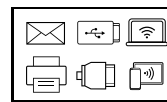
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