

## IN CONVERSATION



**Ajay Sawant**  
Orient Technologies



**Sriram Kanuri**  
Arteria Technologies

# Top 10 IT Partner Trends Shaping 2025

# THE SMART NETWORK SOLUTION THAT EVERY NETWORK NEEDS



Get wider bandwidth, faster data speed and stronger connectivity with Digisol's end-to-end FTTH Solution. Its High-speed Internet, Triple Play, Wi-Fi, Voice and Video services are designed to meet the needs of an array of industries across Education, Telecom, Healthcare, Hospitality and Smart Cities.

## DIGISOL OFFERINGS

### FTTH



DUAL BAND ONU



SINGLE BAND ONU



GPON OLT



TRANSCEIVER

### SWITCHING



UNMANAGED SWITCH



FULLY MANAGED SWITCH

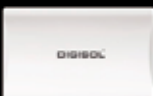


DATA CENTER SWITCH



MEDIA CONVERTER

### WIRELESS



INDOOR AP



OUTDOOR ENTERPRISE AP



DUAL BAND REPEATER



ACCESS CONTROLLER

### STRUCTURED CABLING



KEYSTONE



PATCH PANEL



PATCH CORD



FACEPLATE



CAT6 UTP SOLID CABLE



micron  
**crucial**

# Experience extreme performance

Crucial® NVMe SSDs



## National Authorised Distributors

Rashi Peripherals Limited  
Ms. Manisha@ +91 8879690065

Supertron Electronics Pvt. Ltd.  
Mr. Sanjay@ +91 9811059025

**[www.crucial.in](http://www.crucial.in) | 1800-425-3234**

Offers compatible upgrade options: <https://www.crucial.in/store/advisor>



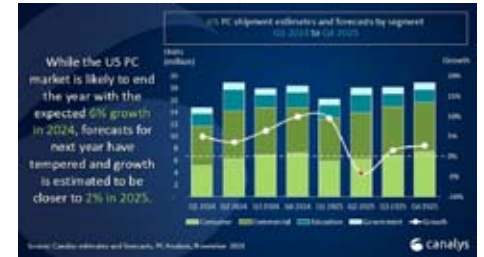
# CONTENT

## COVER STORY

6

## CHANNEL NEWS 15,18-29

■ US PC market forecast to grow 2% in 2025



- NetApp appoints Hitesh Joshi as Director for Channels and Alliances, India and SAARC
- CoroverAI Partners with Persistent Systems to Deliver GenAI-Powered Conversational Solutions
- Iris Global Powers Nasik Partner – Omega Systems' Success Delivers Rs 50 Crore IT Supplies for Maharashtra's NHM Project
- Redington Partners with OpenGear to Bring Cutting-Edge Out-of-Band Management Solutions to India



- India's PC and tablet market set to grow 6% in 2025
- Canalys Forum 2024: A Transformative Event for Channel Partners in Bali
- Zoom Introduces Video SDK Resale for Channel Partners
- Partners Will Co-Create with Vendors in 2025: A Year for the Partner Community with India Emerging as the Beneficiary
- Intel Expected to Split Foundry and Design Divisions Amid Strategic Shift
- Embee Software Unveils ARth: The Game-Changer in AI-Driven Accounts Receivable Management
- Malaysia, Thailand, and Singapore Making IT and Business Strides



- Kamal Nath Joins Workmates Core2Cloud as Co-founder & CEO After Successful Tenure at Sify Technologies
- Southeast Asia's Digital Transformation Accelerates Amid Global Tech Shifts
- Tata Power and Asian Development Bank Partner to Drive India's Clean Energy Transition

## TOP 10 IT PARTNER TRENDS SHAPING 2025

### IN CONVERSATION

Ajay Sawant on 30 Years of Innovation and Evolution at Orient Technologies

Sriram Kanuri, CEO of Arteria Technologies, on ERP Innovation and AI Evolution



AJAY SAWANT, Founder & CEO, Orient Technologies



SRIRAM KANURI, CEO, Arteria Technologies



# AQUILA PRO AI Smart Wi-Fi, Smart Life

**M30**

Whole home Wi-Fi solution built with M30 advanced AI-enabled capabilities for fast and reliable Wi-Fi coverage.



**Rapid  
Connectivity**



**Setup & Management  
Simplified**



**Scale-as-you-need  
Mesh**



**Uninterrupted  
Wi-Fi**



**Ultra-Fast Gigabit  
Wired Connection**



**Help Protect Your  
Home Network**



CONTACT **D-LINK (INDIA) LIMITED:**

**KOLKATA:** Mr. Somnath Ghosh - Ph.: +91-7506513344, E-mail: somnath.ghosh@in.dlink.com | Mr. Swarup Dey Ph.: +91-9748754714, E-mail: swarup.dey@in.dlink.com **GUWAHATI:** Mr. Ashish S - Ph.: +91-91364 76280, Email: ashish.singhania@in.dlink.com **BHUBANESWAR:** Mr Saumya Pradhan Ph.: +91-97774 11922, Email: saumya.pradhan@in.dlink.com



# Top 10 IT Partner Trends Shaping 2025

*As the IT landscape continues to evolve, 2025 is set to usher in transformative trends within the partner ecosystem. These trends are driven by shifting customer expectations, technological advancements, and the increasing demand for sustainable, cost-effective solutions. Here's a closer look at the top 10 IT partner trends shaping the future of the industry.*

Kalpana Singhal



## 1. Cloud Cost Optimization Takes Center Stage



Hybrid and multi-cloud solutions are becoming the go-to choices for enterprises seeking flexibility, scalability, and cost efficiency. IT partners are forging stronger collaborations with regional cloud providers to deliver tailored solutions that integrate on-premises, private, and public cloud infrastructures.

With enterprises actively seeking cost-effective cloud solutions in 2024, many are pivoting towards hybrid and private cloud setups to control expenses. This shift could significantly impact the revenues of major cloud providers as businesses increasingly explore alternatives to reduce operational costs. For IT partners, this trend represents an opportunity to deliver value by optimizing workloads and helping clients maximize their cloud investments.

## 2. 2025 is poised to be a year of co-creation for the partner community

2025 is poised to be a year of co-creation for the partner community, with ISVs playing a pivotal role. IT partners will increasingly collaborate with vendors to design innovative, bespoke solutions, particularly in India, which is emerging as a global hub for ISV development. This trend underscores the importance of partnerships that drive localized innovation and deliver significant business impact.



## 3. Focus on Security as a Service

With cyber threats growing more sophisticated, IT partners are expanding their offerings to include managed security services such as ransomware protection, zero-trust architecture, and advanced threat detection. Enterprises are prioritizing data protection and compliance, positioning IT partners as trusted advisors who can safeguard critical assets while ensuring regulatory adherence.







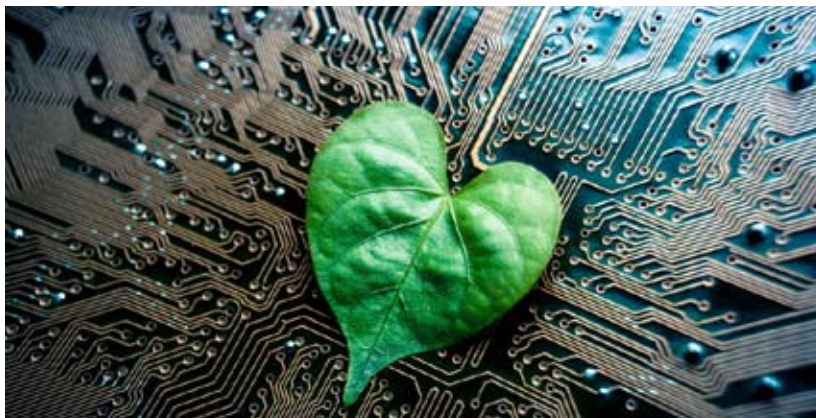
#### 4. Growth of Vertical-Specific Solutions



Recognizing the unique challenges faced by industries like healthcare, finance, retail, and manufacturing, IT partners are increasingly offering vertical-specific solutions. By leveraging industry expertise, they are delivering tailored offerings that help clients achieve operational efficiency, enhanced customer experiences, and a competitive edge.

#### 5. Edge Computing Adoption

As IoT devices proliferate, the demand for edge computing is accelerating. IT partners are embracing this trend by offering solutions that process data closer to its source, reducing latency and enabling real-time decision-making. This is particularly transformative for sectors like manufacturing, logistics, and smart cities, where low latency is critical.



#### 6. Sustainability and Green IT

Sustainability has moved from being a buzzword to a business imperative. IT partners are aligning with vendors committed to eco-friendly practices, such as energy-efficient data centers and green IT initiatives. These sustainable solutions not only address customer demands for environmentally responsible practices but also contribute to long-term cost savings.



## 7. Partner-Led Digital Transformation



Digital transformation remains a top priority for enterprises, and IT partners are stepping up as key enablers. From cloud migration to AI-powered analytics, partners are offering end-to-end services that modernize operations and help businesses achieve their strategic goals.

## 8. Vendor Consolidation

To simplify operations and reduce costs, many IT partners are consolidating their vendor relationships. By focusing on vendors that offer comprehensive and integrated solutions, partners can streamline their operations while providing better value to customers.



## 9. Recurring Revenue Models

Subscription-based services like SaaS, IaaS, and managed services are becoming core revenue streams for IT partners. These recurring revenue models foster stronger client relationships and create predictable income while providing customers with scalable, flexible solutions tailored to their needs.





## 10. Automation and AI Enablement

Automation and AI tools are transforming service delivery. IT partners are integrating these technologies into their solutions to help clients improve efficiency, streamline processes, and make data-driven decisions. This trend is especially valuable in addressing resource constraints and accelerating time-to-market.

## 11. Addressing the Skills Shortage Through Upskilling

The global IT skills shortage remains a pressing issue in 2025. IT partners are proactively investing in upskilling initiatives, certifications, and training programs to bridge the talent gap. By equipping their workforce with cutting-edge skills, they ensure their ability to deliver innovative solutions and maintain a competitive edge.

The IT partner ecosystem is undergoing rapid transformation, driven by advancements in technology and evolving customer needs. By aligning with these trends, IT partners can unlock new opportunities, strengthen client relationships, and position themselves as key enablers of enterprise success in 2025.





## Ajay Sawant on 30 Years of Innovation and Evolution at Orient Technologies



**AJAY SAWANT,**  
Founder & CEO of Orient Technologies

**In an exclusive interview with ITPV, Ajay Sawant, the Founder & CEO of Orient Technologies, shares his remarkable entrepreneurial journey, insights on navigating technology trends, and the strategies that have helped his company remain a leader in the IT industry for over three decades.**

■ **What inspired you to become an entrepreneur, and how did Orient Technologies come into existence?**

Thank you! It's a long story, but it started after my

engineering graduation. I joined an MNC dealing in office automation products like teleprinters and fax machines. Back then, India relied heavily on imports, with duties as high as 200%. My team and I took the bold

step of indigenizing the technology, making machines locally that outperformed imported ones in terms of features and performance.

However, when our proposal to manufacture solar cars in India was

rejected by our UK-based bosses, it triggered a turning point. My co-founders and I decided to leave the company and start our entrepreneurial journey. In 1992, we founded Orient Telax, focusing on office automation. Later, we

pivoted to IT, rebranding as Orient Technologies in 1997. It was a bold move but marked the beginning of an incredible journey.

## ■ That's an inspiring story! How has Orient Technologies evolved under your leadership? What have been the key milestones?

The evolution of Orient Technologies has been shaped by adapting to industry trends every 3-5 years. Some of the key milestones include:

1997: Transitioned from office automation to IT during the PC era, focusing on end-user computing.

2005: Expanded into data center solutions and virtualization, driven by disaster recovery needs post the Twin Tower attacks.

2011: Partnered with 12 companies to pioneer cloud solutions in India, becoming an early adopter in the market.

2015 Onwards: Partnered with AWS and Microsoft, delving into analytics, RPA, and now AI-driven solutions.

Throughout, we've ensured our offerings remain relevant, whether it's PCs, data centers, or the latest technologies like high-performance computing (HPC) and AI.

## ■ Customer-centricity is a key focus for Orient Technologies. How do you ensure client satisfaction in an industry that's constantly evolving?

Orient Technologies is like a multi-specialty hospital

for IT. We offer end-to-end solutions, from end-user computing to data centers, cloud, cybersecurity, and analytics, all bundled with services.

Our differentiation lies in bundling services with products, which we refer to as our "jam." Selling products is our bread and butter, but the services we provide alongside are what truly set us apart. This approach ensures that we address all our customers'

“Our differentiation lies in bundling services with products, which we refer to as our “jam.” Selling products is our bread and butter, but the services we provide alongside are what truly set us apart.”

IT needs under one roof, making client satisfaction our top priority.

## ■ With enterprises increasingly concerned about rising cloud costs, do you see opportunities for local or regional cloud providers?

Absolutely, but it depends on the nature of the customer's workload. For workloads like billing applications, local cloud providers can perform efficiently. However, for dynamic workloads like ERP systems that require middleware, APIs, and

complex integrations, hyperscalers like AWS or Azure are better suited.

Cloud adoption must be a well-thought-out process. While it offers agility and flexibility, it's no longer the cheapest option. Customers need to evaluate the long-term implications and hidden costs before migrating. I often say, "Cloud is like a slow poison—be careful and plan your journey thoughtfully."

## ■ Artificial intelligence (AI) is a hot topic. What's your take on AI adoption, and how is Orient Technologies leveraging it?

AI is still in its early stages. While enterprises have accumulated massive amounts of raw data through ERP systems, many struggle to leverage it effectively. Large Language Models (LLMs) are now helping organizations model their data and extract actionable insights, which will revolutionize decision-making.

At Orient Technologies, we've started exploring

AI use cases in areas like HPC and robotics process automation. The challenge lies in creating use cases that deliver ROI. While adoption is slow, I'm confident that AI will become mainstream in the next six months, unlocking massive potential across industries.

## ■ What advice would you give to young professionals aspiring to succeed in the tech industry?

My mantra is simple: "L > C": Your Learning must always exceed the Change around you. Observe industry trends and learn proactively.

Be an Early Adopter: Enter new technologies at the right time to capture higher margins. Once a technology becomes mainstream, margins shrink, and you're just another follower.

Focus on P&L, Not Just Valuations: Valuations can be a mirage. Build a strong, sustainable business by focusing on profitability and delivering value to customers.

Success requires bold decisions, calculated risks, and a commitment to continuous learning.

## Conclusion

Ajay Sawant's entrepreneurial journey and leadership at Orient Technologies highlight the importance of adaptability, customer-centricity, and innovation in the ever-evolving IT landscape. His insights on cloud adoption, AI, and building sustainable businesses provide a valuable roadmap for aspiring tech leaders.



# Sriram Kanuri, CEO of Arteria Technologies, on ERP Innovation and AI Evolution



In this exclusive interview, Anuj Singhal sits down with Sriram Kanuri, CEO of Arteria Technologies, to discuss his entrepreneurial journey, the evolution of ERP systems, the integration of AI in business processes, and how Arteria Technologies is empowering enterprises and SMEs with innovative solutions.

■ **To start off, Sriram, can you share a little about your journey and what inspired you to venture into the IT solutions space? How**

**did the idea of Arteria Technologies come to life?**

Sure! From a very young age, I had a dream of building my own company.

However, back then, I didn't have the means or the resources to make it happen. After completing my education and gaining experience working with SAP in Europe, I learned

the art of building software products.

The idea for Arteria was born during a casual conversation with a friend in Bangalore. A customer needed a complex product

development project delivered, and I saw an opportunity. We approached the customer, convinced them to give us the project, and successfully delivered it after eight months. That was the beginning of Arteria Technologies—a journey fueled by passion and a strong belief in technology-driven solutions.

## ■ That's an inspiring story! As businesses pivot towards cloud and hybrid environments, how do you see the evolution of ERP systems?

ERP systems have evolved significantly over the years. Earlier, ERP solutions were monolithic, with every module embedded in one system. Now, certain modules like HR, extended sales, and procurement operate outside the core ERP framework.

With the rise of AI and automation, we are seeing two major changes:

### **Data Entry**

**Automation:** Repetitive tasks are being automated using bots and AI.

**Predictive Insights:** ERP systems are becoming more predictive. For example, they can highlight potential production issues or autocorrect financial entries in real time.

This evolution ensures higher productivity, fewer operational challenges, and continuous innovation to help businesses adapt to ever-changing needs.

## Interesting! How does Arteria Technologies integrate AI into its ERP offerings to

## enhance business processes?

At Arteria, we leverage SAP's technology platform as our foundation while integrating with Google Cloud, AWS, and other solutions for bespoke AI models.

We focus on both upstream and downstream supply chains. Here are two key use cases:

### **Sales Optimization:**

AI optimizes sales routes and ensures real-time

“ERP systems have evolved significantly over the years. Earlier, ERP solutions were monolithic, with every module embedded in one system. Now, certain modules like HR, extended sales, and procurement operate outside the core ERP framework.”

adjustments to retail schemes, maximizing ROI.

### **Real-Time Corrections:**

AI enables course corrections on the fly, ensuring businesses don't just look back at what went wrong but proactively address challenges in real time.

This approach helps organizations serve customers efficiently, deliver real-time insights, and achieve measurable results.

## ■ That's truly transformative! With SMEs being the backbone of our economy, how is Arteria catering to their needs, especially

## given their limited IT infrastructure and cost sensitivity?

We understand that SMEs often lack dedicated IT teams and budgets for large-scale ERP deployments. To address this:

We use a “What You See Is What You Get” model, which allows quick ERP implementation within two weeks. This frugal approach focuses on simplicity and speed, covering 80% of

## next for Arteria Technologies as we step into 2025?

The next 18 months are all about AI integration. Every business function in our ERP solutions will be enhanced with AI capabilities, ensuring better decision-making and operational efficiency.

We are also expanding geographically by collaborating with partners and consultancies, such as the Big Four, to deliver AI-enabled ERP solutions to global customers. Instead of just talking about AI, we are showcasing real, tangible solutions that drive business outcomes.

## ■ Your vision is inspiring! Finally, what advice would you give to aspiring entrepreneurs looking to make a mark in the IT and technology space?

I have three simple words: Persistence, persistence, persistence.

Once you have your product idea and MVP ready, stick to your path. Success doesn't come overnight, and impatience can derail even the best ideas. Stay focused, and results will follow.

## Conclusion

In this engaging conversation, Sriram Kanuri, CEO of Arteria Technologies, highlighted how AI is transforming ERP systems, empowering SMEs, and driving real-time business insights. His leadership and innovative solutions are shaping the future of ERP and digital transformation.

## ■ That's a game-changer for SMEs! Moving ahead, what's



# US PC market forecast to grow 2% in 2025

Canalys research shows PC shipments (excluding tablets) to the United States grew 7% year-on-year to 17.9 million units in Q3 2024. Notebooks drove this growth, with shipments up 9% annually. Looking ahead, the US PC

remained strong in the second half of 2024 with the segment seeing 12% shipment growth in Q3. The Windows 11 refresh still has a way to go and commercial strength in this market should continue through the end of the year and into early

half of the year. In the consumer space, a relatively robust seasonal discounting period around Black Friday and Cyber Monday will help boost shipments in Q4.”

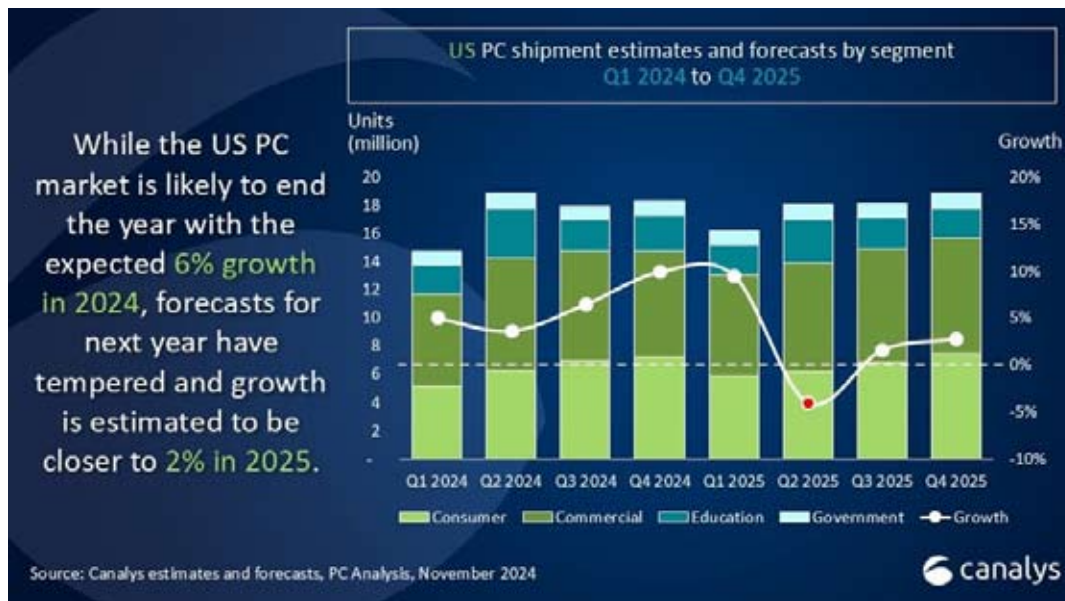
While Microsoft and its partners will work to improve the overall awareness of

for 2025 onwards have also been tempered due to anticipated policy changes by the incoming administration.

“With the 2024 US Presidential election coming to a close, macroeconomic conditions in the US are not expected to be as stable in the near-term as they have been over the last year or two,” continued Davis.

“With reports of import tariffs seemingly on the horizon, the PC market will likely be impacted in a noticeable way.” A study by the Consumer Technology Association (CTA) suggests that device prices could rise as much as 46% because of the proposed tariffs, which would add significant downside risk to the forecast. Signals from the supply chain suggest there will be some stockpiling of inventory in early 2025 to get ahead of the anticipated rise in prices, leading to rebalancing of the shipment seasonality next year.

“A longer-term risk factor stems from the proposed public sector budget cuts, both for federal government and education procurement of PCs,” said Davis.



market recovery is expected to continue, but at a slower rate than previously anticipated, due to weaker momentum in the Windows refresh cycle and headwinds related to macroeconomic policies. Total PC shipments

2025.

“While growth earlier in the year was bolstered by consumer purchases, the commercial market has become the leading segment for PCs in the US,” said Canalys Analyst

the Windows 10 end-of-life throughout 2025, we expect a sizable portion of fleet refreshes will happen after the end of service date. This is due to the relatively modest pace of the transition so far, especially given that a

US desktop and notebook forecast  
Canalys PC Forecast: 2024 to 2026

Segment	2024 shipments	2025 shipments	2026 shipments	2024 annual growth	2025 annual growth	2026 annual growth
Consumer	25,750	26,415	27,210	1.6%	2.6%	3.0%
Commercial	29,735	31,158	32,302	9.4%	4.8%	3.0%
Government	4,052	4,355	4,319	6.4%	7.2%	-0.8%
Education	10,371	9,468	9,472	10.0%	-8.7%	0.0%
Total	69,918	71,396	73,303	6.3%	2.1%	2.4%

Note: Unit shipment in thousands. Totals may not add up due to rounding.  
Source: Canalys forecast, PC Analysis, November 2024

US desktop and notebook forecast  
Canalys PC Forecast: 2024 to 2026

Segment	2024 shipments	2025 shipments	2026 shipments	2024 annual growth	2025 annual growth	2026 annual growth
Consumer	25,750	26,415	27,210	1.6%	2.6%	3.0%
Commercial	29,735	31,158	32,302	9.4%	4.8%	3.0%
Government	4,052	4,355	4,319	6.4%	7.2%	-0.8%
Education	10,371	9,468	9,472	10.0%	-8.7%	0.0%
Total	69,918	71,396	73,303	6.3%	2.1%	2.4%

Note: Unit shipment in thousands. Totals may not add up due to rounding.  
Source: Canalys forecast, PC Analysis, November 2024

to the US are expected to rise 6% to just under 70 million units in 2024 followed by modest 2% growth in both 2025 and 2026

Commercial demand

Greg Davis. “Both large and small businesses have begun exhibiting stronger refreshes of their PC fleets with Windows 11 devices as we entered the second

large portion of the current installed base remains on Windows 10 just 10 months out from the October 2025 deadline

PC market expectations

“Although 2025 budgets will remain largely intact, we anticipate future spending on technology from these areas could be reduced.”



KONICA MINOLTA

# EXPERIENCE THE COLOURFUL TRANSFORMATION **RETHINK COLOURS**

## RETHINK INTELLIGENT INNOVATIONS FOR WORKPLACE






PRINT | COPY | SCAN

### A3 Colour & Mono Multifunctional Printers **bizhub i-Series**

For more information: SMS "KM MFP" send to 52424 or Call: 1-800-266-2525.

**Konica Minolta Business Solutions India Pvt. Ltd.**

[www.konicaminolta.in](http://www.konicaminolta.in) | [marcom@bin.konicaminolta.in](mailto:marcom@bin.konicaminolta.in)

Connect with us:     



Giving Shape to Ideas



## TRANSCON ELECTRONICS PVT. LTD.

205, 2nd Floor, Center Point Building, Hemanta Basu Sarani,  
Opp. Lalit Great Eastern Hotel, Kolkata - 700001  
Ph.: 22488118, 22488210, 22481620,  
Mobile: +91-8337071326, Fax: 03322486604  
Email: [abhishek@transconelectronics.com](mailto:abhishek@transconelectronics.com),  
Website: [www.transconelectronics.com](http://www.transconelectronics.com)

# NetApp appoints Hitesh Joshi as Director for Channels and Alliances, India and SAARC



**HITESH JOSHI**  
Director for Channels and Alliances, India and SAARC, NetApp

NetApp, the intelligent data infrastructure company, today announced the appointment of Hitesh Joshi as Director for Channels and Alliances for India and SAARC. Hitesh brings a wealth of expertise in hybrid cloud solutions, intelligent data management, and data center technologies and will play a crucial role in strengthening NetApp India's channel ecosystem and driving partner growth across the region.

With over 27 years of industry experience, Hitesh has held leadership positions at renowned organisations including Nutanix, Veeam, IBM, and Novell. His proven track record in delivering exceptional results and fostering innovation uniquely positions him to lead NetApp's channel strategies in a dynamic and rapidly evolving market.

In his second stint at NetApp, Hitesh will focus on enhancing collaboration

within the company's partner network, leveraging his deep industry insights and a firm belief in the ethos of "TEAM – Together Everyone Achieves More." His leadership approach prioritises mutual success and innovation, ensuring that partners are empowered to deliver exceptional value to customers.

"NetApp has always been at the forefront of innovation, and I am honoured to return and contribute towards its vision of driving success through collaboration and cutting-edge technology," said Hitesh Joshi, Director for Channels and Alliances, India and SAARC, NetApp. "Channel partners are the catalysts driving the technological revolution being witnessed in the country today. I look forward to working closely with our partners to create meaningful growth opportunities and deliver exceptional value to our customers."

Puneet Gupta, Vice President and Managing Director, NetApp India/SAARC added, "Hitesh's passion for collaboration and innovation aligns perfectly with NetApp's mission to empower organisations with intelligent data management solutions. His leadership and extensive industry experience will be invaluable in strengthening our channel ecosystem and driving NetApp's growth in India."

# CoroverAI Partners with Persistent Systems to Deliver GenAI-Powered Conversational Solutions

CoroverAI, a leading conversational AI platform, has announced a strategic partnership with Persistent Systems, a global digital engineering firm, to deliver next-generation AI-powered conversational solutions. This collaboration aims to enhance customer engagement by integrating CoroverAI's advanced conversational AI capabilities with Persistent Systems' digital engineering expertise.

The partnership will focus on developing and deploying generative AI (GenAI) solutions that provide more natural and intuitive interactions between businesses and their customers. By leveraging GenAI, the solutions are expected to understand and respond to customer queries with greater accuracy and context, thereby improving user experience and satisfaction.

"We are excited to partner with Persistent Systems to bring our GenAI-powered conversational solutions to a broader market," said Ankush Sabharwal, CEO of

CoroverAI. "This collaboration will enable us to combine our AI expertise with Persistent's deep industry knowledge to deliver innovative solutions that meet the evolving



needs of businesses and their customers."

Persistent Systems' CEO, Sandeep Kalra, commented, "Our partnership with CoroverAI aligns with our commitment to delivering cutting-edge digital solutions that drive business value. By integrating CoroverAI's conversational AI technology with our digital engineering capabilities, we can offer our clients more engaging and effective customer interaction platforms."

The collaboration is expected to benefit various industries, including banking, healthcare, retail, and telecommunications, by providing AI-driven conversational platforms that streamline customer service operations and enhance user engagement.

As businesses increasingly adopt AI technologies to improve customer interactions, partnerships like that of CoroverAI and Persistent Systems are poised to play a significant role in shaping the future of conversational AI solutions.



# Iris Global Powers Nasik Partner – Omega Systems' Success Delivers Rs 50 Crore IT Supplies for Maharashtra's NHM Project



**D**elhi-based IT distribution leader Iris Global Services continues to set benchmarks by empowering its partners across diverse sectors. Its latest milestone involves supporting Nasik-based Omega Systems with HP, Acer, and Dell compute products worth Rs 50 crore for Maharashtra's National Health Mission (NHM) project.

Omega Systems, which specializes in IT system integration, achieved a turnover of Rs 113 crore under the NHM program, with Iris Global supplying nearly half of the required hardware and software solutions.

"Of our Rs 113 crore turnover in the NHM project, Rs 50 crore came through Iris Global's supplies," said Vijay Suryavanshi, Managing

Partner and Director of Omega Systems. Despite a decade-long association, 2024-25 marks a significant business breakthrough for the two companies. Suryavanshi highlighted that Iris provided an additional Rs 30 crore in credit support, enabling Omega to scale operations rapidly.

The partnership's success stems from Iris's efficient decision-making and strong logistical capabilities. "The Iris team, including Mr. Pathan and Ms. Kamini Talwar, has been incredibly supportive. Their prompt credit facilitation and user-friendly processes empowered us to execute large-scale orders with ease," added Suryavanshi.

The collaboration has allowed Omega Systems to enhance its focus on healthcare IT solutions post-

COVID. Their NHM initiatives align with India's National Health Policy 2017, aiming for universal health coverage and sustainable healthcare infrastructure.

While healthcare is a growing focus, Omega Systems has long been a dominant force in Maharashtra's school education sector, with significant contributions to the Sarva Shiksha Abhiyan. The company serves over 65,000 government-aided schools, controlling 90-95% of the business in this flagship central government program.

Commenting on the collaboration, Mr. Hirekhan M. Pathan, Regional Manager (West India), Iris Global, stated: "Omega Systems' focus on healthcare and education in Maharashtra has made them a valuable

partner in our channel ecosystem. With efficient logistics and tailored credit solutions, we are proud to support their mission."

Kamini Talwar, Director, Iris Global Services, praised Omega Systems' impact: "As a partner-friendly organization, we go the extra mile to support partners like Omega with credit flexibility, deal structuring, and a personal touch. Their contributions to the education and healthcare sectors are truly commendable."

Iris Global has recently expanded its offerings by partnering with Exatron, a Make in India initiative for compute server storage and endpoint products. These innovations will further strengthen Iris's ability to serve sectors like education and healthcare. With over 27 years of experience, Iris Global Services remains India's "Most Preferred IT Distribution Company", known for its quick response, access to cutting-edge technology, and reliable deliveries.

Looking ahead, Omega Systems plans to expand its expertise in Cloud Computing, aligning with evolving market demands and government initiatives. Omega Systems is on track to cross the Rs 100 crore turnover mark in FY 2025, reinforcing its position as a key player in Maharashtra's IT ecosystem.

# Redington Partners with OpenGear to Bring Cutting-Edge Out-of-Band Management Solutions to India



**R**edington Limited, a leading Indian integrated technology solutions provider and Fortune India 500 company, has announced a strategic agreement with Opengear, a global leader in secure and intelligent Out-of-Band management solutions. This partnership brings together Redington's extensive distribution network and OpenGear's innovative solutions to provide Indian businesses with cutting-edge technology and

comprehensive services. The collaboration will cater to the growing demand for agile networking solutions, driven by digital transformation and remote work trends.

According to a report, the enterprise networking market is expected to reach USD 298.31 billion by 2030, growing at a CAGR of 5.8%. This growth is driven by the need for wireless capacity expansions and network upgrades, propelling demand for efficient communication across devices, locations, and cloud services. Out-of-Band technology has emerged as a crucial solution in this area. Already well-established in markets like the USA and Europe, this technology is gaining significant traction in Latin America. It empowers businesses to proactively identify and rectify issues in critical network equipment, whether located in data centers or remote sites.

OpenGear spokesperson,

said, "Similar to its success in the USA and Europe, Out-of-Band technology is rapidly gaining traction in the Indian market. OpenGear's solution provides remote access to IT devices via 4G and centralized management software, making it an essential solution for our customers. Through this partnership, we are well-positioned to cater to the growing demand for agile networking solutions in India. This addition to our portfolio marks another milestone in Redington's ability to drive the widespread adoption of innovative solutions throughout the region."

R Venkatesh, President – Technology Solutions Group, Redington Ltd. said, "Partnering with Opengear represents a significant advancement in our mission to deliver state-of-the-art technology solutions. This strategic partnership

enables us to integrate Opengear's innovative Out-of-Band management solutions into our extensive distribution network, helping businesses minimize network disruptions and ensure business continuity. By addressing the burgeoning demand for agile networking solutions in the Indian market, this collaboration will play a pivotal role in enhancing operational efficiency and supporting digital transformation"

As businesses increasingly rely on agile and robust networking capabilities, it will provide them the tools needed to maintain seamless and efficient operations. We are dedicated to supporting digital transformation and are confident that this collaboration will significantly enhance the value we offer to our customers."

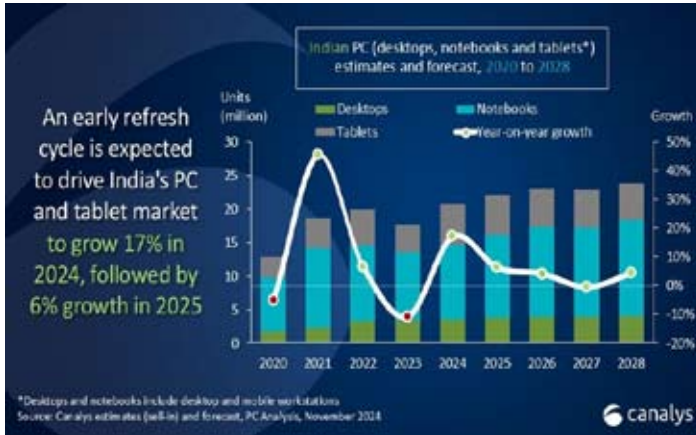
A recent survey conducted by Opengear with CIOs and network engineers worldwide revealed that 91% of organizations experience periods of network downtime at least once a quarter, with US companies incurring an average loss of \$4,344 for every minute of downtime. This partnership will enable Redington to offer OpenGear's innovative solutions to its extensive customer base, comprising leading companies across various sectors. OpenGear's solutions will help minimize and prevent network disruptions, ensuring uninterrupted business operations.



**R VENKATESH**  
President – Technology  
Solutions Group, Redington Ltd



# India's PC and tablet market set to grow 6% in 2025



In Q3 2024, the Indian PC market, comprising desktops, notebooks and tablets, recorded an impressive 12% year-on-year growth, with total shipments reaching 6.3 million units. This growth was primarily driven by a 49% increase in tablet shipments, which

expected to grow by 17% in 2024 and an additional 6% in 2025.

In Q3 2024, the Indian PC market (excluding tablets) remained relatively stable and had a flat year-on-year performance. The commercial segment performed well, posting a 2% increase driven

this, aggressive discounts toward the end of the quarter, particularly in online channels, helped mitigate the decline.

Meanwhile, the tablet market saw an impressive surge, growing by 49% year on year, marking its best-ever quarter. This growth was largely fueled by the completion of the Uttar Pradesh education tender by Samsung and Acer, significantly boosting the education segment, which saw triple-digit growth. Additionally, an early start to online festive sales and steady stock levels in online channels contributed to 7% year-on-year growth in consumer tablet sales.

Looking ahead, the Indian PC market is set for robust

said Ashweej Aithal, Analyst at Canalys.

"In 2025, growth is expected to shift toward SMBs and enterprises, driven by a refresh cycle from the end of support for Windows 10 devices and the rising availability of AI PCs," said Aithal. Additionally, consumer refresh cycles are expected to play a key role in driving demand for both PCs and tablets, adding further momentum to the market. The tablet segment will continue to be significantly influenced by government-driven education tenders, with a substantial influx of tenders anticipated in the coming quarters.

"The Indian government's initiatives are playing a pivotal role in shaping the PC and tablet market," added Aithal. A crucial policy now mandates that vendors and OEM partners ensure that 50% of devices are locally sourced to participate in government tenders. This regulation is expected to strengthen the "Make in India" initiative, giving domestic manufacturers an edge over international competitors. "While the policy has created short-term challenges due to infrastructure and supply chain readiness, it is ultimately positioned to reduce import dependency and bolster local manufacturing," said Aithal. "The government's openness to industry feedback signals a commitment to refining the policy, ensuring it aligns with market realities."

Segment	2023	2024	2025	2023	2024	2025
	shipments	shipments	shipments	annual growth	annual growth	annual growth
Consumer	6,257	6,618	6,917	7%	5%	4%
Commercial	6,024	5,341	5,213	0%	11%	11%
Government	238	272	332	18%	22%	22%
Education	430	571	577	33%	33%	0%
Total	13,507	14,009	14,539	8%	10%	10%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys Forecast, PC Analysis, November 2024

Segment	2023	2024	2025	2023	2024	2025
	shipments	shipments	shipments	annual growth	annual growth	annual growth
Consumer	3,788	2,991	3,229	7%	8%	8%
Commercial	948	568	948	32%	34%	34%
Government	188	306	238	8%	16%	16%
Education	507	2,349	1,853	217%	217%	21%
Total	4,921	4,133	5,908	46%	46%	46%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys Forecast, PC Analysis, November 2024

totaled 1.9 million units. Notebook shipments also saw steady growth, rising by 3% to 3.5 million units, while desktop shipments declined by 12%, falling to 780,000 units. According to the latest Canalys forecast, PC and tablet shipments in India are

by strong demand from the enterprise sector. In contrast, the consumer segment experienced a slight decline, mainly due to overstocking from the previous year, prompting vendors to adopt a more cautious inventory approach. Despite

growth, projected to expand by 17% in 2024, with a more moderate 6% growth expected in 2025. "The surge in 2024 was primarily driven by continued strong demand from the education sector, which has become a key pillar of market expansion,"

Vendor	Q3 2024	Q3 2024	Q3 2023	Q3 2023	Annual
	shipments	market share	shipments	market share	growth
HP	1,300	30.1%	1,320	30.7%	-1.5%
Lenovo	770	33.0%	764	37.8%	1.3%
Acer	880	35.3%	524	32.2%	25.3%
Dell	481	31.1%	521	32.3%	-7.8%
Asus	415	33.0%	510	32.4%	-18.7%
Others	662	35.4%	642	34.1%	3.1%
Total	4,455	100.0%	4,300	100.0%	0.4%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys PC Analysis (sell-in shipments), November 2024

Vendor	Q3 2024	Q3 2024	Q3 2023	Q3 2023	Annual
	shipments	market share	shipments	market share	growth
Samsung	709	89.8%	157	27.4%	115.4%
Acer	290	13.2%	79	5.4%	253.3%
Apple	210	13.9%	211	16.7%	8.7%
Microsoft	227	13.8%	49	4.5%	368.4%
Lenovo	358	8.7%	169	13.0%	-15.1%
Others	275	14.2%	425	31.2%	-32.2%
Total	1,596	100.0%	1,392	100.0%	48.7%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys PC Analysis (sell-in shipments), November 2024

# Canalys Forum 2024: A Transformative Event for Channel Partners in Bali



The Canalys Forum Asia Pacific 2024, held on December 4 in Bali, brought together the brightest minds and leaders of the channel ecosystem under the theme, “Embrace the Challenge, Drive the Change, Be the Champion.” This premier event set the stage for insights into the rapid evolution of technology and its implications for channel partners, especially as the world transitions from hardware to software, services, AI and cybersecurity.

With the Asia-Pacific region contributing 53% of global economic growth, the forum emphasized the channel’s critical role in supporting technological innovation and adoption. Despite challenges, the session on channel recovery

highlighted how the acceleration of IT changes is mirrored by the channel’s adaptability.

## 2025: From Hardware to Holistic Solutions

The event outlined the shift in the industry as technology selling merges with services. As Dell emphasized, the first step to AI benefits lies in major investments in data management. Businesses must evolve with AI-powered services, which present a significant growth opportunity for partners. Predictions for 2025 show that general AI (Gen AI) will be a transformative opportunity—not just in ways we currently imagine.

## Key Trends to Watch in 2025

Canalys identified five critical trends that will define the channel ecosystem in 2025:

1. B2B Buying Behavior: Buying psychology is changing, driven by a new generation of decision-makers.
2. Economic Shift in Partnering: The economics of channel partnering are undergoing a historic transformation.
3. Gen AI as a Partner Opportunity: This is not about replacing roles but rethinking how AI adds value.
4. Rise of Specialist Distributors: IT distribution is evolving with an ecosystem-first approach,

moving beyond traditional financing.

5. Adaptation to Fast Change: Success will favor partners who can adapt to the speed of change and build engines for sustainable growth.

## Building Engines for Channel Growth

Jaideep Malhotra, President of Asia Pacific & Japan at TD SYNnex, emphasized “Destination AI,” encouraging partners to position AI as a marketplace. Meanwhile, Redington discussed creating marketplaces focused on SMBs—a price-sensitive segment prioritizing software, security, and services. SMBs increasingly rely on distributors for cost-effective cloud and IT solutions.

## Sustainability and Cybersecurity Take Center Stage

The session, “Truly Circular IT: Pipedream or Possibility?” explored the IT industry’s growing need for sustainability. Partners offering IT asset takeback programs struggle to scale against the continued dominance of new device sales. As the IT channel grows, sustainability is becoming a business imperative.

Cybersecurity remains a rapidly growing category, with managed services expected to grow by 15% annually and cybersecurity at 10%. The “Platforms of the Future” session simplified



strategies for partners to build robust cybersecurity ecosystems, emphasizing how data and AI are replacing traditional CPU reliance with GPU-powered solutions.

## Cloud Transformation and Industry Focus

Canalys highlighted the decline in Chinese cloud vendor growth, which has slipped from 65% in 2020 to 14% in 2024. Despite their pricing advantage of 30-40% over U.S. providers, Chinese vendors remain highly segmented:

- Alibaba focuses on e-commerce.
- Huawei targets ITES.
- Tencent Cloud specializes in entertainment.

This underscores the need for partners to adopt industry-specific approaches.

## Predictions for 2027

The forum concluded with bold predictions for the channel's future:

1. The market opportunity for agentic AI will reach \$7 billion, with over \$5 billion driven through the channel.
2. Nearly one-third of PC production will shift from China to Southeast Asia.
3. India will emerge as the third-largest economy, prioritizing AI investments and using 55% locally manufactured components for devices.
4. Intel, as we know it today, will likely undergo significant transformation.
5. Flexible financial models like "Buy Now, Pay Later" will democratize IT access for businesses, especially in India.

## Adapting to the New Normal

The forum called on channel partners to embrace change proactively, as cloud reliance, AI integration, and cybersecurity advancements redefine the industry. Alastair Edwards, Chief Analyst at Canalys, noted that India's untapped market and AI priority present significant opportunities. The rise of Virtual CISOs (vCISOs) and specialized managed services will further shape the future of IT.

Canalys Forum 2024 demonstrated the channel's pivotal role in navigating the shifting landscape. With actionable insights, the event empowered partners to capitalize on emerging opportunities in AI, sustainability, and cybersecurity while building robust ecosystems for growth.

# Zoom Introduces Video SDK Resale for Channel Partners

Zoom has announced the availability of its Video SDK for resale and referral partners, enabling channel partners to integrate Zoom's core communication technologies into their product offerings. The Zoom Video SDK is a fully programmable software development kit that allows developers to embed features such as video, audio, screen sharing, chat, and more into their own applications.

This versatile SDK empowers industries such as healthcare, education, and others to provide high-quality, real-time communication solutions seamlessly integrated into their services. With this launch, Zoom's channel partners now have the opportunity to sell and refer the Video SDK to their customers, expanding their portfolio and value proposition.

"Our partners play a pivotal role in delivering Zoom's best-in-class solutions to our customers around the globe. We are excited that Zoom resale partners now have the ability to sell the Video SDK, enabling more customers to build products with real-time communications powered by Zoom," said Nick Tidd, Head of Global Channels at Zoom.



**NICK TIDD**, Head of Global Channels at Zoom

Since the introduction of its programmable video offerings in 2020, Zoom has collaborated with thousands of developers seeking to add Zoom's high-quality communication capabilities to their products. Speaking on the expansion to channel partners, Steven Li, Head of Builder Ecosystem at Zoom, added:

"Customers now have the opportunity to acquire these services through a Zoom partner of their choice. We're thrilled to make Zoom Video SDK available to the Zoom partner ecosystem."

With this announcement, Zoom continues to empower its partners to deliver innovative communication solutions while creating new business opportunities within the channel ecosystem.

# Partners Will Co-Create with Vendors in 2025: A Year for the Partner Community with India Emerging as the Beneficiary

As the global tech landscape evolves at an unprecedented pace, 2025 is set to be a defining year for the partner ecosystem. Partners are poised to co-create with vendors, driving innovation, transformation, and growth across industries. This collaboration comes at a time when India is uniquely positioned to capitalize on the global shift, as businesses seek a “China+1” strategy to diversify their supply chains and reduce dependencies.

The IT spending projected to grow by 8.3% in 2025, reaching \$5.44 trillion, the partner ecosystem is emerging as the backbone of innovation, services, and sustainability. This growth reflects a new era where partners are no longer just intermediaries but co-creators, building ecosystems alongside vendors to address complex market needs.

## India: The Rising Star in the Channel Ecosystem

As global markets look beyond China, India stands out as a promising alternative. Predictions for 2027 indicate that India will:

1. Become the world’s third-largest economy.
2. Achieve 55% local manufacturing in device production, reducing reliance on imports.
3. Democratize IT access through flexible finance models like “Buy Now, Pay Later.”

India’s growing investments in AI,



sustainability, and digital transformation make it an attractive market for global vendors and a critical hub for the partner community. The “China+1” strategy aligns seamlessly with India’s burgeoning tech ecosystem, offering vendors a reliable and scalable alternative.

## Co-Creation: The New Partner Paradigm

The theme of Canalys Forum 2024—“Embrace the Challenge, Drive the Change, Be the Champion”—underscored the shift in partner-vendor relationships. In 2025, partners will no longer merely resell products but will co-create value by integrating software, services, and cybersecurity solutions.

### Key trends driving this transformation include:

1. Economic Shift in Partnering: Channel economics are evolving, demanding partners to move beyond traditional business models.
2. AI as a Partner Opportunity: General AI is opening avenues for partners to deliver customized, AI-driven solutions.
3. Industry-Specific Approaches: From e-commerce (Alibaba) to entertainment (Tencent

Cloud), vendors are focusing on tailored solutions, offering partners opportunities to specialize.

The rise of managed services (growing at 15%) and cybersecurity (growing at 10%) highlights the importance of services-driven models.

## India as a Beneficiary of the Global Shift

With geopolitical tensions and supply chain vulnerabilities pushing businesses to diversify, India has emerged as the natural choice for global investments. The “China+1” strategy has seen major shifts, including:

- A Third of PC Production moving from China to Southeast Asia by 2027.
- Chinese cloud providers experiencing growth slowdowns, slipping from 65% in 2020 to 14% in 2024.
- Competitive Pricing: Chinese cloud services remain 30-40% cheaper, but the push for sovereignty and localized solutions makes India a strong contender.

India’s ability to balance cost-effectiveness with innovation makes it the ideal destination for vendors and partners seeking sustainable growth.

## Channel Growth Through Innovation

As technology selling integrates with services, building engines for channel growth has become a

priority. The rise of specialist distributors will drive innovation through:

- Ecosystem creation.
- Sustainability initiatives, such as IT asset takeback programs.
- AI-powered services that enhance value for end customers.

The forum also highlighted the importance of co-creation platforms. For example, Redington is building a marketplace tailored for SMBs, prioritizing software, security, and services. Similarly, partners like TD SYNEX are enabling the transition to “Destination AI,” where AI solutions become the centerpiece of growth strategies.

## 2025: A Year for the Partner Community

The channel’s ability to adapt to fast-paced changes and align with vendor priorities ensures that 2025 will belong to the partner community. Key predictions from Canalys Forum 2024 reinforce this:

1. Agentic AI will drive \$7 billion in opportunities, with over \$5 billion flowing through the channel.
2. India will emerge as the global leader in AI and digital transformation.
3. Flexible finance options will democratize IT adoption, benefiting SMBs and partners alike.
4. Vendors like Dell and AMD are reshaping technology to meet future demands, emphasizing data and GPU-driven solutions over traditional CPUs.



# Intel Expected to Split Foundry and Design Divisions Amid Strategic Shift



In a major shake-up, Intel Corporation is reportedly planning to separate its Foundry Services and Chip Design Operations into two distinct units. This anticipated move underscores Intel's commitment to transforming its business model and meeting the diverse demands of the semiconductor market.

The restructuring aligns with Intel's goal to position its Foundry Services (IFS) as a leading provider of chip manufacturing for external customers, a space currently dominated by TSMC and Samsung. At the same time, the chip design unit would continue to innovate, focusing solely on developing advanced processors and custom silicon for Intel's internal and external clients.

## Driving Innovation and Growth

This split is seen as

a strategic response to industry trends. By creating two specialized divisions, Intel can better address the growing demand for custom chip designs while offering flexible manufacturing solutions to third-party clients.

For channel partners, this separation could mean new opportunities to engage with Intel's foundry services without competitive overlap concerns. The move is also expected to foster stronger partnerships within the tech ecosystem as Intel pivots towards a more open and customer-focused model.

While Intel has yet to confirm these plans officially, the potential restructuring signals a transformative phase for the company. This move could redefine its position in the global semiconductor supply chain and present new opportunities for channel partners and clients alike.

# Embee Software Unveils ARth: The Game-Changer in AI-Driven Accounts Receivable Management

Embee Software has launched ARth, an AI-powered solution designed to help businesses manage accounts receivable more effectively. ARth uses AI and automation to address challenges in receivables management, such as delayed payments, manual follow-ups, and inefficient invoice tracking. The tool aims to streamline cash flow processes and improve financial operations.

"Traditional AR management systems often cause delays and operational issues," said Sudhir Kothari, Managing Director of Embee Software. "ARth automates invoicing, follow-ups, and risk assessments, helping businesses reduce payment cycles and improve visibility."



ARth offers features including AI-driven follow-ups, automated invoicing and acknowledgment, real-time risk analysis, and integration with ERP systems. The solution includes a centralized dashboard that provides users with an overview of overdue payments, customer risk levels, and outstanding accounts, allowing businesses to prioritize actions.

The launch of ARth comes as more businesses seek AI-based solutions to improve efficiency and reduce operational delays. "ARth gives MSMEs access to tools that were once only available to larger businesses," said Mohit Tomar, Head of Credit Control at Embee Software. "The solution helps companies optimize their receivables process."

ARth is now available for implementation. Businesses can request demos and consultations to explore how it can support receivables management and improve cash flow.

## Malaysia, Thailand, and Singapore Making IT and Business Strides



The APAC region continues to be a hub of innovation and economic growth, with Malaysia, Thailand, and Singapore at the forefront of significant developments in IT and business. Here's a closer look at the most impactful news from the region today.

### Malaysia Launches National AI Office to Strengthen Its Digital Future

Malaysia has taken a monumental step toward establishing itself as a leader in artificial intelligence (AI) by launching its first-ever National AI Office. The initiative, supported by Prime Minister Anwar Ibrahim, aims to drive strategic AI policies, address regulatory challenges, and position Malaysia as a regional hub for AI innovation.

The National AI Office will operate as a centralized

agency, focusing on shaping a code of ethics for AI, creating a regulatory framework, and crafting a strategic five-year action plan through 2030. These measures are expected to strengthen Malaysia's AI ecosystem while attracting global investments from tech giants like Amazon, Google, and Microsoft, which have already committed significant resources to the country's data centers and AI projects.

This move signals Malaysia's commitment to embracing AI as a driver for economic growth and a tool for solving critical national challenges. Industry analysts believe that this initiative will also bolster the confidence of international investors, further accelerating the country's digital transformation.

### Thailand Aligns with Global Minimum Corporate Tax Policy

Thailand is preparing to implement the global minimum corporate tax rate of 15% for multinational corporations by January 2025. This initiative aligns with the Organisation for Economic Co-operation and Development's (OECD) global tax framework, targeting multinational enterprises with annual global revenues exceeding 750 million euros.

Currently, Thailand offers generous tax incentives, including up to 13 years of tax exemptions for companies through the Thailand Board of Investment. However, with the global minimum tax policy, the country aims to align itself with international standards while safeguarding its competitive edge as a preferred destination for foreign investment.

Neighboring countries, including Malaysia, Indonesia, and Singapore, are also adopting similar tax reforms, making it a regional

trend. Analysts believe this step will not only level the playing field for multinational corporations but also ensure a more equitable distribution of tax revenues among participating countries.

### Singapore's ST Telemedia Sells Majority Stake in U Mobile

In a strategic move, Singapore Technologies Telemedia (ST Telemedia) has divested its majority stake in Malaysian telecom operator U Mobile. The sale was made to Mawar Setia, a private Malaysian firm, while ST Telemedia retains a 20% stake through its subsidiary, Straits Mobile Investments.

U Mobile, Malaysia's youngest telecom company with a robust 5G-ready network, has been a significant player in the country's telecommunications landscape since its establishment in 2006. Although financial details of the transaction remain undisclosed, earlier reports suggested that U Mobile was gearing up for an IPO to raise over \$500 million by 2025.

This divestment reflects a broader trend in the telecom sector as companies streamline operations and look for strategic opportunities to unlock value in the highly competitive 5G ecosystem.

### Thailand and the Rise of Foreign Investments

Thailand has witnessed a 60% surge in foreign



investments during the first nine months of the year, signaling robust confidence in its economic resilience. Japan emerged as the top investor, contributing 74 billion baht across 157 projects, followed by Singapore and China.

This influx of foreign capital underlines Thailand's growing prominence as an investment destination, particularly in sectors like manufacturing, digital services, and renewable energy. Government initiatives aimed at enhancing infrastructure and fostering innovation are credited for this upward trend.

### **Southeast Asia as a Data Center Hub**

Southeast Asia, led by countries like Thailand, Singapore, and Malaysia, is rapidly becoming a global hotspot for data centers. With rising demand for AI-driven solutions and digital transformation, the region has attracted substantial investments.

Thailand, in particular, is set to receive a \$5 billion investment from Amazon Web Services (AWS) to develop data centers, making it AWS's fourth hub in ASEAN after Singapore, Malaysia, and Indonesia. Similarly, Google has committed \$1 billion to establish a data center and cloud region in Thailand. These developments underscore the region's potential as a digital powerhouse, poised to lead in cloud computing and AI innovation.

These developments from Malaysia, Thailand, and Singapore highlight the dynamic nature of the APAC region, showcasing its commitment to technological advancement, economic growth, and global collaboration. Stay tuned to CXO TV for more updates from the world of IT and business.

## **Kamal Nath Joins Workmates Core2Cloud as Co-founder & CEO After Successful Tenure at Sify Technologies**

In a significant career move, Kamal Nath has stepped down as CEO of Sify Technologies and joined Workmates Core2Cloud as its Co-founder and Chief Executive Officer. This transition marks an exciting new chapter for both Kamal and Workmates, a rapidly growing IT solutions provider known for its commitment to driving customer value through cloud-based digital transformation.

Workmates Core2Cloud, established five years ago, has grown into a formidable player in the IT industry, driven by a team of 150 talented professionals and strong partnerships, notably with Amazon Web Services (AWS). The company's global presence, spanning multiple locations and serving over 300 clients, is a testament to its steady growth and dedication to delivering value-driven solutions.

Kamal Nath brings a wealth of experience and a legacy of transformative leadership to his new role. Known for his three decades in the IT sector, Kamal has previously held pivotal roles at industry giants like HCL and Sify Technologies, where he was instrumental in scaling businesses, expanding digital infrastructure, and driving organizational transformation. His leadership at Sify saw the company expand its digital services, data center infrastructure, and cloud solutions, solidifying its position as a trusted partner for enterprises across India.

Expressing his enthusiasm for this new role, Kamal remarked on his commitment to value creation and mentorship, two principles that have defined his career. At Workmates, he is expected to leverage his extensive experience to guide the company toward achieving its vision of becoming a global leader in technology and innovation.



**KAMAL NATH**  
Co-founder & CEO,  
Workmates Core2Cloud

Kamal's focus will be on scaling the organization and enhancing its value positioning in the marketplace, helping customers unlock the full potential of their digital investments.

"This milestone in Workmates Core2Cloud's journey is a testament to our mission to create meaningful value for our customers, partners, and employees," the company shared. "With Kamal's leadership, we're excited to reach new heights and continue raising the bar for excellence in our industry."

Kamal Nath's addition to Workmates Core2Cloud signals a promising future for the company, as it seeks to further strengthen its offerings in cloud solutions, digital transformation, and innovation. This new leadership phase marks an important step in Workmates' growth trajectory and underscores its ambition to emerge as a global technology leader.

# Southeast Asia's Digital Transformation Accelerates Amid Global Tech Shifts



**S**outheast Asia is rapidly emerging as a digital powerhouse, driven by a young, tech-savvy population, high mobile penetration, and a surge in e-commerce and digital finance. This transformation is reshaping economies in key markets such as Indonesia, Malaysia, Vietnam, and Thailand, where digital adoption has become central to economic growth and global competitiveness. With governments actively supporting digitalization and private investments soaring, Southeast Asia is poised to become one of the most dynamic regions for technology growth. However, this rapid transformation brings challenges, from cybersecurity threats to regulatory needs, which the region must address to sustain momentum.

## Growing Internet Penetration and Mobile Use

One of the main drivers behind Southeast Asia's

digital transformation is its rapidly increasing internet and smartphone penetration. According to recent data, Southeast Asia has over 400 million internet users, with Indonesia alone contributing around 200 million. Internet accessibility has improved due to affordable smartphones and expanding broadband coverage. The region's mobile-first approach has accelerated the adoption of services like mobile banking, digital payments, and social media-driven e-commerce, which now contribute significantly to its digital economy.

Mobile-based internet usage is exceptionally high in countries like the Philippines, Thailand, and Vietnam, where people rely on mobile devices for most of their online activities. This trend has catalyzed growth in mobile commerce, with consumers increasingly turning to online platforms for shopping, streaming, and gaming. E-commerce giants such as Shopee, Lazada, and Tokopedia have capitalized

on this trend, creating competitive ecosystems that cater to the evolving demands of a digitally connected population.

## Government Initiatives Boosting Digital Economy

Governments across Southeast Asia are recognizing the importance of digitalization for economic resilience and growth, launching various initiatives to support the digital economy. For instance, Malaysia has introduced its MyDigital Blueprint, a strategic roadmap to transition the nation into a regional digital hub. Similarly, Indonesia's Making Indonesia 4.0 initiative aims to modernize industries through digital technologies, particularly in sectors such as manufacturing and logistics.

These initiatives not only encourage digital adoption among businesses and consumers but also aim to establish regulatory frameworks for data security, digital payments, and cross-border trade. The Association of Southeast Asian Nations (ASEAN) is also collaborating on regional frameworks to promote data protection and cybersecurity, recognizing that regulatory alignment is crucial for cross-border digital services and economic integration.

## E-Commerce and Digital Finance Thrive

Southeast Asia's e-commerce sector is thriving, with projections

showing that the market could exceed \$150 billion in value by 2025. The pandemic accelerated this shift, as consumers turned to online shopping, digital payments, and on-demand services. E-commerce platforms in the region have expanded their logistics capabilities to meet demand, creating thousands of jobs and new business opportunities. Additionally, initiatives like Indonesia's "Warung Pintar" aim to digitize traditional retail stores, bringing small businesses into the digital ecosystem.

Digital finance is another cornerstone of Southeast Asia's transformation. Fintech startups, including Grab Financial, PayMaya, and Momo, are providing mobile wallets, lending, and insurance services to the unbanked and underserved populations. This shift not only fosters financial inclusion but also introduces millions of consumers to the digital economy. As a result, digital payments are expected to account for nearly 50% of all transactions in the region by 2025, according to industry reports.

## Cybersecurity and Regulatory Challenges

With digital adoption surging, Southeast Asia faces significant cybersecurity and regulatory challenges. Cyberattacks are on the rise, targeting financial institutions, e-commerce platforms, and government systems. Countries like Singapore and Malaysia are investing heavily



in cybersecurity, establishing partnerships with tech companies and cybersecurity firms to enhance national defenses. However, smaller economies with limited budgets are more vulnerable, highlighting a need for regional cooperation.

Regulatory frameworks for data protection are also a pressing issue. Countries are at various stages of implementing data privacy laws, and ASEAN is working to establish a cohesive regional approach. Balancing data protection with innovation is crucial, as restrictive policies could hinder digital growth, while lenient regulations might compromise security.

## The Road Ahead

Southeast Asia's digital transformation is reshaping the region's economic landscape, creating opportunities across sectors and attracting international investors. As the region builds its digital economy, collaboration between governments, private enterprises, and tech innovators will be essential to overcoming regulatory and security challenges. With strong internet infrastructure, supportive policies, and a growing digital consumer base, Southeast Asia is set to become a major player in the global digital economy, driving innovation and economic growth for years to come.

# Tata Power and Asian Development Bank Partner to Drive India's Clean Energy Transition



**T**ata Power, one of India's leading integrated power companies, has partnered with the Asian Development Bank (ADB) by signing a Memorandum of Understanding (MoU) at the Climate Conference (COP29) in Baku, Azerbaijan. This collaboration aims to evaluate financing for strategic projects that will enhance India's power infrastructure and accelerate its transition toward renewable and clean energy solutions.

## Focus on Renewable Energy and Infrastructure Development

The MoU outlines financing assessments for several significant projects, including:

- 966 MW Solar-Wind Hybrid Project
- Pumped Hydro Storage Project
- Future projects focused on energy transition, decarbonization, and battery storage.

Additionally, ADB will explore funding options for capital expenditures (capex) to strengthen Tata Power's distribution networks.

## Leadership Insights

Dr. Praveer Sinha, CEO & MD of Tata Power, emphasized the importance of this partnership, stating:

"Our collaboration with the Asian Development Bank is a crucial step as we explore innovative financing solutions to drive transformative power sector projects. This MoU reinforces our commitment to advancing India's clean and renewable energy capacity and modernizing our power infrastructure, ensuring sustainable and inclusive growth. These initiatives align with India's ambitious clean energy goals, contributing to energy security and environmental resilience."

ADB's Suzanne Gaboury, Director General for Private Sector Operations, echoed this sentiment, highlighting the broader vision for sustainability: "ADB is committed to fostering partnerships that promote sustainability and energy security across Asia and the Pacific. Our engagement with Tata Power reflects a shared vision for a low-carbon, inclusive, and climate-resilient future, supporting India's transition toward sustainable energy solutions."

## Advancing Sustainability and Inclusiveness

The partnership between Tata Power and ADB is not just about renewable energy but also about fostering inclusiveness. Both organizations are committed to integrating gender and climate actions into their projects, empowering women as key economic agents in deploying green technologies and accessing green jobs.

## India's Renewable Energy Ambitions

As India accelerates toward its renewable energy target of 500 GW by 2030, this collaboration marks a critical milestone. Projects such as large-scale solar-wind hybrid systems and advanced hydro storage solutions signify a commitment to strengthening the nation's renewable energy capacity, reducing reliance on fossil fuels, and fostering a sustainable, energy-secure future.

## A Step Toward Global Climate Action

This MoU signals a concerted effort by Tata Power and ADB to align with global climate action goals while addressing India's unique energy needs. By advancing clean energy infrastructure and promoting resilience and inclusivity, the partnership paves the way for sustainable progress, enhancing energy access and reducing the country's environmental footprint.

# Channel Point



## Looking Back at 2024: Lessons Learned

2024 has been monumental year for the channel ecosystem, marked by groundbreaking innovations and a relentless drive toward digital transformation. From AI-powered tools enhancing productivity to cloud adoption reaching unprecedented levels, 2024 taught us the importance of agility and adaptability. It also emphasized the critical need for cybersecurity, as businesses across the globe faced increasingly sophisticated threats. For channel partners, this translated into an urgent requirement to offer comprehensive, scalable, and secure solutions to their customers.

## The Channel in 2025: What Lies Ahead?

As we look forward, the year 2025 promises to be equally, if not more, transformative. Key trends such as generative AI, edge computing, sustainability initiatives, and the ongoing evolution of hybrid workspaces are set to dominate the conversation. In this issue, we explore how these trends will impact the channel community and what it takes to harness these opportunities effectively.

- **Generative AI and its Implications:** AI's next wave, led by generative technologies, is poised to redefine business operations and customer interactions. For channel partners, this opens up avenues for creating bespoke AI solutions tailored to unique business needs.
- **Edge Computing:** As data processing moves closer to its source, edge computing will require new infrastructure investments and strategic planning. We discuss how channel players can capitalize on this trend to offer value-added services.
- **Sustainability:** The global focus on reducing carbon footprints presents a dual opportunity for the channel: adopting greener practices internally and offering sustainable technology solutions to customers.

## A Commitment to Growth and Collaboration

At ITPV Channel, our mission remains to be a trusted partner for the channel community. We aim to deliver thought leadership, expert opinions, and valuable resources to help our readers succeed in their endeavors. As part of this commitment, we will be introducing new features, including exclusive webinars, market research reports, and more tailored content in the coming months. Stay tuned!

## Your Voice Matters

Finally, I want to hear from you, our readers. What are your priorities for 2025? What challenges are you anticipating, and how can ITPV Channel help you navigate them? Your feedback and insights are invaluable as we strive to make this publication an indispensable resource for the channel community. Here's to a successful, innovative, and prosperous 2025 for all our readers. Thank you for being an integral part of the ITPV Channel family. Together, let's make this year one to remember.

Warm regards,

Kalpana Singhal  
Editor-in-Chief  
ITPV Channel Magazine

TECHPLUS  
MEDIA

**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

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

ITPV does not claim any responsibility to return adequate postage. All rights reserved. No part of this publication may be reproduced in any form without prior written permission from the editor. Back Page AD will carry RNI Number & Imprint Line

Note: While every possible care is taken prior to accepting advertising material, it is not possible to verify its contents. ITPV will not be held responsible for such contents, or for any loss or damages incurred as a result of transactions advertising/advertorial in this publication. We recommend that the readers make necessary inquiries and verification before remitting money or entering into any agreement with advertisers, or otherwise acting on advertisement in any manner whatsoever.



## Pantum India Product Line

Business is Complicated, Printing Should be Simple

Vibrant 18 Series



Elite Series



PT-L280 Series



PT-L380 Series



PT-B680 Series



Simple&Smart Series



Simple&Smart Series



Mighty Series



4S Efficiency Series



Max Series

**PANTUM SERVICE TOLL FREE NO.: 18003098240**

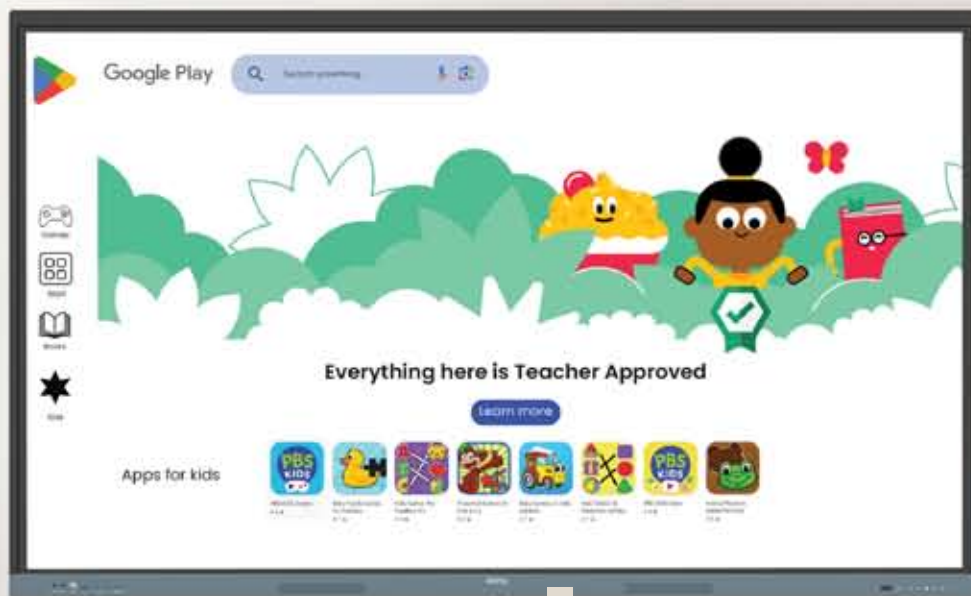
**WWW.PANTUM.IN**

SALES REGION	PHONE NOS.	SALES REGION	PHONE NOS.
West Bengal & North East	98302 28532	Bihar & Jharkhand	9334317035

Know more on @PantumIndia

# BenQ

## Revolutionize Learning With Google EDLA-Certified BenQ Interactive Flat Panels



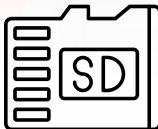
**BenQ Board Essential RE04 Series (65" 75" 86")**

  
Google Play

  
Core Services

  
Collaboration Tools

  
**World's Lowest  
Power Consumption**

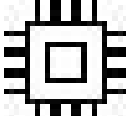
  
**Expandable  
Memory  
Upto 512 GB**

  
**Android 13  
Upgradable Upto  
Android 15**

  
**Official Google  
Play Store**

  
**Octacore  
Processor**

  
**Precise IR  
Touch**

  
**8GB RAM  
32GB Internal  
Memory**

  
**40W Built in  
Speaker**

  
**65W USB  
Type-C**

  
**IP5X  
SGS- Certified  
IP5X Dust  
Protection**

3 Years Onsite Warranty on BenQ Board

**Corporate Office: BenQ India Pvt. Ltd.**

9B Building, III<sup>rd</sup> Floor, DLF Cyber City, DLF Phase III, Gurgaon, Haryana, India - 122002,

**Contact Person : WB : Avishek Gangopadhyay Mob: 91 7890495283** ✉ [Avishek.G@BenQ.com](mailto:Avishek.G@BenQ.com)

👍 Like BenQ India on     @www.BenQ.in ☎ 1800 419 9979

**\*Free Installation  
T&C Applied**



Scan here for  
more details