The Tech Trends Shaping 2025: A Year-End Overview and the Path Forward

IN CONVERSATION

Paresh Shah
Allied Digital Services

Gopal Venkataramanan
Mindsprint

Badri Gomatam
STL

TECHPLUS MEDIA

WiFi 6
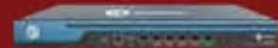
D-Link®

ΛQUILΛ 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

works with Google Home

just ask alexa

CONTENT

The Tech Trends Shaping 2025:
A Year-End Overview and the Path Forward

In this cover story, explore the top tech trends shaping 2025 and a comprehensive overview of 2024, highlighting innovations like AI, green technology, and cybersecurity, along with their impact on the channel ecosystem and strategies for growth.

Kalpana Singhal

As 2024 comes to a close, the technology industry finds itself at a crossroads of innovation and adaptation. This year has been a defining period for tech channels and their role in bridging gaps between technology providers and end-users. With the rapid adoption of AI, sustainability becoming a priority, and hybrid work transforming organizational operations, channels have evolved from being mere distributors to strategic enablers. As we look ahead to 2025, the technology landscape is poised for transformative trends that will redefine the channel ecosystem.

This cover story explores the key milestones of 2024, followed by an in-depth analysis of the tech trends and their implications for channel partners in 2025.

2024: A Year of Challenges and Opportunities for Channels

2024 will be remembered not only for its technological advancements but also for the crucial role channel partners played in driving digital transformation for enterprises. This year saw channel partners stepping up to meet customer demands for innovation while navigating challenges like supply chain disruptions and skills shortages.

Generative AI Goes Mainstream

The widespread adoption of generative AI reshaped enterprise operations in 2024. Channels played a critical role in integrating these solutions into customer environments, offering tailored services to ensure successful deployment.

- **Channel Perspective:** Generative AI adoption created demand for specialized skills, enabling channels to expand their service offerings through AI consulting, training, and integration services.
- **Challenge:** The steep learning curve for channel teams to acquire AI expertise posed an initial hurdle, but those who invested in training reaped significant rewards.

Sustainability Takes Center Stage

With enterprises prioritizing sustainability, channel partners embraced green initiatives to align with customer expectations and ESG mandates.

- **Channel Perspective:** Green technology solutions, such as energy-efficient data centers and circular economy initiatives, allowed channels to differentiate themselves in a competitive market.
- **Growth Area:** Channels found opportunities in providing sustainability-focused managed services, such as energy audits and carbon tracking solutions.

Hybrid Work Evolves

The evolution of hybrid work models demanded robust collaboration tools, security frameworks, and employee productivity solutions, creating a surge in demand for channel expertise.

- **Channel Perspective:**

Channel partners became trusted advisors for businesses looking to optimize their hybrid work strategies, leveraging tools like AI-powered workforce analytics and secure collaboration platforms.

Tech Trends That Will Define Channels in 2025

As technology trends evolve, so too must the channel ecosystem. The trends shaping 2025 will create opportunities for channel partners to expand their portfolios, deepen customer relationships, and position themselves as indispensable to digital transformation.

1. AI as a Service: Empowering Channels

Artificial intelligence will continue to dominate in 2025, and channels will be at the forefront of delivering AI-powered solutions.

- **Channel Opportunity:**
  o Deliver vertical-specific AI solutions tailored to industries such as healthcare, manufacturing, and finance.
  o Offer AI-driven managed services, including predictive analytics and automation workflows.
- Call to Action for Channels: Invest in AI certifications and partnerships with leading AI providers to build a competitive edge.

2. Quantum Computing: Early-Stage Channel Opportunities

Quantum computing is transitioning from research to real-world applications. While still nascent, 2025 will see select channel players diving into this field.

- **Channel Opportunity:**
  o Partner with quantum computing leaders to provide niche solutions in optimization, risk modeling, and molecular research.
  o Educate enterprise customers about the potential benefits and limitations of quantum technologies.

3. Metaverse for Enterprise Collaboration

The metaverse will finally mature into a platform with practical applications, providing a new avenue for channels to engage with enterprise customers.

- **Channel Opportunity:**
  o Develop expertise in building and managing metaverse environments for training, collaboration, and virtual showrooms.
  o Leverage partnerships with infrastructure providers to support the metaverse's demanding resource requirements.

4. Cybersecurity: From Reactive to Proactive

In a hyper-connected world, cybersecurity will remain a top priority for organizations, driving demand for advanced solutions.

- **Channel Perspective:**
  o Channels will be tasked with delivering end-to-end security services, including zero-trust architecture implementation and threat intelligence solutions.
  o Proactive approaches such as continuous

vulnerability assessments will be essential.

5. Green Technology as a Differentiator

Sustainability will be at the heart of customer decision-making, creating a significant opportunity for channels to lead with green tech solutions.

- **Channel Opportunity**:
  - Bundle sustainable products and services, such as energy-efficient hardware and green cloud solutions.
  - Offer consulting services to help enterprises measure and improve their sustainability metrics.

6. Simplifying Technology for SMBs

The democratization of technology will allow small and medium businesses (SMBs) to adopt sophisticated solutions, opening up opportunities for channel partners.

- **Channel Perspective:**
  - No-code and low-code platforms will enable channels to cater to SMBs, helping them develop apps and automate processes without significant investments.
  - Channels will play a key role in integrating these solutions with existing systems.

Lessons from 2024 for Channels

The year 2024 has underscored several key lessons for the channel community:

1. **Adaptability is Key:** Channels that adapted quickly to technological shifts, such as AI adoption and hybrid work models, emerged as leaders.
2. **Customer-Centricity Wins:** Focusing on solving customer pain points rather than pushing products created long-term value.
3. **Invest in Skills:** Training teams in emerging technologies like AI, cybersecurity, and green tech proved essential for staying competitive.

Looking Ahead: The Channel Ecosystem in 2025

As 2025 unfolds, the role of channel partners will evolve from enablers to co-creators. By leveraging trends such as AI, the metaverse, and sustainability, channel partners can strengthen their position as strategic advisors. However, success will depend on how well channels invest in innovation, partnerships, and customer relationships.

- **Emerging Challenges:** Channels must navigate increased competition, talent shortages, and regulatory changes while continuing to innovate.
- **Opportunities for Growth:** New revenue streams from subscription-based services, green initiatives, and emerging markets offer immense potential.

Conclusion: A Future Built on Collaboration

The future of the technology channel lies in collaboration—between vendors, partners, and customers. As the pace of technological advancement accelerates, channel partners must embrace agility and focus on delivering value at every stage of the customer journey.

With the trends shaping 2025, the channel ecosystem is poised for transformative growth, making it an exciting time to be at the intersection of technology and customer success.

Key challenges for channels include:

1. Adapting to Emerging Technologies
- **Complexity of New Solutions:** Technologies like AI, quantum computing, and the metaverse require deep expertise and investment in training.
- **Staying Relevant:** Channels must continually upskill to deliver emerging tech solutions and stay competitive.

_____

2. Increasing Customer Expectations
- **Shift Toward Value-Based Selling:** Customers now expect more than just products; they demand tailored solutions, ongoing support, and measurable outcomes.
- **Demand for End-to-End Services:** Customers prefer partners who can deliver comprehensive solutions, from consultation to implementation and management.

_____

3. Talent Acquisition and Retention
- **Skills Shortage:** Specialized skills in areas like AI, cybersecurity, and green technology are in high demand, making it difficult to recruit and retain talent.
- **Remote Work Management:** Hybrid work has created challenges in managing distributed teams effectively.

_____

4. Managing Vendor Relationships
- **Vendor Consolidation:** Vendors consolidating their partner programs or directly engaging with customers can sideline smaller channel partners.
- **Complex Incentive Structures:** Navigating and maximizing returns from vendor incentives can be challenging.

_____

5. Coping with Market and Economic Volatility
- **Global Supply Chain Disruptions:** Delays in product availability can impact project timelines and customer satisfaction.
- **Economic Uncertainty:** Inflation, fluctuating currencies, and geopolitical risks create financial pressures for channel businesses.

_____

6. Competition and Differentiation
- **Crowded Marketplace:** The increasing number of channel players makes it harder to stand out.
- **Digital-First Competitors:** Born-digital businesses often have an advantage in agility and

technology adoption.

_____

7. Regulatory and Compliance Challenges
- **Evolving Data Privacy Laws:** GDPR, CCPA, and other regional regulations demand channels ensure compliance across geographies.
- **Sustainability Regulations:** Growing pressure to adhere to green practices, such as reducing e-waste and carbon footprints.

_____

8. Transition to Subscription Models
- **Shift from CapEx to OpEx Models:** Subscription and as-a-service models require channels to adjust to recurring revenue streams rather than upfront sales.
- **Cash Flow Management:** Managing cash flow during the transition to subscription models can be a significant challenge.

_____

9. Cybersecurity Risks
- **Increased Threat Landscape:** As cybersecurity attacks grow more sophisticated, channels are increasingly targeted for access to their customers' data.
- **Ensuring Resilience:** Customers demand robust security measures from their partners.

_____

10. Balancing Innovation and Operational Efficiency
- **Investment in R&D:** Channels must invest in innovation to stay relevant while managing operational costs.
- **Maintaining Profit Margins:** Balancing the cost of innovation with competitive pricing can strain profitability.

_____

Conclusion: Navigating the Challenges
To overcome these challenges, channels need to:
1. Invest in upskilling and talent acquisition.
2. Focus on building long-term customer relationships.
3. Leverage vendor partnerships strategically.
4. Innovate their business models to align with market trends.

By addressing these challenges, channel players can position themselves as trusted partners in the evolving tech landscape.

Key opportunities for channels include:

1. Expanding Services with Emerging Technologies

- AI and Machine Learning: Channels can offer AI-based consulting, deployment, and managed services, helping businesses optimize operations and drive innovation.

- Quantum Computing: Early adopters can partner with quantum technology providers to solve niche problems in finance, logistics, and healthcare.

- The Metaverse: Channels can enable immersive virtual experiences for businesses through metaverse solutions, including virtual collaboration, training, and digital showrooms.

2. Growth in Cybersecurity Demand

- End-to-End Security Services: Offer comprehensive cybersecurity solutions, including Zero Trust Architecture, threat intelligence, and vulnerability management.

- Specialized Services: Provide incident response, penetration testing, and compliance-as-a-service to address growing security concerns.

- AI-Powered Cybersecurity: Deliver solutions that leverage AI for proactive threat detection and real-time responses.

3. Sustainability-Driven Offerings

- Green Technology Solutions: Partner with vendors to offer energy-efficient hardware,

sustainable cloud services, and carbon-neutral data centers.

- Sustainability Consulting: Help clients achieve ESG goals through energy audits, e-waste management, and carbon tracking solutions.

- Circular Economy Models: Offer solutions focused on recycling and refurbishing IT equipment to reduce waste.

4. Capitalizing on Subscription-Based Models

- Everything-as-a-Service (XaaS): Channels can generate steady, recurring revenue streams by transitioning customers to subscription-based models for software, hardware, and managed services.

- Customized Bundles: Create tailored packages that combine products, services, and ongoing support under a single subscription.

5. Supporting Hybrid Work Models

- Collaboration Tools: Help businesses implement and optimize hybrid work solutions like video conferencing platforms, productivity tools, and remote work analytics.

- Digital Workspaces: Offer solutions that seamlessly integrate remote and in-office work environments, ensuring security and performance.

- Managed Services for Hybrid IT: Provide support for hybrid cloud and IT environments to accommodate flexible work setups.

6. Facilitating Digital Transformation for SMBs

- No-Code/Low-Code Platforms: Enable SMBs to adopt automation and app development without requiring in-depth technical expertise.

- Affordable Cloud Solutions: Offer scalable cloud infrastructure to help SMBs transition to digital-first operations.

- Digital Payments and DeFi: Channels can support SMBs by implementing blockchain-based decentralized finance (DeFi) solutions and digital payment systems.

7. Driving Adoption of Edge and 5G

- Edge Computing: Deliver solutions for latency-sensitive applications in manufacturing, healthcare, and retail, leveraging edge computing technologies.

- 5G Enablement: Partner with telecom providers to deploy 5G infrastructure

and services, especially for IoT-based use cases.

8. Industry-Specific Solutions

- Vertical Expertise: Develop solutions tailored to specific industries, such as:
  - o Healthcare: AI-driven diagnostics and patient monitoring systems.
  - o Retail: Omnichannel commerce platforms and customer data analytics.
  - o Manufacturing: IoT-powered automation and predictive maintenance.
- Regulated Industries: Provide compliance-focused solutions for heavily regulated sectors like finance and healthcare.

9. Leveraging Automation

- RPA Services: Offer robotic process automation (RPA) solutions to streamline repetitive tasks and enhance efficiency.
- AI-Driven Automation: Provide intelligent automation tools for processes like customer support, supply chain management, and data analysis.

10. Building Long-Term Customer Relationships

- Advisory Roles: Position

as trusted advisors by offering strategic insights on IT investments and aligning solutions with business goals.

- Customer-Centric Models: Focus on personalized offerings, such as custom SLAs and flexible pricing plans.
- Ongoing Support: Expand managed services to include continuous monitoring, optimization, and support for customer systems.

11. Partnering with Vendors for Innovation

- Strategic Alliances: Collaborate with leading

vendors to access cutting-edge technologies and market insights.

- Co-Development: Participate in joint development initiatives with vendors to create innovative solutions tailored to customer

needs.

- Leverage Incentives: Take advantage of vendor incentive programs for training, certifications, and marketing support.

12. Capitalizing on Data-Driven Insights

- Data Monetization: Help businesses unlock the value of their data through advanced analytics, visualization tools, and AI-powered insights.
- Data Compliance Services: Offer services to ensure compliance with data privacy laws like GDPR and CCPA.

13. Expanding Reach Through Digital Channels

- E-Commerce: Develop e-commerce platforms for selling IT products and services directly to end-users.
- Social Selling: Use digital marketing and social

media to engage with customers and generate leads.

14. Opportunities in Emerging Markets

- Underserved Regions: Expand into emerging markets where demand for IT infrastructure and digital transformation solutions is rapidly growing.
- Localized Solutions: Tailor offerings to address region-specific challenges and regulatory requirements.

15. Training and Upskilling

- Customer Education: Offer workshops and training sessions to help clients maximize the value of their technology investments.
- Internal Growth: Invest in upskilling channel teams to stay ahead in delivering advanced solutions.

Conclusion: Unlocking the Potential

Channels that embrace these opportunities will be well-positioned to thrive in the rapidly evolving tech landscape. By focusing on innovation, customer-centricity, and strategic partnerships, channel players can redefine their role as indispensable enablers of digital transformation.

From CX-Driven Innovation to Global Expansion: Paresh Shah on Steering Allied Digital in a Competitive IT Market

PARESH SHAH,
CEO, Allied Digital Services

In an era where digital transformation and cloud adoption are reshaping the IT landscape, Paresh Shah, CEO of Allied Digital Services, delves into the competitive forces at play in the IT channel segment. In an engaging interview with Amit Singh, Shah highlights how customer experience (CX) has emerged as a pivotal factor in the race for success. From implementing AI-driven technologies to empowering teams with autonomy, Allied Digital is setting a benchmark for personalized service delivery in the global market.

■ **Please talk about the current competitive landscape in the IT channel segment and how customer experience has become a key differentiator for success.**

The IT channel segment is rapidly evolving, and the competitive landscape is shaped by factors such as cloud adoption, cybersecurity demands, and digital transformation. Companies that thrive are those that have embraced agility and are quick to adapt to changing customer needs. In this highly competitive market, customer experience (CX) has emerged as a crucial differentiator. It's no longer just about providing a service or solution but about how we deliver it. According to a study by Gartner, 81% of companies expect to compete based on CX. For instance, we've noticed that clients increasingly favor vendors who offer seamless, 24/7 support and personalized solutions. This has led us to invest heavily in customer-centric technologies and processes to stay ahead.

■ **What challenges have you faced in maintaining a high standard of CX, and how have you overcome them?**

One of the biggest challenges we face in maintaining high standards of CX is managing client expectations across different geographies and industries. For instance, clients in the US may have different service expectations compared to clients in Asia. To overcome this, we've developed region-specific teams trained to understand the nuances of local cultures and business practices. Another challenge is keeping up with the rapid pace of technology change. To ensure that our teams are always ahead, we've invested in continuous training and certifications for our workforce. In recent years, we have expanded our presence across key geographies, including Japan, Brazil, China, and Mexico.

> " One of the biggest challenges we face in maintaining high standards of CX is managing client expectations across different geographies and industries. For instance, clients in the US may have different service expectations compared to clients in Asia. "

This strategic expansion provides good coverage for our US clients as a nearshore service, mitigating inflation challenges in the US. It enables us to find suitable talent easily, provide good time coverage to our North American clients, and control delivery costs.

■ **What strategies or technologies have you implemented to personalize service delivery and improve client satisfaction?**

We've implemented several strategies to personalize service delivery. One key initiative is using AI-driven customer analytics to create more personalized service offerings. This allows us to anticipate client needs and offer solutions proactively. We also use Customer Relationship Management (CRM) systems integrated with AI, which helps us track interactions, preferences, and service history, enabling a highly customized approach.

Additionally, we've embraced hybrid cloud models to offer flexible, scalable services based on individual client requirements. With a strong technological foundation, we provide high-margin, long-term recurring revenue (typically 5-year) IT services. Our NOC/SOC and Global Service Delivery Center in Mumbai support companies worldwide.

■ **How do you gather insights on customer satisfaction and act on client feedback to continuously improve your services?**

To gather insights on customer satisfaction, we use a mix of tools including NPS (Net Promoter Score) surveys, customer feedback forms, and real-time analytics from our CRM system. We don't just collect feedback but act on it immediately by holding post-project review sessions with clients and implementing changes based on their feedback. Additionally, our account managers are in constant communication with clients, which allows us to understand evolving needs and make adjustments before small issues become major challenges.

■ **How do you identify the rate of and reasons for customer churn? How do you analyze customer support ticket trends?**

To identify customer churn, we use predictive analytics models that analyze engagement patterns, support ticket trends, and usage data. A dip in product utilization, an increase in support tickets, or declining engagement are often early warning signs of churn. We also analyze support tickets to spot recurring issues. By examining these trends, we can address systemic problems, streamline processes, and implement preventative measures to reduce customer dissatisfaction. Digital Desk (formally ADiTaaS) is Allied Digital's in-house intuitive enterprise service management for the performance of the digital enterprise, on-premises or

in the cloud. It provides end-to-end visibility of all services delivered by different business units while automating processes on the powerful Digital Desk platform. Digital Desk is easy to configure and allows you to activate quickly while scaling to your business needs. With a simple and consistent approach, you increase efficiency, lower costs, and devote more time to innovating and delivering the modern, consumer-like, self-service experience your employees expect.

Digital Desk provides scalable workflows to manage and deliver IT-related services to your users all through a single application. This ITSM solution can help the agent's productivity, resolve issues quickly, and improve user satisfaction. Also, powered by platform native AI, you can quickly accelerate technology changes view recommended actions for incoming tickets or requests, and drive self-service and automation through enterprise chatbot technology. The Digital Desk Platform also provides users access to ITSM via mobile or web-portal interfaces.

■ **How are you training and empowering employees to deliver a high level of customer experience? What kind of freedom do you offer to employees to rescue a bad/negative customer experience?**

We have robust training programs focused on soft skills, technical expertise, and problem-solving. Our employees are trained not just to resolve issues but to anticipate them. Additionally, we empower our teams with the autonomy to make decisions that can resolve customer issues quickly, without waiting for higher approval. For example, our customer support teams have the flexibility to offer service credits or expedited support in cases where a client's experience has fallen short of expectations.

> **"** We have robust training programs focused on soft skills, technical expertise, and problem-solving. Our employees are trained not just to resolve issues but to anticipate them. Additionally, we empower our teams with the autonomy to make decisions that can resolve customer issues quickly, without waiting for higher approval.**"**

Our team undergoes continuous training to stay updated with the latest technologies and methodologies, enhancing our capability to manage complex projects efficiently. Regarding our customer base, Allied Digital is proud to serve a diverse and high-quality clientele, ranging from small businesses to large multinational corporations (Fortune 100), the Government sector, and smart cities, across various industries. This diverse customer base not only reflects our capability to meet a wide range of IT needs but also underscores our reputation as a trusted partner in the global IT services landscape.

■ **Can you share a success story where focusing on CX led to a significant business outcome?**

A leading Indian multinational food and beverage conglomerate sought to streamline its IT operations across 22 plants in 10 states. The company faced challenges with disparate systems, inefficient processes, and a lack of centralized management, which hindered its ability to maintain operational efficiency and respond swiftly to market demands.

Allied Digital Services implemented a comprehensive IT infrastructure management solution, including:

Centralized Service Desk: A 24×7 support system to manage 20,000 tickets monthly, ensuring prompt issue resolution.

Network Operations Centre (NOC): Dedicated monitoring and management of 5000 data center items, providing real-time insights and proactive maintenance.

Asset Management: Efficient handling of 40,000+ assets across factories and sites, ensuring accurate tracking and optimal utilization.

Workplace Services: On-site support for plants, headquarters, and offices, enhancing user experience and operational continuity.

The transition from staff augmentation to managed services with SLA-based support presented initial hurdles. Allied Digital's team worked closely with the client to ensure a smooth migration and rebadging of incumbents, addressing concerns and maintaining service continuity.

The implementation resulted in:

99% adherence to SLAs ensuring consistent service quality and reliability.

Successful rollout of centralised service desk and NOC improving operational efficiency and enabling proactive issue management.

Smooth migration to central symphony tool enhancing overall IT management and integration.

Ongoing resource cost optimization delivering tangible financial benefits and improving the bottom line.

How Mindsprint is Transforming Business Processes with Cutting-Edge Technology

GOPAL VENKATARAMANAN
Head of Business Process Services, Mindsprint

In an era where technological advancements and shifting market dynamics redefine business landscapes, the Business Process Services (BPS) industry is undergoing significant transformation. Gopal Venkataramanan, Head of Business Process Services at Mindsprint, discusses how his organization is leading the charge with innovative solutions such as AI-driven automation, data analytics, and a focus on sustainability. In this insightful interview with Amit Singh, he highlights the trends shaping BPS, key challenges facing providers, and how Mindsprint delivers value to its clients in an increasingly complex environment.

■ **What are some of the most significant trends currently shaping the Business Process Services (BPS) industry? How will providers continue to deliver value in increasingly complex environments?**

The dynamic landscape of the BPS industry undergoes constant changes at a rapid pace and to thrive in this volatile climate, service providers must harness advanced automation, AI, and hyper-personalization to deliver exceptional customer experience. Flexible work models and a strong ESG focus are also critical.

Success hinges on a deep dive into operations to uncover hidden efficiencies through process discovery solutions. The ability to anticipate and quickly respond to shifting client needs, market trends, and regulatory landscapes will enable service providers to stay ahead of the curve and maintain a competitive edge.

■ **What are some key challenges BPS providers face in today's complex business landscape?**

The BPS industry has rapidly evolved in response to pandemic pressures and shifting customer demands. Current challenges include technological advancements, talent acquisition, economic volatility, skill gaps, and intense competition. To thrive, BPS providers must prioritize innovation, adaptability, and a deep understanding of customer needs.

■ **Can you discuss some of the innovative solutions that Mindsprint has developed to enhance business processes for its clients?**

The BPS landscape has dramatically evolved. Once relegated to back-office functions, BPS providers are now strategic partners driving innovation and growth.

Mindsprint is at the forefront of this evolution. Our focus on customer-centric solutions, combined with a deep understanding of industry-specific challenges, sets us apart. By leveraging automation, AI, and data analytics, we deliver tangible business outcomes for our clients.

Our commitment to innovation is evident in initiatives like:

Touchless Solutions: Eliminating manual interventions across finance, supply chain, and HR functions through advanced automation, resulting in

significant efficiency gains and cost reductions.

Citizen Developer Programs: Empowering our workforce to create innovative solutions rapidly using low-code/no-code platforms, fostering a culture of innovation and agility.

These initiatives are not merely cost-saving measures; they are strategic investments in our clients' success. By combining human expertise with cutting-edge technology, we are redefining the possibilities of business process services.

■ How is technology, particularly automation and artificial intelligence, transforming the landscape of Business Process Services? Can you share some examples of how Mindsprint is leveraging these technologies?

The BPS landscape is undergoing a radical transformation. Fueled by advancements in AI and automation, we're witnessing a shift from paper-based processes to intelligent, automated operations. This revolution is driving down costs, boosting efficiency, and enhancing customer experiences.

At Mindsprint, we're at the forefront of this evolution. Our focus is on delivering tangible value by combining human expertise with cutting-edge technology. The core of our strategy still centers around reaching for control and visibility, accomplishing systematic

process mapping, rolling out digitized initiatives, delivering timely decision intelligence, connecting with adequate talent resources, and reducing costs.

We empower our clients to achieve greater control, visibility, and efficiency through:

Intelligent Automation: Implementing end-to-end automated solutions across finance, supply chain, and HR functions to eliminate manual tasks and optimize operations.

Data-Driven Decision Making: Leveraging advanced analytics to uncover insights and inform strategic decision-making.

AI-enabled process discovery: We have partnered with KYP.ai a leading AI enabled Process Discovery platform to gain a clear understanding of their existing processes, optimize operations, and make data-driven decisions.

By adopting these tools and framework, we're helping organizations unlock their full potential and achieve sustainable competitive advantage

■ How are technology practices currently influencing the evolution of modern supply chains?

The Supply chain landscape is undergoing a radical transformation. Emerging technologies like AI, IoT, blockchain, and automation are reshaping the industry. To thrive in this dynamic environment, organizations must address challenges like global trade complexities, sustainability, and transparency.

Mindsprint strategically invests in shaping the future of its customers' supply chains. The focus is on delivering purpose-built solutions including digital procurement, IoT-powered precision, and blockchain-enabled traceability, which positions us as a strategic partner for businesses seeking to build resilient and sustainable supply chains. By leveraging cutting-edge technology, we help our clients navigate complexity, reduce environmental impact, and enhance customer trust.

■ What are some of the key challenges that traditional supply chain processes face in adopting new technology practices?

The COVID-19 pandemic exposed the vulnerabilities of traditional supply chains, characterized by their rigid structures and reliance on manual processes. Global supply chains, already complex due to their decentralized nature, faced unprecedented disruptions from lockdowns, geopolitical tensions, and fluctuating demand.

Key challenges hindering supply chain optimization include:

Forecasting Accuracy: The dynamic nature of the global economy makes demand prediction incredibly challenging.

Data Visibility: Siloed data and limited visibility across the supply chain hinder decision-making and responsiveness.

Technological Integration: Implementing new technologies requires

overcoming legacy system constraints and addressing cybersecurity risks.

Talent and Skills: The need for specialized talent to manage complex supply chains and implement emerging technologies is acute.

Addressing these challenges necessitates a holistic approach that combines technological innovation, strategic partnerships, and a robust change management strategy.

Looking ahead, what do you see as the future of Business Process Services?

Business Process Services (BPS) is evolving rapidly, driven by technological advancements and shifting market demands. The industry is increasingly focused on delivering innovative solutions tailored to specific industry needs. As business environments become more complex, agility and adaptability will be crucial for BPS providers to thrive.

Integration of automation and artificial intelligence will remain quintessential, in delivering operational efficiencies, reducing costs, and enhancing customer satisfaction. Simultaneously, sustainability is emerging as a key differentiator and BPS firms must integrate ESG considerations into their strategies to remain competitive and relevant.

In conclusion by combining innovation, automation, and sustainability, BPS providers can position themselves as strategic partners, driving value and growth for their clients.

Revolutionizing Telecom with Fiber Sensing: A Conversation with Badri Gomatam of STL

BADRI GOMATAM,
Group Chief Technology Officer,
STL (Sterlite Technologies)

In an exclusive interview with Amit Singh, Badri Gomatam, Group Chief Technology Officer of STL (Sterlite Technologies), shares his insights on the transformative potential of fiber optic sensing (FOS) technology in India. He discusses STL's innovations, the critical role of fiber optics in 5G and IoT infrastructure, and the company's efforts to drive awareness and adoption across sectors like telecommunications, infrastructure, and transportation. From preventing animal deaths on railway tracks to enhancing telecom security, Gomatam highlights how STL is addressing challenges and shaping the future of India's digital infrastructure

■ **Can you provide an overview of the current deployment status of fiber sensing solutions in India, and why do you think more companies are not actively discussing it?**

In India, we see a growing but still nascent adoption of fiber optic sensing solutions. Early applications are primarily in industries like telecommunications, oil & gas, power transmission, and infrastructure monitoring. The technology's ability to provide real-time monitoring and early warnings of potential threats is invaluable. While the potential is immense, wider adoption is progressing slowly owing to a few factors such as high cost and lack of awareness in terms of the full potential of the technology. The initial investment is estimated to be 10-20% higher than

conventional technologies.

However, we at STL see immense potential for this technology to revolutionize various sectors, from telecom and infrastructure to transportation and security. With end to end in-house capability of this technology, STL is keen on driving awareness, developing cost-effective solutions, and collaborating with partners to accelerate the adoption of fiber sensing across India.

■ How is STL addressing the challenges associated with the deployment and maintenance of fiber optic networks in diverse and challenging environments across India?

India's diverse and often challenging environmental conditions require robust and adaptable solutions. STL has developed fiber optic cables designed to withstand extreme temperatures, humidity, and even rodent interference. Our expertise extends to specialized installation techniques for both buried and aerial deployments, ensuring the network's resilience. We also offer remote monitoring and AI-powered predictive maintenance to proactively identify and address potential issues, minimizing downtime and maximizing network lifespan.

To handle the complexities of deployment in diverse terrains, STL utilizes advanced techniques such as horizontal directional drilling and micro-trenching, which minimize disruption while ensuring efficient installation. The company's

focus on local manufacturing enables the customization of solutions to meet specific regional requirements, enhancing adaptability and resilience. Last, but not the least, our solutions can be seamlessly integrated into existing infrastructure, leveraging dark fiber where available, making adoption more feasible for a wider range of users.

> ❝Fiber optic sensing (FOS) uses the physical properties of light while it travels along a fiber to detect changes in temperature, strain, vibration, and other parameters. When implemented in critical usage such as railway deployments, it can benefit in detecting rail fractures, and track trespassing, and mitigate risks from unauthorized digging or landslides near tracks.❞

■ How can fiber optic sensing technology help in preventing animal deaths on railway tracks, particularly with the increasing number of incidents involving cattle and elephants?

Fiber optic sensing (FOS) uses the physical properties of light while it travels along a fiber to detect changes in temperature, strain, vibration, and other parameters. When implemented in critical usage such as railway deployments, it can benefit in detecting

rail fractures, and track trespassing, and mitigate risks from unauthorized digging or landslides near tracks. As India spearheads digital transformation, the government is exploring the adoption of optical fiber-based intrusion detection systems (IDS). FOS offers key benefits in preventing animal deaths on railway tracks, especially with rising incidents involving cattle

and elephants. In 2022, over 13,000 cattle were struck by trains in India, marking a 24% increase from 2019, according to the BBC. Additionally, official data reports 36 elephant fatalities from train collisions over the past decade. To combat these issues, Tamil Nadu has implemented an AI-based surveillance system. STL's fiber optic sensing technology can play a crucial role by detecting land movement and tracking trespassing, thus enhancing safety and saving lives.

Fiber optic systems, such as the one being implemented by Indian

Railways in Kerala, detect vibrations caused by animals crossing tracks, triggering real-time alerts for timely interventions like slowing down trains or activating warning signals. Combining fiber optics with AI, as seen in Sensonic's solutions, enhances accuracy by differentiating between animals and assessing their size and movement patterns, thus improving alert precision and reducing false alarms. The high cost of sensors has limited the deployment of FOS solutions in India, with telecommunications companies seeking more affordable options. STL is uniquely positioned to address this challenge, thanks to our comprehensive in-house capabilities for fiber sensing technology.

■ What are the key benefits of implementing an optical fiber-based intrusion detection system (IDS) for enhancing India's telecom infrastructure, and what specific advancements can we expect in this area?

Implementing an optical fiber-based intrusion detection system (IDS) offers significant benefits for enhancing India's telecom infrastructure. One of the primary advantages is enhanced security. Optical fiber IDS provides real-time threat detection, identifying unauthorized access or tampering with telecom infrastructure and triggering immediate alerts. This system ensures comprehensive coverage, extending across extensive areas along the

network, including remote and vulnerable locations, thereby fortifying overall infrastructure security. The reliability of optical fiber IDS is evidenced by its sensitivity in monitoring vibrations and disturbances, which helps minimize false alarms. This system's low maintenance requirements and scalability contribute to its cost-effectiveness. As an example, optical fiber technology supports the government's BharatNet project, which aims to connect over 250,000 Gram Panchayats with high-speed networks, demonstrating its role in expanding and securing telecom infrastructure.

Future advancements in optical fiber IDS technology will integrate AI and machine learning for enhanced analytics, sophisticated anomaly detection, and automated responses. Improved encryption will bolster data security, protecting against cyber threats. Innovations will lead to more sensitive sensors with broader detection ranges, and ongoing cost reductions will make these systems more affordable for widespread deployment across India's telecom infrastructure.

■ Can you discuss the opportunities that 5G and IoT (Internet of Things) present for Sterlite Technologies and the broader industry?

As 5G networks expand, creating high bandwidth, low latency requirements, and complex deployments, optical fiber service providers must innovate rapidly. STL is well-positioned to

leverage these opportunities with its expertise in fiber optics, crucial for 5G and IoT infrastructure. STL's solutions support smart city initiatives, smart agriculture, and industrial automation, aiming to enhance network performance through ongoing R&D. 5G and IoT promise transformative advancements, improving sectors like autonomous vehicles, remote healthcare, and extensive device connectivity, which will

create new business models and enhance efficiency across industries. STL is well-positioned to leverage 5G and IoT opportunities with its expertise in fiber optics, essential for developing high-speed, low-latency infrastructure. STL also integrates IoT solutions to support smart cities and explore new markets like smart agriculture and industrial automation. The company's R&D focuses on innovative solutions for connected environments, enhancing network performance; STL's solutions ensure high-speed connectivity and reliable global data network connections.

■ In what ways do you see AI playing a transformative role in the telecom infrastructure sector in India? How is STL integrating AI into its solutions?

AI is set to transform the telecom infrastructure sector in India by enabling smarter, more efficient network management. STL integrates AI into its solutions to provide:

> **"** Future advancements in optical fiber IDS technology will integrate AI and machine learning for enhanced analytics, sophisticated anomaly detection, and automated responses. Improved encryption will bolster data security, protecting against cyber threats. **"**

Real-time Monitoring: Continuous observation of network health and performance.

Predictive Maintenance: Anticipating and addressing issues before they lead to failures.

Enhanced Security: Detecting and mitigating threats more effectively.

Optimized Performance: Improving overall network efficiency and reducing operational costs.

■ What initiatives STL is undertaking to advance fiber sensing technology in India, and what impact do you foresee these

initiatives having on the industry?

STL is advancing fiber optic sensing (FOS) technology in India through several strategic initiatives. The company is focusing on developing and deploying cutting-edge fiber optic sensing solutions tailored to the Indian market. These solutions are designed for infrastructure monitoring, environmental sensing, and security applications. To address the high costs associated with FOS, STL is investing in local manufacturing and scaling production, making these solutions more affordable and accessible. Additionally, STL is forming strategic collaborations with government agencies and industry stakeholders to integrate fiber sensing into major infrastructure projects, ensuring the technology meets specific needs.

The impact of these initiatives is expected to be significant. STL's advanced FOS will enhance the monitoring and management of critical infrastructure, such as railways, power grids, and pipelines, leading to improved safety, operational efficiency, and timely maintenance. By making FOS more cost-effective and demonstrating its benefits, STL anticipates broader adoption across various sectors, including smart cities and industrial automation. As a leader with 715 patents and 160mm thin solutions, STL is committed to delivering cutting-edge, cost-effective solutions that drive industry growth and set new standards in fiber optic sensing technology.

Dell Technologies Redefines AI and Cybersecurity for Microsoft Ecosystems

Dell Technologies has introduced groundbreaking solutions aimed at enhancing AI adoption and fortifying cybersecurity for Microsoft customers. These advancements, which include the expansion of **Dell AI Factory** and the introduction of **APEX Protection Services for Microsoft Azure**, signify Dell's commitment to enabling enterprises to innovate while staying secure in the rapidly evolving digital landscape.

AI Integration Made Seamless

Dell's APEX File Storage for Microsoft Azure ensures enterprises can manage AI workloads with ease, offering:

- Superior performance for intensive AI workloads.
- Seamless mobility across multicloud environments.
- Integration with Microsoft AI tools for actionable insights.

Dell's comprehensive services for Microsoft ecosystems, including those tailored for **Azure AI Studio**, enable organizations to develop custom AI solutions that drive efficiency and productivity.

Advancing Cybersecurity

Dell's APEX Protection

Services for Microsoft Azure provides cutting-edge features such as:

- AI-powered cyber threat detection and response.
- Zero-trust architecture with enhanced data security measures.
- Accelerated recovery capabilities to minimize downtime during cyber incidents.

Additional **Managed Detection and Response (MDR)** services ensure businesses are protected 24/7, allowing them to focus on core growth objectives.

Strategic Partnership with Microsoft

This collaboration between Dell and Microsoft is designed to address key enterprise challenges, from managing complex multicloud environments to adopting AI-driven innovations securely.

Transforming the Digital Landscape

With these advancements, Dell Technologies is poised to empower enterprises with the tools they need to drive digital innovation securely and efficiently.

Prodapt partners with Temporal to offer platform for building resilient enterprise apps

Prodapt, a leading provider of consulting, business reengineering, and managed services for the telecom and technology industry, today announced a strategic partnership with Temporal to streamline and accelerate the software development lifecycle for enterprises. Temporal is a durable execution platform pioneering custom software development that increases throughput efficiency of complex processes, custom products, and greatly simplifies distributed systems.

Temporal allows developers to focus on writing business logic as code, abstracting away process complexities and helping technology teams gain a head start in delivering enterprise capabilities faster. With Temporal, Prodapt will help clients speed up software delivery, build resilience through insights

into app performance, and deliver improved experiences to their customers.

"Temporal is excited about the opportunities this partnership with Prodapt presents. Together, we will bring the innovation, simplicity, and modernization necessary to the largest Telcos in the world, and many other global enterprises, to scale AI outcomes faster," Samar Abbas, CEO of Temporal Technologies, said.

"We are thrilled to partner with Temporal and supercharge software development & deployment for our client workflows. There is a growing need to innovate with AI and deliver disruptive services faster, while optimizing operations with lean teams. Prodapt's deep transformation expertise and AI-first approach will combine with Temporal's open-source software platform, creating a compelling solution to deliver these outcomes for our customers," Manish Vyas, MD & CEO, Prodapt, said.

Tech Mahindra and AWS Collaborate to Transform Telecom Networks with Generative AI

Tech Mahindra a leading global provider of technology consulting and digital solutions to enterprises across industries, has signed a multi-year Strategic Collaboration Agreement (SCA) with Amazon Web Services (AWS) to develop an Autonomous Networks Operations Platform (ANOP) designed for Communication Service Providers (CSPs) and enterprise customers. This platform by Tech Mahindra is built on artificial intelligence (AI), machine learning (ML), and generative AI (GenAI) services powered by AWS, enabling customers to transition their network operations from an on-premises infrastructure to a real-time proactive and preventive model operating on a hybrid cloud.

The collaboration combines Tech Mahindra's GenAI capabilities and telecom networks expertise with Amazon SageMaker, a service for building, training, and deploying machine learning models for any industry use case with fully managed infrastructure, tools, and workflows. The ANOP platform empowers CSPs to enhance Network Operations Center (NOC) productivity for teams managing physical and cloud infrastructure by more than 50%. It reduces field visits by over 15% and shortens Mean Time to Repair (MTTR) for network and service incidents by more than 30%. The platform accelerates the implementation of network and service configurations, achieving improvements of over 30% in speed and efficiency. Additionally, the collaboration includes Amazon Bedrock, a fully managed service providing high-performing foundation models (FMs) from leading AI enterprises via a single API. It offers essential capabilities for building GenAI applications with security, privacy, and responsible AI practices.

Manish Mangal, Chief Technology Officer, Telecom & Global Business Head, Network Services at Tech Mahindra, said, "The communications industry is at a pivotal junction of deploying disaggregated, virtualized and cloud-native RAN networks. Our collaboration with AWS empowers telcos to simplify operations, modernize networks, and unlock revenue through advanced artificial intelligence and machine learning. By integrating AWS's GenAI, our Autonomous Networks Operations Platform delivers real-time insights, intelligent workflows, and supports O-RAN adoption for efficient, proactive network management."

Tech Mahindra is also testing and validating O-RAN functions on Amazon's EKS Anywhere (EKS-A) platform. The joint testing and validation of the platform for Distributed Unit and Central Unit network functions will accelerate the cloudification of RAN at the edge, thereby leveraging the power of both organizations for wider industry benefits.

Robin Harwani, Head of Telco Industry Solutions at AWS, said, "The collaboration to integrate AWS's AI/ML, including generative AI offerings to build Tech Mahindra's Autonomous Networks Operations Platform, is an important step to help telco operators bring acceleration in their network operations transformation. Through this effort, network operators can get generative AI-enabled actionable and just-in-time recommendations such as for NOC operations, field dispatch optimization, as well as automated self-healing for preventive actions. This will make it easier for operators to more proactively manage and optimize network performance and reduce their operational expenditure."

Tech Mahindra is a trusted transformation partner, offering leading capabilities in networks, engineering, and experience to simplify business complexities, drive transformation, and accelerate monetization. It is currently implementing ANOP for a leading communications provider in Europe to enhance network operations through process automation and optimization.

2025 Cloud Trend: Hybrid and Private Clouds Rise, Channel Partners Fuel Optimization

A new report highlights a growing trend among enterprises to seek more cost-effective cloud solutions, often pivoting toward hybrid and private cloud infrastructures to optimize spending. This shift could significantly impact the revenues of major cloud providers like AWS and Azure as businesses explore alternatives that reduce operational expenses.

Channel partners are emerging as key facilitators in this transition, providing essential guidance to enterprises on optimizing cloud expenditure and identifying competitive alternatives to high-cost providers. By collaborating closely with organizations, channel partners help to map out strategies that blend public, private, and hybrid cloud environments, enabling greater control over costs while maintaining service quality.

Channel Partners as Essential Advisors in Cloud Optimization

Channel partners are uniquely positioned to advise organizations on how to balance performance and cost-efficiency in the cloud. By offering tailored, vendor-neutral solutions, these partners allow enterprises to avoid "vendor lock-in," gain flexibility, and leverage best-fit services for specific needs. As demand for cost-effective, hybrid, and private cloud solutions grows, channel partners can facilitate seamless transitions and help enterprises adopt multi-cloud strategies that protect against pricing volatility from major providers.

A Level Playing Field for Local and Regional Cloud Providers

This trend could reduce the dominance of cloud giants by creating a more balanced ecosystem where regional and local cloud providers gain traction. Channel partners, by recommending these smaller providers, can enable clients to benefit from transparent pricing, local data residency, and compliance features, which are increasingly critical in heavily regulated industries like healthcare and finance.

By 2025, channel partners may be seen as indispensable advisors in the evolving cloud landscape, helping enterprises achieve digital transformation while maintaining budgetary control. Their role will be critical in guiding clients toward adaptable, cost-conscious cloud solutions, aligning with the broader shift towards cloud optimization and flexibility.

Jaskaran Singh Kapany Joins MobiKwik as Chief Marketing Officer

I n an exciting development for the digital payments and financial services sector, Jaskaran Singh Kapany has joined MobiKwik as its new Chief Marketing Officer (CMO). With an impressive track record spanning over two decades, Jaskaran is set to lead MobiKwik's marketing strategies, driving growth and innovation in the rapidly evolving digital finance ecosystem.

Jaskaran's career has been defined by his ability to build and scale marketing functions across leading organizations, including Paytm, Xiaomi, Table Space Technologies, and ICICI Prudential Life Insurance. At Paytm, he played a pivotal role in making the company a household name in India, leading the charge in offline QR payments and mobile recharge businesses. His tenure at Xiaomi saw him lead marketing efforts to maintain its No.1 position in smartphones and smart TVs while steering premium segment growth in a hyper-competitive market.

Before joining MobiKwik, Jaskaran served as an Advisor to Startups, helping businesses craft innovative marketing strategies and achieve exponential growth. His expertise spans brand building, digital performance marketing, customer experience, and strategic growth initiatives.

JASKARAN SINGH KAPANY
CMO, MobiKwik

In his social media post, Jaskaran shared his excitement, saying, "Thrilled to announce that I have joined MobiKwik as Chief Marketing Officer. Looking forward to driving strategic growth, learning from extraordinary colleagues, and contributing to MobiKwik's mission of revolutionizing digital payments and financial services."

As CMO, Jaskaran will focus on enhancing MobiKwik's market presence, fostering user engagement, and driving innovative marketing campaigns to align with the company's mission of financial inclusion and digital transformation.

AWS Appoints Sandeep Dutta as President for India and South Asia to Drive Digital Transformation and Sustainability

SANDEEP DUTTA
President,
AWS India and South Asia

AWS (Amazon Web Services) has announced the appointment of Sandeep Dutta as the new President for AWS India and South Asia, effective from November 4, 2024. This strategic addition comes as AWS reinforces its commitment to empowering businesses, governments, and communities in India to achieve their digital transformation goals.

Jaime Valles, Vice President of AWS for Asia-Pacific and Japan, shared his excitement on LinkedIn about Sandeep's appointment. "Sandeep's arrival marks an important milestone in our journey to empower the subcontinent to realize its full digital potential," he stated. Valles emphasized that the transition to the cloud represents not just technological advancement, but also a cultural transformation that fosters innovation and sustainable impact in local communities.

With over 20 years of experience leading transformative projects at Accenture, Sandeep is well-suited to guide AWS's mission. Known as a thought leader in disruptive technology, his expertise in steering organizations through complex changes will be instrumental in supporting AWS customers across India. Together with the AWS APJ team, Sandeep aims to help organizations leverage cloud technology to drive cultural transformation, digital innovation, and solutions to some of India's most significant challenges.

AWS continues to deepen its investments in India, highlighted by a planned INR 1,05,600 crore ($12.7 billion USD) investment by 2030. This initiative is expected to contribute INR 1,94,700 crore ($23.3 billion USD) to India's GDP, supporting over 131,700 jobs annually. In addition, AWS has already contributed INR 30,900 crore ($3.7 billion USD) to India's GDP and supported more than 39,500 jobs through its existing cloud infrastructure.

Beyond economic contributions, AWS is committed to a sustainable digital future for India. The company is investing in 50 renewable energy projects across the country, which, when completed, will provide a combined capacity of over 1.1 gigawatts of clean energy. This aligns with India's green energy goals and ensures AWS's operations are increasingly powered by renewable resources.

Valles concluded with a warm welcome for Sandeep, emphasizing that in AWS's culture, "It is always Day 1," symbolizing an ongoing commitment to growth and innovation. With Sandeep at the helm, the future looks bright for AWS's transformative journey across India and South Asia.

Preeti Rao Joins Adobe as Marketing Director for Asia Region

Adobe has appointed Preeti Rao as the new Marketing Director for Asia, bringing her extensive experience in digital marketing and strategy to strengthen Adobe's leadership team across one of the world's most dynamic regions. In her new role, Rao will drive Adobe's marketing initiatives, enhancing customer engagement and delivering targeted solutions to meet the needs of diverse Asian markets.

Preeti Rao joins Adobe with a rich background in marketing, brand-building, and digital transformation. Prior to this role, she held senior marketing positions at industry-leading companies such as Microsoft and IBM, where she was instrumental in creating and executing high-impact marketing strategies. At Microsoft, Preeti spearheaded digital and enterprise marketing efforts that boosted the brand's engagement with key business audiences. During her tenure at IBM, she focused on marketing transformation, helping the company navigate the evolving digital landscape and strengthen its brand presence in the region.

PREETI RAO
Marketing Director for Asia
Adobe

With her proven track record of driving growth through innovative marketing approaches, Preeti is expected to leverage her experience to build Adobe's presence in key sectors, including enterprise solutions, creative software, and digital transformation. Her deep understanding of the Asia-Pacific market positions her well to create localized marketing strategies that resonate with Adobe's diverse customer base.

Adobe's appointment of Preeti Rao underscores the company's commitment to investing in strong regional leadership to further its growth in Asia. As Adobe continues to expand its footprint, Preeti's expertise will be instrumental in enhancing Adobe's market presence and fostering stronger connections with businesses and individuals in the region.

Channel Partners Lead the Way in Ethical AI Governance

As AI reshapes the business landscape, the role of channel partners in ensuring responsible AI governance has become more critical than ever. Channel partners are no longer just distributors of technology; they are vital stakeholders who drive ethical AI practices, safeguard data, and align with corporate values. This story explores how channel partners are leading the charge in ethical AI governance, helping businesses adopt AI responsibly and sustainably.

1. Channel Partners as Ethical AI Advocates

Channel partners are uniquely positioned to influence how AI technologies are adopted across industries. Their in-depth knowledge of both the technology and customer needs enables them to champion ethical AI practices. Channel partners work closely with vendors to prioritize transparency, fairness, and security in AI solutions. By ensuring these values are upheld, they not only enhance trust with customers but also contribute to a more responsible AI ecosystem.

2. Establishing Trust through Transparent Practices

Transparency is a cornerstone of ethical AI governance, and channel partners play a pivotal role in ensuring that AI solutions remain transparent and explainable. By advocating for AI solutions that allow customers to understand how decisions are made, partners build trust with end-users. For example, partners may require vendors to provide clear documentation, model explanations, and data protection guidelines, ensuring customers feel confident in AI's decision-making processes.

3. Reducing Bias: Partners as Guardians of Fairness

AI bias is a growing concern, and channel partners are stepping in as guardians of fairness. They work closely with AI vendors to identify potential biases within algorithms, particularly those that may lead to discrimination. Partners are demanding that AI products undergo rigorous testing for bias reduction, ensuring that the technology serves all users equitably. This commitment to fairness positions channel partners as trusted advisors to customers who value ethical practices.

4. Data Security and Privacy: A Top Priority

In a world of constant data breaches and privacy concerns, channel partners recognize that responsible AI governance includes stringent data security. They play a crucial role in helping businesses choose AI solutions that adhere to top privacy standards and regulations, such as GDPR. Channel partners not only provide AI tools but also guide businesses on implementing these solutions in ways that prioritize user privacy and data integrity.

5. Supporting Compliance with Evolving Regulations

AI regulations are evolving worldwide, and channel partners help businesses stay compliant with these changes. By staying informed about new laws and standards, partners can advise customers on AI solutions that meet regulatory requirements. This guidance is invaluable for businesses navigating the complex landscape of AI compliance, from the European Union's AI Act to sector-specific regulations.

6. Educating Customers on Responsible AI Use

One of the most impactful ways channel partners contribute to responsible AI governance is by educating customers. They provide training, resources, and best practices on the ethical implications of AI. By empowering customers to understand both the benefits and risks of AI, partners ensure that businesses use AI responsibly. This educational role positions channel partners as thought leaders and trusted advisors in the AI space.

7. The Business Benefits of Ethical AI Practices

Channel partners understand that ethical AI practices are not just a moral responsibility but also a business advantage. Responsible AI governance enhances a company's reputation, attracts top clients, and reduces risk. By promoting responsible AI, channel partners help their clients build lasting, trust-based relationships with customers, ultimately benefiting the entire partner ecosystem.

The Future of Responsible AI Governance with Channel Partners

Channel partners are at the forefront of driving ethical AI governance, supporting vendors and customers alike in adopting AI responsibly. Their unique position as intermediaries enables them to bridge the gap between technology providers and end-users, ensuring that AI solutions align with both ethical principles and business goals. As the need for responsible AI governance grows itVARnews will continue to spotlight the vital role that channel partners play in shaping an AI-driven future that prioritizes trust, fairness, and accountability.

This story celebrates the critical role of channel partners in the AI ecosystem, highlighting how their commitment to ethical practices is transforming the business landscape.

Vertiv and NVIDIA Launch 7MW AI-Optimized Data Center Architecture to Transform Enterprise Infrastructure

Vertiv has unveiled a comprehensive 7MW reference architecture for the NVIDIA GB200 NVL72 platform. This co-developed architecture enables enterprises to upgrade traditional data centers into high-efficiency AI factories, designed specifically for supporting advanced AI applications across various industries. The platform, which can support up to 132kW per rack, leverages a liquid-cooled, rack-scale design to streamline deployment, enhance performance, and improve scalability for both current and future data centers.

Vertiv's partnership with NVIDIA further strengthens the infrastructure needed for AI-driven data centers. "As pioneers in critical power and cooling solutions, Vertiv is uniquely equipped to support NVIDIA's latest platform," said Vertiv CEO Giordano (Gio) Albertazzi. "Our solutions empower customers to establish AI-ready data centers with speed, efficiency, and adaptability."

The advanced architecture integrates Vertiv's cooling and power infrastructure with the NVIDIA Blackwell platform, ensuring rapid deployment of AI workloads across new and existing data centers. Its hybrid cooling system, which combines liquid and air-cooling solutions, effectively manages high-density heat loads, while supporting Open Compute Project-inspired features for DC power systems. Additionally, this reference design offers substantial reductions in stranded power by aligning AI clusters with data center capacity, ensuring optimal efficiency and resource utilization.

As part of the Vertiv™ 360AI portfolio, this reference architecture offers multiple benefits for AI and high-performance computing applications:

Accelerated Deployment: Vertiv's preconfigured modules, such as the MegaMod™ CoolChip, speed up AI infrastructure deployment by up to 50% compared to onsite construction.

Efficient Power Management: Utilizing Vertiv's compact, space-saving power technologies like the Trinergy™ UPS and EnergyCore lithium battery cabinets, the architecture saves ~40% of the floor space over traditional power setups.

Advanced Cooling Systems: A blend of liquid and low-GWP air cooling systems, including the AFC chiller and Liebert® CW system, reduce annual cooling costs by up to 20%.

Dynamic Workload Optimization: Enhanced workload management is enabled through integrated load-averaging and next-generation UPS, ideal for managing dynamic GPU workloads.

Global Installation and Support: With 4,000+ service engineers worldwide, Vertiv offers expert service and support for both new and retrofit installations.

As the demand for AI infrastructure accelerates, Vertiv continues to lead with a complete portfolio of critical digital infrastructure solutions, ensuring enterprises are equipped for the unique challenges of AI and other compute-intensive applications

Securonix Appoints Dipesh Kaura as Head of India Sales to Strengthen Channel Ecosystem and Accelerate Growth

Securonix, Inc., today announced the appointment of Dipesh Kaura as the Head of Sales for India. With over 23 years of experience in cybersecurity and strategic sales leadership, Dipesh is set to accelerate Securonix's growth in India while strengthening its channel partnerships to meet the growing demand for advanced cybersecurity solutions.

Securonix is poised to expand its footprint in the Indian market, and Dipesh's appointment signals a renewed focus on deepening relationships with channel partners and strengthening the company's leadership in the region.

"We are thrilled to welcome Dipesh Kaura to the Securonix leadership team," said Ajay Biyani, Vice President for APJ, India, Middle East & Africa at Securonix. "His exceptional experience in driving sales growth, forging key relationships, and navigating the dynamic cybersecurity landscape will be instrumental in accelerating our objectives in India. His vast experience and proven expertise in driving sales growth and fostering key relationships will play a crucial role in accelerating our business objectives in India. Dipesh's strategic acumen and customer-first approach will play a key role in strengthening Securonix's position as a leader in the region."

Dipesh Kaura joins Securonix from Cyble Inc., where he was instrumental in driving growth strategies and forging CXO-level relationships across South Asia. His career spans leadership roles at Kaspersky and PwC, where he successfully led channel development, account planning, and strategic engagements. Known for his ability to turn complex cybersecurity challenges into business-driven solutions,

Securonix's engagement with its channel partners and driving the adoption of its unified cybersecurity platform. With Securonix's integrated offering of SIEM, SOAR, and UEBA solutions, Dipesh's leadership will be crucial in helping channel partners deliver advanced, AI-driven cybersecurity solutions to organizations across India.

"India is a key market for Securonix, and our priority will be to further empower our partners to offer tailored, with our channel partners and helping them deliver solutions that enhance security and drive business success."

A Stronger Focus on Cybersecurity Innovation for India

Securonix's mission to redefine security with its innovative platform will be supported by Dipesh's expertise in driving both direct and channel-driven sales strategies. The company's platform leverages advanced analytics, machine learning, and AI to provide real-time threat detection and incident response. With Dipesh's leadership, Securonix aims to help organizations in India stay ahead of evolving cyber threats and ensure that their security infrastructure is future-proofed.

The Road Ahead for Securonix in India

As organizations in India face an increasing number of cyber threats, including ransomware, advanced persistent threats (APTs), and the growing complexity of cloud security, the need for unified, scalable cybersecurity solutions is more critical than ever. With Dipesh at the helm of India Sales, Securonix is set to strengthen its relationships with VARs and resellers in the region, providing them with the tools, resources, and expertise they need to grow their businesses while addressing the cybersecurity needs of their customers.

DIPESH KAURA
Head of India Sales, Securonix

Dipesh has a proven track record of driving market expansion. In 2022, he was named Business Leader of the Year by The Economic Times Ascent, reflecting his industry impact and leadership.

Building a Stronger Partner Ecosystem

In his new role, Dipesh will focus on enhancing cutting-edge security solutions to their customers," said Dipesh Kaura, Regional Sales Director – India at Securonix. "We are seeing increasing complexity in the cyber threat landscape, and businesses are seeking innovative, business-driven security strategies. I look forward to collaborating

Channel Point

Bridging the Future: Tech Channels at the Helm of Transformation

As we step into the final stretch of 2024, it's evident that the technology industry stands on the cusp of groundbreaking transformation. The past year has not just been about adapting to change but thriving amidst it, and nowhere is this more evident than in the dynamic world of tech channels. From being enablers of digital transformation to becoming co-creators of innovation, channel partners have redefined their roles in the technology ecosystem.

In this edition of ITPV Channel Magazine, we dive deep into the trends that shaped 2024 and explore the opportunities and challenges awaiting us in 2025. Artificial intelligence, sustainability, cybersecurity, and the metaverse are not just buzzwords; they are the pillars of a future where technology seamlessly integrates into every facet of life and business. For channel partners, this means not only keeping up but leading the charge.

Our cover story, "The Tech Trends Shaping 2025," paints a vivid picture of the evolving landscape and highlights how channels can position themselves for success. It's not just about the technologies themselves but about the human ingenuity and collaboration required to bring these advancements to life.

As we look ahead, one thing is certain: the role of channel partners has never been more pivotal. With innovation and customer-centricity as guiding principles, the channel ecosystem is poised to navigate this exciting journey into the future.

Here's to a transformative 2025 and the leaders who will shape it. Let's bridge the future, together. Warm regards,

K Singhal

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

BenQ

Revolutionize Learning With Google EDLA-Certified BenQ Interactive Flat Panels
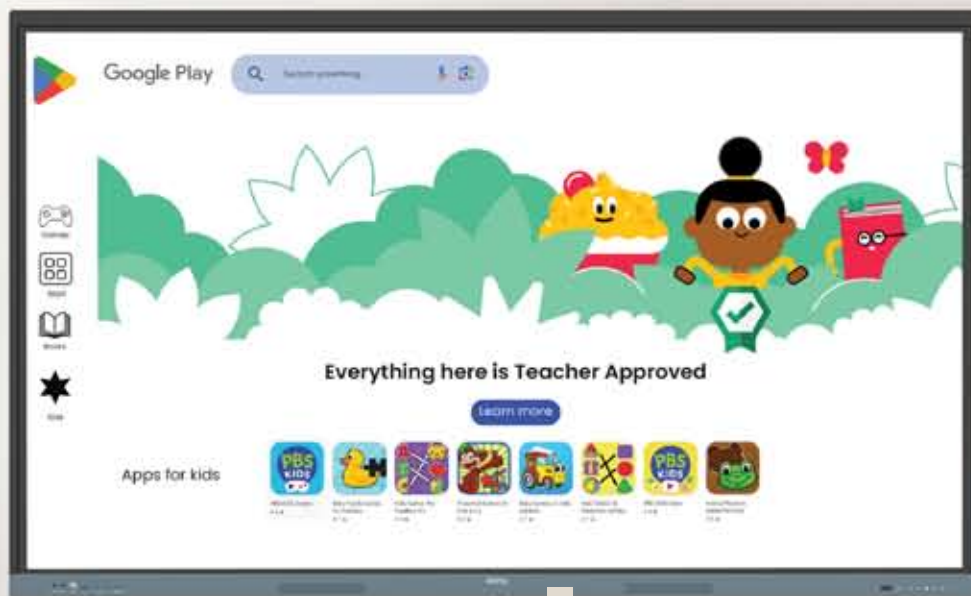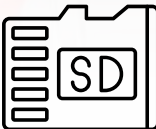

BenQ Board Essential RE04 Series (65" 75" 86")

Google Play

Core Services

Collaboration Tools
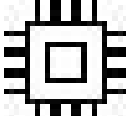
World's Lowest Power Consumption

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

SGS- Certified IP5X Dust Protection

3 Years Onsite Warranty on BenQ Board
Corporate Office: BenQ India Pvt. Ltd.
9B Building, III rd Floor, DLF Cyber City, DLF Phase III, Gurgaon, Haryana, India – 122002,
Contact Person : WB : Avishek Gangopadhyay Mob: 91 7890495283 ✉ **Avishek.G@BenQ.com**
👍 Like BenQ India on 📘 📷 🐦 🔗 ⊕ www.BenQ.in 📞 1800 419 9979

*Free Installation T&C Applied

Scan here for more details