

## Pre-Union Budget 2025: Key Expectations and Opportunities for India's IT Industry and Channel Partners



### In Conversation



**Anil Lakhanpal**  
Bounteous x Accolite



**Ramprakash Ramamoorthy**  
Zoho Corporation



**Anuj Gupta**  
Hitachi Systems



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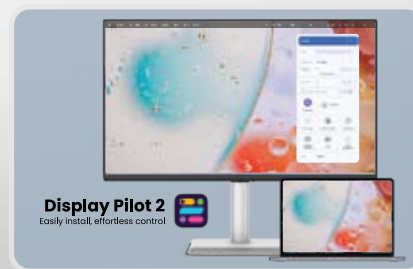
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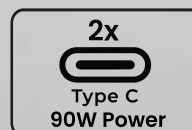
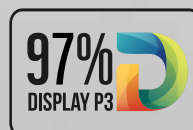
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# BUDGET 2025



## Pre-Union Budget 2025: Key Expectations and Opportunities for India's IT Industry and Channel Partners

*As India stands on the cusp of a new fiscal year, the **Union Budget 2025** holds immense significance for the IT industry and its channel partners. With India reinforcing its position as a global technology hub, the government's policy decisions could be game-changers in accelerating digital transformation, fostering innovation, and strengthening the country's technological self-reliance.*

Kalpana Singhal





# BUDGET 2025

**Budget 2025-26 is expected to focus on AI adoption, cloud computing, cybersecurity, and digital infrastructure, paving the way for a robust, future-ready economy.**

## Key Expectations from the Union Budget 2025

### 1. Strengthening Digital Infrastructure

With rapid digitization, industry leaders anticipate continued government investments in data centers, cloud infrastructure, and 5G rollouts, along with financial incentives for private players to drive digital expansion. India has already witnessed an exponential increase in data consumption, and experts believe a strong focus on developing Tier 2 and Tier 3 digital hubs will enable a more inclusive digital economy.



**BIMAL KHANDELWAL,**  
CEO, STT GDC India:

"We expect the budget to strengthen digital infrastructure and support sustainable data center deployment. Incentives for green data centers and AI-backed cloud computing solutions will play a pivotal role in India's digital transformation."

### 2. MSME Digitalization Push

With MSMEs being the backbone of India's economy, expectations are high for subsidies, tax benefits, and credit facilities to encourage digital transformation. The integration of cloud-based solutions and cybersecurity tools for MSMEs will be key to enhancing their resilience in an increasingly digital market.



**PRASHANTH G J,**  
CEO, TechnoBind Solutions:

"Investments in MSME-focused digital infrastructure and skilling programs tailored to the IT sector will help enhance India's competitive edge globally. Policies encouraging AI, multi-cloud, and zero-trust security frameworks can significantly impact the sector's growth."

### 3. AI & Emerging Technology Incentives

With AI, IoT, blockchain, and robotics taking center stage globally, industry leaders expect the government to introduce tax rebates and funding programs to promote innovation. Research and development (R&D) initiatives focused on explainable AI, ethical AI adoption, and deep learning are projected to receive budgetary support.

**SACHIN PANICKER, Chief AI Officer, Fulcrum Digital:** "AI remains a key driver of digital transformation. We hope to see government-backed initiatives in AI adoption across industries, particularly in healthcare, manufacturing, and finance. Strengthening AI regulations and compliance frameworks will help balance innovation with responsible AI usage."





#### 4. Tax Reforms & Ease of Doing Business

Industry leaders are advocating for simplified GST compliance on IT hardware and reduced import duties to boost local manufacturing. Such measures would ease cost pressures on channel partners and enhance the affordability of IT solutions for end customers.



**PIYUSH GARG,**  
**CFO, RAH Infotech:**  
“We anticipate reduced GST rates for IT and cybersecurity products to accelerate digital transformation. Lower import duties and streamlined compliance will make IT hardware more affordable, fostering higher adoption among SMEs and startups.”

#### 5. Cybersecurity Investments & Policies

With India’s digital economy expanding rapidly, the government is expected to introduce stronger cybersecurity frameworks and subsidies for enterprises investing in security solutions. Strengthening public-private partnerships in cybersecurity and launching an AI-powered cybersecurity defense initiative could be a strategic move.



**SUNIL SHARMA,**  
**VP Sales, Sophos India:**  
“The government must prioritize cybersecurity investments to secure critical infrastructure and digital transactions. Cyber resilience is key to ensuring India’s long-term leadership in the digital economy.”

## Opportunities for Channel Partners in 2025

#### Reselling SaaS and Cloud Solutions:

With hybrid work models becoming the norm, cloud-based services and SaaS applications will continue to grow. Channel partners should form strategic alliances with leading software providers.







# BUDGET 2025

## 5G & Edge Computing Expansion



India's 5G rollout opens new doors for networking hardware providers, edge computing integrators, and IoT device suppliers.

## Upskilling & Tech Certifications



Partners who invest in upskilling their workforce in AI, IoT, and blockchain will be at an advantage, as enterprises look for reliable implementation experts.

## Government Digital Initiatives



By aligning with government-led digitalization projects for MSMEs and smart cities, channel partners can access high-value contracts and long-term engagements.

## Sustainability & Green IT Solutions



With India's sustainability goals in focus, there is a rising demand for eco-friendly IT solutions, energy-efficient hardware, and cloud migration services.

# Industry Leaders Weigh In on Budget Priorities



**JOSEPH SUDHEER THUMMA, Global Chief Executive Officer & Managing Director, Magellanic Cloud:**

"In an era of rapid Gen AI and cloud computing, we expect the government's upcoming budget to prioritize policies that foster innovation and address the evolving needs of the tech sector. This includes continued support for R&D in cutting-edge technologies, initiatives to bridge the digital divide and enhance digital literacy, and a focus on developing a robust infrastructure to safeguard our digital assets. We believe these measures will be crucial for India to maintain its competitive edge in the global technology landscape."

**VENKATRAMAN NARAYANAN, Managing Director & CFO,**

**Happiest Minds:** "We hope for policy measures that accelerate India's journey towards becoming a global digital innovation hub. All action taken to strengthen our domestic economy, more money into Capex, reduction of taxes on the individual taxpayer—thus putting money into his hands and eventually driving consumption—simplification of tax procedures, both direct and indirect, and reduction in the compliance burden would really put us back on the path of continued growth. Additionally, incentives and steps to strengthen our digital infrastructure, as well as reskilling programs, will not only prepare the workforce for the future but also ensure equitable growth. A budget that fosters an environment of mindful growth and global competitiveness will significantly contribute to India's leadership in the digital economy."



**AMIT CHADHA, CEO, L&T Technology Services:**

"Government incentives for AI-driven R&D will be pivotal in ensuring India's leadership in digital engineering and emerging technologies"

**RAJESH JAIN, CFO, RR Kabel:** "Extending the PLI scheme and reducing tariffs will strengthen India's electronics and IT manufacturing capabilities."





# Industry Leaders Weigh In on Budget Priorities



## **RAKESH MALHOTRA, Founder, Livguard Solar:**

"Solar and EV incentives can drive energy efficiency and position India as a leader in renewable energy."

## **RAJEEV SINGH, Managing Director, BenQ India and South Asia:**

"With India's AI market projected to reach \$17 billion by 2025, there is a strong call for enhanced government support in AI research and innovation. This includes the need for research grants, tax incentives, and public-private partnership frameworks to make long-term AI research commercially viable. We also strongly anticipate enhancements in digital infrastructure, particularly in rural areas, to improve financial inclusion and integrate underserved communities into the economy. The budget should also consider the necessity of high-performance computing resources, data centers, and specialized AI hardware to support innovation."



## **PUNEET GUPTA, VP and MD, NetApp India/SAARC:**

"As India moves closer to becoming a global technology hub, the upcoming Union Budget presents a unique opportunity to accelerate our digital transformation journey. To fully harness the potential of AI and emerging technologies, the government should prioritize investments in building intelligent data infrastructure. Robust and scalable data solutions will serve as the backbone for AI readiness. It will enable businesses to leverage data efficiently and securely while driving innovation. Incentives for cloud adoption, data localization frameworks, and public-private partnerships in technology can further bolster India's digital economy. A future-ready data ecosystem is essential for fostering economic growth, job creation, and global competitiveness in the age of AI."

## Call to Action for Channel Partners

- **Align with Government Priorities** – Stay updated on budget announcements and leverage new policies to grow your business.
- **Expand into High-Growth Areas** – AI, cloud computing, and cybersecurity are key growth sectors; position yourself as a specialist.
- **Monitor Tax & Policy Changes** – Stay agile by adjusting pricing strategies and supply chain management in response to tax reforms.

## Conclusion

The Union Budget 2025 has the potential to shape the IT industry's future trajectory. For channel partners, it is a crucial moment to align strategies with emerging policy shifts, market trends, and digital transformation priorities.

By embracing the upcoming opportunities, the IT channel ecosystem can play a vital role in India's digital revolution while driving sustained business growth.

# AI Solutions Catering to Personalization, Segmentation, and Security will become More Accessible to Businesses

A portrait of Anil Lakhanpal, a middle-aged man with grey hair, a mustache, and glasses, wearing a dark suit and a light blue shirt. He is smiling and looking towards the camera.

**ANIL LAKHANPAL,**  
Head of Cloud Practice,  
Bounteous x Accolite

In an in-depth conversation with Amit Singh, Anil Lakhanpal, Head of Cloud Practice, Bounteous x Accolite, sheds light on the transformative impact of AI on cloud services in India. With a keen understanding of the evolving landscape, Lakhanpal discusses how AI is driving innovation, enhancing operational efficiency, and addressing the specific needs of Indian businesses. From banking to education, and logistics to payments, AI-powered cloud services are revolutionizing industries. Join us as Lakhanpal outlines the opportunities and challenges in this dynamic sector, and shares his vision for the future of AI in cloud computing

■ **How do you envision AI transforming cloud services in India? What are the elements of cloud services that**

## **AI is transforming?**

AI is poised to revolutionize cloud services across various dimensions soon. As clients increasingly utilize cloud services delivered as IaaS, PaaS, or

SaaS from diverse providers, AI will ensure that the expected value is delivered by the service providers. So, here's how AI is reshaping cloud services:

- **AI-Driven Cloud Platform Management:** In the coming years, AI will drive cloud platform management. It will ensure that systems deliver services as



expected and proactively identify and resolve challenges before they escalate into issues.

- **Enhanced Developer Productivity:** AI will significantly boost developer productivity, reducing the need for extensive programming to achieve desired outcomes.
- **Instantaneous Process Delivery:** AI will propel process delivery from fast to instantaneous, elevating end-user satisfaction.
- **Accessible AI Solutions:** AI solutions catering to specific use cases like personalization, segmentation, and security will become more accessible and affordable to businesses of all sizes. This democratization of AI technology will foster healthy competition and drive innovation across industries.

### ■ What specific AI-powered cloud services does your company offer, and how do they address the needs of Indian businesses?

We provide a range of AI-powered cloud services tailored to meet the needs of Indian businesses:

- **Cloud Strategy and Business Case Development:** We assist companies in formulating comprehensive cloud

strategies and developing business cases to unlock the full potential of AI-based technologies.

- **Cloud Platform Enablement and Management:** We offer services to enable and manage cloud platforms, specifically designed to support AI-based workloads efficiently.
- **AI-Enhanced Developer Productivity:** Our services include deploying AI-supported tools

“AI will drive cloud platform management, ensuring that systems deliver services as expected and proactively identifying and resolving challenges before they escalate into issues. This will revolutionize how cloud services are managed, providing a seamless experience for users and enhancing overall system reliability.”

across the Software Development Life Cycle (SDLC) to boost developer productivity and streamline processes.

- **AI-Infused Process Design and Development:** We specialize in designing and developing AI-infused processes aimed at increasing revenue and reducing costs for businesses.
- **Data Foundation Enablement:** We help companies establish a solid data foundation to support their AI

initiatives, ensuring the availability and management of resources required for successful outcomes.

- **Generative AI-Driven Use Cases:** Our expertise extends to implementing generative AI-driven use cases to support various company initiatives, enhancing innovation and efficiency.

By leveraging our AI-powered cloud services, businesses can establish

a robust cloud-based foundation to support their AI-driven initiatives effectively. This enables them to realize tangible value, whether in revenue growth or operational excellence.

### ■ From your perspective, which industries in India are leading in the adoption of AI-powered cloud services, and what factors are driving this adoption?

By embracing AI-powered cloud services, industries in India are

gaining a competitive advantage, driving innovation, and achieving greater operational efficiency. Key among them are:

- **Banking and Financial Services:** The banking and financial services sector is harnessing AI for various functions including underwriting, anti-money laundering (AML) efforts, and customer service, improving efficiency and compliance.
- **Education:** AI is transforming the education sector by personalizing learning experiences, automating administrative tasks, and improving educational outcomes.
- **Logistics:** AI-powered cloud services are revolutionizing supply chain management, optimizing processes, and improving overall operational efficiency.
- **Payments:** AI-powered services will help in making payments more secure and efficient. These services will help in detecting fraud, and proactively alert end consumers for any issues.

The adoption of AI-powered cloud services is primarily driven by:

- **Data Explosion:** The exponential growth in data generation necessitates advanced

AI solutions to derive insights and drive decision-making effectively.

- **Competitive Edge:** With a vast customer base, delivering competitive services requires leveraging AI-powered services to enhance efficiency and innovation.
- **Business Complexity:** Rising business complexities demand proactive approaches to identify opportunities and challenges. AI-powered services are well-suited to support businesses in navigating these complexities effectively.

## ■ What are some of the main challenges hindering the widespread adoption of AI-powered cloud services in India?

India encounters challenges akin to those seen globally:

- **Talent Availability:** AI-related cloud services necessitate a skilled workforce well-versed in the AI lifecycle and domain-specific knowledge. Acquiring the right techno-functional talent remains an industry-wide challenge.
- **Risk, Compliance, and Privacy:** Understanding the implications of AI-powered services concerning risk, compliance, and privacy is crucial for widespread

adoption. Establishing clear guardrails around AI applications is essential to instill confidence in everyday customers.

- **Data and Knowledge Readiness:** The lack of quality data and knowledge readiness presents a significant barrier to adopting AI-powered cloud services. Access to reliable data and knowledge resources is indispensable for successful AI implementations.

“AI solutions catering to specific use cases like personalization, segmentation, and security will become more accessible and affordable to businesses of all sizes. This democratization of AI technology will foster healthy competition and drive innovation across industries, allowing even small businesses to leverage powerful AI tools.”

- **Business Case Development:** While the value of AI is universally recognized, crafting a viable business case remains challenging. AI-powered services often demand substantial resources, and quantifying the corresponding revenue or operational upside can be complex.

Addressing these challenges requires collaborative efforts from industry stakeholders. Investments in talent development, robust risk

management frameworks, data quality initiatives, and strategic business case development are essential for overcoming these hurdles and fostering widespread AI adoption.

## ■ How do you see the landscape of AI-powered cloud services evolving in India in the coming years, and what role does your company aim to play in this evolution?

In the future, SaaS

platforms are expected to offer a wide range of AI-powered services to cater to diverse requirements, such as customer targeting and AI-driven chatbots for customer service. Indian enterprises will leverage these services to differentiate themselves in the market, reduce operational costs, and enhance customer satisfaction.

Our company aims to play a pivotal role in this evolution by leveraging its deep experience across various cloud providers. We

are committed to:

- **Enabling AI-powered Cloud Services:** We will empower companies to leverage AI-powered cloud services effectively, enabling them to unlock new capabilities and drive innovation.
- **Creating Data and Knowledge Foundations:** We will assist organizations in establishing robust data and knowledge foundations to support AI-powered use cases, ensuring the availability of reliable resources for informed decision-making.
- **Implementing Effective Cloud Cost Management:** By employing FinOps principles, we will help companies optimize their cloud ecosystems for cost efficiency, ensuring that AI-driven initiatives deliver maximum value.
- **Developing AI-Driven Experiences:** Our expertise will be instrumental in developing and delivering AI-driven experiences that enhance customer engagement and drive business growth.

By playing these key roles, we aim to empower Indian enterprises to harness the full potential of AI-powered cloud services, driving growth, innovation, and competitiveness in the digital era.





**RAMPRAKASH RAMAMOORTHY,**  
Director, AI Research, Zoho Corporation

## **Transforming India's Cloud Landscape with AI**

In an enlightening discussion with Amit Singh, Ramprakash Ramamoorthy, Director of AI Research at Zoho Corporation, delves into the transformative impact of AI on cloud services in India. Ramamoorthy outlines how AI is reshaping the landscape, addressing the needs of Indian businesses, and driving innovation across various industries. As India rapidly adopts cloud technologies, he highlights the potential, challenges, and future prospects of AI-powered cloud services. Join us as we explore his insights on how AI is poised to revolutionize cloud computing in India and the pivotal role Zoho Corporation plays in this evolution

*Cont'd on page - 18*



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■ How do you envision AI transforming cloud services in India? What are the elements of cloud services that AI is transforming?

AI is revolutionizing cloud services in India, poised to become the second-largest market globally within the next three years, just behind the United States. With India’s rapid adoption of cloud technologies, the potential for transformation is immense.

- **Cost Optimization:** AI-driven models facilitate the reduction of redundant cloud resources and mitigate the risk of costly cloud sprawl. By quickening cloud cost tracking, budgeting, and forecasting, businesses can efficiently manage their cloud expenditures, ensuring optimal utilization of resources.
- **Multi-Cloud Management:** As organizations increasingly adopt multiple cloud platforms to diversify operations and cut costs, AI-powered tools like ManageEngine’s CloudSpend provide visibility and control across various cloud environments. This enables businesses to streamline operational expenses and adhere to FinOps best practices.
- **Anomaly Detection:** AI algorithms detect cost anomalies across multiple cloud service providers, identifying unexpected cost increases or resource usage deviations. This

feature helps businesses stay proactive in managing cloud expenses and ensures transparent pricing.

As digitalization accelerates, the importance of IT management grows, propelling us toward soon reaching \$1 billion in global revenue. At ManageEngine, we are at the forefront of this transformation, we are offering comprehensive IT management solutions designed to meet the evolving needs of businesses. Our CloudSpend, with its robust features and support for leading cloud platforms

“AI-driven models facilitate the reduction of redundant cloud resources and mitigate the risk of costly cloud sprawl. By quickening cloud cost tracking, budgeting, and forecasting, businesses can efficiently manage their cloud expenditures, ensuring optimal utilization of resources.”

like AWS, Microsoft Azure, and Google Cloud Platform, is poised to empower enterprises on their cloud maturity journey, enabling them to achieve operational excellence and financial efficiency.

■ What specific AI-powered cloud services does your company offer, and how do they address the needs of Indian businesses?

Businesses across India are seeking innovative solutions to streamline their operations and enhance productivity.

At ManageEngine, we understand the pivotal role that AI plays in transforming enterprise IT operations. Leveraging cutting-edge AI technology, our cloud services empower Indian businesses to optimize their IT infrastructure and enhance user experience.

With CloudSpend, our cloud cost management tool, we empower businesses with comprehensive visibility and smart forecasting, ensuring optimal resource utilization and cost efficiency. Our platform follows FinOps best practices, bridging the gap between capacity planning and cost optimization in

multi-cloud setups. The latest addition to CloudSpend cost anomaly detection, enhances organizational cost management by identifying unexpected cost increases or deviations in resource usage. Additionally, features like Business Units facilitate greater accountability across departments through chargebacks, while robust budgeting and forecasting capabilities enable informed decision-making with usage-based AI-driven models.

At ManageEngine, we’re committed to empowering Indian businesses with AI-enabled solutions that streamline operations,

enhance security, and maximize productivity. With CloudSpend, we provide actionable insights, automate routine tasks, and deliver preemptive solutions, ensuring a seamless and efficient IT environment tailored to the unique needs of Indian enterprises.

■ From your perspective, which industries in India are leading in the adoption of AI-powered cloud services, and what factors are driving this adoption?

More digitally mature industries are ripe for AI adoption on the cloud.

- **Banking and Finance -** These industries require AI-powered cloud services to analyze data in real-time, have access to powerful Machine Learning models, and for robust security purposes. They use it to analyze customer data and give personalized investment recommendations, use chatbots to solve FAQs, and basic queries, and be available 24/7. Furthermore, the detection of fraudulent activities is pivotal and with AI they can monitor massive datasets and have real-time analysis to flag any suspicious activities.
- **Manufacturing -** With AI-powered cloud services manufacturing industries can analyze the real-time data from sensors to identify any defect in the machinery and predict when maintenance is required to reduce the downtimes. Through

Computer Vision, they utilize AI for quality control processes to identify products with defects using high precision. For supply chain automation Cloud-based AI solutions can analyze data from logistics, and suppliers and forecast demands to optimize the production and delivery schedules.

- **Technology Sector-** The technology sector naturally is an adopter of AI-powered cloud services, they use it for automating redundant processes, machine learning, data, and predictive analytics.

To conclude Indian companies are actively adopting cloud-powered AI solutions to optimize, gain insights from data, and improve customer experiences. Moreover, the scalability and advanced capabilities offered help the companies to stay ahead.

### ■ What are some of the main challenges hindering the widespread adoption of AI-powered cloud services in India?

Here are the major challenges:

- **Data Privacy and Security Concerns:** India lacks comprehensive data protection laws, which raises concerns about data privacy and security. Users and organizations are wary of storing sensitive data on the cloud due to the risk of data breaches and unauthorized access.
- **Infrastructure Limitations:** Despite significant improvements, India's

internet infrastructure still faces challenges such as slow internet speeds and unreliable connectivity in many regions. This affects the performance and accessibility of cloud services, particularly those relying on real-time data processing.

- **Regulatory Uncertainty:** The regulatory landscape governing AI and cloud computing in India is evolving, leading to uncertainty among businesses regarding compliance requirements.

the initial investment required for setting up AI infrastructure and ongoing subscription costs can be prohibitive for some organizations, particularly small and medium-sized enterprises (SMEs) in India.

Addressing these challenges will require a concerted effort from policymakers, industry stakeholders, and educational institutions to create an enabling environment for the widespread adoption of

“ AI algorithms detect cost anomalies across multiple cloud service providers, identifying unexpected cost increases or resource usage deviations. This feature helps businesses stay proactive in managing cloud expenses and ensures transparent pricing. ”

A lack of clear guidelines and standards can deter organizations from adopting AI-powered cloud services.

- **Skills Gap:** There is a shortage of skilled professionals with expertise in AI and cloud technologies in India. Building and managing AI-powered cloud solutions require specialized knowledge, which many organizations may lack, hindering their ability to leverage these services effectively.
- **Cost Concerns:** While cloud computing offers scalability and cost-effectiveness,

AI-powered cloud services in India. This includes implementing robust data protection regulations, investing in infrastructure development, promoting skill development initiatives, and fostering a culture of innovation and technology adoption.

### ■ How do you see the landscape of AI-powered cloud services evolving in India in the coming years, and what role does your company aim to play in this evolution?

The future of AI-powered cloud services in India looks

promising, with continued growth, innovation, and collaboration expected to drive widespread adoption and unlock new opportunities for businesses and society as a whole.

- **Increased Investment:** As businesses recognize the potential of AI-powered cloud services, investment in these technologies is likely to increase. Both private sector companies and the government are expected to invest more in this area.
- **Skill Development:** To overcome the challenge of a lack of skilled professionals, there will likely be a boost in education and training programs focused on AI and cloud computing. This would result in a larger pool of experts in the field, facilitating the adoption of these technologies.
- **Strengthened Infrastructure:** Given the digital push in the country, we can expect significant improvements in India's digital infrastructure. Faster internet speeds and a more stable power supply would make it easier to implement and use AI-powered cloud services.
- **Improved Data Privacy and Security:** As data privacy becomes a global concern, India is expected to strengthen its data protection laws. This could make businesses more comfortable with using AI-powered cloud services.



# Harnessing AI for Cloud Excellence: A Conversation with Hitachi Systems

AI-Powered Cloud Services will be driven by Technological Advancements, Regulatory Developments, and Evolving Market Demands: Hitachi Systems

ANUJ GUPTA,  
CEO, Hitachi Systems



In a rapidly evolving technological landscape, AI-powered cloud services are transforming industries by enhancing functionality, improving performance, and automating tasks. Anuj Gupta, CEO of Hitachi Systems, in interaction with Amit Singh, shares his insights on how AI is integrated into cloud services, driving significant impact and innovation across various sectors in India. From infrastructure management to predictive analytics and security, AI's role in cloud computing is profound, offering scalability, cost-effectiveness, and speed. Gupta also addresses the challenges and barriers to widespread adoption, including data privacy concerns, talent shortages, and regulatory issues, while forecasting emerging trends that will shape the future of AI-powered cloud services in India

## ■ How would you define AI-powered cloud services, and what are some examples of these services?

AI-powered cloud services are cloud computing services

that integrate artificial intelligence (AI) capabilities to enhance functionality, improve performance, and automate tasks. These services leverage AI algorithms and machine learning techniques to analyze data, extract

insights, make predictions, and enable intelligent decision-making. One of the largest advantages is on-demand scalability and quick time to market in real-time.

Key elements of cloud computing include computing, storage, security,

databases, applications, and governance. AI is the all-encompassing thread that works on all these elements, becoming a force multiplier. AI-powered cloud applications are hosted on an AI-enabled cloud with enhanced CPU/GPU

computing capabilities and other components.

Large Language Models (LLMs) with billions of parameters can be deployed using large computing capabilities for various applications, including Front End and Sales CRMs. Trust, Risk, and Security Management (TRISM), including IAM, is crucial, and AI plays a vital role in enabling this in a cloud setup. AI can bring on-demand scalability, better threat protection, and more proactive functioning. Generative AI (GenAI) significantly improves customer interactions by minimizing friction points.

#### AI-powered cloud computing offers several benefits, including:

- Scalability
- Cost-effectiveness
- Speed and Agility
- Advanced AI Capabilities
- Scalable Storage and Data Processing
- Security and Compliance

Overall, AI-powered cloud computing empowers organizations to harness AI technologies' full potential while benefiting from the scalability, cost-effectiveness, speed, and security of cloud computing platforms.

#### Examples of AI-powered cloud services include:

- AI-powered Analytics: Large sets of data are analyzed to give customized real-time dashboarding.
- Natural Language Processing (NLP) Services: Useful in retail setups

and querying large data sets, including prompt engineering.

- Computer Vision Services: Beneficial for surveillance systems, reducing the need for manual review of digital recordings.
- AI-powered Chatbots: Cloud-based chatbot platforms utilize AI technologies for intelligent virtual assistants in customer service, support, and other applications.
- Predictive Analytics: Leverages AI and machine learning to forecast future

include:

- Infrastructure Management and Optimization: AI automates infrastructure provisioning, monitoring, and optimization, ensuring resources are allocated efficiently based on demand. Machine learning algorithms predict resource usage patterns, enabling proactive scaling and optimization to meet performance requirements while minimizing costs.
- Data Analytics and Business Intelligence:

algorithms analyze and interpret visual data, enabling applications like object detection, image classification, and facial recognition. Computer vision services automate tasks such as quality control in manufacturing and medical image analysis in healthcare.

- Speech Recognition and Voice Assistance: AI-driven speech recognition technologies convert spoken language into text, enabling hands-free interaction with devices and applications. Voice assistants like Amazon Alexa and Google Assistant provide personalized assistance and perform tasks using natural language understanding.
- Security and Threat Detection: AI enhances security by detecting and mitigating cyber threats in real time through anomaly detection, behavior analysis, and pattern recognition. Machine learning algorithms identify and respond to security incidents faster, minimizing the impact of breaches and unauthorized access.
- Predictive Maintenance and IoT Analytics: AI analyzes IoT sensor data to predict equipment failures and maintenance needs, optimizing asset performance and reducing downtime. Predictive maintenance models improve operational efficiency by scheduling maintenance activities based on equipment health and usage

“AI-powered cloud computing empowers organizations to harness the full potential of AI technologies while benefiting from the scalability, cost-effectiveness, speed, and security of cloud computing platforms.”

outcomes based on historical data.

- AI-driven Data Management: Incorporates AI capabilities for data cleansing, deduplication, classification, and enrichment.

These examples span various applications and industries, providing scalable and cost-effective solutions to leverage AI's power.

#### ■ How is AI transforming cloud services?

AI is profoundly transforming cloud services across various domains, enhancing efficiency, accuracy, and innovation. Some key areas of impact

AI algorithms analyze vast amounts of data to uncover insights, trends, and correlations that drive informed decision-making. Machine learning models enable predictive analytics, forecasting future trends and behaviors based on historical data.

- NLP and Text Analytics: AI-powered NLP services extract meaning and context from unstructured text data, enabling sentiment analysis, entity recognition, and language translation. Text analytics tools automate tasks like document classification, summarization, and information retrieval.
- Computer Vision and Image Recognition: AI

- patterns.
- **Improved Automation:** AI-powered automation streamlines repetitive tasks, such as provisioning resources, managing workflows, and troubleshooting issues, reducing manual effort and errors. Robotic process automation (RPA) tools automate business processes by mimicking human actions, improving productivity and efficiency.
  - **Predictive Analytics:** AI enables predictive analytics by identifying patterns and trends in data, forecasting future outcomes, and recommending actions to optimize business processes.
  - **Cost Optimization:** AI-driven cost optimization tools analyze cloud usage patterns and recommend strategies to optimize resource utilization, minimize waste, and reduce costs.

## ■ Can you provide examples of use cases where AI-powered cloud services have demonstrated significant impact or innovation?

We have many examples from various industries demonstrating significant impact and innovation. Here are a few notable ones:

- **Generative Video Advertising:** Coca-Cola's advert "Masterpiece" is an excellent example. This critically acclaimed video brings famous works of art to life, seamlessly integrating AI-augmented animation with live action. It was created

with OpenAI, using their DALL-E2 generative image model and ChatGPT. This initiative showcases how AI can empower creativity and transform advertising.

- **Front-End CRM Solution:** In the retail sector, startups have developed AI-enabled business automation platforms and applications to enhance customer experience. These solutions involve integrating AI and GenAI for superior quality, reduced costs and drastically reduced customer response times in a highly secured

## retail?

AI-powered cloud services are transforming various industries in India, including healthcare, finance, agriculture, manufacturing, and retail, by driving innovation, improving efficiency, and enabling new capabilities. Here's how AI is impacting each of these sectors:

### Healthcare:

- Medical Imaging and Diagnostics
- Clinical Decision Support
- Remote Patient Monitoring

“AI-powered cloud services landscape in India will continue to evolve rapidly, driven by technological advancements, regulatory developments, and evolving market demands. Organizations that embrace these emerging trends and leverage AI technologies effectively will gain a competitive edge and drive innovation in their respective industries.”

environment. GenAI enables a quick synopsis of customer interaction history, allowing agents to resolve issues in real time. It includes image recognition for item replacement/return and a very efficient ticket management system.

## ■ How are AI-powered cloud services transforming specific industries in India, such as healthcare, finance, agriculture, manufacturing, and

### Finance:

- Fraud Detection and Risk Management
- Algorithmic Trading
- Customer Service and Personalization
- Digital Lending

### Agriculture:

- Crop Monitoring and Management
- Predictive Analytics for Yield Optimization
- Supply Chain Optimization
- Food Warehouse Management

### Manufacturing:

- Predictive Maintenance
- Product Design

- Quality Control and Defect Detection
- Process Optimization

### Retail:

- Personalized Marketing and Customer Recommendations
- Inventory Management
- In-Store Analytics and Customer Experience

In India, companies like Myntra, Tata Steel, Hero MotoCorp, and CreditVidya are leveraging AI to drive significant improvements in their operations.

## ■ What are the main challenges or barriers hindering the widespread adoption of AI-powered cloud services in India?

**Anuj:** The widespread adoption of AI-powered cloud services in India faces several challenges and barriers, including:

- **Data Privacy and Security Concerns:** Ensuring data privacy and security is crucial, especially with the evolving regulatory landscape.
- **Talent Shortages and Skills Gap:** There is a shortage of skilled AI and cloud professionals in India, hindering the ability to develop and deploy AI-powered solutions effectively.
- **Infrastructure and Connectivity Issues:** While cloud services require robust infrastructure and connectivity, certain regions in India still lack reliable internet access and infrastructure, limiting the reach of cloud services.
- **Regulatory and Compliance Challenges:**



Navigating the regulatory landscape and ensuring compliance with data protection and privacy laws can be complex for organizations adopting AI-powered cloud services.

- **Cost and ROI Considerations:** The initial investment required for implementing AI-powered cloud services and the uncertainty around return on investment (ROI) can be a barrier for some organizations, particularly smaller businesses.
- **Change Management and Organizational Culture:** Adopting AI-powered cloud services often requires significant changes in organizational culture, processes, and workflows. Resistance to change and a lack of awareness or understanding of the benefits of AI can hinder adoption.

### ■ What emerging trends do you foresee in the AI-powered cloud services landscape in India, and how can organizations stay ahead of the curve?

The AI-powered cloud services landscape in India is evolving rapidly, driven by technological advancements, regulatory developments, and market demands. Emerging trends in this landscape include:

- **Hybrid and Multi-Cloud Strategies:** Organizations are adopting hybrid and multi-cloud strategies to leverage the strengths of different cloud providers and optimize their AI-

powered cloud services. This approach allows for greater flexibility, scalability, and cost efficiency.

- **Edge Computing and AI at the Edge:** As the demand for real-time processing and low-latency applications increases, edge computing is gaining prominence. AI-powered edge computing enables organizations to process and analyze data closer to the source, reducing latency and improving performance.
- **AI-Driven Automation and Orchestration:** AI-powered automation tools are becoming more sophisticated, enabling organizations to automate complex tasks, workflows, and processes. AI-driven orchestration helps optimize resource allocation, improve efficiency, and enhance overall performance.
- **Industry-Specific AI Solutions:** There is a growing trend toward developing industry-specific AI solutions tailored to the unique needs and challenges of different sectors. These solutions leverage domain-specific knowledge and data to deliver more targeted and effective AI-powered cloud services.
- **AI and Cybersecurity Integration:** As cyber threats become more sophisticated, integrating AI with cybersecurity solutions is becoming essential. AI-powered threat detection, anomaly detection, and incident response capabilities help organizations protect their

data and infrastructure from cyberattacks.

- **Explainable AI and Ethical AI:** With the increasing use of AI in critical applications, there is a growing emphasis on explainable AI and ethical AI practices. Organizations are focusing on ensuring transparency, fairness, and accountability in their AI-powered cloud services.

### To stay ahead of the curve, organizations should:

- **Invest in Talent and Skills Development:** Building a skilled workforce with expertise in AI and cloud technologies is crucial for staying competitive. Organizations should invest in training and development programs to upskill their employees.
- **Foster a Culture of Innovation:** Encouraging a culture of innovation and experimentation can help organizations stay at the forefront of technological advancements. Embracing new ideas and approaches to problem-solving can drive continuous improvement and innovation.
- **Collaborate with Technology Partners:** Partnering with technology providers, startups, and research institutions can help organizations access the latest AI and cloud innovations. Collaborative efforts can accelerate the development and deployment of AI-powered cloud solutions.
- **Prioritize Data Privacy and Security:** Ensuring robust data privacy

and security measures is essential for building trust with customers and complying with regulatory requirements. Organizations should prioritize data protection and invest in advanced security solutions.

- **Stay Informed About Regulatory Developments:** Keeping abreast of regulatory changes and developments in the AI and cloud computing space is crucial for ensuring compliance and staying ahead of potential challenges.
- **Focus on Customer-Centric Solutions:** Understanding customer needs and delivering tailored solutions can help organizations differentiate themselves in the market. Organizations should prioritize customer experience and continuously innovate to meet evolving demands.

By addressing these challenges and regulatory issues, India can unlock the full potential of AI-powered cloud services, drive innovation, and accelerate digital transformation across various sectors of the economy.

Overall, the AI-powered cloud services landscape in India will continue to evolve rapidly, driven by technological advancements, regulatory developments, and evolving market demands. Organizations that embrace these emerging trends and leverage AI technologies effectively will gain a competitive edge and drive innovation in their respective industries.

# BenQ Launches a New QHD Monitor in its Game-Changing 100Hz Series!

*Advanced Immersive Visuals and Extensive Eye Care features*



**B**enQ, a global leader in display technology, introduces the GW2790Q monitor. With its 27" High-resolution QHD 2K IPS display, the monitor delivers an immersive visual experience while offering advanced eye care features to boost productivity and ensure comfort.

The GW2790Q monitor offers 2560 x 1440 resolution, a 100Hz refresh rate for smooth performance, and 99% sRGB color coverage for vibrant, accurate colors. Dual HDMI 2.0 and DP 1.2 ensure seamless connectivity for creative projects, office tasks, coding, or gaming. Its compact, space-saving design fits effortlessly into any setup, making the

GW2790Q the perfect all-in-one display for productivity and entertainment.

BenQ's Brightness Intelligence Gen 2 optimizes screen brightness according to ambient light, while Low Blue Light Plus and Flicker-Free technologies minimize eye fatigue. TÜV Rheinland-certified for low blue light and flicker-free performance, the monitor also features M-Book, E-Paper, Coding, Color Weakness, Cinema modes, and RPF 35 Eye-Safe 2.0 certification, ensuring enhanced eye comfort for all users.

"We are proud to introduce the latest addition to the BenQ Home and Office series monitors, designed for unmatched visual immersion and advanced eye

care. Featuring wide sRGB coverage, smooth refresh rates, and innovative eye care technology, these monitors deliver an exceptional viewing experience while reducing eye strain during long hours of use," said Mr Rajeesh Singh, Managing Director, BenQ India.

## Key Features Include: Immersive Visuals

- The 27" QHD IPS display provides an engaging viewing experience ideal for productivity and entertainment
- 100Hz Refresh Rate - Smooth visuals perfect for gaming and multimedia
- 99% sRGB Coverage - Vibrant and accurate colors come alive
- High 1500:1 native

contrast ratio for sharp and immersive content

## Seamless Connectivity

- Dual HDMI 2.0 and DisplayPort 1.2 enable seamless connectivity with multiple devices
- 5-way adjustable input hotkey for quick access to customized display settings
- VESA-certified Media Sync ensures optimal performance and compatibility

## Extensive Eye Care

- TÜV Rheinland certified and RPF 35 compliant for low blue light and flicker-free eye comfort
- Advanced eye-care features: Brightness Intelligence Gen 2, Low Blue Light Plus, and Flicker-Free technology to reduce eye fatigue
- M-Book Mode ensures color consistency with MacBook displays
- E-Paper Mode replicates the look of physical paper for comfortable reading
- Coding Mode improves text clarity, ideal for programmers
- Color Weakness Mode designed for users with color vision deficiencies

## Price and Availability

Limited-period special launch price of GW2790Q is ₹14,990. The products are available at the BenQ e-store, e-commerce platforms, and leading IT retail stores.

# HCLTech joins Salesforce as an Agentforce Partner to drive agentic AI innovation



**H**CLTech, a leading global technology company, has been selected by Salesforce to be part of its Agentforce Partner Network. As an Agentforce partner, HCLTech will leverage its Salesforce digital modernization expertise to help clients, especially in financial services, deploy AI-driven agents that significantly improve user experiences.

This strategic partnership is set to revolutionize the landscape of autonomous and AI-enabled virtual agents, empowering enterprises to modernize their SaaS applications with advanced multi-modal AI technology and accelerate their adoption of AI-driven agents. The partnership allows HCLTech to assist enterprises in transitioning from simple chatbots to sophisticated AI solutions capable of handling complex, multi-channel interactions.

HCLTech and Salesforce are partnering to bring

agentic AI to PenFed Credit Union, America's second-largest federal credit union, accelerating its journey toward enhanced member engagement and operational efficiency.

"PenFed is collaborating with HCLTech and Salesforce to bring a next-generation, AI-powered agent experience to our members and employees, enhancing service and support like never before," said Atif Munir, Chief Technology Officer, PenFed Credit Union.

"At HCLTech, we empower clients with AI-driven agents to enhance operations, improve customer service and drive innovation. Being chosen as a Salesforce Agentforce partner reflects our dedication to leveraging cutting-edge technology and highlights our role in shaping the future of AI," said Sadagopan S, Executive Vice President, Global Head of SaaS & Commercial Applications.

# India's IT Spending to Surge by 11.1% in 2025, Led by AI and Cloud Investments

India's IT spending is projected to grow by 11.1% in 2025, reaching \$161.5 billion, as enterprises increase investments in AI-enabled infrastructure, cloud adoption, and software solutions. This reflects the nation's push toward digital transformation and leveraging advanced technologies to remain competitive in the global market.

## Data Center Systems Drive Growth

The data center systems segment in India is poised for a 19.1% growth, doubling its momentum from 2024. Enterprises are focusing on AI-optimized servers to enhance workloads, contributing significantly to the overall IT growth. Globally, spending on AI-ready servers is expected to hit \$202 billion, reflecting a shift in enterprise IT priorities.



## Software and IT Services on the Rise

In India, software spending will grow by 16.9%, while IT services spending will increase by 11.2%. The demand is fueled by enterprises adopting cloudification, AI tools, and consulting services to streamline operations and drive innovation. GenAI-enabled applications are becoming a key focus, with over half of software spending projected to be influenced by AI by 2026.

## Shaping the Future of IT in India

These trends underscore the increasing importance of AI and cloud technologies in shaping the future of IT. Enterprises are expected to allocate budgets strategically, ensuring robust infrastructure to support evolving business needs while maintaining cost efficiency.



# Global PC shipments grew 3.8% to 255 million in 2024



The global PC market in 2024 was marked by stabilization and ended on the road to recovery and a commercial refresh cycle in 2025. According to the latest Canalys data, the PC market achieved its fifth consecutive quarter of growth in Q4, with total shipments of desktops, notebooks and workstations rising 4.6% to 67.4 million units. Notebook shipments (including mobile workstations) reached 53.7 million units, growing 6.2%. While desktops (including desktop workstations) shipments fell 1.4% to 13.7 million units. 2025 is expected to be a year of accelerating growth as the Windows 10 end-of-support

deadline in October pushes hundreds of millions of PC users to refresh their devices. “2024 was a year of modest recovery and a return to traditional seasonality for the PC market as full-year shipments grew 3.8%. Growth increased slightly in Q4, with shipments rising by 4.6% year on year, signaling a positive trend as we moved to within a year of the Windows 10 end-of-support date,” said Kieren Jessop, Analyst at Canalys. “Holiday season demand was supported by strong discounting by vendors and retailers, enticing consumers who have become increasingly price-sensitive. Additionally, the use of

buy now, pay later services supported this trend, with increasing examples of these offerings being leveraged to drive spending on big-ticket items, such as PCs. In China, government stimulus in the form of consumer subsidies helped to promote spending on notebooks amid a demand environment that had been weakening.”

begin to bring on-device AI into more categories, price bands and regions, we anticipate that AI-capable PCs will account for 35% of worldwide shipments in 2025.”

Lenovo took the top spot in Q4 2024, shipping 16.9 million units worldwide, reflecting 4.9% year-on-year growth against an

Worldwide desktop and notebook shipments (market share and annual growth)					
Canalys PC Market Pulse: Q4 2024					
Vendor	Q4 2024 shipments	Q4 2024 market share	Q4 2023 shipments	Q4 2023 market share	Annual growth
Lenovo	16,884	25.0%	16,094	24.9%	4.9%
HP	13,724	20.3%	13,945	21.6%	-1.6%
Dell	9,898	14.7%	9,914	15.4%	-0.2%
Apple	5,934	8.8%	5,756	8.9%	3.1%
Asus	4,977	7.4%	4,092	6.3%	21.6%
Others	16,038	23.8%	14,711	22.8%	9.0%
Total	67,455	100.0%	64,512	100.0%	4.6%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys PC Analysis (sell-in shipments), January 2025

“Looking ahead, the PC market is set for accelerating growth, primarily driven by commercial demand as businesses prepare for the

already strong shipment performance in Q4 2023. HP followed in second place with a 1.6% decline in shipments, totaling 13.7 million units globally. Dell

Worldwide desktop and notebook shipments (market share and annual growth)					
Canalys PC Market Pulse: Full-year 2024					
Vendor	2024 shipments	2024 market share	2023 shipments	2023 market share	Annual growth
Lenovo	61,871	24.2%	59,106	24.0%	4.7%
HP	52,991	20.7%	52,900	21.5%	0.2%
Dell	39,096	15.3%	39,979	16.2%	-2.2%
Apple	22,820	8.9%	22,382	9.1%	2.0%
Asus	18,334	7.2%	16,524	6.7%	11.0%
Others	60,422	23.6%	55,369	22.5%	9.1%
Total	255,594	100.0%	246,261	100.0%	3.8%

Note: Unit shipments in thousands. Percentages may not add up to 100% due to rounding.  
Source: Canalys PC Analysis (sell-in shipments), January 2025



end of Windows 10,” said Ishan Dutt, Principal Analyst at Canalys. “The advances showcased at CES 2025 highlight the industry’s commitment to making AI-capable PCs a halo category, enticing customers into conversations around a wider fleet refresh. As CPU and PC vendor roadmaps

held onto third place but declined in every quarter of the year, falling 0.2% in Q4. Apple remained in fourth place, shipping 5.9 million units with 3.1% annual growth, while Asus rounded out the top five, boasting the highest growth among the top vendors with a 21.6% year-on-year increase.

# Genpact Launches AI Gigafactory to Accelerate Enterprise Value



**G**enpact, a global advanced technology services and solutions company, today unveiled the Genpact AI Gigafactory — a first-of-its-kind AI accelerator designed to help enterprises rapidly scale AI solutions from pilot to full-scale production. It addresses the growing demand for enterprise-wide AI adoption while tackling critical governance challenges in an era of agentic advancement.

“The benefits of AI are clear, but most businesses struggle with how to implement it at scale,” said Sanjeev Vohra, Chief Technology and Innovation Officer, Genpact. “A multi-disciplinary approach is essential to drive transformative impact—one that combines deep industry

knowledge, expertise in data, technology, and processes, along with highly specialized talent.” Despite organizations’ desire to leverage the potential of AI, Genpact’s recent research with HFS found that only 5% of enterprises have reached full AI maturity. The Genpact AI Gigafactory is helping businesses close this gap through:

- **Scalable AI Solutions** – driving repeatability. Genpact’s proprietary Agentic Solutions provide a transformative approach to running businesses, leading to accelerated efficiencies. Its data marketplaces and engineering libraries offer thousands of pre-built AI and generative models, driving scale and speed-

to-value.

- **Multidisciplinary Approach** –using a unique pod delivery model and leveraging cross-functional teams with deep industry, computer science, data engineering, and integration expertise to accelerate the development cycle. Powered by on-demand talent backed by tech-partner certification programs –scaling to a pool of 25,000 builders of AI.
- **Responsible AI-First Approach** — leveraging a robust risk framework, ethical design tools, and humans-in-the-loop, talent is equipped with tools to ensure responsible, safe and ethical use of data and AI

by design.

“When it comes to AI, the question is no longer if but how to scale it effectively across an organization,” said Vishal Gupta, Partner, Everest Group. “A key challenge in this journey is access to cross-functional, AI-ready talent. Genpact’s AI Gigafactory solution tackles this challenge by collaborating with technology partners and building a pool of highly skilled professionals through comprehensive training programs. This approach enables faster deployment of AI-ready professionals and accelerates value realization for enterprise clients.”

Through strategic collaborations with ecosystem partners like Databricks, the data and AI company, Genpact’s AI Gigafactory is redefining how enterprises adopt and scale AI solutions with speed and efficiency.

“At Databricks, we’re committed to helping all organizations build data intelligence and maximize their data investments. We see Genpact’s AI Gigafactory as a critical solution in helping companies scale their AI projects,” said Sabina Shaikh, Vice President, Global Systems Integrators, Databricks. “By integrating the Finance Data Hub with Databricks Data Intelligence Platform, we’re enabling enterprises to revolutionize how they leverage financial data for greater agility and insight.”

# CrowdStrike Launches Insider Risk Services to Combat Insider Threats



CrowdStrike today launched CrowdStrike Insider Risk Services, a comprehensive set of offerings designed to help organizations detect and prevent insider threats from negligent employees, malicious insiders and sophisticated adversaries. With CrowdStrike's new services, organizations can proactively address vulnerabilities, strengthen defenses and mitigate insider risks before they escalate. The total average cost of activities to resolve insider threats over a 12-month period has risen to \$16.2 million, highlighting the impact insider incidents can have on an organization. Insider threats have evolved to include both adversaries posing as legitimate employees to exploit trust and infiltrate environments, as well as internal employees compromising security

through negligence or malicious intent. Despite these challenges, many organizations still lack a formal insider risk program, leaving critical gaps in their defenses.

CrowdStrike Insider Risk Services empowers

organizations to proactively identify and mitigate insider risks before they escalate. By combining the industry-leading threat detection and response capabilities of the CrowdStrike Falcon® cybersecurity platform with advanced threat intelligence, threat hunting, tailored assessments, program reviews and expert-led incident response, CrowdStrike delivers multi-layered defense strategies that set the standard for insider risk management.

CrowdStrike's intelligence-driven approach recently uncovered tactics used by the DPRK-nexus adversary FAMOUS CHOLLIMA, a prolific insider threat group that infiltrated over 200 U.S. technology companies by disguising malicious activities as legitimate employment – highlighting the critical need for proactive defenses

against insider risks.

## Key service offerings include:

- Insider Risk Program and Technical Reviews: Identify gaps and strengthen security posture using CrowdStrike's leading intelligence and 24/7 threat hunting capabilities.
- Tabletop Exercises and Red Team Simulations: Test defenses, enhance detection capabilities and uncover vulnerabilities through real-world insider threat scenarios.
- Incident Response: Reduce response times to swiftly contain and mitigate risk from insider incidents with expert-led services powered by adversary-driven threat intelligence and telemetry from the Falcon platform.

"Today's insider risks, whether caused by an accident, negligence, or a sophisticated adversary, demand proactive and comprehensive protection to safeguard critical assets and minimize any potential impact," said Thomas Etheridge, chief global services officer, CrowdStrike. "With deep adversary insights, extensive experience in countering complex threats and industry-leading visibility and protection provided by the Falcon platform, CrowdStrike Insider Risk Services sets a new standard for combating the modern insider threat."



**THOMAS ETHERIDGE,**  
chief global services officer, CrowdStrike



## Excessive Capital Raising Could Hurt Start-Ups, Warns Industry Expert



**A**drian Di Marco, the founder of Australia's leading tech group, has issued a cautionary message to start-ups about the potential downsides of raising excessive capital. While access to funding is crucial for growth, he emphasized that overfunding can lead to significant challenges for emerging businesses.

### The Risks of Overfunding

Di Marco highlighted that raising too much capital too early can dilute equity, exert unnecessary pressure to scale prematurely, and complicate management due to increased accountability to multiple investors. "Excess capital often shifts focus from building sustainable businesses to meeting unrealistic growth expectations," he noted.

### Focus on Niche Markets

Instead of chasing large amounts of funding, Di Marco encouraged start-ups

to prioritize local markets and focus on developing deep functionality within niche areas. This strategy can help businesses establish a strong foundation and emerge as clear leaders in their respective fields.

### A Strategic Approach to Growth

Di Marco's advice reflects a broader industry sentiment that sustainable growth and careful resource management often outperform rapid, capital-driven expansion. He emphasized the importance of retaining control over business decisions and building companies with long-term resilience in mind.

### Implications for Founders

As venture capital markets become increasingly competitive, start-up founders are encouraged to strike a balance between raising sufficient capital and maintaining operational flexibility. The message is clear: smart growth trumps fast growth.

## AWS Expands Presence in Southeast Asia with New Infrastructure Region in Thailand

**A**mazon Web Services (AWS) has announced the launch of a new Asia Pacific infrastructure region in Thailand, further strengthening its presence in Southeast Asia. This expansion aims to support the growing demand for cloud services in the region and enable businesses to innovate faster.

The new AWS Asia Pacific (Bangkok) Region will consist of three Availability Zones, providing customers with low-latency services and enhanced fault tolerance. This development is expected to drive economic growth, create jobs, and support



Thailand's digital transformation initiatives.

AWS's investment in Thailand reflects its commitment to supporting the digital economy in Southeast Asia. The new region will enable organizations, including startups, enterprises, and government agencies, to leverage advanced cloud technologies to drive innovation and improve services for end-users.

The expansion also aligns with AWS's global infrastructure strategy to provide customers with secure, resilient, and high-performing cloud services. With the addition of the Bangkok region, AWS now offers 30 regions and 96 Availability Zones worldwide, reinforcing its position as a leading cloud service provider.

# Channel Point



## A Defining Moment for India's Digital Future

As we approach the Union Budget 2025, the stakes for India's IT and channel ecosystem have never been higher. With rapid advancements in AI, cloud computing, and cybersecurity, India is at a crucial juncture where government policy can serve as a catalyst for technological transformation and economic resilience.

The expectations from industry leaders are clear—this budget must foster innovation, streamline regulations, enhance digital infrastructure, and strengthen the country's global leadership in technology.

Over the past decade, India has emerged as a key player in the global technology landscape. However, to maintain this momentum, strategic interventions are necessary. The IT sector requires robust R&D incentives, a stronger focus on digital skilling, and a more conducive business environment that supports startups, MSMEs, and enterprises in their digital transformation journey. The call for tax simplifications and ease of doing business is another pressing concern. Leaders across industries have highlighted the need for reduced compliance burdens and more efficient taxation policies to boost capital investment and consumption-driven growth.

While the growth of India's IT industry remains strong, there is an urgent need for proactive cybersecurity measures, incentives for semiconductor manufacturing, and sustainable technology investments. The rise of data centers and green energy initiatives are expected to shape India's digital future, making it essential for the government to prioritize incentives for AI-driven automation, cloud-first strategies, and digital security.

As we analyze these expectations, it is evident that Union Budget 2025 will set the tone for India's technological dominance. The IT industry and channel partners must remain agile, align with government initiatives, and capitalize on the opportunities that arise. With the right policies in place, India has the potential to lead the next wave of digital disruption and innovation.

Stay tuned for our in-depth coverage of Budget 2025 and its impact on the industry in the next edition of ITPV Channel Magazine.

*K. Singhal*

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OUTDOOR ENTERPRISE AP



DUAL BAND REPEATER



ACCESS CONTROLLER

STRUCTURED  
CABLING



KEYSTONE



PATCH PANEL



PATCH CORD



FACEPLATE



CAT6 UTP SOLID CABLE

East  
9748834333

South  
9566099681

North/West  
9987094004

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