The Co-Creation Era: Forecasting Partner Ecosystem Trends for 2030

TECHPLUS
MEDIA

CONTENT

The Co-Creation Era:
Forecasting Partner Ecosystem Trends for 2030

From Channel to Co-Innovation Core

As we look toward 2030, India's channel ecosystem stands on the threshold of a revolution. The era of transactional partnerships is giving way to a new model defined by co-creation, platformization, and purpose-driven collaboration. No longer just conduits for technology delivery, partners have emerged as innovation catalysts, data custodians, and business model transformers.

Over the next decade, the most successful players will be those who build, not just sell; who share risk, not just reward; and who prioritize ecosystem orchestration over ownership.

This feature explores the 9 key trends shaping India's partner community through 2030 and how co-creation will fuel the next wave of digital and economic transformation.

Kalpana Singhal

IP-First Partnerships Redefine Value

By 2030, 80% of revenue for progressive partners will come from IP-led solutions, not pure resale. OEMs will no longer see partners as distribution channels, but as co-developers of industry-specific solutions. A Gurgaon-based partner co-develops a smart compliance suite for the logistics sector on SAP BTP, now sold jointly across 12 countries. Such co-owned IP opens recurring revenue, resale rights, and equity-based collaboration models. Co-creation will be measured in lines of code, not just contracts.

Platform-as-a-Service for Partners

In 2030, even regional VARs will operate like platform companies. They'll use low-code/no-code tools to develop modular platforms for sectors like:
• Smart Cities
• Precision Agriculture
• Green Manufacturing
• Digital Healthcare

Partners will package these as Platform-as-a-Service (PaaS) bundles with APIs, dashboards, and AI plugins. Cloud-native platforms built on AWS, Azure, or Zoho Creator will be designed with interoperability at the core.

Embedded AI and Autonomous Service Delivery

By 2030, AI will no longer be a product; it will be the default mode of delivery. Channel partners will embed AI in:

• Auto-remediation workflows for cybersecurity
• Smart provisioning in multi-cloud environments
• Predictive SLA fulfillment in managed services

The rise of Autonomous MSPs (A-MSPs) will redefine service benchmarks, with AI co-pilots offering real-time remediation and advisory. Partners will monetize AI usage metrics alongside traditional service SLAs.

Co-Marketing Becomes Experience-Led

Traditional co-branded campaigns will evolve into experience-based storytelling. By 2030, channel marketing will include:
- Immersive virtual showcases using AR/VR
- Partner-hosted digital CX labs
- Community-led content series

Co-marketing will be hyper-personalized and community-driven, with buyer journeys co-owned across the OEM-partner-customer triad.

Quantum-Ready Channel Ecosystems

With quantum computing going mainstream in industries like pharma, banking, and national security, partners will co-invest in Quantum Readiness Labs. Partners will collaborate with academia and national labs to:
- Build quantum-safe cryptography services
- Offer hybrid compute management tools
- Deliver quantum-as-a-service portals

This will create a new wave of specialized channel verticals focused on deep tech and edge science.

Ethical Tech and ESG-Led Partnering

2030 customers will choose partners based not only on price or product, but on ethics and environmental alignment.
Co-creation will involve:
- Shared carbon accountability in IT delivery
- Co-developed ethical AI frameworks
- Inclusive tech training programs for underrepresented communities

Partners will co-sign ESG pledges with OEMs and governments, and ESG scoring will be embedded in channel incentives.

Distributed Innovation via Partner DAOs

Decentralized Autonomous Organizations (DAOs) will become mainstream in the channel space. Partner DAOs will:
- Crowdsource product ideas and vote on R&D spend
- Tokenize IP contributions
- Enable transparent revenue sharing using smart contracts

This blockchain-enabled model will democratize partner collaboration and innovation funding.

The Rise of the Meta-Partner

By 2030, a new class of partners will emerge: Meta-Partners — entities that curate, manage, and monetize a network of smaller partners, freelancers, bots, and microservice APIs.
These meta-partners will:
- Run AI-driven partner orchestration engines
- Provide services like compliance-as-a-network or deployment-as-a-DAO
- Deliver instant onboarding, training, and deployment across regions

They will be the glue in hyper-scalable digital transformation programs.

The Co-Creation Quotient – The New Success Metric

In 2030, the most valued partner attribute will not be size, scale, or revenue. It will be the Co-Creation Quotient (CCQ) — the ability to:
- Collaboratively ideate with clients and vendors
- Co-build IP and service modules
- Operate transparently and sustainably
- Constantly adapt to new technologies and business models
- CCQ will be a standard KPI in vendor partner scorecards.

Co-Creation as a National Competitive Advantage

India's channel in 2030 will not just be a sales enabler. It will be a national innovation engine. Partners will be co-architects of Smart Nation infrastructure, skilling ecosystems, industry 5.0 platforms, and inclusive digital services.The message for OEMs, distributors, and ecosystem leaders is clear: Invest in co-creation now, or risk irrelevance by 2030.
At itVARnews, we will continue to spotlight the builders, believers, and bold thinkers who are defining India's Co-Creation Era.

Coming Soon: The itVARnews Future Channel 50 – India's Most Visionary Partner Firms of the Decade.

TOP 50
CHANNEL PARTNERS
INDIA'S MOST VISIONARY PARTNER FIRMS OF THE DECADE

The Indian IT channel is no longer just an enabler of technology—it has become a strategic force shaping the digital economy. As enterprises race to adopt AI, cloud, cybersecurity, automation, and edge computing, channel partners are stepping beyond the traditional boundaries of resale and integration. They're building platforms, co-creating IP, driving recurring revenue, and acting as the digital architects of tomorrow.

The Future Channel 50, curated by itVARnews, represents the top 50 partner firms from India that have not only navigated the waves of transformation—but have led them. These are the visionaries, the ecosystem orchestrators, the cloud-native pioneers, and the resilience builders powering India's digital ambitions across every sector—from BFSI and healthcare to manufacturing, government, and e-commerce.

They have reimagined their roles:

- From resellers to solution aggregators
- From system integrators to IP-led service innovators
- From product implementers to business outcome advisors
- From followers of OEMs to co-creators of market-ready platforms

In this exclusive edition, we recognize those who are pushing boundaries with:

- AI-driven service delivery models
- Zero-trust cybersecurity frameworks
- Multi-cloud orchestration engines
- Industry-specific SaaS solutions
- ESG-compliant and inclusive growth models

The Future Channel 50 are not just accelerating India's digital transformation—they are influencing how technology is bought, deployed, and scaled in the next decade. Each company profiled here has a story worth knowing—and a future worth watching.

WORKMATES CORE2CLOUD SOLUTION PVT. LTD.

Founded by: Basanta Kumar Rana leading cloud-native consulting company helping enterprises adopt secure and scalable cloud-first solutions with deep AWS and security expertise.

Rapyder Cloud Solutions Pvt. Ltd.

Founded by: Amit Gupta A digital-native consulting firm specializing in cloud migration, DevOps, and modern application development, with a stronghold in BFSI and retail.

Operisoft Technologies Pvt. Ltd.

Founded by: Ravikant Tiwari Known for cloud automation and security, Operisoft offers modern workplace transformation and cloud migration strategies for mid-sized businesses.

Core5 Systems and Services Pvt. Ltd.

Founded by: Davendra Singh This digital services company accelerates data center modernization and hybrid cloud adoption through consulting, deployment, and 24/7 support.

DigitalTrack Solutions Private Limited

Founded by: Muneer Ahamed DigitalTrack is a leading cybersecurity and IT infrastructure solution provider based in Chennai. With deep domain expertise in firewall security, endpoint protection, and enterprise networking, the company supports large enterprises, PSUs, and BFSI clients with robust cyber defense and managed security services across India.

i2k2 Networks

Founded by: Rahul Agarwal With a strong focus on managed hosting and private cloud, i2k2 delivers secure and compliant digital infrastructure for mission-critical enterprises.

CloudThat

Founded by: Bhavesh Goswami An early AWS training partner in India, CloudThat provides cloud skilling, solutioning, and end-to-end consulting for government and enterprise clients.

Minfy Technologies Pvt. Ltd.

Founded by: Vijay Jain Minfy has established itself as a hyperscale cloud partner with strengths in AI/ML, application modernization, and digital healthcare transformation.

Comprinno Technologies Pvt. Ltd.

Founded by: Prasad Puranik Comprinno is a DevOps and FinOps specialist offering Kubernetes, CI/CD, and cost-optimized cloud migration frameworks for digital-native enterprises.

Pentagon System and Services Pvt Ltd

Founded by: Sairaman Mudaliar A legacy system integrator turned cloud enabler, Pentagon excels in hybrid cloud deployment and VDI solutions across enterprise sectors.

Quadrasystems.net India Pvt. Ltd.

Founded by: Prashanth SubramanianQuadra has redefined Microsoft cloud implementation in India, supporting enterprises with secure modern workplaces and business continuity.

Locuz Enterprise Solutions Pvt. Ltd.

Founded by: Uttam MajumdarWith deep expertise in high-performance computing (HPC), cybersecurity, and hybrid cloud, Locuz is a trusted transformation partner for large enterprises.

Sapphire Infotech Ventures Pvt Ltd

Founded by: Bhavesh Lakhani Focused on next-gen cybersecurity and digital identity, Sapphire is helping companies meet compliance, protect assets, and accelerate secure growth.

Sonata Software Ltd.

Samir Dhir (MD & CEO) Sonata is leading global modernization efforts with Platformation™ strategy—a unique IP-led digital transformation framework.

Motherson Technology Services Ltd.

Rajesh Thakur (CEO) Part of the Motherson Group, it offers smart factory, IoT, and enterprise digital transformation solutions across manufacturing verticals.

Magnamious Systems Pvt. Ltd.

Founded by Jiten Mehta A Mumbai-based system

integrator with over two decades of experience in IT infrastructure, networking, and AV solutions, Magnamious supports large-scale digital projects across government and corporate sectors.

Hitachi Systems India Pvt. Ltd.

CEO: Anuj Gupta A trusted partner for end-to-end infrastructure, cloud, and cybersecurity transformation for large Indian enterprises and government bodies.

Wysetek Systems Technologists Pvt Ltd

Founded by: Rajesh Mathkar Wysetek delivers enterprise-grade cybersecurity, infra deployment, and cloud migration with a strong customer success culture.

Frontier Business Systems Pvt Ltd

Founded by: Ravi Verdes Frontier provides tailored IT solutions across networking, infrastructure, and managed services with strong alliances with OEMs.

Orient Technologies Pvt. Ltd.

Founded by: Ajay Sawant A veteran in enterprise

networking and data center solutions, now rapidly evolving into a cloud and security-focused MSP.

Precision Infomatic M Pvt. Ltd.

Founded by: Murali Vishwanath Precision is redefining managed services in India with its automation-first approach and strategic partnerships with global OEMs.

Thoughtworks

Founded by: Neville Roy Singham Thoughtworks is globally renowned for digital engineering, agile transformation, and its strong community of social-impact tech leaders.

NeuroGaint Systems Pvt. Ltd.

Founded by SANDEEP BANDARU A new-age tech firm with innovation hubs in India and the US, NeuroGaint focuses on AI, digital engineering, and data science solutions for healthcare, retail, and enterprise automation.

1CloudHub (OCH Digitech Pvt. Ltd.)

Founded by: Ilango Murugesan A born-in-the-

cloud partner, 1CloudHub drives digital agility through DevOps, containerization, and cloud-native architecture services.

Enreap India Pvt Ltd

Founded by: Surendrapal Singh Formerly Addteq, Enreap focuses on DevOps automation and enterprise agility by integrating Atlassian, GitLab, and cloud platforms.

CloudStok Technologies Pvt. Ltd.

Founded by: Prateek Rawat and Shashank Anand An emerging player focused on FinTech and e-Gov sectors, CloudStok develops scalable SaaS solutions on AWS.

Team Computers Pvt. Ltd.

Founded by: Ranjan Chopra From infra to insights, Team Computers combines IT services with data science to help enterprises become analytics-driven.

PC Solutions

Founded by: Devendra Taneja A legacy enterprise IT player with strengths in cybersecurity, cloud platforms, managed services, and infrastructure consulting.

Arrow PC Network Pvt Ltd

Founded by: Gurpreet Singh Arrow PC is a powerhouse in Dell and VMware implementations, with a growing practice in digital workspace and cloud security.

LDS Infotech Pvt Ltd

Founded by: Amarnath Shetty LDS focuses on IT infrastructure services, virtualization, and structured cabling projects across banking and enterprise segments.

Progressive Infotech Pvt. Ltd.

Founded by: Prateek Garg Progressive is a digital workplace transformation leader with an AI-first managed services platform called Centilytics.

Equinix India

Founded by: Manoj Paul Equinix operates global data center and interconnect hubs, enabling cloud-neutral architecture and edge compute for India's digital economy.

Neovatic Technologies Pvt Ltd

Founded by: Venugopal

Uppalapati A futuristic tech firm blending blockchain, cybersecurity, and edge computing into scalable services for enterprise modernization.

Newgen Software Technologies Ltd.

Founded by: Diwakar Nigam Newgen's low-code process automation and content services platforms are modernizing enterprise workflows across 70+ countries.

ITCG Solutions Pvt. Ltd

Founded by Nilesh Kuvadia Based in Gujarat, ITCG delivers end-to-end IT services including networking, security, and cloud enablement with a strong regional presence in India.

Secure Network Solutions India Pvt. Ltd

Founded by NK Mehta Headquartered in Chennai, SNS specializes in enterprise cybersecurity consulting, SOC implementation, and next-gen threat defense for BFSI, government, and IT/ITES sectors.

Rishabh Software Pvt. Ltd.

Founded by: Raju Shah

Rishabh delivers custom software, data engineering, and mobility solutions to global clients from its centers in Gujarat and Texas.

Uneecops Business Solutions Pvt. Ltd.

Founded by: Piyush Jain SAP Platinum Partner Uneecops delivers ERP, analytics, and automation solutions for SMBs with rapid implementation frameworks.

Bluechip Technologies Ltd.

Founded by: Kazeem Tewogbade A data management expert offering enterprise-grade storage, cloud migration, and ITAM services to mid and large enterprises.

Cloudbox99 Pvt. Ltd.

Founded by: Naveen Chadha A promising cloud MSP with strong cloud security and disaster recovery offerings for BFSI and e-commerce sectors.

Xammer

Founded by: Rohan P. Xammer builds hyper-personalized marketing and commerce stacks for D2C and retail clients using AI and customer data platforms.

eMudhra Ltd.

Founded by: V. Srinivasan eMudhra is a global leader in digital identity, PKI infrastructure, and eSign services, with deep roots in government and BFSI.

Brio Technologies Pvt. Ltd.

Founded by: Farhan Syed Brio is a top Google Workspace partner known for smooth cloud migrations, Google Cloud development, and training delivery.

Priyam Infosystems Pvt. Ltd.

Founded by Dhiraj Vijayvargia from Jaipur .An SAP Business One specialist, Priyam Infosystems empowers SMEs with ERP consulting, Tally custom implementation, and support tailored for industries like manufacturing and distribution

E Square System & Technologies Pvt. Ltd.

Founded by: Dhirendra(Dhiru) Khandelwal E Square provides secure infra solutions, cloud backup, endpoint management, and disaster recovery for SMBs and enterprises.

Collabera Technologies Pvt. Ltd.

Founded by: Hiten Patel (Global) A talent-first digital engineering and staffing leader, Collabera provides agile transformation, cloud enablement, and AI delivery.

DEV IT Ltd.

Founded by: Pranav Pandya A public-listed company delivering e-Governance, SAP, and application services across India, Africa, and North America.

CDP India Pvt. Ltd.

Founded by: Ankit Desai A CRM, ERP, and digital transformation solutions provider focused on Microsoft Dynamics 365 and BI solutions.

RAH Infotech Pvt. Ltd.

Founded by: Ashok Kumar A leading and fastest growing cybersecurity and network optimization VAD representing 30+ global OEMs, offering distribution, services, and support.

These 50 partner firms are not just part of India's tech transformation — they are engineering the future

BenQ India Hosts a Rewarding Trip for Premium Home AV Partners to Langkawi: Strengthening Bonds Beyond Business

BenQ India, the No1 DLP and 4K Projector Brand, successfully concluded its annual trip rewarding Premium Home AV Partners with an immersive experience in the stunning island destination of Langkawi, Malaysia. The meticulously planned journey, held from February 27 to March 5, 2025, was designed to honour and celebrate the performance of its top performing Premium Home AV Partners.

Bringing together 35 premium Home AV partners from all across India and their families, the trip blended cultural exploration, leisure, and networking, set against the breath-taking landscapes of Langkawi. From tranquil beachside experiences to vibrant local excursions, the trip provided an ideal backdrop for partners to engage, collaborate, and strengthen their association with the BenQ family.

Rajeev Singh, Managing Director – BenQ India, highlighted the significance of this initiative, stating, "Our Home AV Partners are the backbone of our success, and this trip was a token of appreciation for their dedication. At BenQ, we believe in nurturing not just business relationships, but lifelong partnerships. By fostering strong relationships, celebrating achievements, and growing together, we continue to lead the industry with innovation and excellence, made apparent by our position in the market as the No 1 DLP Projector Brand as well as our leadership of being the No 1 4K Projector Brand in the country"

The experience left a lasting impression on the attendees.

Abhijit Deshpande from Classic AV, Pune appreciated the seamless execution, remarking, "It was a great trip! Naveen Sir, Bharat Sir, and the entire BenQ team managed everything smoothly, making it a truly enjoyable experience."

Pratham & Simran Arora from AV Zone, New Delhi, echoed the sentiment, expressing their appreciation: "A heartfelt thank you to BenQ for an unforgettable experience. Every moment was well planned, and the trip was managed so efficiently. It was truly a joy to be a part of this amazing journey."

Hardik from KAVA, Rajasthan, also praised the seamless coordination, adding, "A huge thank you to BenQ team for organizing such a fantastic trip! Everything was perfectly planned, and the camaraderie among everyone made it even more special."

For Pradeep from Visual Focus, Madurai, the trip was about forging new connections: "It was a great and memorable experience. I made new friends and felt truly comfortable with everyone. Thank you, BenQ, for this wonderful opportunity."

Through this initiative, BenQ India once again reinforced its commitment to fostering strong, meaningful partnerships that extend beyond business. By combining business networking with shared experiences, BenQ continues to set new benchmarks in partner engagement within the Home AV industry.

The resounding success of the premium Home AV Partners Trip 2025 reflects BenQ's dedication to its partners, ensuring that collaboration, appreciation, and growth remain at the core of its business philosophy.

Channel Partners Voice Growing Concerns Over OEM Engagement Practices

In the evolving landscape of the IT channel ecosystem, channel partners are increasingly finding themselves at odds with OEMs over key operational and business challenges. While OEMs continue to rely heavily on their partner network to drive growth and reach customers, a growing number of Value-Added Resellers (VARs), System Integrators (SIs), and distributors are raising red flags over engagement practices that hinder long-term collaboration.

The Emerging Pain Points:

1. Lack of Transparency in Deal Registrations

One of the most pressing concerns voiced by channel partners revolves around non-transparent deal registration processes. Multiple partners report instances where their registered deals were overlooked, delayed, or, worse, bypassed in favor of direct OEM sales teams—resulting in trust erosion and lost revenue opportunities.

"Despite investing time and effort in creating demand, we've seen OEMs take the deal direct, undercutting our margins," shared a leading VAR executive on condition of anonymity.

2. Shrinking Margins & Price Wars

Aggressive pricing strategies and over-distribution of products have led to shrinking partner margins. Many partners complain that OEMs' focus on volume sales compromises the profitability of channel players, often leading to cut-throat price wars among partners themselves.

3. Delayed Incentive Payouts & Rebates

Several partners highlight the delay in incentive payouts and rebate programs, which affects their cash flow and operational stability. Complicated claim processes, lack of clarity on qualification criteria, and inconsistent payment cycles are contributing to partner dissatisfaction.

4. Limited Support & Training Resources

With rapid technology changes, channel partners expect ongoing enablement, certification programs, and technical support. However, many feel OEMs fall short in equipping them with the latest resources, often prioritizing global directives over local market realities.

5. Conflict of Interest – Direct vs Channel Sales

Perhaps the most contentious issue is the perceived conflict between OEMs' direct sales teams and their channel partners. Partners allege that they are often treated as secondary to direct sales initiatives, undermining collaborative efforts and creating mistrust.

Channel Community's Call to Action

Industry leaders across the partner community are urging OEMs to revisit their partner policies, improve communication, and commit to a more transparent, partner-first approach. Suggestions include:

- Fair and clear deal protection mechanisms.
- Simplified and timely incentive payout structures.
- Enhanced partner enablement programs tailored to specific geographies.
- Stronger commitment to a non-conflicting channel vs direct strategy.

OEM Response Needed

While OEMs continue to emphasize the importance of their channel ecosystem in public statements, the mounting frustrations among partners suggest a gap between policy and execution.For the IT channel community, sustainable growth hinges on mutual trust, transparent processes, and aligned goals.

Leading Tech Vendors Launch New Channel Partner Programs to Empower Growth

In a significant boost to the global channel partner ecosystem, several leading technology giants—Juniper Networks, Akamai, Lenovo, and Dell—have recently rolled out revamped channel partner programs. These initiatives are designed to simplify partner engagement, strengthen collaboration, and drive mutual growth, reflecting the vendors' commitment to supporting their channel communities amidst an evolving tech landscape.

Juniper Networks: Simplifying Reseller Structure & Attracting ISVs

Juniper Networks has announced key enhancements to its partner program, focusing on simplifying its reseller structure to streamline operations and improve partner profitability. One of the notable additions is Juniper's emphasis on attracting Independent Software Vendors (ISVs) to the ecosystem.

The updated structure aims to provide greater clarity on deal registration, pricing, and rebate frameworks, reducing operational friction and allowing resellers and ISVs to focus more on delivering customer value.

"By simplifying processes and creating opportunities for ISV partnerships, we're ensuring our channel partners are better equipped to deliver Juniper's AI-driven networking solutions across markets," a Juniper representative commented.

Akamai: Cybersecurity Focus for Channel Partners

Akamai Technologies, renowned for its content delivery and cloud security services, has launched a new partner program specifically tailored for cybersecurity providers.

The initiative reflects Akamai's strategic intent to bolster security offerings in an increasingly complex threat landscape. Partners will benefit from specialized tools, dedicated support, and enhanced margin opportunities, enabling them to deliver advanced cybersecurity solutions to a wider customer base.

With cyber threats on the rise globally, Akamai's program is expected to help partners tap into growing demand for secure, resilient digital environments.

Lenovo: Strengthening Incentives & Support Structures

Lenovo, a long-time channel-friendly vendor, has also made meaningful updates to its existing partner program. The revamped program places emphasis on better support structures, expanded incentives, and simplified access to Lenovo's broad product and solutions portfolio.

Key highlights include:

- Enhanced rebates and rewards for meeting specific performance criteria.
- Streamlined partner onboarding processes.
- Improved access to Lenovo's cloud, AI, and edge solutions to help partners diversify offerings.

This move reaffirms Lenovo's strategy of enabling its channel ecosystem to drive growth, particularly in the SME and enterprise segments.

Dell: Boosting

Partner Profitability & Collaboration

Rounding off the list, Dell Technologies has unveiled refinements to its partner program aimed at providing greater profitability, flexibility, and collaboration opportunities.

Some of Dell's updates include:

Increased rewards for partners focusing on key growth areas such as multi-cloud, cybersecurity, and AI-driven solutions.

Simplified deal registration processes to ensure transparency and fairness.

Improved training resources and certifications for partners to build technical competencies and meet evolving customer demands.

Dell's renewed focus underscores its intent to solidify long-term, win-win relationships with channel partners globally.

Industry Perspective: A Stronger Channel Ecosystem Ahead

The collective efforts of Juniper, Akamai, Lenovo, and Dell to revamp their partner programs demonstrate the growing recognition of channel partners as critical drivers of business expansion and customer success. Simplified processes, stronger incentives, and targeted support are essential for equipping partners to succeed in a competitive, rapidly changing market.

As technology trends like AI, cybersecurity, and hybrid cloud continue to shape enterprise strategies, these revamped programs offer partners a timely opportunity to align with industry leaders and unlock new avenues of growth.

Google Strengthens Cybersecurity Future with Planned Acquisition of Wiz

In a decisive move to bolster its cybersecurity capabilities, Google has announced its planned acquisition of leading cloud security firm Wiz. The acquisition represents Google's strategic focus on safeguarding digital ecosystems, particularly as artificial intelligence (AI) plays an increasingly central role in business and public sector operations.

Responding to AI-Driven Threats

As AI transforms industries globally, it also opens up new vectors for sophisticated cyber threats. Recognizing this, Google is enhancing its defenses to counter emerging risks and national security challenges.

Karan Bajwa, Head of Google Cloud Asia Pacific, emphasized:"We are investing in the future of cybersecurity with our planned acquisition of Wiz. The increased role of AI makes robust

KARAN BAJWA,
Head of Google Cloud Asia Pacific

defenses against emerging risks and national security threats more critical than ever. Together, we will enable organizations of all sizes, from public sector entities to start-ups, to protect everything they build and run in the cloud with a comprehensive security platform that helps them defend against AI-driven threats."

Democratizing Enterprise-Grade Security

With Wiz's innovative, cloud-native security platform, Google aims to deliver a comprehensive, scalable solution that empowers organizations—whether large public sector bodies or agile startups—to proactively defend their cloud environments.This integration will democratize access to advanced cybersecurity, ensuring businesses of every size can build and operate securely in a rapidly digitalizing world.

A Forward-Looking Vision

The planned acquisition reflects Google's broader vision to provide secure, trusted infrastructure as AI adoption accelerates globally. By joining forces with Wiz, Google Cloud further cements its position as a leader in cloud security innovation—ensuring that organizations can confidently embrace digital transformation without compromising on protection.

CrowdStrike Announces Services Partner Program to Transform the SOC, Accelerating Ecosystem Growth with Falcon Next-Gen SIEM

Leading services partners including Deloitte, Echelon, eSentire, EY, NETbuilder, Wipro and more join CrowdStrike's new partner services model to build their businesses on the Falcon platform

CrowdStrike introduced its new Services Partner Program, empowering global system integrators (GSIs), managed service providers (MSPs) and managed security service providers (MSSPs) to accelerate CrowdStrike Falcon® Next-Gen SIEM adoption. Leading services partners including Deloitte, Echelon, Ernst & Young LLP (EY US), eSentire, NETbuilder, Wipro and more are choosing Falcon Next-Gen SIEM to drive business growth with CrowdStrike.

As cyberattacks grow in speed and sophistication, the cybersecurity skills gap continues to widen. Organizations increasingly rely on services providers for the expertise needed to turn technological transformation into operational reality—developing strategy, deploying technology and managing security operations against evolving threats. SIEM technology is the backbone of security operations, but legacy solutions—with high operational costs, slow data ingestion, complex workflows, delayed searches and limited data retention—can no longer meet the demands of the modern SOC. Falcon Next-Gen SIEM changes that by combining Falcon platform and third-party data, real-time threat intelligence and AI-driven automation to accelerate threat detection and response. With this disruptive technology, services partners can help organizations replace outdated systems, streamline security and IT data management and stop breaches.

The Services Partner Program provides new incentives, training, tools, and CrowdStrike resources and support, empowering services partners to drive customer success while growing their SIEM transformation businesses. This includes exclusive enablement resources and technical certifications that enable partners to deploy, optimize and operationalize Falcon Next-Gen SIEM. With performance-driven incentives and a structured engagement framework, partners collaborate with CrowdStrike—gaining access to referrals for services opportunities and incentives that drive Falcon platform adoption, reduce operational burdens and deliver measurable security outcomes.

"As all CrowdStrike customers are fully equipped to leverage the Next-Gen SIEM capabilities in the Falcon platform, the demand for our services partners to help transform existing SIEM deployments has never been higher. We are seizing this opportunity to create meaningful growth for our partners," said Tom Etheridge, chief global services officer at CrowdStrike. "Our Services Partner Program enables partners to harness the full power of Falcon Next-Gen SIEM while applying their deep SIEM, security, compliance and operational expertise to drive better outcomes for both their customers and businesses. Together, we're eliminating complexity, consolidating costs and keeping organizations ahead of evolving threats."

"The SIEM market is undergoing a massive transformation as businesses realize that legacy approaches can't keep up with the speed and sophistication of modern threats," said Matthew Ball, chief analyst at Canalys. "Success in this new era depends on harnessing technologies like Falcon Next-Gen SIEM alongside expert partner services to gain complete visibility, accelerate

detection and response and strengthen long-term cyber resilience. The channel will play a pivotal role in this shift, ensuring businesses stay ahead in an increasingly complex cybersecurity landscape."

Supporting Partner Quotes

"Legacy SIEMs can't keep up with today's fast-moving threat landscape—organizations need AI-powered security operations to stay ahead," said Kurtis Armour, VP of product management at eSentire. "By combining Falcon Next-Gen SIEM with eSentire's industry-leading Managed Detection and Response (MDR), we deliver 24/7 threat detection, rapid containment and expert response, ensuring businesses stay ahead of cyber threats with the most advanced protection available."

"As organizations navigate the increasingly complex security landscape, managing data and real-time threat response remains a critical topic at the board level," said Tony Buffomante, senior vice president and global head of cybersecurity and risk services at Wipro. "Wipro Cybersecurists help CISOs transform security data into actionable intelligence, enhancing detection capability and accelerating response times. Our strategic partnership with CrowdStrike and our consulting-led advisory services empower organizations to seamlessly integrate Falcon Next-Gen SIEM with comprehensive security operations. This enhances visibility, optimizes workflows and bolsters defenses against evolving cyber threats in this age of AI disruption."

RAH Infotech Appoints Dr. Rajendra Kumar as Chief Technology Officer to Drive Technological Innovation

RAH Infotech, India's leading value-added distributor and provider of cybersecurity and data management solutions, proudly announces the appointment of Dr. Rajendra Kumar as its new Chief Technology Officer (CTO). With over 25 years of industry experience, Dr. Rajendra Kumar brings a wealth of expertise in presales, solution architecting, strategic planning, technological innovation, cloud computing, data center hosting, managed services, and NOC & SOC operations.

Prior to joining RAH Infotech, Dr. Rajendra Kumar held key leadership positions at CtrlS Datacenters, Bharti Airtel, Apalya, Handygo, and served in the Indian Air Force. Throughout his career, he has excelled in large-scale solution architecture, presales operations, IT strategy, compliance services, service delivery, and project management, making him a strategic asset for RAH Infotech's next phase of growth and innovation.

Ashok Kumar, Managing Director and Founder of RAH Infotech, expressed his enthusiasm about the appointment: "We are thrilled to welcome Dr. Rajendra Kumar as our Chief Technology Officer. His extensive experience and deep understanding of cutting-edge technologies will play a crucial role in driving strategic innovation and strengthening our capabilities. As we continue to expand our offerings in cybersecurity, cloud solutions, and digital transformation, his leadership will be invaluable in shaping our technology roadmap and delivering top-tier solutions to our partners and customers."

In his new role, Dr. Rajendra Kumar will spearhead technology-driven initiatives, focusing on enhancing RAH Infotech's portfolio, strengthening its solution architecture framework, and driving technological advancements to meet the evolving needs of enterprises.

"I am excited to join RAH Infotech at a time when technology is playing a pivotal role in shaping business strategies," said Dr. Rajendra Kumar, newly appointed CTO at RAH Infotech. "I look forward to contributing my expertise to further strengthen RAH Infotech's position as a leader in the distribution of cybersecurity and digital transformation solutions."

Dr. Rajendra Kumar's appointment marks a significant milestone for RAH Infotech, as the company accelerates

DR. RAJENDRA KUMAR,
Chief Technology Officer,
RAH Infotech

technological innovations, enhances service capabilities, and continues to deliver cutting-edge solutions to its partners and clients.

RAH Infotech offers a comprehensive range of solutions to effectively manage data, network, security, regulatory environment, or operating sector through an integrated ecosystem. The company's distribution and reseller program nurtures partners to ensure their success. RAH Infotech has always been focused on developing a strong partner ecosystem by aligning its business with emerging technologies that are reflected in its product portfolio.

SonicWall Partner Focus Drives Key Business Momentum in Transformational Year

SonicWall's Wide-ranging Platform of Cybersecurity Solutions and Growth with Managed Security Services Providers (MSSPs) Underpin Portfolio and Business Transformation

S onicWall today announced continued business momentum powered by its relentless focus on partners, strategic partnerships and innovation across its portfolio. In addition to the company's focus on Managed Service Providers (MSPs) and Managed Security Services Providers (MSSPs), SonicWall is experiencing unprecedented growth in its Zero Trust Network Access (ZTNA) and other Cloud Secure Edge Solutions as further evidence that SonicWall is quickly becoming a market leader in the broader cybersecurity SMB space.

While maintaining its market dominance in firewalls and network security appliances for the small to midsized market, SonicWall is quickly transforming its ecosystem of over 17,000 partners globally to offer cloud native solutions and co-managed security solutions including Managed XDR backed by the SonicSentry team of 24×7 cybersecurity professionals.

"SonicWall's inside-out approach, kicked off almost 3 years ago, has uniquely positioned us to anticipate and meet the evolving needs of our partners and customers more effectively than ever," said SonicWall CEO and President, Bob VanKirk. "By listening and acting on partner feedback, expanding our world-class cybersecurity offerings, and bringing to market solutions designed specifically for MSPs we are ensuring that our partners have the support they need to thrive, and empower them to keep their customers safe. Together, we are not just keeping pace with industry demands; we are setting the standard for success in cybersecurity."

Financial Growth and Partner Expansion

SonicWall's most recent financial results demonstrate strong growth, fuelled by new customer acquisitions and the success of its partner initiatives:

Managed Security Services (MSS) Bookings: Drove a 68% year-over-year increase.

Zero Trust / Cloud Secure Edge (CSE) Bookings: Grew 70% year-over-year, with transacting partners climbing almost 40% quarter-over-quarter.

Service Provider Program Growth: Generated a 91% increase in partners, underscoring the high demand for SonicWall's MSP/MSSP solutions.

Partner Growth: Four consecutive quarters of year-over-year growth in transacting partners, displaying the active momentum of SonicWall's channel-first strategy.

Debasish Mukherjee, Vice President of Sales, APJ at SonicWall, said, 'SonicWall's growth in APJ is a testament to our commitment to delivering innovative, scalable cybersecurity solutions that empower our partners. By equipping MSSPs and MSPs with advanced threat protection, cloud-native security, and flexible service models, we enable them to safeguard businesses of all sizes while driving long-term success. As cyber threats evolve, our focus remains on providing the right tools, intelligence, and support to help our partners stay ahead, ensuring they can meet the security needs of their customers

DEBASISH MUKHERJEE,
Vice President of Sales, APJ at SonicWall

with confidence and efficiency.'"

Going "Beyond the Wall"

"Last year was pivotal for SonicWall as we capitalized on the acquisitions we made in 2023 and integrated them into our portfolio, our platform and our most valuable asset – our partner ecosystem," said SonicWall Chief Strategy Officer, Matt Neiderman. "As we have expanded our offerings to include key capabilities like ZTNA and MXDR, our focus has been on designing them and bringing them to market in a way that supports the needs of the MSP and broader partner community. Now more than ever, we have a more complete set of tools that partners of every size can leverage to protect their customers and compete in an evolving IT services market."

SonicWall's expanded offerings have strengthened its cybersecurity portfolio and market position, helping to enable its partners to protect their customers across the threat landscape. These additions have enabled the company to introduce flexible, subscription-based pricing tailored to MSPs, enhance managed security services for more comprehensive protection (i.e., protecting the protectors), and advance zero trust /cloud security solutions that support businesses in their digital transformation.

With a strong foundation built on financial growth, partner expansion, and broad cybersecurity portfolio, SonicWall is poised for continued success in the coming year. The company remains committed to:

Enhancing its cybersecurity portfolio with next-generation security solutions, delivering powerful capabilities through an intuitive, cloud-native platform designed for ease of use.

Expanding its partner community, equipping MSSPs and MSPs with the tools and platform needed to thrive in a rapidly evolving threat landscape.

Driving continued innovation to address evolving threats and market demands, ensuring seamless, scalable protection with a focus on simplicity and efficiency.

By aligning its offerings with partner needs, SonicWall continues to build momentum, demonstrating its ability not just to adapt but to lead in the cybersecurity landscape. SonicWall continues to set new benchmarks for success in cybersecurity.

HCLTech joins Samsung Advanced Foundry Ecosystem as a Design Solution Partner

HCLTech, a leading global technology company, has been selected as a Design Solution Partner (DSP) under the Samsung Advanced Foundry Ecosystem (SAFE™) program. This strategic partnership between HCLTech and Samsung is set to accelerate semiconductor innovation and development, leveraging HCLTech's extensive expertise in Engineering and R&D services.

Through the SAFE™-DSP program, HCLTech will offer comprehensive application-specific integrated circuit (ASIC) design services to semiconductor customers who wish to use Samsung's state-of-the-art process technologies.

As part of the partnership, Samsung will train HCLTech employees in advanced technologies, offer technical support on turnkey projects and provide enhanced wafer access through Multi-Project Wafer (MPW) programs for efficient prototyping and production.

"HCLTech's presence in India, coupled with its global expertise and capabilities in SoC platforms and IP partnerships, plays a key role in advancing next-generation silicon solutions. The partnership between HCLTech and Samsung underscores our shared commitment to innovation and excellence, accelerating the time-to-market for new silicon technologies," said Taejoong Song, Vice President and the head of the Technology Planning 2 Team at Samsung Electronics.

"The semiconductor industry is experiencing significant growth, and our partnership with Samsung Foundry highlights our dedication to innovation and developing state-of-the-art custom silicon solutions. By leveraging the strengths of both HCLTech and Samsung Foundry, we aim to drive advancements in semiconductor technology and meet the changing demands of the global market," said Sanjay Gupta, Corporate Vice President of North Asia at HCLTech.

Accenture and CrowdStrike Team to Transform Security Operations, Mitigating Cyber Threats and Reducing Costs with AI-native Solutions

WHSmith strengthens global security operations with Accenture and CrowdStrike solutions

Accenture and CrowdStrike are collaborating to drive cybersecurity transformation, helping clients confidently navigate the next wave of innovation and growth.

By combining Accenture's security services with the CrowdStrike Falcon® cybersecurity platform – including cloud security, identity protection and next-gen security information and event management (SIEM) – the collaboration will bring transformative improvements and cost efficiencies to areas such as security operations (SecOps), continuous threat exposure management and AI workload protection. This will enable real-time threat visibility, prevention and remediation with optimized operational costs.

"Cybercriminals are infiltrating organizations with alarming sophistication and unprecedented speed," said Paolo Dal Cin, global lead, Accenture Security. "To combat this, we work closely with organizations to understand their unique cybersecurity needs and tailor solutions to address their specific challenges. By combining our expertise with CrowdStrike's technology, we can help clients adopt a more proactive and efficient approach to digital defense."

As businesses move to cloud-based environments and AI-enabled operations, the massive volume of data generated can overload traditional solutions, making it difficult for security teams to efficiently and effectively detect and respond to threats. This challenge is exacerbated as security teams often struggle to manage a mix of outdated technology and the need to constantly switch between disparate security tools, slowing down solutions designed to protect the business and customers from cyberattacks.

WHSmith is a global travel retailer, operating over 1,700 stores in more than 30 countries selling key travel essentials including food & drink, health & beauty, tech accessories and books. The retailer has strengthened its security operations by leveraging Accenture's Managed Extended Detection and Response (MxDR) services and the CrowdStrike Falcon platform. The powerful combination of CrowdStrike and Accenture has enabled WHSmith to gain visibility across their global operations, extending advanced protection, detection and response capabilities from the corporate network to the storefront cash register.

Jon Begley, Global CISO WHSmith Group, said, "The collaboration between Accenture and CrowdStrike is helping us improve threat visibility across our global business while maintaining a responsive and agile security operation to protect our digital assets. This means we can focus on growing our global travel retail business further and offering a leading experience in our

PAOLO DAL CIN,
Global Lead, Accenture Security

GEORGE KURTZ,
Founder and CEO, CrowdStrike

stores for customers on their journeys across the world."

"Customer demand for Falcon platform adoption, cybersecurity consolidation, and SOC services expertise is driving our market-moving Accenture partnership," said George Kurtz, founder and CEO, CrowdStrike. "Accenture's deep expertise with the Falcon platform and SIEM transformation have directly assisted organizations in upleveling their cybersecurity programs from device to cloud to datacenter. Accenture plays a key role in guiding organizations to embrace the AI-native SOC, leaving legacy SIEMs, point products, and manual SOC operations behind for automated, resilient, and machine speed cybersecurity platform controls."

The integrated offering benefits organizations by consolidating point cybersecurity products, reducing costs and simplifying operational functions and enhancing detection and response capabilities through a unified platform. The collaboration between Accenture and CrowdStrike includes:

- SecOps Modernization – Streamlines security operations workflows into an ecosystem that integrates threat prevention, detection and response with a unified approach based on CrowdStrike's Next-Gen SIEM This approach can unlock up to 30%[1] cost optimization through streamlined security workflows enabled by AI and technology rationalization initiatives.
- Managed Detection and Response – Delivered by a seamless combination of Accenture and the Falcon platform to detect, investigate and respond to threats faster leveraging Accenture's global scale. This powerful combination, augmented by integrated AI solutions from Accenture and CrowdStrike, can drive up to 60%[1] workflow optimization for SecOps use cases.
- Continuous Threat Exposure Management – Helps clients transform their approach to vulnerability management while optimizing investments in teams, processes and tools. The combination of the Falcon platform and Accenture's transformation services enables clients to consolidate exposure visibility across the extended attack surface and streamline prioritization using attack path analysis. This approach can help organizations simplify processes and consolidate tooling, realizing up to 15%[1] cost optimization.

ESET Partners with Rashi Peripherals to Enhance Cybersecurity for Indian Businesses

E SET, a global leader in cybersecurity, has announced a strategic partnership with Rashi Peripherals Limited (NSE: RPTECH) (BSE: 544119), a leading national distributor of global technology brands in India. This collaboration is set to strengthen ESET's partner ecosystem and Peripherals strengthens access to cutting-edge cybersecurity solutions, equipping SMBs and enterprises with the protection they need against evolving threats," said Parvinder Walia, President of Asia Pacific & Japan at ESET.

Speaking on the partnership,

PARVINDER WALIA,
President, Asia Pacific & Japan at ESET

KESHAV CHOUDHARY,
Whole Time Director, Rashi Peripherals

expand its presence in the SMB and enterprise segments.

Leveraging Rashi Peripherals' 52 branch offices, 721 locations, and an extensive network of over 10,760 channel partners, ESET will expand its footprint across India, providing businesses with broader access to its AI-native, cloud-first solutions. With India's economy projected to grow between 6.3% and 6.8% in FY 2025-26, ESET remains committed to protecting businesses and enabling secure digital transformation across the country.

"At ESET, we are focused on expanding our outreach in India. Our partnership with Rashi

Keshav Choudhary, Whole Time Director of Rashi Peripherals said, "We are thrilled to partner with ESET to bring cutting-edge cybersecurity solutions to businesses across India. At RP Tech, our mission has always been to empower our partners and customers by providing access to the best global technology solutions. With our robust distribution network and deep market reach, we are confident this collaboration will help strengthen cybersecurity for SMBs and enterprises alike, enabling them to stay resilient in the face of evolving digital threats."

Gartner Survey Finds 30% of Software Providers' First-Time Geographic Expansions Remain Unprofitable After Two Years

Tech CEOs Must Take Several Mitigating Actions to Address Pitfalls

Software of unprofitaders' first-time geographic expansions remain unprofitable after two years
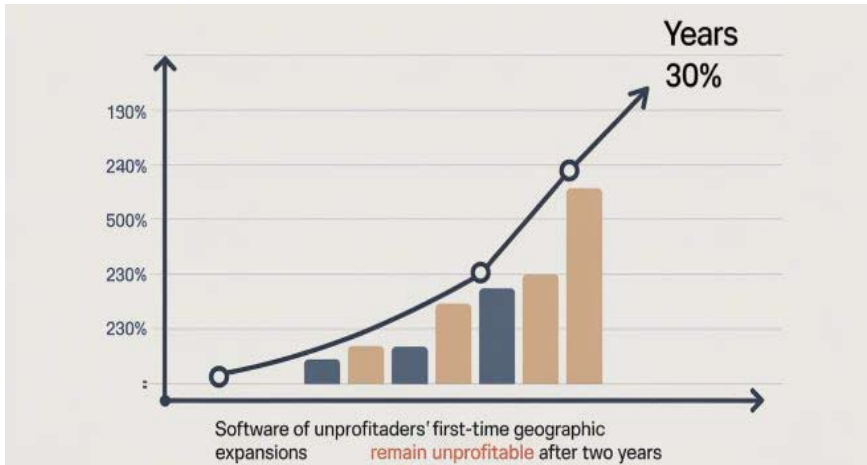
Gartner Data Snapshot: 7 Actions for Startup Tech CEOs to Succeed in Their First Geographic Expansion

Thirty percent of first-time geographic expansions for software providers are still unprofitable two years after launch, according to a survey from Gartner, Inc.

Gartner surveyed 302 software and SaaS providers across North America, EMEA and Asia/Pacific from June to July 2024 and found that there are several mitigating actions that tech CEOs should take to address pitfalls.

Expert Take:

"The first geographic expansion of a tech startup is, by definition, also its riskiest," said Igor Marchal, Vice President Analyst at Gartner. "Emerging providers with limited resources are tempted to replicate their proven home market's marketing campaigns, content, messages and sales techniques because it is more expedient, more economical or simply because they see no compelling reason to change them.

"Yet expanding into a new geography requires as much preliminary research and internal due diligence as that of launching a new business," said Marchal. "Successful tech CEOs engage and navigate their first expansion with optimal timing, having properly localized their product, processes and go-to-market playbook to meet local buyer preferences. They often leverage local partners to overcome their insufficient reputation and poor local market awareness."

IGOR MARCHAL,
Vice President Analyst at Gartner

UiPath Acquires Peak to Launch Vertically Specialized Agents within its Agentic Automation Platform

UiPath, a leading enterprise automation and AI software company, announced the acquisition of Peak, an AI-native company based in Manchester, United Kingdom. The Peak AI platform optimizes product inventory and pricing for businesses of all sizes and across a wide range of industries, providing customers with tangible outcomes quickly and without the need for large, in-house tech teams.

"With the acquisition of Peak, we are accelerating our mission to strengthen our vertical AI solutions strategy," said Daniel Dines, Founder and CEO of UiPath. "When combined with the UiPath platform, Peak's exceptional purpose-built AI applications will enhance our ability to provide solutions that optimize industry-specific use cases and deliver incredible value to customers."

Peak enables customers to develop AI workflows, process data, and provide predictions that are used to optimize critical business processes through APIs or integrated web applications. It also provides a new breed of AI-based decisioning applications that enable business users to make highly complex decisions such as planning inventory and optimizing product pricing decisions.

Now as part of UiPath, Peak's solutions can scale globally and reach new industries, allowing customers and stakeholders the opportunity for continued growth and innovation. In turn, Peak's focus on accelerating AI adoption in sectors like retail and manufacturing will enable UiPath to accelerate market growth and deliver vertical-oriented, next-generation AI-driven agentic applications with intelligence powered by LLMs.

"Joining forces with UiPath is the perfect next step for Peak at this stage of our journey, and I couldn't be more excited. As automation and agentic AI converge, we're entering a new era of possibilities for the enterprise," said Richard Potter, CEO & Co-Founder of Peak. "UiPath's global reach, deep enterprise expertise, and unwavering commitment to AI innovation will enable us to accelerate our vision—empowering businesses with specialized decision-making AIs at scale. We are incredibly proud of what we've built, and as part of UiPath, we look forward to delivering even greater value to our customers while pushing the boundaries of what's possible with AI in the enterprise."

Peak will further enhance the UiPath agentic automation platform. For example, organizations must meet stringent requirements for complex calculations in a variety of business processes. Businesses require accurate analysis and predictions they can trust, and Peak's solutions will form the backbone of new Pricing and Inventory Agents for UiPath customers. Peak's broader Decision Intelligence capabilities will also factor into the orchestration capabilities in the UiPath agentic automation platform, allowing for autonomous processes based on contextual customer data.

Customers of both UiPath and Peak will now have the opportunity to realize increased revenue and margin improvement with the combined technologies. UiPath and Peak have already been able to provide such opportunities for success through their existing partnership. For example, UiPath and Peak transformed the quoting pricing process for Heidelberg Materials, based in the United Kingdom and one of the world's largest building materials manufacturers. The solution uses automation to collate data from hundreds of data points, leverages AI to determine an optimal quote for a given customer, and informs sales professionals. With this automated end-to-end process, Heidelberg Materials is experiencing much greater sales team efficiency through faster quotation times and increased conversion rates.

ManageEngine Ushers in a New Era of Customizable and Unified Security Analytics With Its Open API-Based Platform

M anageEngine, a division of Zoho Corporation and a leading provider of enterprise IT management solutions, today announced the evolution of Log360—its unified security information and event management (SIEM) and IT compliance management solution—into an security analytics platform. The platformization of Log360, encompassing open APIs and a developer ecosystem, enables ManageEngine to address the critical need for adaptable,

future-proof security. ManageEngine's leadership believes this shift empowers enterprises, system integrators (SIs) and managed security service providers (MSSPs) to combat evolving threats on their own terms, turning SIEM from a cost center into a strategic asset.

Building the Platform on the Core Security Capabilities

Log360's evolution into a robust security platform began last year with key enhancements, laying the foundation for future innovation. These enhancements included proactive threat intelligence through dark web monitoring powered by Constella Intelligence, investigation triad capabilities for faster alert analysis via enriched security events and an enhanced correlation engine for complex threat detection.

"A platform isn't defined by just what it does today, but by what it enables tomorrow. With Log360 evolving as a platform, we're empowering customers and partners to innovate on top of our foundation—whether integrating cutting-edge AI models or niche compliance frameworks. This ecosystem-driven approach turns security from a cost center into a strategic enabler," says Manikandan Thangaraj, vice president at ManageEngine.

Key Highlights of ManageEngine's Unified Security Platform

Unified visibility, zero complexity: Make it easier for teams to identify, investigate and respond to threats. Log360 facilitates the consolidation of disparate security data into a single, unified view, eliminating the need to juggle multiple tools and dashboards.

Customizations at scale: Enable customizations at scale through API-driven integrations that empower MSSPs, SIs and enterprises to address unique challenges, optimize their security workflows and go beyond standard roadmaps.

Accelerated innovation: Enable swift integration of AI, machine learning, and other advanced technologies with the platform architecture. This not only keeps Log360 at the forefront of security but also ensures enterprises benefit from the swift adoption of latest advancements in threat detection and response.

A perfect sharing ecosystem: Facilitate industry-specific threat intelligence sharing, enabling smaller teams to benefit from the collective knowledge of the community. ManageEngine's Marketplace democratizes access to valuable expertise and improves incident response effectiveness by making extensions and data connectors publicly available.

Compliance agility: Leverage Log360's developer ecosystem to enable rapid updates, addressing new regulations and revisions to existing mandates as they arise. This eliminates the delays associated with traditional vendor upgrades.

Partnership Forged with Sacumen

Looking ahead, ManageEngine will expand Log360's platform capabilities by growing

MANIKANDAN THANGARAJ,
Vice President at ManageEngine

its partner and developer ecosystem with industry-specific extensions, integrating advanced AI and ML tools for predictive security and fostering community-driven security innovation. As an initial step towards this direction, ManageEngine has entered into a partnership with Sacumen, a firm specializing in the development of cybersecurity product engineering and services.

"Our partnership with ManageEngine reflects our shared vision: empowering enterprises with comprehensive and integrated security solutions. Sacumen's contribution lies in building the crucial bridges—the connectors—that allow Log360 to seamlessly interact with the broader security ecosystem, maximizing its value for customers," says Nitesh Sinha, CEO and founder of Sacumen. "ManageEngine's platform approach coupled with Sacumen's expertise in connector development breaks down the data silos, providing unified visibility and streamlined integration, empowering enterprises to move beyond reactive security and embrace a proactive, data-driven defense."

Pricing and Availability

Log360 is available as both on-premises and cloud deployments. The cloud version, Log360 Cloud, is available in four editions—Basic, Standard, Professional, and MSSP. The Basic edition starts at $300 per year with 75GB of default storage and 90-days search retention. The on-premises deployment starts at $1,540. For more information, visit https://www.manageengine.com/cloud-siem/pricing-details.html

Hype, AI, and Cybersecurity – What IT Channel Partners Need to Know

For IT channel partners, system integrators, and managed security providers (MSPs), the cybersecurity hype cycle presents both challenges and revenue opportunities. The demand for AI-driven security solutions, Zero Trust frameworks, and cloud-native protection is rising—but how can channel partners capitalize on these trends without falling into the hype trap?

Hype-Driven Cybersecurity Investments: Risks & Opportunities

Customers Are Demanding AI-Based Security – Are You Ready?
The explosion of AI in cybersecurity has led enterprises to seek AI-driven threat intelligence, automated SOC solutions, and predictive analytics. IT channel partners must evaluate vendor solutions critically to separate real innovation from exaggerated claims.

Balancing Cybersecurity Hype with Practical Solutions
Overpromising on AI-powered security tools without a clear implementation roadmap can lead to customer dissatisfaction. Partners should focus on outcome-based solutions, demonstrating real-world risk reduction rather than relying on vendor marketing claims.

Educating Customers on AI Literacy
MSPs and VARs must guide customers in understanding AI adoption in security, ensuring AI solutions align with business-specific risk landscapes. Offering AI security workshops or advisory sessions can position partners as trusted consultants rather than mere resellers.

Strategies for Channel Partners to Stay Ahead
Offer Consulting-Led Sales: Move beyond product selling by providing cybersecurity advisory and Zero Trust architecture implementation.

Align with ODMs (Operational Decision Models): Help businesses create structured security frameworks that align with real threats rather than hyped trends.

Focus on Change Management & Customer Enablement: Security teams face burnout due to constant change—partners can differentiate by offering learning programs, skill-building workshops, and ongoing managed security services (MSSP).

The cybersecurity market is booming, but channel partners must be selective and strategic in how they integrate and promote emerging technologies. By aligning with customer-centric security needs rather than hype, IT solution providers can deliver real value, build trust, and drive long-term success.

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,

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