



## Cybersecurity 2025: Navigating the AI-Powered Threat Landscape



# BenQ Monitors for MacBook

The first monitor crafted specifically for MacBook all-rounders.

MA320U | MA270U



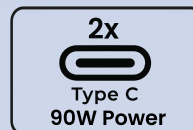
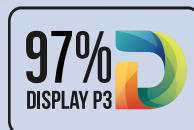
**Minimalistic Design**



**Match your Mac Colors**



**Mac-like User Interface**

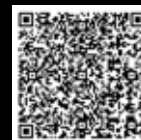


**Contact Person** – Rahul Das 📍 West Bengal ✉️ [Rahul.Das@BenQ.com](mailto:Rahul.Das@BenQ.com) ☎️ 9560886360

"Available across all leading retail stores, BenQ Brand Online store & Amazon India"

🌐 [www.BenQ.in](http://www.BenQ.in) | ✉️ [Sales.enquiryin@BenQ.com](mailto:Sales.enquiryin@BenQ.com) | ☎️ 1800 419 9979 | 👍 Like BenQ India on [Facebook](#) [Instagram](#) [Twitter](#) [LinkedIn](#)

Scan To Know More





micron™  
**crucial**®



# Durable design for all-weather shoots

Drop proof, water and dust resistant

Crucial® X10 Pro Portable SSD



## National authorised distributors

Rashi Peripherals Limited  
Ms. Manisha@ +91 8879690065

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

Tech Data Advanced Solutions India Pvt Ltd  
Mr. Gaurav@ +91 96545 36100

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



# CONTENT

## COVER STORY

6



### Cybersecurity 2025: Navigating the AI-Powered Threat Landscape

## CHANNEL NEWS 11-15,18-27

Persistent Wins 2025 Google Cloud Infrastructure Modernization Partner of the Year Award for Asia Pacific



Palo Alto Networks Announces Intent to Acquire Protect AI, a Game-Changing Security for AI Company



Tech Data Expands Collaboration with NVIDIA with New Distribution Agreement in India



HCLTech and Google Cloud launch Agentic AI solutions



■ Genesys Launches Executive Briefing Centre in India to Improve AI-Powered Customer Experience Innovation



■ NIIT acquires majority stake in iamneo – a scalable AI powered deep skilling SaaS platform  
■ Persistent Reports \$1,409.1M FY25 Revenue with 18.8% Y-o-Y Growth and 14.7% EBIT Margin  
■ Infosys and Spark NZ Deepen Strategic Partnership to Drive AI-Led Transformation and Operational Efficiency



■ CrowdStrike Unveils New Innovations to Secure Every Area of Cloud Risk, from AI Models to Runtime Data  
■ Tech Mahindra and CrateDB Partner to Provide Agentic AI Solutions for Automotive, Manufacturing and Smart Factories  
■ Sophos Names Chris Bell as Senior Vice President of Global Channel, Alliances and Corporate Development to Lead Next Evolution of Global Channel Strategy  
■ Powered by 5th Gen AMD EPYC CPUs, Oracle Cloud Infrastructure Compute E6 Shapes Deliver Breakthrough Cloud Performance and Efficiency  
■ DigiCert Introduces DigiCert ONE: The first digital trust platform to converge PKI and DNS



■ How Channel Partners Can Thrive in 2025's Tech Maze  
■ Trump's 26% Tariff Shock: What It Means for India's IT Channel Ecosystem

## TRENDING NEWS 28-29

■ AI May Fuel Growth, But Indian IT Firms Must First Regain Client Trust  
■ Muted Yet Measured: Infosys Q4 Results Reflect Sector-Wide Shifts, AI Poised to Drive FY26 Growth

# brother

at your side

**TONER BOX LASER PRINTER**

**DCP-B7620DWB**



Print



Scan



Copy

**34 Pages  
Per Minute**

**Auto Duplex  
Printing**

**Ethernet**

**Wi-Fi**

**2600 Pages  
Inbox Toner\***

**Faster the Speed. Smarter the Features.**

**NEW  
LAUNCH**

**With  
ORIGINAL TONER COST**

**33 Paise\***  
Per Page



**MRP ₹ 26,990/-\***  
(Incl. of all taxes)



SCAN TO KNOW MORE

TONER TNB021



**2600  
PAGES YIELD**

**FOR SALES ENQUIRIES : Mumbai :** Ritesh Talewar - 9325003130 **| Pune, Chattisgarh, Goa, Rest of Maharashtra :** Shishir Singh - 9860728548 **|**  
**Gujrat, MP :** Pulin Shah - 9924253604 **| Bihar, Jharkhand, Orissa :** Deepak Singh - 9771403031 **| Telangana, Andhra Pradesh,**  
**Karnataka :** Naveen Choubey - 9849099159 **| Chennai & Kerala :** Govindrajan S - 9176681639 **| Delhi, Rajasthan, Haryana :**  
Ashish Kalra - 9899306959 **| Uttar Pradesh, Punjab, Jammu & Kashmir, Uttarakhand :** Ajay Saxena - 9919666636 **|**  
**Kolkata & Northeast:** Amitava Roy - 9830405757

☎ • 1-800-222-422 • 1-800-209-8904 (Toll Free)

[www.brother.in](http://www.brother.in)

\* MRP mentioned above is for 1 unit and subject to change without prior notice | Yield in accordance with ISO/IEC 19752 | Original Toner cost per page is calculated on toner yield of 2600 pages (as per ISO/IEC 19752) at ₹ 846





## Cybersecurity 2025: Navigating the AI-Powered Threat Landscape

*The cybersecurity landscape is undergoing a seismic shift. From ransomware-as-a-service to insider threats amplified by generative AI, 2025 has brought with it a level of complexity that is testing the limits of traditional security architectures. Let's explore how enterprises, CISOs and channel partners are rethinking security in the age of Generative AI.*

Kalpana Singhal





## The Rise of Generative AI Threats

In 2025, cybersecurity is at a pivotal crossroads. The proliferation of generative AI technologies, such as ChatGPT, Gemini, GitHub Copilot, and dozens of domain-specific models, has revolutionized productivity—but also opened up a Pandora's box of security challenges. According to the latest Netskope Threat Labs report, there has been a 30x increase in data sent to generative AI applications by enterprise users over the past year.

This data includes highly sensitive content: source code, regulated customer information, passwords,

encryption keys, and proprietary IP. Inadvertently or intentionally, enterprise users are uploading this data into third-party tools, often through personal accounts. This growing usage of unsanctioned AI apps—termed Shadow AI—has overtaken traditional Shadow IT as a primary insider risk vector.

Despite organizational efforts to establish governance frameworks for AI tools, 72% of enterprise users still use genAI apps via personal logins. The implications are dire: risk of data leaks, compliance violations, and IP theft are multiplying. Furthermore, threat actors are leveraging

generative AI to craft more targeted phishing campaigns, deepfake content, and malware variants, raising the stakes for security teams globally.

## Shadow AI and Insider Risks

While most organizations are focused on perimeter defense and zero-day threats, insider risk—particularly through unauthorized AI use—is rapidly emerging as a major attack vector. Shadow AI refers to the unsanctioned use of genAI tools, often by well-meaning employees seeking productivity gains.

Security leaders are now grappling with a new paradigm: how to enable innovation without compromising enterprise data. Blocking all AI tools is not a feasible long-term strategy. Instead, security

teams must build granular access controls, invest in DLP (Data Loss Prevention), and enable safe usage through real-time coaching and AI-specific usage policies.

James Robinson, CISO of Netskope, emphasizes: “Shadow IT has turned into Shadow AI, with nearly three-quarters of users still accessing genAI apps through personal accounts. This ongoing trend underscores the need for advanced data security capabilities so that security and risk management teams can regain governance.”

## Zero Trust and Beyond

In response to the distributed threat landscape, Zero Trust Architecture (ZTA) is evolving beyond network segmentation. Today's Zero Trust models are context-aware, AI-enabled, and







identity-centric. Enterprises are building real-time policy engines that adapt access privileges based on user behavior, device posture, and location.

Gartner forecasts that by 2026, over 70% of organizations will have adopted some form of adaptive Zero Trust model. AI-powered identity orchestration and continuous authentication are critical components. ZTA is no longer aspirational—it's foundational.

Cloudflare, Okta, and Microsoft are leading the charge in integrating AI into Zero Trust strategies. These capabilities allow dynamic risk scoring and enforcement,

replacing static IAM policies. Enterprises are also embracing identity threat detection and response (ITDR) to detect anomalous behavior and automate access remediation.

### The New Role of CISOs

CISOs in 2025 are not just defenders of infrastructure—they are strategic enablers of business innovation. As AI, cloud, and digital transformation redefine organizational priorities, CISOs must align cybersecurity with business outcomes.

According to Forrester, the modern CISO's role has expanded to include investor relations, employee training, customer trust, and regulatory strategy. The CISO must now

speak the language of the boardroom: ROI, revenue protection, and brand equity.

Bhaskar Rao, the Chief Information Security Officer at Bharat Co-operative Bank (Mumbai) Ltd, shared on CXO TV: "Cybersecurity is no longer a cost center. It's a competitive differentiator. Our board expects regular updates on threat intelligence, compliance status, and incident response agility."

### Channel Partner Readiness

As enterprises embrace complex AI-driven security architectures, the role of channel partners becomes more critical than ever. MSSPs,

VARs, and systems integrators are pivoting to offer end-to-end cybersecurity services.

### Leading channel partners are now building practices around:

- GenAI risk assessments
- Cloud-native security (CNAPP, CWPP)
- AI-powered SOC (Security Operations Centers)
- Regulatory compliance consulting
- Data-centric security solutions (e.g., Thales CipherTrust)

Distributors like Ingram Micro and TechData are investing in cybersecurity academies to upskill partners. Vendors such as Palo Alto Networks and CrowdStrike are launching partner-delivered XDR and MDR programs to meet enterprise demand.

Techplus Media, through its itVARnews platform, has seen growing engagement from regional channel leaders who seek to educate clients on AI-era threats. These partners are increasingly seen as trusted advisors in building cyber resilience.

### Case Studies & CISO Insights

#### Case Study 1:







### BFSI Bank in APAC

Implemented Microsoft Defender with a regional MSSP to secure hybrid cloud infrastructure. Reduced mean time to detect (MTTD) by 45% and improved regulatory audit scores.

### Case Study 2: Healthcare Network in the US

Deployed Netskope's Private Access and Cloud Firewall to monitor user access to genAI tools. Combined with data classification policies, they prevented leakage of 2 TB of sensitive patient data.

### Case Study 3: Retail Startup in India

Partnered with Thales

to use CipherTrust Manager and Luna HSM for secure key management. Enabled compliance with India's Digital Personal Data Protection (DPDP) Act.

### Expert Insight: Vineet Mishra, Global CIO, Velocity FinCrime Solutions

"Cybersecurity strategy must evolve from being reactive to predictive. We're investing in threat modeling, threat hunting, and machine-learning-based anomaly detection."

### Futureproofing Security Architecture

Cybersecurity frameworks are becoming modular, automated, and integrated

across the stack. Cloud-native architectures require layered defense mechanisms that include:

- CNAPP (Cloud-Native Application Protection Platform)
- SSE (Security Service Edge)
- SIEM + SOAR convergence
- SASE + XDR bundling

The future lies in platformization. Vendors like Palo Alto Networks, Cisco, and Microsoft are bundling cloud security, endpoint protection, and identity solutions into unified platforms. API-first architectures ensure better interoperability and visibility.

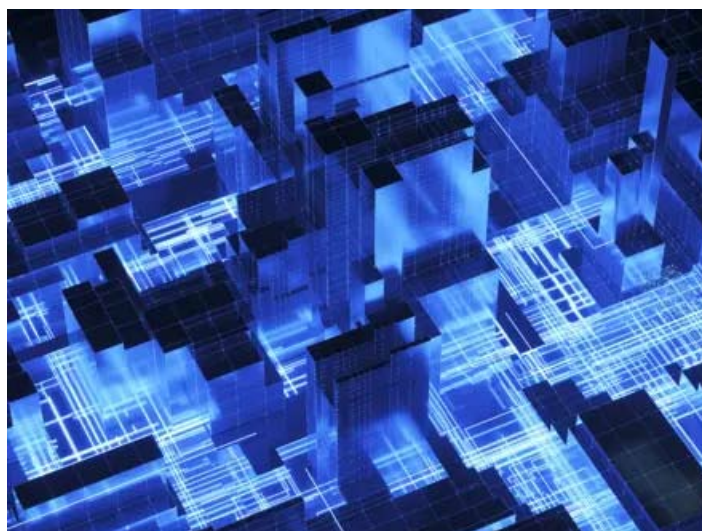
With DevSecOps gaining

momentum, security is now embedded at every stage of the application lifecycle. IaC (Infrastructure as Code) scanning and runtime workload protection are essential for safeguarding modern microservices.

### Compliance, Governance & ROI

Global privacy mandates are converging. India's DPDP Act, the EU's GDPR, the US CCPA, and sector-specific rules like HIPAA are pushing organizations to implement unified data governance.

Compliance is now outcome-driven, requiring real-time visibility into data flows, access logs, and policy enforcement. DLP, encryption, and identity federation are no







longer optional.

KPMG's 2025 survey reveals that organizations investing in automated compliance tools saw a 60% reduction in audit time

spent

- Reduction in incident response time
- Employee productivity gains through secure enablement



and a 35% improvement in remediation timelines.

**ROI measurement is also becoming sophisticated. CISOs are adopting frameworks to track:**

- Risk reduction per dollar

## Investment Priorities in 2025

**Gartner, IDC, and Forrester converge on five top investment areas for cybersecurity in 2025:**

1. AI-enhanced Threat Detection and Response:

## Compliance, Governance & ROI

- Generative AI has amplified enterprise cyber risk by 30x.
- Shadow AI is the top insider threat: 72% of users use personal accounts for AI apps.
- Channel partners are essential to driving AI-integrated cybersecurity.
- Future architectures are platform-based, identity-driven, and API-first.
- Investment priorities are shifting to predictive, automated, and ethical AI security.



XDR, NDR, AI-driven SOAR platforms

2. Identity and Access Management (IAM): Decentralized identity, passwordless access, ITDR
3. Cloud Security: CNAPP, SSE, and posture management tools
4. Data Security: DLP, tokenization, encryption-as-a-service
5. Compliance Automation: PrivacyOps platforms, audit bots, governance engines

Security teams are also focusing on AI governance frameworks. The goal is to balance innovation with ethical data use, risk mitigation, and transparency.

## Conclusion & Strategic Recommendations

The cybersecurity ecosystem in 2025 is

dynamic, complex, and driven by AI. Enterprises must:

- Embed security into culture and DevOps
- Invest in intelligent automation to scale defenses
- Adopt a Zero Trust mindset with identity-first security
- Enable safe AI adoption with robust governance
- Leverage channel partners as strategic security advisors

Ultimately, the winners will be those who view cybersecurity not as a cost—but as a business enabler. As generative AI reshapes industries, the CISO and their ecosystem of partners will determine whether organizations survive disruption or lead the next wave of digital transformation.



# Persistent Wins 2025 Google Cloud Infrastructure Modernization Partner of the Year Award for Asia Pacific



**P**ersistent Systems a global leader in Digital Engineering and Enterprise Modernization, announced today that it has received the 2025 Google Cloud Infrastructure Modernization Partner of the Year Award for Asia Pacific. This prestigious recognition highlights Persistent's achievements in helping enterprises seamlessly transition to Google Cloud, enabling cost optimization, scalability, and advanced AI-driven analytics to accelerate business growth.

Persistent was selected for this award based on its successful execution of one of the largest Google Cloud migrations globally, helping a leading e-commerce platform transition 6,000+

microservices, 100+ PB of data, and large-scale AI/ML workloads to Google Cloud. Given the scale and complexity of migrating highly interdependent applications, data pipelines, and databases, Persistent ensured uninterrupted services for the e-commerce platform with zero downtime. The migration improved scalability, reduced cloud costs by 30%, and enhanced platform performance, empowering 100 million small businesses across India's digital economy.

In 2025, Persistent solidified its position as a leading cloud transformation partner, driving innovation through large-scale migrations, AI-driven insights, and cloud-native solutions.

Building on its strategic partnership agreement with Google Cloud, this recognition reaffirms Persistent's commitment to helping businesses across industries modernize their infrastructure, optimize operations, and unlock new growth opportunities on Google Cloud.

**Vijay Verma, Chief Revenue Officer – Service Lines, Persistent**

"For over a decade, Persistent has partnered with Google Cloud Platform (GCP) to help clients overcome challenges and achieve their business goals. Our deep expertise and strong relationship with GCP allow us to develop effective strategies for migration

and maintenance, driving accelerated growth. We're excited to have collaborated with India's leading e-commerce platform on a significant cloud transformation project—an exhilarating journey of large-scale migration."

**Kevin Ichhpurani, President, Global Partner Ecosystem, Google Cloud**

"Google Cloud's Partner Awards recognize partners who have created outsized value for customers through the delivery of innovative solutions and a high level of expertise. We're proud to announce Persistent as a 2025 Google Cloud Partner Award winner and celebrate their impact enabling customer success over the past year."

# Palo Alto Networks Announces Intent to Acquire Protect AI, a Game-Changing Security for AI Company

*The acquisition will enable secure pursuit of AI innovation with confidence by helping customers discover, manage, and protect against AI-specific security risks—securing AI end to end from development to runtime.*



Palo Alto Networks the global cybersecurity leader, today announced that it has entered into a definitive agreement to acquire Protect AI, an innovative leader in securing the use of Artificial Intelligence (AI) and Machine Learning (ML) applications and models. This strategic acquisition reflects Palo Alto Networks' commitment to remaining at the forefront of next-generation cybersecurity innovation, and expanding its capabilities to protect the dynamic new attack surface created by the explosion of AI.

Large enterprises and government organizations are building a complex ecosystem of AI models, agents, infrastructure, tools, APIs and third party components. This creates new and often overlooked risks, with threat actors exploiting vulnerabilities in different layers through techniques like model manipulation,

data poisoning and prompt injection attacks. This threat landscape requires purpose-built solutions to reduce risk and provide best-in-class security. Palo Alto Networks was an early mover in building out solutions for securing AI, and Protect AI has already established itself as an important player in this increasingly critical new area of security.

After the close of the transaction, Protect AI's solutions and team of experts will enable Palo Alto Networks to more quickly and comprehensively accelerate its vision for Prisma AIRS™, the industry's most complete AI security platform, also announced today. Prisma AIRS will offer customers unparalleled protection for one of the most transformative technologies of our time. As organizations explore embedding AI in their processes, Prisma AIRS will enable them to deploy AI bravely by protecting

the entire AI development lifecycle to meet enterprise requirements for model scanning, risk assessment, GenAI runtime security, posture management, and AI agent security.

## Anand Oswal, SVP and GM, Palo Alto Networks

"As AI-powered applications become core to businesses, they bring risks traditional security tools can't adequately handle. By extending our AI security capabilities to



include Protect AI's innovative solutions for Securing for AI, businesses will be able to build AI applications with comprehensive security. With the addition of Protect AI's existing portfolio of solutions and team of experts, Palo Alto Networks will be well-positioned to offer a wide range of solutions for customers' current needs, and also be able to continue

innovating on delivering new solutions that are needed for this dynamic threat landscape."

## Ian Swanson, Co-Founder & CEO, Protect AI

"Joining forces with Palo Alto Networks will enable us to scale our mission of making the AI landscape more secure for users and organizations of all sizes. We are excited for the opportunity to unite with a company that shares our vision and brings the



operational scale and cybersecurity prowess to amplify our impact globally."

Protect AI CEO, founders, and employees are expected to join Palo Alto Networks once the deal closes. The acquisition is subject to customary closing conditions, including regulatory approvals, and is expected to close by Palo Alto Networks' first quarter of fiscal 2026.



## Tech Data Expands Collaboration with NVIDIA with New Distribution Agreement in India

*Nvidia's Enterprise AI platform and data center GPUs will be a key focus*



**T**ech Data Advanced Private Limited, a TD SYNnex, today announced a distribution agreement with NVIDIA to offer NVIDIA's Data Center Solutions in India. This partnership will enable channel partners in the country to equip businesses with a full-stack Generative AI solution, accelerate infrastructure performance, increase AI adoption, and streamline deployment across industries.

NVIDIA, as a global leader in AI infrastructure, supports enterprises and governments in building AI factories to process and transform data into actionable insights. As part of its comprehensive AI platform, the company offers developers a suite of AI-powered tools, libraries, and software development kits that streamline and accelerate the integration of AI into real-world applications.

These include the NVIDIA CUDA-X libraries, which allow faster data processing and machine learning with minimal code changes, and the NVIDIA NIM microservices, which help developers quickly build and deploy AI assistants, productivity plug-ins, and application workflows with enterprise-grade performance.

"Rapid evolutions in AI are driving the demand for advanced digital solutions in India," said

Sundaresan K., Vice President and Country General Manager, Tech Data Advanced Private Limited. "Complementing NVIDIA's advanced AI solutions with our homegrown offerings and a robust partner ecosystem, this collaboration will enable us to help Indian businesses bridge infrastructure gaps, scale AI initiatives, and maximize innovation across the IT ecosystem."

Leveraging its established channel ecosystem—including infrastructure, software, and AI partners—Tech Data will simplify AI adoption and accelerate go-to-market strategies for NVIDIA's solutions. Tech Data will also expand market opportunities through its recently announced collaboration with Dell's AI Factory and by partnering with independent software vendors (ISVs) developing AI-driven solutions.

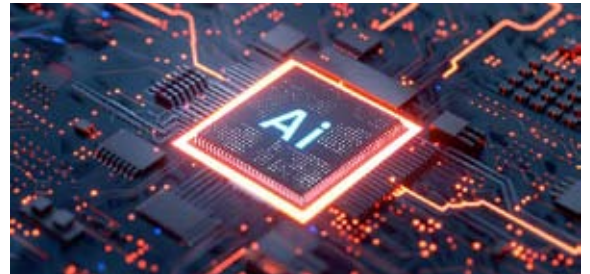
Having established collaborations with NVIDIA in Europe and North America previously, this extension in India strengthens Tech Data's product offerings and aligns with the company's commitment to advancing AI and machine learning capabilities through the Destination AI Program, a comprehensive, strategic aggregation of the many Tech Data AI services and resources available to help partners gain a competitive edge.

## HCLTech and Google Cloud launch Agentic AI solutions

**H**CLTech, a leading global technology company, has launched a suite of Agentic AI solutions in collaboration with Google Cloud to help enterprises unlock efficiency and derive enhanced business value from their digital and technology landscapes.

By leveraging Google Agentspace and agentic framework, HCLTech has created a unified platform where agents with the ability to reason, act and adapt can seamlessly interact with data and applications.

"By collaborating with Google Cloud, HCLTech's Agentic AI solutions leverage advanced cloud capabilities to help enterprises swiftly adapt to market changes and customer demands, ensuring competitiveness in fast-paced industries. Our approach involves creating industry and workflow-specific AI agents that significantly reduce manual intervention, enhance decision-



making, proactively resolve issues, improve customer experience and boost loyalty," said Piyush Saxena, SVP and Global Head, Google Cloud Ecosystem, HCLTech.

"Digital transformation requires technology that can address the specific, complex challenges within an industry," said Victor Morales, VP of Global System Integrators Partnerships, Google Cloud. "Through Google Cloud's leading AI technology, HCLTech will deliver solutions that realize the potential of agentic AI and help customers significantly improve everyday work for their employees."

HCLTech has released 50 Agents on Google Marketplace across multiple industries, transforming various business processes, including IT, HR, customer relationship management, finance and sales. These include HCLTech Insight for manufacturing defect analysis and HCLTech NetSight for network operation optimization and improved customer experience.

# Genesys Launches Executive Briefing Centre in India to Improve AI-Powered Customer Experience Innovation

*The new experiential facility serves as a collaborative hub, demonstrating to customers the next level of experience orchestration through AI and automation*



**G**enesys a global cloud leader in AI-Powered Experience Orchestration, today unveiled its state-of-the-art Executive Briefing Centre (EBC) in Chennai, underscoring its ongoing expansion and commitment to India. The newly established experiential facility offers businesses an immersive look at how Genesys is helping businesses transform customer and employee experiences through the latest advancements in AI, workforce engagement, and customer journey management.

According to the Genesys State of Customer Experience (CX) report, AI is

becoming a top priority for businesses, with CX leaders surveyed expecting to allocate 33% of CX budgets to the technology over the



**RAJA LAKSHMIPATHY,**  
Vice President and Managing  
Director for India & SAARC,  
Genesys

next year. As the third-largest R&D hub at Genesys, Genesys India is a leading contributor to patent filings for the company, playing an important role in advancing AI-driven, cloud-based experience orchestration solutions. In 2021, Genesys became the first global CX organisation to establish an in-country cloud deployment in India. Today, it empowers leading Indian enterprises such as AlonOS and Hexaware with secure, reliable and resilient solutions to help organisations increase customer satisfaction, operational efficiency

and employee productivity.

Raja Lakshmipathy, Vice President and Managing Director for India & SAARC, Genesys said, "As we navigate the AI and cloud hype cycle, this facility offers a collaborative space for customers and partners to co-innovate with our R&D teams, experience the transformative value our solutions can provide, and build tailored engagement strategies. The Executive Briefing Centre reinforces our long-term commitment to helping customers in India drive impact and highlights the region's importance as a critical source for talent and innovation. We believe Genesys is well-positioned to be a key enabler of India's digital transformation, empowering Indian organisations to provide exceptional customer experiences which can fuel growth in a competitive market."

Speaking about the launch, Bhaskar Verma, Regional Director, National Association of Software and Service Companies (Nasscom) said, "Global Capability Centres (GCC) in India have evolved into true innovation hubs, driving next-generation R&D and product excellence for the world. The growth of GCCs reflects India's deep expertise of talent, cutting-edge capabilities,



and an increasingly critical role in shaping the future of global technology. The continued investment by Genesys in India underscores the importance of our ecosystem in building products that redefine customer experiences globally." Genesys India is a Nasscom member and has collaborated with the trade association on various initiatives spanning industry, academia, and government.

Arjun Nagulapally, Chief Technology Officer at AlonOS said, "For businesses navigating the complexities of AI adoption, the ability to clearly see how technology translates into real-world outcomes is invaluable. The Genesys Executive Briefing Centre demonstrated how AI, automation, and data can come together to transform customer experience. It brings innovation to life, helping organisations understand what's possible and how it aligns with their goals."

This launch represents a significant milestone for Genesys India as a hub for innovation and collaboration. The EBC enables hands-on engagement with experts across Engineering, R&D, Product, and AppFoundry® partners, empowering customers to co-create tailored solutions and experience the full potential of Genesys technology. Genesys India is one of the company's largest regions of employees worldwide, and continues to be recognised for its culture, earning the Great Place to Work® certification for eight consecutive years in 2024 and consistently ranking among the top 100 mid-sized organisations.

## NIIT acquires majority stake in iamneo – a scalable AI powered deep skilling SaaS platform

**N**IIT Limited, a leading skills and talent development corporation, today announced the acquisition of a 70% stake in iamneo, a leading provider of deep skilling technology training solutions through a scalable AI powered SaaS platform. The transaction was approved by NIIT's Board of Directors at its meeting on April 17, 2025.

Under the agreement, NIIT will acquire the remaining 30% shareholding in phases from iamneo's promoters, subject to achievement of agreed financial milestones. Post-acquisition, iamneo will function as a subsidiary of NIIT, with iamneo's founding leadership team continuing in their existing roles, ensuring seamless continuity of operations.

Headquartered in Coimbatore, iamneo provides a scalable AI powered deep skilling SaaS platform to undergraduates in universities and early career professionals in Global System Integrators (GSIs) and Global Capability Centers (GCCs).

This strategic acquisition unlocks substantial growth opportunities, enabling NIIT and iamneo to deliver robust, outcome-driven learning solutions at scale for undergraduates and early career professionals through:

Universities: Industry-relevant technology courses including automated technology labs &

assessments, student placement preparation and placement process management.

Corporates: Platform led-immersive talent onboarding & employee upskilling programs, IT skills assessments and campus recruitment



**VIJAY THADANI,**  
Vice Chairman & MD,  
NIIT Ltd

management.

Commenting on the transaction, Vijay Thadani, Vice Chairman & Managing Director, NIIT Ltd., said, "We are excited about this investment and warmly welcome iamneo's founders and their talented team to the NIIT family. iamneo's innovative solutions significantly enhance our capability to deliver impactful digital transformation curricula at scale."

Pankaj Jathar, CEO, NIIT Ltd., remarked, "This partnership enriches NIIT's offering portfolio, particularly benefiting



**PANKAJ JATHAR,**  
CEO, NIIT Ltd

undergraduates and strengthening our onboarding bootcamp initiatives for GSIs and GCCs."

TP Senthil, Founder, iamneo, stated, "iamneo has successfully positioned



**TP SENTHIL,**  
Founder, iamneo

itself as a trusted and agile learning partner for progressive Universities, GSIs and GCCs. We are confident this strategic partnership with NIIT will generate significant value for our customers."



KONICA MINOLTA

# EXPERIENCE THE COLOURFUL TRANSFORMATION **RETHINK COLOURS**

## RETHINK INTELLIGENT INNOVATIONS FOR WORKPLACE






PRINT | COPY | SCAN

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

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

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

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

Connect with us:      YouTube



Giving Shape to Ideas



## TRANSCON ELECTRONICS PVT. LTD.

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

# Persistent Reports \$1,409.1M FY25 Revenue with 18.8% Y-o-Y Growth and 14.7% EBIT Margin

*Achieves \$375.2M revenue in Q4, up 4.2% Q-o-Q*

Persistent Systems announced the Company's audited financial results for the quarter and year ended March 31, 2025, as approved by the Board of Directors.

Additional Director to the Board.  
Dr. Anand Deshpande, Founder, Chairman and Managing Director, Persistent:  
"Persistent is leading

the future of technology with purpose and precision.  
I am delighted to welcome our CFO, Vinit Teredesai, as Additional Director to our Board."

macroeconomic environment, our consistent performance reflects the trust of our clients, enduring strength of our capabilities, and operational discipline. This momentum has been further validated by multiple prestigious industry recognitions, including the ISG Star of Excellence™ Award based on the voice of the customer and our Challenger positioning in the Gartner® Magic Quadrant™ for Public Cloud IT Transformation Services.

As we look ahead, we are optimistic about sustaining progress to reach \$2 billion in annual revenue by FY27. Our strategic pivot to AI-led platform-driven services will drive this growth, fueled by continued rigor and innovation. We are well-positioned to continue delivering consistent and differentiated long-term value for all our stakeholders."

## Fourth Quarter FY25 Client Wins and Outcomes

The order booking for the quarter ended on March 31, 2025, was \$517.5 million in Total Contract Value (TCV) and \$350.2 million in Annual Contract Value (ACV).

Some of the key wins for the quarter include:

## Software, Hi-Tech & Emerging Industries

- Improving product robustness and

Consolidated Financial Highlights for the Financial Year 2024-25:				
	FY24	FY25	Margin%	Y-o-Y Growth
Revenue (USD Million)	1,186.1	1,409.1		18.8%
Revenue (INR Million)	98,215.9	119,387.2		21.6%
EBIT (INR Million)	14,149.3	17,512.6	14.7%	23.8%
PBT (INR Million)	14,476.1	18,223.1	15.3%	25.9%
PAT (INR Million)	10,934.9	14,001.6	11.7%	28.0%

The Board of Directors recommended a Final Dividend of 15 per share. This brings the total dividend for the year to 35, to acknowledge Persistent's 35th anniversary. The Dividend recommended by the Board is subject to approval at the ensuing Annual General Meeting.  
Furthermore, Persistent welcomed Vinit Teredesai, Chief Financial Officer, as

the AI-led transformation, supported by early investments, strong execution, and a clear vision to embed AI across our clients' digital journey. Celebrating 35 years since our foundation and 15 years of being publicly listed on the National Stock Exchange of India, our unwavering commitment to innovation and client success continues to set us apart as we drive

**Sandeep Kalra, Chief Executive Officer and Executive Director, Persistent:**  
"We are proud to have delivered our 20th sequential quarter of revenue growth, with an EBIT margin of 15.6%. We thank our employees, clients, partners, and shareholders, whose continued support has been instrumental in our success.  
Despite the uncertain

Consolidated Financial Highlights for the Quarter ended March 31, 2025:				
	Q4FY25	Margin %	Q-o-Q Growth	Y-o-Y Growth
Revenue (USD Million)	375.2		4.2%	20.7%
Revenue (INR Million)	32,421.1		5.9%	25.2%
EBIT (INR Million)	5,052.9	15.6%	10.9%	34.9%
PBT (INR Million)	5,052.1	15.6%	4.8%	27.7%
PAT (INR Million)	3,957.6	12.2%	6.1%	25.5%



compliance through advanced data loss prevention and hybrid secure web gateway offerings for a global security service edge leader

- Accelerating product innovation using AI platforms and establishing an R&D center for a leading non-profit organization software provider
- Enabling 24/7 monitoring, service level benchmarking, and continuous improvement with a managed offshore Security Operations Center for a leading cybersecurity company

### **Banking, Financial Services & Insurance**

- Boosting the accuracy of reporting and integration across applications with the creation of a regulatory compliance data platform for one of the largest US-based financial services companies
- Enhancing productivity for business analysts through the development, enhancement, and maintenance of an AI-powered analytics platform for a global tax and accounting software leader
- Streamlining compliance, security, and contact center integration via a modernized payments platform for a leading UK-based payments solutions provider

### **Healthcare & Life Sciences**

- Scaling AI adoption for enhanced patient data management, faster claims processing, and advanced analytics by modernizing and migrating data infrastructure on Azure for a major healthcare company
- Enabling faster releases, better engineering productivity, and increased quality for R&D by leveraging SASVA™ for product engineering for a global clinical research and healthcare intelligence provider
- Driving GenAI-led operational efficiency and regulatory compliance through transformed IT infrastructure and managed services for a global contract research and development organization

## **Infosys and Spark NZ Deepen Strategic Partnership to Drive AI-Led Transformation and Operational Efficiency**



Infosys has announced a strategic agreement with Spark New Zealand (Spark), the country's largest telecommunications and digital services provider. The collaboration will support the transformation of Spark's technology delivery model, enabling greater agility, innovation, and cost efficiency through AI and cloud-led modernization.

The renewed partnership leverages Infosys Topaz – an AI-first suite of services and platforms powered by generative AI – and Infosys Cobalt, which accelerates cloud adoption and innovation. Together, these capabilities will help Spark reduce IT operating costs while enhancing customer experience through smarter, AI-powered digital services.

Under this agreement, Infosys will provide its global DevOps and software engineering capabilities to streamline the development, testing, integration, and support of Spark's systems and applications. Spark will continue to retain ownership of its IT assets, architecture strategy, product design, and innovation roadmap.

### **A Trusted Relationship, Reinvented for the Future**

"Infosys has been a trusted technology partner for over 16 years," said Matt Bain, Data and Marketing Director at Spark.

"We are now building on that foundation to let our internal teams focus on long-term product innovation and technology strategy, while Infosys brings global scale, execution speed, and cutting-edge AI capabilities to accelerate our roadmap."

Raja Shah, Executive Vice President and Industry Head, Global Markets at Infosys, added:

"We are thrilled to strengthen our collaboration with Spark as it embraces the next phase of digital transformation. By combining Infosys Topaz and Cobalt, we will not only deliver cost efficiencies but also co-create AI-driven customer experiences and operational agility."

As part of the agreement, Infosys will expand its local New Zealand workforce to ensure Spark continues to benefit from critical on-ground expertise alongside global delivery capabilities.

# CrowdStrike Unveils New Innovations to Secure Every Area of Cloud Risk, from AI Models to Runtime Data

*New innovations secure AI, data, identities and SaaS applications – expanding CrowdStrike’s leadership in delivering unified protection across hybrid and multi-cloud environments*

CrowdStrike announced new innovations, including AI Model Scanning and detection of Shadow AI, to secure every area of cloud risk with the CrowdStrike Falcon® cybersecurity platform. With capabilities that accelerate secure AI innovation, protect cloud data at runtime, stop SaaS threats, and secure hybrid identities, CrowdStrike expands its platform advantage, delivering unified visibility and protection across hybrid and multi-cloud environments.

Cloud intrusions are surging as adversaries exploit valid accounts, and the growth of AI and SaaS makes it harder to protect identities and sensitive data. Stopping cloud breaches requires unified visibility and protection across cloud infrastructure, workloads, applications, identity, data, AI models and SaaS. CrowdStrike covers every layer of cloud risk from the most comprehensive unified platform, spanning advanced cloud detection and response (CDR), AI-powered analytics, runtime protection and world-class threat intelligence to stop cloud breaches.

“Cloud security is about more than visibility – it’s about full protection and control across multi-cloud environments,” said Elia Zaitsev, chief technology officer, CrowdStrike. “The explosion of AI, combined



**ELIA ZAITSEV,**  
Chief Technology Officer,  
CrowdStrike

with multi-cloud complexity, has outpaced patchwork tools that can’t keep up with today’s adversaries, or are limited to single cloud environments. CrowdStrike is breaking that model. These innovations deliver real-time protection, not just telemetry, across every layer of risk: data, workloads, identities, SaaS and AI. It’s what only a unified, AI-native platform can do, and is the difference between watching attacks happen and actually stopping them.”

## Securing AI in the Cloud

AI innovation is happening in the cloud, and securing that innovation is critical to stopping breaches. CrowdStrike set the standard

for securing AI in the cloud with Falcon Cloud Security AI-SPM and AI Red Team Services, protecting the cloud infrastructure, systems and models powering the AI revolution. Building on this leadership, CrowdStrike introduced new Falcon® Cloud Security innovations to detect and mitigate risk in AI models before they become threats, and provide visibility into overall AI security posture:

**AI Model Scanning:** Proactively scans AI models for hidden malware, trojanized models, backdoors, and adversarial manipulations in containerized environments – preventing compromised models from executing at runtime or reaching production. Powered by CrowdStrike threat intelligence and ExPRT. AI, security teams can identify and fix the most business-critical risks before deployment, block untrusted models and eliminate blind spots before threats reach production.

**AI Security Dashboard:** Provides real-time visibility and centralized control over all AI workloads in the cloud. With agentless monitoring, security teams can detect shadow AI, enforce policies and track sensitive training data to reduce exposure and maintain compliant AI adoption.

## Securing Cloud

## Identities, Data and SaaS

CrowdStrike also introduced new innovations across the Falcon platform to protect cloud data at runtime, stop SaaS threats and secure hybrid identities – driving faster threat detection and reducing risk across cloud environments:

**Falcon Data Protection for Cloud:** Secures cloud data at runtime with real-time monitoring and enforcement powered by eBPF, stopping unauthorized access and data exposure, without slowing systems down.

**SaaS Threat Services:** Provides tailored assessments and real-time threat detection for SaaS applications, helping organizations mitigate risks and secure their cloud-native environments.

**Falcon Privileged Access:** Eliminates standing privileges and manual access requests to sensitive systems and data across hybrid environments through dynamic Just-in-Time access decisions.

**CrowdStrike Pulse Services:** To harden cloud environments, CrowdStrike Pulse Services helps organizations identify and prioritize misconfigurations, manage identities and reduce cloud attack surfaces. Delivered through modular, expert-led engagements, Pulse enables teams to detect and respond to threats faster across hybrid and multi-cloud environments.



# Tech Mahindra and CrateDB Partner to Provide Agentic AI Solutions for Automotive, Manufacturing and Smart Factories



**T**ech Mahindra (NSE: TECHM), a leading global provider of technology consulting and digital solutions to enterprises across industries, and CrateDB, a data management company, announced a strategic partnership at Hannover Messe 2025, the world's premier trade fair for industrial technology. The partnership will

revolutionize the automotive, manufacturing, and smart factory sectors by delivering advanced agentic AI solutions that leverage real-time data analytics, enabling businesses to drive innovation and efficiency at scale.

The partnership will combine Tech Mahindra's deep industry expertise and digital transformation capabilities with CrateDB's high-performance database technology to unlock the full value of data for industrial customers. Leveraging CrateDB's open-source, multi-model, distributed database, Tech Mahindra will provide enterprises with advanced capabilities to optimize supply chains, improve predictive maintenance models, and ensure higher quality control standards across their operation centers. Further, the solutions will analyze and integrate time-series data from industrial IoT (IIoT) sensors into a cloud-based environment, enabling businesses to utilize structured data for faster and more informed decision-

making.

Harshul Asnani, President and Head – Europe Business, Tech Mahindra, said, "Agentic AI is redefining industrial operations by enabling conversational UI, autonomous decision-making, automated business process flow and real-time data representation. As enterprises navigate Industry 4.0, traditional data infrastructures struggle to keep pace. Our partnership with CrateDB delivers AI-driven insights at scale, empowering businesses to enhance efficiency, drive innovation, and maintain a competitive edge in an increasingly intelligent and data-intensive landscape."

Together, Tech Mahindra and CrateDB have leveraged a unique cloud data management architecture

to develop highly scalable and sustainable solutions that will help industrial enterprises scale production globally and optimize cloud resources. By incorporating a scalable and adaptive architecture, the solution can be deployed across various manufacturing sub-verticals, providing enterprises with a unified approach to real-time analytics.

Lars Färnström, CEO, CrateDB, said, "We are excited to join forces with Tech Mahindra at Hannover Messe to showcase how our real-time analytics platform can transform industrial operations. As businesses look to scale their data-driven initiatives, our partnership ensures they have the necessary technology and expertise to navigate the evolving landscape of Industry 4.0."

As industries worldwide embrace Industry 4.0, the ability to process and act on data in real-time has become a critical differentiator. Under this partnership, both the companies will also showcase live demonstrations at Hannover Messe 2025, where attendees will witness how real-time analytics and scalable data infrastructure can enhance efficiency and optimize industrial operations.

For more information about the partnership and joint solutions, visit the Tech Mahindra and CrateDB booth J41, Hall 14 at Hannover Messe 2025.



**HARSHUL ASNANI,**  
President and Head –  
Europe Business,  
Tech Mahindra



**LARS FÄRNSTRÖM,**  
CEO, CrateDB

# Sophos Names Chris Bell as Senior Vice President of Global Channel, Alliances and Corporate Development to Lead Next Evolution of Global Channel Strategy

*Industry Veteran to Spearhead Channel Leadership, Focused on Empowering Partners and Driving Business Growth*



**CHRIS BELL,**  
Senior Vice President, Global Channel, Alliances and Corporate Development, Sophos

Sophos, a global leader of innovative security solutions for defeating cyberattacks, today announced it has named Chris Bell as senior vice president of global channel, alliances and corporate development, where he will lead the evolution of Sophos' global channel strategy. This key appointment reinforces Sophos' channel-first commitment to deliver a world-class partner experience.

Bell joined Sophos following its acquisition

of Secureworks, where he served as chief strategy officer, responsible for long-term vision, strategic partnerships, corporate development and strategy. Building on his career of more than two decades working in the technology industry, including nearly a decade in cybersecurity and channel; Bell's leadership will focus on developing and executing a channel strategy that prioritizes expanding reach, empowering partners and driving growth. Key priorities for Bell at Sophos will include:

Enhancing Sophos partner experience to make it seamless for partners to do business with Sophos at high velocity, while streamlining operations.

Continued innovation for Managed Service Providers (MSPs) and Managed Security Service Providers (MSSPs) with Sophos' industry-leading cybersecurity platform, enabling superior cybersecurity outcomes for customers, enhancing operational efficiency for security analysts, and boosting profitability for partners.

Fueling partner growth with service delivery competencies, expanded partner enablement programs including persona-based training and fast-track training to expand partners cybersecurity expertise.

Increasing Sophos' market reach by leveraging the unified portfolio of Sophos and Secureworks to deliver best-in-class security technologies and services, empowering partners to enhance cybersecurity and strengthen the security posture of organizations, from commercial to enterprise.

Expanding routes to market by bolstering Sophos' presence across technology alliances, marketplaces and the cyber insurance ecosystem. Sophos will also continue to maintain

its focus across resellers, service providers, and OEM channels.

"Partners need adaptable strategies that prioritize flexibility to stay ahead of the increasingly complex threat landscape," said Bell. "Unifying Sophos' and Secureworks' portfolios presents a unique opportunity to accelerate a future-ready channel program that arms partners with the technology, services, insights, and enablement needed to protect customers and fuel long-term growth."

A core piece of Sophos' channel strategy is to better equip partners in addressing the evolving security challenges faced by businesses of all sizes. By aligning more closely with partner needs and prioritizing an open ecosystem, Sophos aims to create a stronger partner network that supports customers from strategy to technology and deployment.

"Evolving our channel business to consistently deliver excellent customer outcomes is at the core of our partner go-to-market approach," said Torjus Gylstorff, chief revenue officer at Sophos. "We are thrilled to have Chris' strategic vision and deep channel and cybersecurity expertise to shape Sophos' channel strategy and build programs to empower



partners to scale their security business.”

Sophos consistently expands its service delivery capabilities and is recognized for its leadership in implementing partner feedback into its products and enablement offerings. Following the acquisition of Secureworks, Sophos is the leading pure-play cybersecurity vendor of managed detection and response services, protecting more than 28,000 global customers. Sophos also strives to streamline partner operations through initiatives like Sophos Partner Care, a 24x7 team dedicated to providing quoting, licensing and general partner account support, and Sophos Customer Success, a single point of contact for maximizing customer onboarding, retention and growth throughout the post-sales experience.

### **Sophos channel recognition**

Sophos has been recognized as a Champion in the Canalsys Global Cybersecurity Leadership Matrix 2025, underscoring its excellence in channel management and market performance. Additionally, Sophos received a 5-Star Award in the 2025 CRN Partner Program Guide and has been a recipient of the 5-Star Award for the past 12 years. The CRN Partner Program Guide is a key resource that helps solution providers identify vendor programs aligned with their business goals and committed to delivering high partner value.

## **Powered by 5th Gen AMD EPYC CPUs, Oracle Cloud Infrastructure Compute E6 Shapes Deliver Breakthrough Cloud Performance and Efficiency**

*Leading cloud services providers expand their adoption of EPYC CPUs to meet growing public cloud demand*



**A**MD announced 5th Gen AMD EPYC™ processors power the Oracle Cloud Infrastructure (OCI) Compute E6 Standard shapes. 5th Gen AMD EPYC processors, the world’s best server CPUs for enterprise, AI and cloud[i], enable OCI E6 shapes to deliver up to 2X in cost to performance, compared to the previous E5 instance generation based on testing by OCI[ii].

The new OCI E6 shapes build on the success of the previous E5 generation to deliver leadership performance and cost efficiency for general-purpose and compute-intensive workloads. These shapes add to the selection of more than a thousand compute instance types available across the major cloud service providers powered by AMD EPYC processors.

“The rapid adoption of AMD EPYC processors in the cloud underscores our ability to deliver innovative, high-performance solutions that enable our partners to create highly competitive cloud offerings,” said Dan McNamara, senior vice president and general manager, Server Business, AMD. “The combination of OCI’s

flexible infrastructure and the performance of 5th Gen AMD EPYC processors helps customers accelerate their most demanding workloads while optimizing their cloud infrastructure.”

“Oracle Cloud Infrastructure is committed to providing our customers with the best-performing, most cost-effective cloud solutions,” said Donald Lu, senior vice president, Compute, Oracle Cloud Infrastructure. “With the new OCI Compute E6 Standard shapes powered by AMD EPYC processors, we are delivering an exceptional combination of compute power, scalability, and efficiency that meets the demands of today’s most complex workloads.”

### **Availability and Customer Adoption**

OCI E6 Standard bare metal instances and virtual machines are available today in multiple regions, including US East (Ashburn), US West (Phoenix), US Midwest (Chicago), Germany Central (Frankfurt), and UK South (London), with a rollout planned for additional regions in the coming months.

# DigiCert Introduces DigiCert ONE: The first digital trust platform to converge PKI and DNS

*Integration of UltraDNS improves resilience through automation, enabling enterprises to seamlessly manage certificates and DNS from a unified platform built for the Quantum Age*



**D**igiCert, a leading global provider of digital trust announced the integration of UltraDNS into its flagship DigiCert ONE™ platform. The combination automates essential management processes between Public Key Infrastructure (PKI) and Domain Name Systems (DNS)—two foundational components of digital trust—to reduce outage risks and streamline operations.

DNS teams manually change records with every PKI update. But as disruptors like shortened certificate lifespans and quantum computing drive faster change cycles, manual processes can no longer keep up. Frost and Sullivan advises organizations to automate manual processes and streamline trust solutions to keep digital interactions

secure and flowing. DigiCert ONE addresses these challenges by enhancing cryptographic agility and automating key processes that keep digital trust infrastructure aligned.

“As organizations across APAC accelerate their digital transformation, they require solutions that simplify



**JAMES COOK,**  
Group Vice President Sales,  
APJ, DigiCert

security operations while ensuring compliance and resilience in the quantum age,” said James Cook, Group Vice President Sales, APJ, at DigiCert. “By integrating UltraDNS into DigiCert ONE, we are eliminating complexity and enabling enterprises to automate certificate and DNS management at scale, allowing businesses to focus on innovation and growth rather than managing fragmented security infrastructures.”

## **Advantages of combining PKI + DNS:**

Unified Digital Trust Management – Centralized management, visibility and control over certificates and DNS, reducing security complexity and creating faster threat response.

Improved Uptime and Business Continuity – Eliminate PKI-related outages and ensure the availability of critical services.

Automation for Security & Compliance – Automate renewals and DNS configurations to reduce human error and compliance risks.

Enhanced Performance & Security – Integrated PKI and DNS with DDoS protection, advanced traffic routing, and application security for cyber resilience.

“Managing separate DNS and PKI solutions adds complexity, increases costs, and introduces potential points of failure,” said Joern Lubadel, Global Head of Product Security at B. Braun. “The move to a converged digital trust platform to mitigate security threats like DNS hijacking and DDoS attacks and streamline operations by automating the management of certificates is the sort of innovation that large enterprises need. The promise of a more resilient, efficient, and secure digital infrastructure will help companies focus on delivering exceptional customer experiences and get out of the business of onerous integration projects.”

“When we were deciding which PKI solution to use, we sought to ‘future proof’ our operations by choosing a vendor that could deliver



a comprehensive suite of tools to support our growth,” said Grace Young, Chief Innovation Officer at Wattwatchers. “We didn’t want to deal with multiple vendors for different parts of our operations like DNS and IoT, which just adds complexity, costs, and potential points of failure. DigiCert’s digital trust platform enabled us to automate certificate management, allowing our small team to deliver an efficient, resilient, and secure digital infrastructure for our enterprise customers. This allows us to prioritize customer value without being slowed down by complex configuration on the back end.”

“By integrating UltraDNS into the DigiCert ONE platform, DigiCert is addressing a critical challenge that enterprises face—managing fragmented security infrastructures that lead to inefficiencies, outages, and security vulnerabilities. Ozgun Pelit, Senior Industry Analyst, at Frost & Sullivan. “This unified approach enhances automation, resilience, and crypto agility, ensuring organizations can securely scale their operations while preparing for the post-quantum future. As certificate lifecycles shorten and cyber threats grow more sophisticated, solutions that streamline digital trust management will become essential for enterprises navigating an increasingly complex security landscape.”

Customers who would like more detailed information about PKI and DNS working together to strengthen security and streamline operations are encouraged to join DigiCert and a select group of industry leaders from around the world at one of DigiCert’s 2025 Trust Summit Roadshows.

## How Channel Partners Can Thrive in 2025’s Tech Maze

The year 2025 marks a pivotal point for the global channel partner ecosystem. With the pace of digital transformation accelerating and customer expectations evolving rapidly, partners find themselves navigating an increasingly complex environment. No longer is it sufficient to simply resell products. Today’s customers demand

increasingly prefer partners with deep industry knowledge. Smart utilization of vendor programs, including MDFs, co-selling initiatives, and ready-to-market solution bundles, can give partners a much-needed edge. Equally, continuous investment in upskilling is non-negotiable, with competencies in AI, cybersecurity, and multi-cloud environments emerging as



comprehensive, integrated solutions that address their unique challenges while delivering clear business outcomes. At the same time, channel partners are juggling multiple vendor relationships, grappling with tighter margins brought on by subscription models, and facing longer sales cycles as customers scrutinize every investment with heightened caution. The talent shortage adds to the challenge, with skilled cloud architects, cybersecurity experts, and solution consultants in high demand but short supply.

Yet, within this complexity lies a world of opportunity. The most successful partners in 2025 are those shifting towards services-led models, embedding consulting, managed services, and lifecycle support into their offerings. Specializing in high-growth verticals such as healthcare, BFSI, and manufacturing has proven to open new revenue streams, as clients

critical differentiators. Collaboration, too, is gaining momentum — with partners co-creating solutions to offer more value and better integration for customers.

As we see at itVARnews, the role of the channel is evolving beyond transactions to becoming trusted advisors and growth enablers. Partners are not just seeking market insights, but also looking to build community alliances, discover replicable success stories, and leverage demand-generation tools that drive tangible results. In this new era, platforms like ours are committed to supporting the channel ecosystem with actionable intelligence, empowering partners to confidently embrace the future. Ultimately, 2025 belongs to the agile and ambitious — those ready to turn complexity into opportunity, lead with value, and build ecosystems that thrive in an increasingly connected world.

# Trump's 26% Tariff Shock: What It Means for India's IT Channel Ecosystem



In a bold move that has reignited trade tensions worldwide, U.S. President Donald Trump has officially implemented a sweeping 26% tariff on all imports into the United States. Framed under his administration's revived "America First" economic policy, the decision is aimed at reducing the United States' dependency on foreign goods and bringing back domestic manufacturing jobs. While this protectionist stance may serve domestic political and economic goals in the U.S., the global ramifications are significant — and perhaps nowhere more pronounced than in India, one of the largest trade partners to the United States and a critical hub in the global technology supply chain.

For India's thriving IT and tech-driven economy, the announcement has cast a cloud of uncertainty. Indian businesses — especially in

the export-heavy sectors of IT services, software, electronics, auto parts, and pharmaceuticals — are now facing a potential recalibration of their U.S. strategies. However, the most immediate and deeply felt impact is likely to be on India's massive IT channel partner ecosystem, comprising value-added resellers (VARs), system integrators (SIs), managed service providers (MSPs), OEM resellers, and distributors. These firms, many of which operate within vendor networks linked to U.S.-based tech giants like Cisco, Dell, HP, Microsoft, and HPE, could find themselves navigating a dramatically changed business landscape.

The IT channel plays a critical role in delivering enterprise technology solutions to businesses across India. This network not only facilitates imports of tech

products but also supports implementation, integration, and support services for end-users. With the new tariff, the cost of importing technology from the U.S. is set to rise sharply, triggering a domino effect that could touch every layer of the Indian IT distribution chain.

The first and most visible impact will be on pricing and margins. A 26% tariff on imported U.S. products — which could include servers, routers, storage solutions, and network infrastructure — will force Indian distributors to rework pricing strategies, potentially making U.S.-based technology products less competitive in the Indian market. Indian channel partners may struggle to maintain profitability as the increased costs are passed down the supply chain. Smaller resellers and system integrators, in particular, may not have the financial buffer to absorb these shocks,

leading to either margin erosion or reduced business volume.

The imposition of tariffs also creates operational friction. Shipment delays, regulatory compliance updates, and renegotiation of partner agreements with OEMs may further complicate day-to-day operations. Some OEMs could choose to deprioritize the Indian market temporarily, focusing instead on domestic U.S. operations or countries with more favorable trade terms. This change in vendor focus could reduce the availability of certain products in India or delay product rollouts.

Additionally, the impact may be seen in partner incentive structures. Channel partners typically rely on rebates, discounts, and incentive programs offered by U.S.-based vendors. These schemes are often calculated based on revenue milestones or sales volume. With higher pricing and reduced competitiveness, achieving targets may become more difficult, leading to a decline in channel partner earnings and engagement.

Yet, amidst these challenges lie emerging opportunities. Channel partners with diversified portfolios — those who also sell European, Japanese, Korean, or homegrown Indian tech brands — may see an uptick in demand. As enterprises seek alternatives to avoid the cost burden of U.S. imports, they may turn to partners who can offer competitive non-U.S.



products. This creates an opening for Indian VARs to renegotiate alliances and explore new vendor relationships, potentially leading to the localization of product lines and solutions.

Another silver lining lies in the services economy. Since the tariffs predominantly target goods, services such as cloud migration, IT consulting, managed security, and software development remain unaffected. Channel partners who have already begun transitioning from product reselling to services-led models may find themselves more insulated from the current disruption. These players could even see growth opportunities as businesses prioritize optimization, automation, and digital transformation in a cost-sensitive environment.

From a policy perspective, the Indian government may step in to cushion the blow. Trade negotiators could push for exemptions or reduced tariffs on certain product categories through diplomatic engagement with the U.S. Meanwhile, domestic policies may encourage “Make in India” initiatives and incentivize global vendors to localize manufacturing within the country. If implemented effectively, these measures could not only mitigate the impact of the tariffs but also help India strengthen its position as a global manufacturing and technology hub.

For IT channel players, the new normal demands agility, strategic foresight, and resilience. The focus must now shift to de-risking business models. Key steps include conducting a thorough reassessment of current vendor alignments, exploring new geographies for expansion, investing in supply chain agility, and upskilling workforce capabilities to deliver higher-margin services. Understanding customer concerns and adapting sales strategies to address pricing sensitivity will be essential to maintain trust and relevance.

Moreover, this development underscores the need for Indian channel partners to embrace digital transformation within their own organizations. Channel firms that leverage AI for demand forecasting,

use automation for logistics and inventory, and implement CRM and ERP platforms to improve customer experience will likely emerge stronger and more competitive.

For U.S.-based OEMs, the situation presents a double-edged sword. While the policy may improve domestic production numbers, it risks alienating trusted international markets and partners. Many of these OEMs have long relied on Indian partners for cost-effective, high-quality sales and implementation capabilities. Cutting off or complicating access could disrupt established ecosystems, reduce global competitiveness, and slow down international expansion.

Industry associations like MAIT (Manufacturers’ Association for Information Technology), FAIITA (Federation of All India IT Associations), and NASSCOM are expected to engage actively with policymakers and international stakeholders to advocate for the interests of Indian channel partners. These organizations may also play a vital role in educating partners, providing strategic guidance, and facilitating cross-border collaborations.

Looking ahead, the broader question is whether this marks the beginning of a long-term protectionist phase in U.S. policy or a short-term political maneuver. Either way, the Indian channel ecosystem must be prepared for ongoing volatility in global trade dynamics. Building resilience — not just in operations, but in mindset — will be the most valuable asset.

In conclusion, President Trump’s 26% import tariff represents a watershed moment for India’s IT channel community. The policy shift challenges existing business models, disrupts long-standing trade flows, and compels a fundamental rethink of vendor strategies, pricing structures, and market approaches. However, for those who can adapt quickly, diversify effectively, and lead with innovation, this could also be a period of transformation and new growth. As always, change brings risk — but also remarkable opportunity for those ready to evolve.

## AMD Completes Acquisition of ZT Systems



**A**MD announced the completion of its acquisition of ZT Systems, the leading builder of AI and cloud computing infrastructure for the world’s top hyperscalers. ZT Systems’ rack-scale and cloud-optimized design expertise strengthens AMD’s AI systems portfolio for enterprise and hyperscale AI customers.

### This acquisition enables AMD to:

- **Expand Market Reach:** AMD is strengthening its position in the \$500 billion data center AI accelerator market projected for 2028, enhancing its ability to meet rising enterprise and cloud demand with optimized, open ecosystem solutions.
- **Accelerate AI Deployment:** The integration of ZT Systems’ design and customer enablement expertise accelerates AI infrastructure deployment at scale, reducing end-to-end deployment times and providing a significant competitive advantage for customers in the rapidly evolving AI landscape.
- **Harness the ZT Advantage:** By adding ZT Systems’ industry-leading rack and cluster-level design team, with extensive experience creating AI systems for hyperscalers, AMD now delivers full AI solutions from silicon to rack, complementing its silicon and software capabilities with critical systems expertise.

# AI May Fuel Growth, But Indian IT Firms Must First Regain Client Trust



As Indian IT giants gear up for a fresh fiscal cycle, one narrative is emerging with urgency: AI is not the silver bullet—yet. While Generative AI (GenAI) is being hailed as a transformative force for enterprise IT, analysts at Gartner caution that the path to sustainable growth requires more than just early adoption and flashy pilots. It requires trust.

According to Biswajit Maity, Senior Principal Analyst at Gartner, the next growth wave for Indian IT service providers will hinge not just on AI investment, but on their ability to repair and manage client expectations that were, in many cases, misaligned during the first wave of GenAI enthusiasm.

## Burned by the Hype: Why Clients Are Wary

In 2023 and early 2024, Generative AI projects were rapidly greenlit, often without a clear business case, risk strategy, or integration roadmap. For many enterprise CIOs and

CTOs, the ROI failed to match the promise.

“From banks to retailers to logistics firms, clients experimented with GenAI pilots—from chatbot integrations to code generation—but faced barriers like hallucination risks, data governance issues, and spiraling cloud costs,” notes Maity.

Now, in 2025, clients are proceeding with caution rather than excitement. They’re asking not “How fast can we adopt AI?” but rather, “What can it do reliably, and how can we measure success?”

## Advisory-Led GenAI: The Need of the Hour

This new reality places the spotlight on a consulting-first approach. Gartner believes Indian IT providers must pivot from offering tools to offering business context + AI deployment frameworks.

“Clients don’t just want automation—they want AI that aligns with their KPIs. That requires deep industry knowledge, ethical

governance models, and integration capabilities,” says Maity.

### This shift means Indian IT players must invest in:

- AI Maturity Assessments and Change Management
- Risk Frameworks for GenAI usage (privacy, bias, auditability)
- Domain-specific Co-Pilots and pretrained LLMs
- Cross-functional AI consulting teams with business + tech acumen

It’s no longer about having an AI practice—it’s about bringing AI into every deal, intelligently.

## Rebuilding Trust = Enabling Measurable, Managed Outcomes

Client trust eroded not just from underwhelming pilots, but also from overpromising outcomes. Now, expectations are more grounded, but trust must be earned back through proof of value.

### That includes:

- Transparent delivery metrics for AI engagements
- Demonstrable cost savings, accuracy gains, or revenue lifts
- Clear risk disclosures and fallback mechanisms
- A phased approach to scaling AI—pilot, evaluate, optimize

In other words, the successful AI service providers of tomorrow

will be those who adopt a consulting DNA, not just a delivery model.

## Global Opportunity, But Watch the Reputation Curve

While AI investment is forecast to surge, Gartner warns that perception will shape pipeline velocity. Markets like North America and Western Europe are already maturing fast in AI adoption—but their buyers are also less forgiving of missteps.

A single AI hallucination that causes reputational or compliance risk can tank a deal. That’s why Maity says, “Before selling GenAI products at scale, IT vendors must mature their internal LLMs, governance stacks, and ROI modeling tools.”

## The Bottom Line: GenAI May Fuel Growth, But Trust Will Power It

Indian IT firms stand at a strategic inflection point. On one hand, GenAI promises long-term revenue expansion across consulting, application services, and BPS. On the other, the market’s memory of failed promises is still fresh.

### To succeed in FY26 and beyond, providers must:

- Lead with advice, not acceleration
- Focus on managed outcomes, not hype
- Build industry trust through transparency and ethics



# Muted Yet Measured: Infosys Q4 Results Reflect Sector-Wide Shifts, AI Poised to Drive FY26 Growth



In a quarter marked by macroeconomic turbulence and cautious enterprise tech spending, Infosys closed FY25 with modest year-on-year revenue growth in constant currency (CC) terms. According to insights shared by Biswajit Maity, Senior Principal Analyst at Gartner, the performance aligns with broader market expectations given the continued global economic headwinds, geopolitical instability, and subdued discretionary budgets.

Despite these challenges, Infosys managed its financials prudently while securing several large, multi-year deals—a strong indicator of client trust and strategic relevance. While North America remains Infosys' dominant market (accounting for over 60% of revenue), the company

has been gaining traction across the Nordics, Middle East, and Southeast Asia, bolstering its international footprint.

## Cautious Optimism as Enterprises Prioritize Outcomes

The year began with buoyant expectations, but sentiment moderated as discretionary spending slowed. Enterprises are now increasingly focused on tangible outcomes, according to Maity. Although global IT spending is projected to rise in the coming quarters, conservative buying behavior continues to weigh on IT sector earnings.

Encouragingly, CIOs remain committed to long-term digital transformation efforts, particularly in areas such as AI, application modernization, and cloud. As a result, the outlook for

FY26 is cautiously optimistic, with expectations of a return to double-digit growth led by strategic technologies.

## BFSI, Manufacturing & Retail: Spending Strategically, Not Generously

Infosys' key verticals—banking, manufacturing, and retail—are adjusting to current realities by aligning tech budgets to outcomes. While discretionary projects remain under scrutiny, global enterprise IT spend is forecasted to grow by 9.3% in 2025, driven largely by AI infrastructure investments, cloud-first transformation, and external service partnerships. The communication, media, and services (CMS) segment is also emerging as a key growth area, particularly for AI-backed transformation initiatives.

That said, policy uncertainties and geopolitical tensions could continue to moderate spending behavior across these industries, keeping decision-makers focused on risk-managed transformation journeys.

## GenAI: From Buzzword to Budget Line Item

Generative AI (GenAI) is expected to play a defining role in the next growth cycle for Indian IT services companies. Gartner's Maity notes that clients are no

longer just curious about GenAI—they're actively seeking advisory, consulting, and implementation support to drive GenAI use cases in business and operations.

Although some early projects may not have delivered expected results, the next wave of investment is being shaped by improved foundational models and clearer business alignment. Service providers that can marry domain consulting with AI architecture are expected to lead the pack in the coming years.

Vendor Consolidation on the Rise

Another noticeable trend is vendor consolidation. Enterprises are streamlining IT vendor portfolios to improve governance, reduce overheads, and gain better accountability. This trend could influence the positioning of Tier-1 IT players in FY26, with larger firms likely to benefit from simplified RFP processes and long-term integrated contracts.

## CXO Takeaway

While FY25 may have ended on a subdued note, the momentum around AI, cloud modernization, and long-term transformation is very much alive. Indian IT majors like Infosys are poised to benefit from this shift, provided they continue to deliver outcome-driven solutions backed by innovation and efficiency.



## Securing the Future: Confronting AI-Driven Cyber Risks Head-On

As we step into a new era of cybersecurity, 2025 has already made one thing abundantly clear: we are no longer fighting yesterday's threats. The rapid evolution of generative AI has brought transformative productivity gains—but also unprecedented vulnerabilities that security leaders and IT ecosystems must urgently address.

This month's cover story, "Cybersecurity 2025: Navigating the AI-Powered Threat Landscape", is a deep dive into the pressing risks enterprises face—from the rise of Shadow AI and insider threats to the need for AI-powered Zero Trust frameworks. It also examines how CISOs are evolving into strategic business enablers and how channel partners are stepping up as trusted cybersecurity advisors.

At ITPV, we believe in empowering our readers with actionable insights. This issue serves not just as a wake-up call, but also a guidebook—outlining best practices, real-world case studies, and investment roadmaps to help security stakeholders future-proof their infrastructure in the AI age.

Let's move forward not with fear, but with foresight and collaboration.

*K. Singhal*

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

**TECHPLUS  
MEDIA**

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

**INTEGRATED MARKETING COMMUNICATION:**  
Arunim Agrawal, Mamta Kapoor

**ASSOCIATE ANALYST**  
Shaithra S

**SALES:**  
Anushikha Singh | Pratap Jana

**PRODUCTION HEAD:**  
Aji Kumar

**WEBSITE:**  
Gaurav Rana

**PROMOTION:**  
Amit Pandey, Nikita Gurung

**CIRCULATION:**  
Pratap Ram

**FINANCE:**  
Inder Pal

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

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

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

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

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

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



## Clarity in **Every Page**, Quality in **Every Print**

The new eco - series cartridges from lapcare



Your Trusted  
**PARTNER**



### COMPATIBLE TONER CARTRIDGE



Model no - LPC2365



Model no - LPC2365

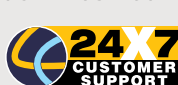
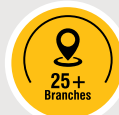


Model no - LPC2365



Model no - LPC2365

#### OUR TRUST ICONS



Rx Infotech P Ltd

Sales Helpline : 9266866471

[b2bsales@rxinfotech.in](mailto:b2bsales@rxinfotech.in)

[www.lapcare.com](http://www.lapcare.com)

Ahmedabad | Bengaluru | Bhubaneswar | Chandigarh | Chennai | Cochin | Dehradun | Delhi | Goa | Gurgaon | Guwahati | Hyderabad  
Indore | Jaipur | Jammu | Kolkata | Lucknow | Ludhiana | Mumbai | Nagpur | Nashik | Patna | Pune | Raipur | Ranchi





# DIGISOL®

## THE SMART NETWORK SOLUTION THAT EVERY NETWORK NEEDS



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

DIGISOL  
OFFERINGS

FTTH



DUAL BAND ONU



SINGLE BAND ONU



GPON OLT



TRANSCIVER

SWITCHING



UNMANAGED SWITCH



FULLY MANAGED SWITCH



DATA CENTER SWITCH



MEDIA CONVERTER

WIRELESS



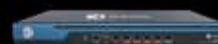
INDOOR AP



OUTDOOR ENTERPRISE AP



DUAL BAND REPEATER



ACCESS CONTROLLER

STRUCTURED  
CABLING



KEYSTONE



PATCH PANEL



PATCH CORD



FACEPLATE



CAT6 UTP SOLID CABLE

East  
9748834333

South  
9566099681

North/West  
9987094004

www.digisol.com  
1800 209 3444