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AI AGENTS TO OUTGROW SAAS BY 2026:
THE NEXT BIG OPPORTUNITY FOR PARTNERS

Channel Partner Leverage in the AI Era: Unlocking the Next Frontier of Growth

Google and Microsoft Losing Dominance as AI Startups Rise

In Conversation

Bridging the BFSI Legacy Systems with the AI Future

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AI AGENTS TO OUTGROW SAAS BY 2026: THE NEXT BIG OPPORTUNITY FOR PARTNERS

For two decades, Software-as-a-Service (SaaS) has been the dominant force in enterprise IT. Partners, system integrators (SIs), and managed service providers (MSPs) built thriving businesses around deploying Salesforce, ServiceNow, Microsoft 365, SAP, and countless other SaaS platforms. But a new wave is rising, one that promises to be even bigger — and it's coming faster than the channel expects. By 2026, analysts predict AI-driven software agents will eclipse SaaS as the primary growth engine in enterprise technology. For partners, this isn't just another incremental shift; it's a market reset that demands urgent action.

The Market Signals Are Clear

The numbers tell the story. The global SaaS market is currently estimated at $266 billion in 2024, forecast to reach $315–408 billion by 2025, and over $1.1 trillion by the early 2030s. Growth is steady at around 13–20% annually — impressive, but slowing compared to its early days of hyper-adoption. AI agents, by contrast, are accelerating at a blistering 40–45% CAGR. Current estimates put the agentic AI market at just a few billion today, but by 2030 forecasts converge on tens of billions — and by 2035, upwards of $450 billion in revenue. This surge is not speculative hype. Enterprises are already moving. In late 2024, surveys showed more than half of firms actively exploring AI agents, 37% piloting them, and 12% deploying them at scale. The trajectory looks exactly like SaaS adoption in the mid-2000s — exploratory today, near-ubiquitous tomorrow. By 2026, Gartner expects 40% of enterprise applications to embed task-specific agents, compared to less than 5% today. That is the definition of an inflection point.

What Makes Agents Different from SaaS

SaaS digitized and delivered applications via the cloud, but still relied on humans to initiate, manage, and complete workflows.

AI agents flip that model. These are autonomous digital workers: copilots that sit inside productivity apps, customer-service agents that resolve tickets without humans, workflow orchestrators that stitch together HR, finance, and IT systems into end-to-end processes, and task agents that refactor code or analyze data on their own.

The key difference? SaaS needs a user interface. Agents act on intent. Instead of clicking through dashboards, a CFO can tell an agent: "Optimize our Q2 budget and produce a board-ready report". Instead of manually updating CRM records, a sales agent can enrich, qualify, and follow up with leads end-to-end. It's a leap from software as a tool to software as a colleague.

Why This Matters for Partners and MSPs

For the channel, this shift is existential. SaaS made reselling and deploying licenses profitable, but margins have been eroding as vendors move direct-to-customer and bundle AI into their offerings. Partners who remain "SaaS installers" will be squeezed further.

AI agents, however, create entirely new revenue pools:
- Agent Strategy Consulting: Helping CIOs and line-of-business heads identify where to start agent deployments — customer support, HR onboarding, supply chain optimization — and charting adoption roadmaps.
- Integration and Orchestration: Stitching together copilots across Microsoft, Salesforce, AWS, and ServiceNow into seamless workflows.
- Industry-Specific Agents: Packaging tailored solutions — mortgage assistants in BFSI, patient intake agents in healthcare, logistics planners in supply chain — that solve vertical problems.
- Managed Services: Providing ongoing governance, monitoring, compliance, and security for fleets of agents. Managing 50 agents across multiple business functions will require orchestration platforms and continuous oversight — a sweet spot for MSPs.

In short, while SaaS is turning into enterprise plumbing, AI agents are becoming the value-creating layer. Partners who pivot early will own the transformation conversation in the boardroom.

A Window That Won't Stay Open

Analysts caution that companies have only a 3–6 month window to form an "agentic strategy" before adoption spikes in 2026. That urgency translates directly to partners. Waiting means risk of losing relevance as clients turn to other consultancies, startups, or even the SaaS vendors themselves for guidance. Consider the parallels with cloud migration. In the early 2010s, the partners who quickly built cloud practices dominated the next decade, while those who hesitated were reduced to low-margin resellers. The same pattern is unfolding now. The winners will be those who pivot from SaaS implementers to agent orchestrators — and do it before the inflection year.

Competitive Landscape for the Channel

The threat is twofold. First, SaaS vendors are embedding agents directly. Microsoft's Copilot suite already has millions of users across GitHub, Office, Dynamics, and Windows. Salesforce has Agentforce, AWS has Bedrock Agents, ServiceNow has its generative AI workspace. These incumbents will drive agent adoption into their customer bases with or without partner help.

Second, a wave of startups is emerging — building workflow orchestrators, autonomous scheduling assistants, or verticalized copilots. Many are flush with VC funding; seed-stage investment into agent startups topped $700 million in 2025 alone. These firms are courting enterprises directly, sometimes bypassing traditional channel structures.

For SIs and MSPs, this means the safe middle ground of "we'll wait and see" is disappearing. Either you carve out the integration and orchestration role — helping clients navigate a crowded field of agents — or you risk being left behind while others step in.

What Partners Need to Do Now

To capitalize on the agent wave, partners must retool their playbooks immediately. That means:

1. Upskill Teams: Train consultants and architects on AI orchestration platforms and prompt engineering. Build in-house expertise in governance and compliance for agent ecosystems.
2. Forge Alliances: Partner not just with SaaS giants but also with emerging agent startups. Build multi-vendor portfolios that let you offer choice and flexibility to clients.
3. Create Repeatable Offerings: Develop packaged "agent-as-a-service" solutions that address common business needs (e.g., automated onboarding, invoice reconciliation, lead enrichment).
4. Invest in Proof-of-Concepts: Launch pilots with anchor clients now. Even small deployments can showcase value and lock in long-term managed service contracts.
5. Shift the Narrative: Stop leading with "cloud migration" or "SaaS deployment." Start leading with "intelligent workflow design" and "agent orchestration." That's the language the C-suite wants to hear.

The Hybrid Reality: SaaS + Agents

One caution is worth remembering: agents won't eliminate SaaS. They depend on SaaS platforms for data, security, and compliance. Agents are the intelligence layer; SaaS remains the infrastructure. The likeliest outcome is a hybrid future where SaaS provides stability and governance, while agents provide speed and value.

For partners, this is an advantage. Their SaaS expertise doesn't become obsolete — it becomes the foundation for agent deployments. Those who can bridge SaaS and agents seamlessly will become indispensable.

The Channel's Defining Moment

History rarely repeats, but it rhymes. A decade ago, cloud created the partner winners and losers we see today. The rise of AI agents will do the same. By 2026, enterprises will no longer be asking "Should we experiment with agents?" — they'll be demanding "Who can orchestrate and govern our digital workforce?" Partners, SIs, and MSPs who can answer that call will find themselves at the center of the next trillion-dollar ecosystem. Those who can't will watch the opportunity pass them by. The message is blunt but clear: SaaS made you relevant yesterday. AI agents will make you relevant tomorrow. Start building your agent playbook today — before the market leaves you behind.

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Setting the Stage

The banking, financial services, and insurance (BFSI) sector has long been the bedrock of trust and stability. Built on rigid legacy systems, the industry has delivered consistency and compliance over decades. Yet, with artificial intelligence—particularly large language models (LLMs) and emerging small language models (SLMs)—redefining the very foundations of technology, the question looms: can BFSI systems adapt without losing the reliability they were designed to ensure?

In this edition of In-Conversation, we bring two global thought leaders—Dr. Lopa Mudraa Basuu and Dr. Utpal Chakraborty—to debate the opportunities and challenges of integrating AI into BFSI. Guiding the exchange is Kalpana Singhal, Editor of CXO TV & ITPV Channel Magazine, who probes into the governance, cultural, and technological shifts needed to bridge the old and new worlds of finance.

The Bottleneck Question: What Holds BFSI Back?

■ **Kalpana Singhal:** Legacy BFSI systems were designed for stability, not adaptability. In your

view, Dr. Lopa, what is the biggest bottleneck in making them AI-ready?

Dr. Lopa Mudraa Basuu: The challenge is multidimensional. It isn't just a technical problem but a clash of technology, governance, and culture. Legacy systems are burdened with decades of technical debt, siloed data, and rigid structures. AI requires clean, unified data streams, but most BFSI organizations are stuck with "garbage-in, garbage-out" pipelines.

Worse, the cultural resistance is profound. Employees see AI not as an enabler but as a threat to their jobs. The talent pool is shrinking as many hesitate to upskill, and organizations often treat AI as just another software adoption rather than a complete rethinking of processes and decision-making frameworks.

If BFSI leaders fail to acknowledge that AI is about cultural and operational transformation—not just plugging in a new tool—they risk compliance failures, cyber vulnerabilities, and even employee disengagement. To me, the cultural barrier is the largest bottleneck, followed closely by governance and cyber risks.

Adoption Realities: BFSI and the AI Journey

■ **Kalpana: Dr. Utpal,**

BFSI has historically been quick to adopt new technologies. How do you see their adoption of AI and generative AI?

Dr. Utpal Chakraborty: You're right. BFSI is highly regulated, but despite this, it has been one of the earliest adopters of new tech—from predictive analytics to risk modeling. But when it comes to generative AI, the gap is real.

> ❝ BFSI is highly regulated, but despite this, it has been one of the earliest adopters of new tech—from predictive analytics to risk modeling. But when it comes to generative AI, the gap is real. ❞

Traditional machine learning models in banking—credit risk analysis, fraud detection, NPAs (non-performing assets) analysis—are explainable. Regulators can understand and audit them. Deep learning and LLMs, however, are "black boxes." Their reasoning is opaque, and that's a problem in a sector where every decision must be justified.

This is where small language models (SLMs) become critical. BFSI doesn't need models that write poetry. It needs specialized, domain-specific models

trained on curated, secure datasets. With SLMs and AI agents, banks can automate outcomes rather than just tasks—think risk monitoring, compliance checks, fraud detection—while keeping decisions within well-defined boundaries.

The future will not be about one massive LLM controlling everything but thousands of SLMs purpose-built for banking, healthcare, defense, and government.

Sovereign AI and India's Position

■ **Kalpana: India today ranks among the top three contributors to open-source AI globally. Do you see sovereign AI models making sense for BFSI?**

Dr. Utpal: Absolutely. Sovereign AI is essential. We cannot rely on publicly trained models with questionable datasets. For BFSI, models must be trained on Indian data, Indian languages, and Indian

regulatory frameworks.

The government has taken big steps—like AI Kosha, with 14,000 GPUs made available to startups and researchers at subsidized rates. Combined with India's IT workforce, this means we're on track to become not just an IT superpower but an AI superpower.

The path is similar to what ISRO did for space. We may not have been the first, but we built sustainable, low-cost, world-class solutions. I believe the same will happen with sovereign AI models tailored for India's BFSI.

Retrofit vs. Reimagine: The BFSI Dilemma

■ **Kalpana: Should BFSI players retrofit legacy systems for AI integration, or is a complete reimagining inevitable?**

Dr. Lopa: It's a strategic dilemma. Retrofitting offers quick wins but comes with risks—data security, scalability, and compliance. A complete overhaul is expensive and time-consuming but ensures long-term agility.

The pragmatic path is phased adoption. Start with low-risk, high-value use cases where AI can show measurable benefits. Simultaneously, build a future-ready foundation with robust APIs, data governance, and security.

Treat AI not as software but as a cultural and operational transformation.

This phased approach helps boost employee morale, builds regulatory trust, and prevents the costly mistake of treating AI as just another IT upgrade.

Embedding Intelligence: The Architecture Question

■ **Kalpana: Dr. Utpal, what architectural shifts are essential for BFSI to adopt LLMs or SLMs?**

Dr. Utpal: BFSI need not rip apart core systems like Finacle or Oracle. Instead, AI should be embedded as an intelligent layer on top. This is where AI agents come in—cognitive entities with three parts: a brain (the model), tools (functions it can perform), and memory (to learn from past actions).

Embedding AI agents into loan management, campaign systems, or approval workflows will cut inefficiencies without dismantling existing infrastructure. The architecture remains the same; AI simply adds a "cognitive layer" to make systems more agile, error-free, and 24/7 operational.

This approach prevents wasteful rebuilds and maximizes the value of existing ecosystems like UPI.

Compliance, Governance, and Responsible AI

■ **Kalpana: Compliance, explainability, and data sovereignty are critical. How can BFSI preserve these without slowing down innovation?**

Dr. Lopa: Compliance

> ❝ Retrofitting offers quick wins but comes with risks—data security, scalability, and compliance. A complete overhaul is expensive and time-consuming but ensures long-term agility. ❞

should not be seen as a brake but as a foundation for sustainable AI adoption. Privacy-by-design, security-by-design, and trust-by-design must be integrated into the AI lifecycle—not bolted on later.

Federated learning, where models learn from decentralized data without moving sensitive datasets, is one promising approach. AI governance frameworks must ensure transparency in credit risk, fraud detection, and other sensitive areas.

Organizations that embed compliance early will actually accelerate innovation by avoiding costly retrofits and regulatory

penalties later.

Dr. Utpal: To add, compliance isn't just about data—it's about ethics. Regulators can mandate frameworks, but unless every data scientist follows ethical practices, risks remain. India must scale up AI ethics training just as much as it scales model-building. Regulation and innovation can indeed be allies if designed with ethics at the core.

The Next Five Years: AI, Quantum, and BFSI

■ **Kalpana: Looking ahead, how do you see BFSI leaders blending legacy trust with AI intelligence in the next five years?**

Dr. Utpal: Quantum computing will be the game-changer. LLMs are energy-hungry; quantum processors are reversible, drastically cutting environmental impact. They also accelerate computation, making complex AI models faster and cheaper.

But quantum also

introduces risk—current encryption systems (RSA keys) won't withstand quantum attacks. Hence, post-quantum cryptography will become urgent for BFSI.

In five years, I see BFSI adopting sovereign AI, quantum-ready systems, and domain-specific SLMs. Trust will be rebuilt not through resistance but through explainability, speed, and secure quantum-era infrastructures.

Dr. Lopa: Priorities for BFSI tech leaders in the near term should include quantum readiness, robust data governance, workforce upskilling, and cultural adoption. AI adoption isn't a one-time project. It's a journey—and every organization must define its roadmap balancing business value, regulatory demands, and cultural acceptance.

Closing Thoughts

The conversation made one thing abundantly clear: the future of BFSI will not be a choice between legacy and AI but a convergence of both. Trust built over decades cannot be discarded, and intelligence offered by AI cannot be ignored. By embedding compliance, embracing cultural shifts, and investing in sovereign AI, BFSI leaders can navigate this transformation responsibly.

As Dr. Lopa aptly put it, "It's not a program. It's a journey."

Channel Partner Leverage in the AI Era: Unlocking the Next Frontier of Growth

In the fast-evolving world of B2B technology, the channel partner ecosystem has long been one of the most powerful growth engines. Distributors, VARs, resellers, and system integrators bridge the gap between vendors and customers — not only delivering technology but also creating trust, relevance, and long-term value. Yet, when we examine the data from top-performing channel programs, it becomes clear that the real bottleneck is not market opportunity, but operational bandwidth. Many partners are stretched thin, balancing sales enablement, marketing execution, technical training, and customer success, often without enough resources to scale each function effectively.

Artificial Intelligence is transforming this reality. In the AI era, channel partners are no longer bound by the limits of traditional sales and support models. AI tools can automate lead nurturing, score prospects, and trigger hyper-personalized outreach, freeing sales teams from manual follow-ups. Predictive analytics can forecast renewals, identify upsell opportunities, and flag accounts at risk of churn, enabling proactive engagement. AI can also optimize marketing campaigns in real time, improving ROI, and deliver on-demand microlearning to accelerate technical enablement without lengthy onboarding cycles.

The role of the partner is shifting from transactional seller to strategic consultant. The most forward-looking partners are using AI not just to sell products but to deliver tailored, industry-specific solutions — helping healthcare providers achieve HIPAA-compliant data flows, guiding manufacturers in predictive maintenance, or enabling retailers to enhance omnichannel customer engagement. This evolution directly addresses the operational bandwidth challenge by automating repetitive tasks such as reporting, proposal generation, and compliance checks, allowing teams to focus on relationship building and strategic account planning.

Vendors benefit as well. AI-powered partner portals can recommend the best-fit sales plays, provide instant deal analytics, and deliver bite-sized training resources to partners exactly when needed. This creates a self-sustaining growth loop where partners are better equipped, customers are better served, and vendors see faster, more predictable revenue streams.

The metrics for success are also shifting. Historically, partner performance was measured by transaction volume. But in 2026 and beyond, KPIs will increasingly focus on revenue generation, account wins, and cost per acquisition (CAC). In this environment, the ability to generate business efficiently — lowering CAC while increasing conversion rates — will be a defining capability for marketers and partners alike. AI-powered channel strategies have a direct edge here, shortening sales cycles and ensuring every marketing and sales dollar drives measurable returns.

Channel partners now stand at a decisive inflection point. Those who embrace AI not just as a tool but as a strategic enabler will unlock unprecedented leverage, move faster, and compete more effectively in a saturated market. The opportunity is vast — and in an AI-powered channel ecosystem, operational bandwidth is no longer the ceiling, but the launchpad for the next era of growth.

BenQ PV3200U: The Ultimate 32" 4K Monitor for Professional Video Creators

The BenQ PV3200U is a professional 32-inch 4K monitor designed for Video content creators who demand uncompromising visual and audio accuracy right from edit to upload. At its core is BenQ's renowned AQCOLOR technology, offering 95% P3, 100% Rec.709, and 100% sRGB color coverage with factory-calibrated Delta E ≤ 2, ensuring true-to-life colors and visual consistency across all platforms. With M-book Mode and ICCsync, the PV3200U enables seamless color matching across Windows, and Apple devices, including MacBooks, iPads, and iPhones, making it ideal for workflows that span multiple ecosystems.

In addition to its color expertise, the PV3200U integrates a premium 2.1 channel frequency-separating audio system, allowing editors to take a break from headphones without compromising accuracy. Dual 2W speakers and an independent 5W woofer deliver clear highs, balanced mids, and rich low-end detail. The PV3200U offers six specialized audio modes—Standard, Cinema, Game, Music, Voice, and Studio—each tailored to suit different creative and entertainment needs. Standard Mode delivers a balanced audio profile for everyday editing and playback. Cinema Mode enhances surround presence and dynamic range, perfect for evaluating sound in video projects. Game Mode emphasizes directional audio cues for immersive, real-time sound placement. Music Mode enriches tonal warmth and low-end response, ideal for mixing and enjoying tracks. Voice Mode sharpens vocal frequencies for podcasts, interviews, and narration clarity. Finally, Studio Mode preserves unprocessed, true-to-source audio, enabling precise monitoring during video editing and post-production without coloration

For workflow efficiency, the PV3200U supports a single USB-C connection for 4K video transmission, high-speed data transfer, and up to 65W device charging, reducing desk clutter and simplifying setup. It also features a wireless Hotkey Puck for quick access to frequently used settings, further streamlining the creative process. Its ergonomic stand supports tilt, swivel, pivot, and height adjustments, accommodating various editing styles and studio environments.

Standing apart as an all-in-one creative solution, the BenQ PV3200U combines exceptional color accuracy, precise sound reproduction, and a productivity-focused design. It enables creators to see and hear exactly what their audiences will experience, whether delivering content for YouTube, Vimeo, or other platforms. With its fusion of display excellence, professional-grade audio, and smart connectivity, the PV3200U is the perfect tool for modern, multi-platform content creation.

Google and Microsoft Losing Dominance as AI Startups Rise

Enterprises worldwide are shifting AI from pilots to production. AI spending exploded in 2024 companies poured $13.8 billion into AI, more than six times the amount spent in 2023. In particular, spending on GenAI applications jumped nearly eightfold (from $0.6B to $4.6B). Budgets for vertical (industry-specific) AI grew 12-fold, departmental AI ninefold, and even core "foundation models" sevenfold. This wave of investment reflects broad confidence – over 70% of enterprise decision-makers expect even broader AI adoption ahead. Enterprises now average roughly 10 AI use cases in flight. Adoption spans every function, and surveys show more than 70% of companies have deployed AI in at least one business unit. Importantly,

AI's value is moving into core operations, not just back-office. A global study shows more than 60% of AI's value is in operations, sales/marketing and R&D. In concrete terms, leaders that scale AI across functions expect nearly 50% greater cost savings (Opex reduction) by 2027 than laggards. Already, 40% of GenAI funding now comes from permanent budgets (versus just 25% a year ago), signaling AI's move from R&D experiments to the organization's core.

Smarter Chatbots & Customer Support

Customer-facing teams are early beneficiaries. Nearly one-third of enterprises have deployed AI chatbots for service. These knowledge-based agents run 24/7, dramatically reducing call volumes for live agents.

For example, Axis Bank in India replaced parts of its IVR system with "AXAA," an AI voice assistant that now handles about 12–15% of customer calls with close to 90% accuracy, slashing wait times and support cost per call. Across industries, firms report that AI bots cut response times by over 40% while maintaining high customer satisfaction.

- **AI Support Bots:**
  Startups like Aisera, Decagon, Sierra and Observe AI offer chat/voice bots that integrate with enterprise CRMs. They automate FAQs and routine inquiries, freeing human agents for complex cases.

- **Sales & Lead Generation :**
  AI is also permeating sales outreach. Sales and

marketing saw the biggest jump in GenAI adoption in 2024. Companies that empowered their sellers with automation report 10–15% productivity gains. For instance, AI tools can auto-generate cold-call scripts, qualify leads, or analyze call recordings. One telecom using AI to analyze call-center conversations saw a 20–30% jump in customer satisfaction. Surveys show the vast majority of sales leaders are "very excited" about AI's impact on customer targeting, upsells and efficiency.

AI Assistants in Finance and Operations

Finance and operations are adopting AI to cut manual work and costs. JPMorgan's COiN platform uses AI to read credit agreements, reducing 360,000 staff-hours per year down to seconds. Similar startups like Numeric, Klarity, Rogo and Arkifi automate accounting and financial analysis across asset managers and banks. CFO offices report AI bots accelerating tasks like invoice processing, reconciliation and reporting. Leaders that integrate AI into cost-cutting efforts expect around 50% more Opex reduction by 2027 than peers. In practice, firms cite 20–30% Opex cuts from AI-driven automation. For example, insurers have cut service costs by automating claims triage, while retailers have slashed supply-chain waste by up

to 25% with AI forecasting models.

Healthcare, Design and Beyond

AI startups are also penetrating regulated industries and creative functions. In healthcare, AI "virtual assistants" help with documentation and patient queries. Cleveland Clinic credits AI tools with flipping a $200 million operating loss in 2022 into a slight profit in 2023. AI bots on patient portals answer routine medical questions instantly, freeing nurses' time. In design and marketing, image/video generators and content assistants are becoming staples: studios use tools like Runway and Descript, while marketers leverage Midjourney or DALL·E to create assets. Even "Design" functions now account for a notable share of enterprise AI budget spend. Education and corporate training are also waking up to AI. EdTech startups like Carnegie Learning, DreamBox and Duolingo's AI tutors are personalizing learning. Inside companies, L&D groups are experimenting with generative tools for curriculum development and language training. Across all these domains, executives emphasize the efficiency dividend: AI automates grading, analysis, routine advice and content creation—tasks that once bloated headcount and costs.

Key Use Cases and ROI

Enterprise surveys reveal the use cases delivering the fastest payback:

• Code and DevOps Copilots:

Over half of enterprises now use AI coding assistants. GitHub Copilot alone has hit a $300M run rate. Newer AI-native dev tools claim significantly higher developer productivity, with some teams reporting jumps from 15% to 90% of code generated by AI.

• Enterprise Knowledge Search:

Nearly 30% of firms have implemented AI search engines over corporate data, breaking down silos. Startups like Glean and Sana connect email, chat and docs so employees instantly find answers, saving hours per worker per week.

• Meetings & Docs:

AI meeting summarizers like Fireflies, Otter and Fathom are in about one-quarter of firms, auto-transcribing and tagging key points. In healthcare, Eleos Health uses AI to document patient visits, slashing note-taking overhead. Overall, by plugging such tools in, companies report productivity improvements in the 40–60% range for targeted tasks. Leaders are further capitalizing on cross-function scale: revenue lifts are projected 60% higher at AI pioneers compared to followers, and leaders expect nearly double the ROI on their initiatives.

Startups vs. Legacy: Speed and Cost

A recurring theme is that AI-native startups are winning customers from traditional tech vendors. Surveys highlight a gap in quality and agility: nearly one in five AI buyers are dissatisfied with incumbent offerings, and 40% question whether big-vendor tools truly meet their needs. By contrast, startups built around AI rapidly iterate features and pricing models. Enterprises prefer AI-native vendors because they deliver fundamentally better products with superior outcomes compared to incumbents bolting AI onto legacy suites. Employees themselves often drive startup adoption. Early consumer hit products like ChatGPT and ElevenLabs created demand that quickly fed into enterprise trials. Developers report higher satisfaction with AI coding startups than with incumbent solutions, pressuring IT to adopt the newer entrants. Big tech companies are playing catch-up. Google's enterprise AI offerings are powerful but rolled out slowly; AWS has focused on infrastructure more than apps. By contrast, dozens of startups now offer turnkey AI assistants in niche workflows. Examples include:

• Sales/Support:

Gong, Chorus, Conversica, Ada

• Marketing/Design:

Canva, Runway ML, Descript, Midjourney

• Finance:

Numeric, Klarity, Clay, Soldo

• Healthcare:

Notable, Abridge, Augmedix, Buoy Health

• Education:

Carnegie Learning, Duolingo Max, Udacity

These startups typically offer subscription or usage-based pricing far cheaper than legacy enterprise AI suites. In many proofs-of-concept, moderate automation of routine tasks pays for itself in months.

Outlook: Enterprise AI Goes Mainstream

Global data confirm that AI startups are reshaping enterprise operations. Companies across sectors report AI is reducing headcount and Opex—often by 20–30% or more in automated areas—while boosting output and customer satisfaction. As more leaders prove the ROI of startup AI tools, others follow. Legacy tech giants will remain players, especially for infrastructure, but they are under pressure. Enterprises are increasingly mixing and matching vendors for cost and performance, demanding industry-specific solutions. Startups that solve concrete pain points now have an open window to capture enterprise budgets. For CXOs, the mandate is clear: leverage agile AI platforms to drive efficiency across design, sales, support, finance, healthcare and learning. Those who do will cut costs and speed innovation — while those who stick with expensive, slow-to-deploy legacy offerings risk falling behind.

Giving Shape to Ideas
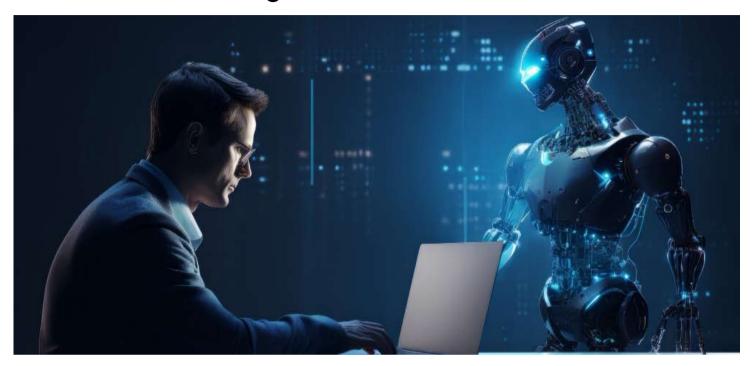
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AI Agents to Outgrow SaaS by 2026: The Next Big Opportunity for Partners

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What Makes Agents Different from SaaS

SaaS digitized and delivered applications via the cloud, but still relied on humans to initiate, manage, and complete workflows. AI agents flip that model. These are autonomous digital workers: copilots that sit inside productivity apps, customer-service agents that resolve tickets without humans, workflow orchestrators that stitch together HR, finance, and IT systems into end-to-end processes, and task agents

that refactor code or analyze data on their own.

The key difference? SaaS needs a user interface. Agents act on intent. Instead of clicking through dashboards, a CFO can tell an agent: "Optimize our Q2 budget and produce a board-ready report". Instead of manually updating CRM records, a sales agent can enrich, qualify, and follow up with leads end-to-end. It's a leap from software as a tool to software as a colleague.

Why This Matters for Partners and MSPs

For the channel, this shift is existential. SaaS made reselling and deploying licenses profitable, but margins have been eroding as vendors move direct-to-customer and bundle AI into their offerings. Partners who remain "SaaS installers" will

be squeezed further.

AI agents, however, create entirely new revenue pools:

- Agent Strategy Consulting: Helping CIOs and line-of-business heads identify where to start agent deployments — customer support, HR onboarding, supply chain optimization — and charting adoption roadmaps.
- Integration and Orchestration: Stitching together copilots across Microsoft, Salesforce, AWS, and ServiceNow into seamless workflows.
- Industry-Specific Agents: Packaging tailored solutions — mortgage assistants in BFSI, patient intake agents in healthcare, logistics planners in supply chain — that solve vertical problems.
- Managed Services: Providing ongoing governance, monitoring, compliance, and security for fleets of agents. Managing 50 agents across multiple business functions will require orchestration platforms and continuous oversight — a sweet spot for MSPs.

In short, while SaaS is turning into enterprise plumbing, AI agents are becoming the value-creating layer. Partners who pivot early will own the transformation conversation in the boardroom.

A Window That Won't Stay Open

Analysts caution that companies have only a 3–6 month window to form an "agentic strategy" before adoption spikes in 2026. That urgency translates directly to partners. Waiting means risk of losing relevance as clients turn to other consultancies, startups, or even the SaaS vendors themselves for guidance. Consider the parallels with cloud migration. In the early 2010s, the partners who quickly built cloud practices dominated the next decade, while those who hesitated were reduced to low-margin resellers. The same pattern is unfolding now. The winners will be those who pivot from SaaS implementers to agent orchestrators — and do it before the inflection year.

Competitive Landscape for the Channel

The threat is twofold. First, SaaS vendors are embedding agents directly. Microsoft's Copilot suite already has millions of users across GitHub, Office, Dynamics, and Windows. Salesforce has Agentforce, AWS has Bedrock Agents, ServiceNow has its generative AI workspace. These incumbents will drive agent adoption into their customer bases with or without partner help.

Second, a wave of startups is emerging — building workflow orchestrators, autonomous scheduling assistants, or verticalized copilots. Many are flush with VC funding; seed-stage investment into agent startups topped $700 million in 2025 alone. These firms are courting enterprises directly, sometimes bypassing traditional channel structures.

For SIs and MSPs, this means the safe middle ground of "we'll wait and see" is disappearing. Either you carve out the integration and orchestration role — helping clients navigate a crowded field of agents — or you risk being left behind while others step in.

What Partners Need to Do Now

To capitalize on the agent wave, partners must retool their playbooks immediately. That means:

Upskill Teams: Train consultants and architects on AI orchestration platforms and prompt engineering. Build in-house expertise in governance and compliance for agent ecosystems.

Forge Alliances: Partner not just with SaaS giants but also with emerging agent startups. Build multi-vendor portfolios that let you offer choice and flexibility to clients.

Create Repeatable Offerings: Develop packaged "agent-as-a-service" solutions that address common business needs (e.g., automated onboarding, invoice reconciliation, lead enrichment).

Invest in Proof-of-Concepts: Launch pilots with anchor clients now. Even small deployments can showcase value and lock in long-term managed service contracts.

Shift the Narrative: Stop leading with "cloud migration" or "SaaS deployment." Start leading with "intelligent workflow design" and "agent orchestration." That's the language the C-suite wants to hear.

The Hybrid Reality: SaaS + Agents

One caution is worth remembering: agents won't eliminate SaaS. They depend on SaaS platforms for data, security, and compliance. Agents are the intelligence layer; SaaS remains the infrastructure. The likeliest outcome is a hybrid future where SaaS provides stability and governance, while agents provide speed and value.

For partners, this is an advantage. Their SaaS expertise doesn't become obsolete — it becomes the foundation for agent deployments. Those who can bridge SaaS and agents seamlessly will become indispensable.

The Channel's Defining Moment

History rarely repeats, but it rhymes. A decade ago, cloud created the partner winners and losers we see today. The rise of AI agents will do the same. By 2026, enterprises will no longer be asking "Should we experiment with agents?" — they'll be demanding "Who can orchestrate and govern our digital workforce?" Partners, SIs, and MSPs who can answer that call will find themselves at the center of the next trillion-dollar ecosystem. Those who can't will watch the opportunity pass them by. The message is blunt but clear: SaaS made you relevant yesterday. AI agents will make you relevant tomorrow. Start building your agent playbook today — before the market leaves you behind.

ideaForge Launches Q6V2 GEO UAV, Pioneering the Future of Uninhibited Geospatial Intelligence

ideaForge Technology Limited, a global leader in drone technology, today unveiled its most versatile mapping UAV, the Q6V2 GEO, making its worldwide debut at PRAGYA 2025, the company's inaugural customer event themed this year for Advancing Possibilities in Geospatial Intelligence. The launch marks a significant milestone in ideaForge's mission to equip industries, government agencies, and researchers with cutting-edge aerial mapping and intelligence capabilities.

The Q6V2 GEO has been purpose-built to map anything, anywhere, with all-terrain performance, even in the most extreme environments. Whether it is glacier mapping in the Himalayas, surveying complex urban landscapes, conducting dense forest studies, or monitoring industrial corridors, the Q6V2 GEO delivers unmatched performance. This survey-grade UAV offers more than 50 minutes of flight time with a LiDAR payload, under 7 kg take-off weight, and exceptional accuracy through advanced IMU on-board, PPK-enabled geotagging and seamless CORS integration. Its five modular and third-party payloads make it one of the most versatile UAV platforms in its class, seamlessly switching between high-resolution photogrammetry, including the newly launched 61 MP AI-enabled payload – SHODHAM M61, LiDAR, oblique imaging, hyperspectral sensing, and thermal detection to address a wide range of use cases.

Paired with ideaForge's new geospatial tech stack, the Q6V2 GEO is poised to have an impact across industries and research domains. From LiDAR mapping of Himalayan glaciers for avalanche prevention, to high-resolution mapping of 12,000-year-old Konkan petroglyphs for archeological research and digital archiving, and large-scale urban mapping in Varanasi for municipal governance and agricultural productivity improvement, the stack empowers organisations to transform raw aerial data into actionable intelligence.

When combined with Flyght Cloud, ideaForge's one-stop secure cloud-based platform that converts raw UAV data into accurate, decision-ready insights, the Q6V2 GEO delivers even greater value, enabling faster and smarter operations.

The Q6V2 GEO enables urban planning teams to build 3D city models and conduct infrastructure audits, helps the mining sector calculate volumes and automate compliance reports, and supports utility companies with tower inspections and vegetation risk assessments. It also empowers forestry and water resource managers with biomass analysis and habitat monitoring, equips farmers with early crop stress detection tools, and aids disaster response agencies with rapid terrain assessments in high-altitude and remote regions.

"The Q6V2 GEO, along with our entire geospatial tech stack, is a leap forward in geospatial intelligence, offering our customers the ability to operate in the most demanding terrains and climates with ease and precision. From mapping remote glaciers to surveying bustling urban corridors, this platform reflects our commitment to building solutions that truly advance possibilities. At ideaForge, our goal is to empower organisations and decision makers to see, understand, and act on their world like never before, completing the geospatial mapping picture with a platform that delivers high performance and unlocks missions once thought impossible," said Ankit Mehta, CEO, ideaForge."

With this global launch, ideaForge positions the Q6V2 GEO along with the geospatial tech stack as a next-generation aerial mapping solution available to customers and partners across the world. PRAGYA 2025 also saw the release of a whitepaper from ideaForge on the transformative applications of drones in the industry, across sectors, offering deep insights into how UAVs are reshaping the way organisations map, monitor, and manage environments while processing geospatial and intelligence data with greater speed and precision. The event further showcased ideaForge's mission-ready payloads and advanced software tools, including BlueFire Touch (BFT) with enhanced communication and safety with features such as frequency hopping, auto-channel selection for resilient communication, and geofencing with obstacle height definition. It also improves productivity with multi-polygon flight planning, KML export, multi-UAV coordination (upcoming), and area coverage checks. Special capabilities include the ability to upload a custom Digital Elevation Model (DEM) for accurate terrain following, which is essential for safe and accurate mapping of powerlines, mines and congested urban environments. Airborne Data Relay (ADR) enables mapping and inspection in terrains where line-of-sight is unavailable, along with geotagged video capture—empowering organizations to extract insights and make informed decisions from the data collected.

Eventus Security Appoints Vikas Somani as Vice President – Sales to Accelerate Growth and Enterprise Expansion in India

Eventus Security, a leading global provider of AI-driven Managed Security Services, announces the appointment of Vikas Somani, as Vice President – Sales, India. With over 24 years of experience in enterprise sales and global account management, Vikas will drive growth initiatives and strengthen customer partnerships in the Indian market, while supporting the company's expanding global footprint.

Vikas joins Eventus after a distinguished 15-year tenure at Tata Communications, where he held multiple leadership roles across India and international markets including the UAE, Oman, Bahrain, Qatar, and Turkey. Most recently, he served as Associate Vice President, Mid-Market & Partner Business – West Region.

Over the course of his career, Vikas has successfully led complex enterprise deals across digital services, cloud, managed security, and telecom solutions. He is widely recognized for combining strategic vision with hands-on execution, building high-performing teams, and fostering long-term customer trust.

"We are delighted to welcome Vikas to the Eventus leadership team. His deep expertise in scaling enterprise businesses and his strong customer-first mindset will play a pivotal role in accelerating our next phase of growth," said Sunil Sapra, Co-founder & Chief Growth Officer, Eventus Security. "As enterprises increasingly turn to trusted managed security partners, Vikas' leadership will help us expand our market presence, deepen partnerships, and deliver measurable business outcomes."

Sharing his perspective on the new role, Vikas Somani said:"I am excited to join Eventus at such a pivotal growth phase. Enterprises are moving rapidly away from siloed tools toward integrated, intelligence-led managed security. With its AI-driven SOC-as-a-Service and customer-first approach, Eventus is uniquely positioned to deliver resilience and scale in today's evolving threat landscape. The demand for capable managed security providers has never been greater in India, and I look forward to contributing to Eventus' growth and customer success."

Eventus Security has recorded double-digit year-on-year growth, powered by the rapid adoption of its AI-driven SOC-as-a-Service, built on the proprietary Eventus Platform. By blending AI precision with deep human expertise, Eventus delivers proactive detection, continuous monitoring, and scalable 24/7 protection. Today, Eventus is a trusted partner for enterprises across BFSI, manufacturing, and global sectors, helping organizations stay resilient against sophisticated threats.

"As we expand globally, aligning our technology leadership with proven sales execution is vital. Vikas' background in managing large enterprise engagements across telecom, cloud, and security makes him a perfect fit for our vision of delivering cutting-edge, intelligence-led cybersecurity solutions," added Sunil Sapra.

With this appointment, Eventus reinforces its commitment to scaling globally, strengthening enterprise partnerships, and delivering intelligence-led managed security that drives real-world outcomes.

VIKAS SOMANI,
Vice President – Sales, India, Eventus Security

OpenText Unveils Secure Cloud Evolution to Supercharge Managed Service Provider (MSP) Business Growth in India

New bundles, integrated task management and enhanced billing capabilities empower MSPs to deliver comprehensive security services with ease

OpenText announced a major evolution of its Secure Cloud platform, designed to drive growth for managed security providers (MSPs). With fresh features like automated provisioning, enriched product recommendations, integrated task management and improved reporting and analytics, the platform streamlines MSP operations helping them focus on customer growth and retention.

With the acquisition of Zix in 2021, OpenText made further investments to enhance the capabilities within the Secure Cloud platform, and to extend the platform to the APAC market. According to Canalys[1], managed services is growing at 14.8% CAGR of approximately US$80.9 billion, with cybersecurity spending growth in Asia-Pacific is set at 12% CAGR and expected to reach US$47 billion by 2027.

In India, the managed services sector is a growing market, projected to reach 8.7% GAGR and INR 93,197.3 Crore by 2033. [2] The surge is fueled by the speed of digital transformation, complexities of IT environments, the proliferation of AI-gen threats and cost-optimisations where businesses are seeking partners to deliver and manage their IT infrastructure and technology stack.

Increasing cyber-attacks, evolving global and local regulations and demanding cyber insurance requirements, compliance has become a top priority for organizations worldwide. The release of OpenText Secure Cloud in APAC signifies an opportunity for managed service partners to simplify and consolidate their data and email security, detection and response and recovery solutions under one multi-tenanted platform. This release also allows OpenText to maintain its commitment to channel partners by establishing a 2-tier structure within the single platform for partners to procure, manage and deliver OpenText Cybersecurity security and data protection solutions while continuing to work with their local distributors for additional support and services.

Recently, the OpenText Cybersecurity's 2024 Global Managed Security Survey revealed that 56% of MSPs and MSSPs are chosen by clients for their ability to deliver robust security services. In response, OpenText Cybersecurity is simplifying the path for MSPs to deliver end-to-end security solutions through a single, unified platform. With Secure Cloud, partners can provide customers with greater flexibility and choice in billing models that suits their client's budget, allowing customers to scale.

"At OpenText, we're seeing a clear shift among our partners in India toward managed services and hybrid delivery models," said Steve Stavridis, Regional Vice President, APAC, OpenText Cybersecurity. "We understand the unique challenges MSPs face in today's fast-evolving threat landscape and the growing complexity around data privacy and compliance."

"Organisations' data privacy practices are being tested like never before, and customers are now demanding stricter control over how their data is stored and protected. This shift is further accelerated by India's Digital Personal Data Protection Act 2023 (DPDPA), which is redefining how businesses secure data across devices, networks, cloud applications, and platforms.

Our Secure Cloud platform enhancements are built to meet these demands, helping MSPs simplify operations while delivering robust, end-to-end security. With features like automated provisioning, unified billing, and seamless task management in a single, multi-tenant solution, MSPs can scale confidently and

efficiently. This in turns enables MSPs build stronger, profitable, more resilient businesses and gain credibility in the digital economy."The expansion features:

Platform enhancements: A modern interface with new MSP workflows, integrated task management and a streamlined billing, payments and invoicing experience. This unified platform allows MSPs to manage, administer, and bill clients more efficiently, saving time and improved delivery.

Security Analytics and recommendations: MSPs can now offer tailored, cross-functional security solutions with ease, thanks to new product recommendation features that analyses the collective data and recommendations solutions to close security gaps found in the environment include email risk management, compliance, data risk management and security.

All-in-One Platform: The multi-tenanted platform includes endpoint protection, email threat protection, DNS protection, security awareness training, email continuity, email encryption, MDR and EDR and cloud-to-cloud backup, further expanding the platforms capabilities.

With 100,000 small-to-medium businesses globally already relying on Secure Cloud, these enhancements will enable MSPs to deliver even more comprehensive security services to a growing customer base.

[1] Canalys Estimates Cybersecurity Ecosytem 2024
[2] IMARC India Managed Services Market Size, Share & Trends 2033

Redington India Inaugurates Graphics Experience Center in Mumbai, Reinforcing Commitment to HP Print Technology Innovation in India

Redington Limited in collaboration with HP India, announces the inauguration of state-of-the-art Graphics Experience Center in Mumbai – a cutting-edge facility built to showcase the future of HP large-format printing. Designed to serve as a hub of collaboration and capability-building, the Graphics Experience Center reinforces Redington and HP's long-term commitment to advancing print technology and supporting the Indian print and design community.

Through the Graphics Experience Centre, Redington will bring together the latest innovations in HP Latex print technology, enabling its customers to explore, test, and co-create print solutions for a wide range of applications — from outdoor signage, décor, traffic to retail signages. By offering immersive demos, training, and real-time experimentation, the Graphics Experience Center is poised to serve as a launchpad for print service providers (PSPs), creative agencies, media suppliers, and brand marketers looking to push the boundaries of what's possible with sustainable, high-performance printing.

Puneet Chadha, Global Chief Marketing Officer, Redington Limited, said, "This isn't just a demo centre, it's a space dedicated to creativity, collaboration, and the acceleration of innovation. It has been shaped by the belief, passion, and persistence of our customers, partners, and the media who championed this industry long before it became mainstream. Together, we didn't just grow a market, we created one. As we open this space, it's not about showcasing machines, it's about unlocking the next idea, the next innovation, the next breakthrough. This is where the future of print takes shape with the collective strength of our community driving it forward."

Raghu Ram, Senior Vice President, Endpoint Solutions Group, Redington

Limited, said, "At Redington, we are focused on delivering value beyond products. This Experience Center is an investment in knowledge-sharing, upskilling, and industry collaboration. We're excited to see how customers, creatives, and partners come together here to discover new print frontiers and transform their ideas into impactful outcomes."

"The inauguration of the HP x Redington Graphics Experience Center marks a significant step forward in our mission to empower India's dynamic print industry," said Vitesh Sharma, Country Head – India, Bangladesh, Sri Lanka for Large Format Printing Business, HP. "This Center is a collaborative hub where PSPs, brands, media suppliers, and creative agencies can explore, experiment, and innovate together. As customer expectations evolve, there's a growing need for versatile, scalable, and sustainable print solutions. This facility brings those possibilities to life, reinforcing our commitment to fostering innovation and helping our partners stay ahead in a fast-changing landscape."

At the center, Redington will leverage the advanced capabilities of the HP Latex 730 and 830 printer series, which are engineered to meet the evolving needs of PSPs. Featuring HP Pixel Control, next-generation inks, and a new printhead architecture, these printers deliver vibrant colors, sharp text, and consistent quality across a wide range of substrates. Automated features such as double-sided printing, spindle-less front-loading, and a new output platen minimize material waste and streamline workflows. Additionally, the printers integrate with HP PrintOS Production Hub, offering real-time monitoring, remote queue management, and a centralized dashboard to optimize production efficiency.

As part of its commitment to sustainability, Redington will also actively promote the HP Planet Partners program through the center. This initiative supports HP's broader sustainability goals by enabling the responsible return and recycling of used print supplies, reinforcing a circular economy.

Together, Redington and HP are enabling Indian print and design community with advance and sustainable print technologies.

HPE helps enterprises drive agentic and physical AI innovation with systems accelerated by NVIDIA Blackwell and the latest NVIDIA AI models

- *HPE will ship HPE ProLiant Compute servers featuring NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs, now with a 2U form factor*
- *HPE Private Cloud AI accelerates development and deployment with newest NVIDIA AI models and blueprints for agentic AI and physical AI*

HPE announced significant advancements to its NVIDIA AI Computing by HPE portfolio that supports enterprise customers of all sizes throughout the entire AI lifecycle. These developments bolster integration with NVIDIA AI Enterprise and bring the newest NVIDIA AI models and NVIDIA Blueprints to HPE Private Cloud AI, enabling developers to deploy AI applications with ease. HPE will also ship HPE ProLiant Compute servers that feature NVIDIA Blackwell accelerated computing to advance generative, agentic and physical AI workloads.

HPE ProLiant Compute servers accelerated by NVIDIA RTX PRO 6000 Blackwell GPUs

HPE ProLiant Compute servers accelerated by the NVIDIA Blackwell architecture will be available time-to-market. This includes two NVIDIA RTX PRO Server configurations:

- HPE ProLiant DL385 Gen11 server: Supporting up to two NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs in the new 2U RTX PRO Server form factor, this air-cooled server is well-suited for datacenters tasked with meeting the growing AI demands of the enterprise.
- HPE ProLiant Compute DL380a Gen12 server: Supporting up to 8 NVIDIA RTX PRO 6000 GPUs in a 4U form factor, this previously announced configuration will ship in September.

Purpose-built to handle diverse workloads and meet growing enterprise IT demand for GPU-accelerated compute power, HPE ProLiant Compute servers provide organizations with the flexibility and power to innovate across the enterprise, helping unlock new levels of productivity, security, and operational efficiency. HPE ProLiant Compute Gen12 servers

feature multi-layered security with HPE Integrated Lights Out (iLO) 7 Silicon Root of Trust and a secure enclave that enables tamper-resistant protection and quantum-resistant firmware signing. Centralized, cloud-native lifecycle automation delivered through HPE Compute Ops Management reduces IT hours spent on server management by up to 75% and downtime by 4.8 hours per server annually[i]. Target workloads include generative and agentic AI; along with physical AI, including robotics and industrial use cases; visual computing, such as quality control monitoring and autonomous vehicles; simulation; 3D modeling; digital twins; and enterprise applications.

HPE recently announced the next generation of HPE Private Cloud AI that will be available later this year. This includes support for NVIDIA RTX PRO 6000 GPUs with HPE ProLiant Compute Gen12

servers, seamless scalability across GPU generations, air-gapped management, and enterprise multi-tenancy.

HPE Private Cloud AI adds support for new NVIDIA reasoning models and video blueprint

HPE Private Cloud AI, a turnkey AI factory solution for the enterprise co-developed with NVIDIA, will support the latest versions of the NVIDIA Nemotron models for agentic AI, Cosmos Reason vision language model (VLM) for physical AI and robotics, and the NVIDIA Blueprint for Video Search and Summarization (VSS 2.4) to build video analytics AI agents that can extract valuable insights from massive columns of video data. Through continuous co-development between HPE and NVIDIA, HPE Private Cloud AI is uniquely designed to deliver the fastest deployment of NVIDIA NIM microservices for the latest AI models and NVIDIA Blueprints—accessible by customers through HPE AI Essentials.

Through the deepest integration with NVIDIA AI accelerated computing, networking, and software, HPE Private Cloud AI enables enterprises to harness the

full potential of AI faster while maintaining control over their data. Customers can leverage this high-performance solution to manage the surging demand for AI inferencing and accelerate AI production.

Driving the AI Revolution Together

"HPE is committed to empowering enterprises with the tools they need to succeed in the age of AI," said Cheri Williams, senior vice president and general manager for private cloud and flex solutions at HPE. "Our collaboration with NVIDIA continues to push the boundaries of innovation, delivering solutions that unlock the value of generative, agentic and physical AI while addressing the unique demands of enterprise workloads. With the combination of HPE ProLiant servers and expanded capabilities in HPE Private Cloud AI, we're enabling organizations to embrace the future of AI with confidence and agility."

"Enterprises need flexible, efficient infrastructure to keep pace with the demands of modern AI," said Justin Boitano, vice president of enterprise AI at NVIDIA. "With NVIDIA RTX PRO 6000 Blackwell GPUs in HPE's 2U ProLiant servers, enterprises can accelerate virtually every workload on a single, unified, enterprise-ready platform."

Availability

The HPE ProLiant DL385 Gen11 and HPE ProLiant Compute DL380a Gen12 servers featuring NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs are orderable today and will begin shipping worldwide September 2, 2025.

HPE Private Cloud AI support for NVIDIA Nemotron models, Cosmos Reason, and NVIDIA Blueprint for VSS 2.4 will be available during the second half of 2025.

The next generation of HPE Private Cloud AI with NVIDIA RTX PRO 6000 Blackwell Server Edition GPUs will be released in the second half of 2025.

[i] Results are based on a composite organization representative of interviewed customers. Forrester Consulting, New Technology: The Projected Total Economic Impact™ of HPE Compute Ops Management, commissioned by HPE (June 2024)

IBM unveils new India Client Experience Centre in Mumbai and announces plans to support Government of Maharashtra's Quantum Initiatives

Newly opened state-of-the-art IBM India Client Experience Centre is designed to support Indian enterprises to harness the full potential of emerging technologies, including Artificial Intelligence, hybrid cloud and quantum computing.

Today, IBM (IBM: NYSE) announced the opening of the company's new IBM India Client Experience Center in Mumbai. As part of the facility's mission to support Indian enterprises' use of AI, hybrid cloud, and quantum computing, the company has signed a Letter of Intent (LOI) with the Government of Maharashtra to identify opportunities of support for the state's quantum initiatives. The LOI outlines areas of exploration that may include providing insight, knowledge, and expertise the state may use to help craft its own quantum initiative, and contributing to the development of the state's quantum ecosystem through workshops and other skills development efforts.

Inaugurating the center, Shri Devendra Fadnavis, Hon'ble Chief Minister of Maharashtra said, "With AI, quantum computing, and semiconductors, we are building a Viksit Maharashtra and Viksit Bharat. These technologies can accelerate sustainability and efficiency across sectors, creating new opportunities for growth and progress. Through our collaboration

with IBM, we will harness quantum innovation to transform lives, while building a skilled talent pool to democratize its benefits and make them accessible to every citizen of the state".

Hans Dekkers, General Manager, IBM Asia Pacific said, "IBM India Client Experience Centre reinforces our commitment in helping advance India's journey in AI, hybrid cloud, and quantum computing. Our interest in helping the Government of Maharashtra build their own vibrant quantum ecosystem exemplifies our commitment."

"IBM welcomes the opportunity to engage with the Government of Maharashtra on advancing quantum computing skills in the state, in alignment with the country's National Quantum Mission, and vision of Viksit Bharat," said Sandip Patel, Managing Director, IBM India and South Asia.

The IBM India Experience Centre will be located in IBM India's new offices in Mumbai, and will serve as a dynamic space where IBM experts, clients, and partners will collaborate to co-create solutions tailored to India's unique business challenges. It will also offer immersive experiences across IBM's full portfolio such as AI, including the watsonx platform, data and automation, cybersecurity, hybrid cloud, and consulting-led transformation.

Team Computers and Yotta Forge Strategic Alliance to Accelerate AI Adoption Across Indian Enterprises

Team Computers, India's leading IT solutions providers, and Yotta Data Services, India's premier sovereign cloud and AI infrastructure company, today announced a strategic partnership to make enterprise-grade Artificial Intelligence (AI) accessible, scalable, and affordable for businesses across the country. The alliance brings together Team Computers' industry expertise across BFSI, healthcare, government, and manufacturing with Yotta's GPU-powered Shakti Cloud and hyperscale infrastructure, creating a joint platform for rapid AI deployment in India. The partnership is expected to significantly lower the barriers to AI adoption for enterprises that are seeking digital transformation at speed and scale.

NASSCOM projects India's AI market to surpass USD 17 billion by 2027, expanding at a CAGR of 25%, and the Team Computers – Yotta partnership is well-positioned to capture a major share of this rapidly growing opportunity.

Key focus areas include:
- AI-as-a-Service (AIaaS): Ready-to-use solutions with bundled compute, tools, and services.
- AI Infrastructure at Scale: Hyperscale GPU resources for enterprises with complex AI workloads.
- Use-Case Enablement: Sector-specific solutions including NLP, fraud detection, diagnostics, predictive maintenance, and document AI.
- GenAI Development: Co-creating Indic language models and domain-specific GenAI applications on Shakti Cloud.

"India's AI journey needs infrastructure that's not just powerful, but accessible and tailored to our unique needs. With Team Computers' industry depth and Yotta's sovereign AI Shakti Cloud, we're enabling AI solutions that are ready to deploy, simple to adopt, and built for measurable impact. This partnership is about equipping every enterprise – large or small – with the tools to accelerate their AI transformation." Sunil Gupta, Co-Founder, MD & CEO of Yotta Data Services.

"India has the talent and ambition to lead the world in AI adoption. Through our collaboration with Yotta, we are giving enterprises the tools to move from pilots to production – transforming AI into a core business advantage." said Ranjan Chopra, Founder & Managing Director, Team Computers.

The companies plan to establish AI innovation labs, run hackathons and workshops, and extend their outreach into underpenetrated Tier-2 markets, enabling more enterprises to deploy AI at scale.

Cloud4C will be acquired by Capgemini

Capgemini has announced a definitive agreement to acquire Cloud4C, a Singapore-based managed cloud services specialist with strong Indian roots, headquartered in Hyderabad and backed by CtrlS Group. While the financial terms were not disclosed, the acquisition is set to significantly enhance Capgemini's hybrid cloud management, AI automation, and SAP capabilities.

Founded in 2014, Cloud4C has grown from its Hyderabad base into a 1,600-member team operating across 29 countries. Its offerings span automation-driven cloud platforms, infrastructure migrations, AI-powered operations, disaster recovery, cyber-compliance, and sovereignty-ready cloud environments. As a recognized global premium partner for SAP S/4 HANA Cloud, Cloud4C strengthens Capgemini's SAP portfolio and positions it to deliver next-generation enterprise automation and migration solutions.

According to Capgemini CEO Aiman Ezzat, the deal unites Cloud4C's scalable, AI-first platform with Capgemini's SAP expertise to create "gen AI-powered cloud automation platforms" tailored

to industry and regional requirements. Sridhar Pinnapureddy, Chairman and MD of Cloud4C, described the acquisition as the next chapter in a journey built on innovation, trust, and security—one that will accelerate delivery to a wider international client base by leveraging Capgemini's global reach.

For the IT channel and VAR ecosystem, this development is highly significant. Cloud4C's tech stack and AI-driven hybrid cloud frameworks will expand opportunities for partners, particularly in vertical-specific SAP and automation use cases. With Capgemini now able to bundle Cloud4C's IP into its global solutions, technology resellers and integrators will see new pathways for cross-selling and co-creation. The acquisition reinforces that hybrid cloud innovation remains central to enterprise modernization strategies in APAC and worldwide, while also signaling that early adopters of AI-enhanced cloud offerings will gain a clear competitive edge.

THE COLLAPSE OF THIRD-PARTY INTENT:

Why First-Party Data Will Redefine B2B Marketing by 2026

Vi (Vodafone Idea) announced a strategic collaboration with IBM to help streamline operations, improve service reliability, enhance the customer experience, and accelerate the seamless delivery of digital initiatives, using artificial intelligence (AI) and the implementation of a unified DevOps execution model fuelled by automation.

Key to the effort is a newly established AI Innovation Hub, designed to continuously modernize Vi's IT and business processes. The Hub aims to bring together experts from Vi and IBM Consulting to co-create cutting-edge AI solutions, automation tools, and digital accelerators powered by IBM's industry-leading AI capabilities. The AI Innovation Hub will work closely with the unified DevOps team to find effective avenues of infusing AI into the development and operations function of Vi.

"Our collaboration with IBM marks a pivotal milestone in Vi's digital journey. It reflects our commitment to AI-led innovation and our ambition to drive accelerated growth through intelligent decision-making and automation. The AI Innovation Hub will play a critical role in modernizing our operations and expediting our go-to-market execution of critical business initiatives through faster software development cycles, setting new benchmarks for the telecom industry," said Jagbir Singh, Chief Technology Officer, Vodafone Idea Limited.

Working alongside IBM Consulting's AI and DevOps experts, Vi aims to deliver smarter digital experiences, enhance IT agility, and unlock new revenue opportunities. The organization's AI-enabled unified DevOps implementation will tap into IBM's global partner ecosystem, accelerators, and deep industry knowledge to support continuous innovation while helping strengthen Vi's long-term digital resilience.
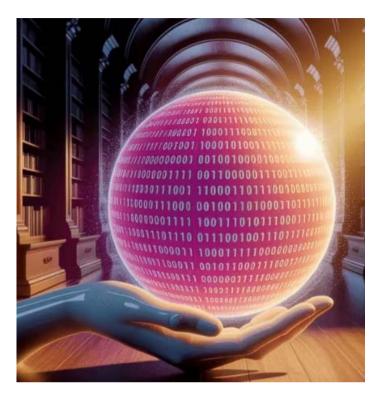
"India's telecom sector stands at the crossroads of surging data consumption, rapid digital transformation, and large-scale 5G deployments. In this dynamic landscape, our collaboration with Vi allows IBM to serve as a strategic enabler to help modernize the organization's IT ecosystem, enhance operational efficiencies, and fast-track their digital transformation. Vi's AI Innovation Hub is a testament to the power of co-creation, where IBM consultants can provide best practices and support efforts to build a future-ready digital foundation powered by AI and automation," said Juhi McClelland, Managing Partner, IBM Consulting, IBM Asia Pacific.

"Vi and IBM have had a rich, collaborative association going strong for more than 17 years. Our recent collaboration with Vi marks a significant step in redefining how AI and automation can transform telecom operations at scale. With the AI Innovation Hub and unified DevOps execution, we're bringing together the best of IBM's global expertise to help Vi deliver superior customer experiences, drive innovation, and strengthen digital resilience for the future," said Rishi Aurora, Managing Partner, IBM Consulting India & South Asia.

With AI at the core of its transformation, Vi is driving faster time-to-market through unified DevOps implementation. By tapping IBM's expertise in AI and digital transformation, the company is unlocking new growth opportunities and establishing a more resilient IT ecosystem. These collaborative efforts will help enable the design and adoption of rapid and seamless digital experiences, underscoring the power of AI in enhancing customer-centric service delivery.

Is AI a Friend to All—or a Friend to None?

Artificial intelligence (AI) has become both a powerful ally and a powerful enemy in the quickly changing cybersecurity landscape. The emergence of AI presents a conundrum for CISOs and business executives: although it improves threat detection and response, it also gives cybercriminals previously unheard-of capabilities. By 2025, the field of cybersecurity has evolved into a high-stakes battlefield. The estimated yearly cost of cybercrime to the global economy is an astounding USD 10.5 trillion, which is comparable to the GDPs of entire countries. AI is at the forefront of this discussion, not only as a defense enabler but also as an active threat multiplier.

AI: The Protector

AI is being used by organizations more and more to boost defenses, increase efficiency, and anticipate threats. 58% of Security Operations Centers (SOCs) use AI technologies, according to a 2025 Ponemon Institute study. Of those, 57% report faster alert resolution, and 55% say AI frees up analysts to work on strategic tasks (ponemonsullivanreport.com). Real-time intelligence, pattern recognition, and scalable protection are being provided by AI-driven SOCs, which are enhancing defenses with essential layers.Furthermore, Gartner predicts that by 2025, 60% of businesses will employ AI for threat detection, up from just 25% in 2021. This sharp rise demonstrates how rapidly AI has established itself as a standard tool for operational resilience as well as defense.

AI: The Danger

However, attackers are armed with the same capabilities that defenders are. The proliferation of AI-powered cyberthreats is highlighted in a recent Axios report: A startling 90% of executives who responded to the survey acknowledge that they do not have enough defenses against AI-powered threats, and 36% acknowledge that AI is developing more quickly than their security capabilities. More automated, large-scale attacks are made possible by AI. In 2024, an alarming 87% of companies experienced AI-driven attacks . According to CrowdStrike, AI is now being used to launch attacks more quickly and aggressively, enabling even less experienced cybercriminals to access sophisticated attack tools (TechRadar).

An alarming picture of AI in the hands of attackers is presented by other research: 13% of breaches involved shadow AI and compromised legitimate AI systems, increasing the average breach costs for IT professionals by USD 670,000.

Generative AI is incredibly effective; it used to take 16 hours to prepare phishing campaigns, but now it only takes 5 minutes. Real-time AI-driven cybercrime operations are booming: According to TechRadar, Fortinet reported a 500% increase in stolen credentials circulating online and a 16.7% year-over-year increase in automated attack scans to 36,000 per second.

Even more concerning is the fact that researchers from Anthropic and Carnegie Mellon have shown that big language models are capable of independently organizing and carrying out cyberattacks, mimicking actual breach situations such as the 2017 Equifax incident (TechRadar).

Finding a Balance Between Governance, Resilience, and Defense

Unquestionably, AI is a tool with intent that can be both a threat and a protector. By integrating intelligent impact strategies into every facet of operations, organizations must manage this dichotomy.

1   Make an investment in defensive AI Use AI wisely in SOCs and SIEM tools to improve triage, lower false positives, and automate investigation workflows (90 percent of security leaders view SIEM as essential).

2   Improve Human Readiness and Incident Response

Human knowledge must be combined with even the most sophisticated AI systems. Human analysts remain essential as the "last line of defense" in AI-powered SOCs, according to Ponemon data .

3   Make Governance and Oversight Stronger

Global frameworks

like the EU AI Act place an emphasis on transparency, risk-based assessment, and human oversight as ethical and regulatory concerns increase. Industry research highlights the urgency for unified audit frameworks, strategic roadmaps, and responsible deployment of AI in mission-critical contexts

1. Train Teams to Recognize AI Threats, including social engineering, prompt injection, and deepfakes. As attackers harness AI for deception, employee awareness becomes a critical defense layer

2. Conclusion: Friend—When Managed

So, is AI a friend to all—or to none? The answer lies in leadership maturity. AI can elevate detection, automate defenses, and liberate security teams—but only with disciplined governance, clear oversight, and disciplined training. Without these safeguards, AI is as likely to aid cybercriminals as it is to protect enterprises. In the race between defense and offense, the real advantage goes to the organization that doesn't just adopt AI—but governs it wisely, prepares for its misuse, and ensures resilient, cross-functional response strategies. In cybersecurity's modern era, AI will always be dual-natured—but leadership determines which nature wins.

Gartner Forecasts Worldwide End-User Spending on Information Security to Total $213 Billion in 2025

Worldwide end-user spending on information security is projected to reach $213 billion in 2025, up from $193 billion in 2024, according to Gartner, Inc. Spending is estimated to increase 12.5% in 2026 to total $240 billion.

In line with this global trend, end-user spending on information security in

cybersecurity awareness – especially among small and medium-sized businesses – will keep cybersecurity spending strong in the medium to long term."

Security software is the fastest growing segment because more companies continue to move from on-premises to cloud-based systems, which

Figure 1: Gartner Data Snapshot: Information Security End-User Spending by Subsegment, Worldwide, 2024-2026 (Millions of U.S. Dollars)

Market	2024	2025	2026
Network Security	21,317	23,273	25,825
Security Services	77,130	83,812	92,780
Security Software	94,960	105,940	121,154
Total	193,408	213,025	239,759

Source: Gartner (July 2025)

India is also expected to grow. In India, spending is projected to total $3.4 billion in 2026, an increase of 12.8% from 2025.

Expert Take:

"Established security spending will continue as normal, but some organizations are being more cautious with any new security spending in this highly uncertain and challenging climate," said Ruggero Contu, Sr Director Analyst at Gartner. "However, higher defense budgets, rising threats, increasing regulatory pressure and better

brings new security risks (see Figure 1). Cloud security posture management and cloud access security brokers are the main drivers in this segment.

In the forecast period, rising threats and the expanding use of AI and generative AI (GenAI) — by both internal users of AI and attackers — will remain key growth drivers.

Gartner clients can read more in Forecast: Information Security, Worldwide, 2023-2029, 2Q25 Update. Learn how to create a cybersecurity strategy that meets the needs of people, as well as technology in this complimentary Gartner guide.

Channel Point

Channel at the Crossroads: Enabling BFSI's AI Journey

This month's issue of ITPV Channel Magazine is anchored on a bold prediction: AI agents are set to outgrow SaaS by 2026. For the channel, this isn't just another trend to track—it's a signal of the next great inflection point.

AI agents are no longer abstract concepts. They are becoming the new engines of business value—autonomous, outcome-driven, and domain-specific. For channel partners, distributors, and system integrators, this means opportunities not just in software resale, but in embedding AI agents across customer environments, from BFSI to healthcare, manufacturing, and government.

Our In-Conversation feature with Dr. Lopa Mudraa Basuu and Dr. Utpal Chakraborty illustrates how BFSI is grappling with this shift. Legacy systems built for compliance and stability are colliding with the intelligence and autonomy that AI agents bring. The message is clear: BFSI customers will lean heavily on their partners to make this transition safe, compliant, and future-ready.

The channel's role is changing. No longer just solution providers, partners must evolve into transformation enablers—bridging legacy systems with AI agents, aligning compliance with innovation, and guiding enterprises toward quantum-ready infrastructures.

Channel Priorities for 2025

1. **AI Governance Advisory**
   Partners must help BFSI and enterprise clients embed compliance, explainability, and privacy-by-design into every AI deployment.
2. **Quantum-Safe Security**
   As quantum computing threatens today's encryption standards, channels must introduce post-quantum cryptography and security-first architectures.
3. **AI Agents as a Service**
   Move beyond SaaS resale. Build practices around designing, fine-tuning, and managing AI agents tailored to BFSI, healthcare, and government clients.

At ITPV Channel Magazine, we believe the winners in this new era will be those who see AI agents not as hype, but as a practical opportunity to reimagine their value proposition. The channel has always thrived by being close to customers. Now is the moment to be closer than ever—to help them not just adopt AI, but trust it, govern it, and grow with it.

K. Singhal

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