

# iT Voice<sup>®</sup>

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BY NANCY DICKINSON 2017  
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## Big Profit Shown in Crypto Currency

A crypto currency (or Known currency BitCoin) is a digital asset designed to work as a medium of exchange that uses cryptography to secure its transactions, to control the creation of additional units, and to verify the transfer of assets. Crypto currencies are classified as a subset of digital currencies and are also classified as a subset of alternative currencies and virtual currencies. There is more than 1500 crypto currencies are there.

A growth is unbelievable in this sector so people are investing after the notification of government. In some currency there was more than 500 % growth. A article publish that Mr. Amitabh Bachhan Invest around 1.65 Cr. in 2015 in Bit Coin and his worth was 112 Cr. in Mid of December. There was lots of more example who gain and who lose the money in this sector. You can directly invest thru your regular bank as you do in mutual fund or SIP.

The legal status of crypto currencies varies substantially from country to country and is still undefined or changing in many of them .China Central Bank banned the handling of Bitcoins by financial institutions in China during an extremely fast adoption period in early . There are several cryptographic technologies that make up the essence of Bitcoin.

First is public key cryptography. Each coin is associated with its current owner's public ECDSA key. When you send some Bitcoins to someone, you create a message (transaction), attaching the new owner's public key to this amount of coins, and sign it with your private key. When this transaction is broadcast to the Bitcoin network, this lets everyone know that the new owner of these coins is the owner of the new key. Your signature on the message verifies for everyone that the message is authentic. The complete history of transactions is kept by everyone, so anyone can verify who is the current owner of any particular group of coins.

The first decentralized crypto currency, Bitcoin, was created in 2009 by pseudonymous developer Satoshi Nakamoto. It used SHA-256, a cryptographic hash function, as its proof-of-work scheme. In April 2011, Namecoin was created as an attempt at forming a decentralized DNS, which would make internet censorship very difficult.

Soon after, in October 2011, Litecoin was released. It was the first successful crypto currency to use script as its hash function instead of SHA-256. Another notable crypto currency, Peer coin was the first to use a proof-of-work/proof-of-stake hybrid. IOTA was the first crypto currency not based on a blockchain, and instead uses the Tangle. Built on a custom blockchain, The Divi Project allows easier exchanges between currencies from within the wallet and offers the ability to use personal identifying information for transactions. Many other crypto currencies have been created though few have been successful, as they have brought little in the way of technical innovation. On 6 August 2014, the UK announced its Treasury had been commissioned to do a study of crypto currencies, and what role, if any, they can play in the UK economy. The study was also to report on

whether regulation should be considered.

Block to the block chain is difficult, requiring time and processing power to accomplish. The incentive to put forth this time and electricity is that the person who manages to produce a block gets a reward. This reward is two-fold. First, the block producer gets a bounty of some number of Bitcoins, which is agreed upon by the network. (Currently this bounty is 25 Bitcoins; this value will halve every 210,000 blocks.) Second, any transaction fees that may be present in the transactions included in the block, get claimed by the block producer.

When the block chain after the transaction has become long enough, it becomes near-impossible for another branch to overcome it, and so people can start accepting the transaction as true. This is why 'blocks' also serve as 'confirmations' for a transaction. Even if another branch does overcome the one with the transaction, most of the blocks will have been generated by people who have no affiliation with the sender of the coins, as a large number of people are working to generate blocks. Since transactions are broadcasted to all nodes in the network, these blocks are just as likely to contain the transaction as the blocks in the previously-accepted branch.

Bitcoin relies on the fact that no single entity can control most of the CPU power on the network for any significant length of time, since, if they could, they would be able to extend any branch of the tree they chose, and faster than any other branch can be extended, making it the longest branch, and then permanently controlling which transactions appear in it.

A wallet stores the information necessary to transact Bitcoins. While wallets are often described as a place to hold or store Bitcoins due to the nature of the system, Bitcoins are inseparable from the block chain transaction ledger. A better way to describe a wallet is something that "stores the digital credentials for your Bitcoin holdings" and allows one to access (and spend) them. Bitcoin uses public-key cryptography.

A wallet stores the information necessary to transact Bitcoins. While wallets are often described as a place to hold or store Bitcoins, due to the nature of the system, Bitcoins are inseparable from the block chain transaction ledger. A better way to describe a wallet is something that "stores the digital credentials for your Bitcoin or other Crypto currency holdings."

**Before investing and making fast money take an advice from experts.**



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An exclusive interview with **IT.Voice Mr. Manoj Kumar**,  
**CEO of Astrum holding Ltd.**, reveals his strategies for business in India.

**"We plan to strengthen our GTM strategy to give us leverage in terms of better reach and delivery"**  
 -Mr.Manoj Kumar, CEO of Astrum holding Ltd.

**Mr. Manoj Kumar**,  
 CEO of Astrum holding Ltd.

**Nisha Harshwal:-What is your vision on Astrum for the next two years?**

**Mr.Manoj Kumar :-** Since the inception in Hongkong in 2008 until now, the key aim of the Brand remains unchanged: to enable people to get worldwide access to new technologies, in the field of consumer electronics. Astrum aims to make people 'Experience the Difference'. Part of this extensive portfolio of is an unparalleled range of over 1000+ unique products across 40 categories. Whether it is for Mobile Accessories, Audio devices, IT or LED Lights, Astrum has put all the efforts to break the trade-off between innovation, quality and cost. In sync with the vision the Brand has recently launched its IOT based products (Smart devices) too. Astrum is known to provide robust, reliable – yet affordable high tech devices all around the globe and the same shall translate to the Indian Markets.

**Nisha Harshwal:-What are some of the challenges that lie ahead in front of the Astrum's business?**

**Mr.Manoj Kumar :-** As we all know Indian IT market is very price sensitive. The customer wants the best of both worlds – pricing as well as the latest technology. In this competitive environment, we feel that the customer satisfaction for their demands leads to a long term relation with the customer. The next set of challenge being, the growing clutter in the Indian Markets where we have seen several sub-standard quality products leaving a dent for the Industry. Understanding this, our success mantra remains Innovation, new technology and after sales and we already have a clear strategy and plan in place for the same.

**Nisha Harshwal :- What is your channel policy in India? What kind of channel expansion are you looking for in the near**

**future?**

**Mr.Manoj Kumar :-** Astrum is currently focusing on building a strong channel network. We are a very channel friendly company and believe in growing with our channel partners. We consider our channel partners as an important part of Astrum as they do contribute to our brand image. For channel expansion, we currently have undertaken several Training camps on 'new technology' in India as we believe this is where the future is and our channel which brings first hand info for the Brand needs to have learnings for it. Hence these camps enable two-way communication for the brand where we understand the needs of our customers and for channel it's the opportunity to understand the upcoming trends in technology and sharing what is more needed from us. Apart from this we also are working on several channel friendly schemes and policies as this pathway is not a short term but long term association for the brand.

**Nisha Harshwal :- What are the initiatives taken to popularize Astrum ?**

**Mr.Manoj Kumar :-** Astrum has been a part of several events and ongoing shows as we believe this shall help us tap the right audience. For promotions, we have defined our Online and Offline strategy differently. Our Offline involves a complete 360-degree campaign keeping ATL and BTL in mind while for Online we have been focusing on niche segments and Digital engagements to bring the desired results. Lot of work in progress here.

**Nisha Harshwal :- What kind of strategy have you planned to position Astrum product successfully in the market?**

**Mr.Manoj Kumar :-** With relentless commitment to quality, consistent dedication to customer satisfaction and wide sales & service network, Astrum offers

new dimension in Technology. Appointing new partners and key team members at different geography & Expansion in terms of product portfolio by bringing niche solutions, along with a strong partner and team remains the key focus area for the brand.

**Nisha Harshwal :- What are you expansion plans for the Indian Market? How do you plan to go about?**

**Mr.Manoj Kumar :-** We plan to strengthen our GTM strategy to give us leverage in terms of better reach and delivery. Not just that, our business plans have special focus on after-sales service at its core. Our channel partners will play a key role in sustaining and expanding the brand's presence in the country. We are very confident about establishing a stronger foothold and building brand awareness in India.

In order to reach the final mile, we have adopted a 360 degree approach to have the widespread reach targeting not just Tier 1 but Tier 2/Tier 3 cities as well.

**Nisha Harshwal :- What is your outlook for the overall IT market?**

**Mr.Manoj Kumar :-** The Year 2017 has been a roller coaster ride – Thanks to GST and Demonetization. With Demonetization, adoption of Digital currency/Digital India brought a new facet among many IT industry, where 50% of the Industry use to operate on cash now has seen a new transition altogether. The industry in moving towards merging multiple streams into one i.e. Traditional IT, Smart devices, Mobile as now more and more products are interconnected.

In terms of some trends, that will change the world – Datafication of our lives, IOT, The rise of artificial intelligence and 3D printing is something to look for.

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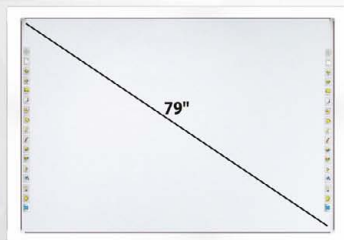
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Light Test	- Incandescent (220V, 100W), working distance: 350mm
Altitude	- 3,000 meters or below
PC Interface	- USB 2.0
Working Life	- 5 years of above

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## Sophos Technologies share its product knowledge with their partner at Jaipur



On 6th of December, 2017 an event was organized by SOPHOS Technologies Pvt Ltd at hotel Hilton Hawa Sadak Jaipur in collaboration with its exclusive sub distributor Rise Tech Software Pvt Ltd for Rajasthan.

**Mr Abhinav Saxena** from SOPHOS Zonal Manager Rest Of North for SOPHOS range of products. Motivated its partners who are doing best in their area by honoring them with memento.

**RiseTech Software (P) Ltd** was awarded as best SUB DISTRIBUTOR for Rest of North. **Techware Systems India Pvt Ltd** was awarded as best platinum partner for Rajasthan where as **RNS InfoTech** was awarded as best Gold partner for Rajasthan. **Aadhar InfoTech Mr. Anurag Jain** was awarded by best Enterprise



### business partner in the state.

The awards were also for the greater importance as by the words of **Mr**



**Abhinav Saxena** SOPHOS business has achieved a Mile stone growth of 10 Plus times in the state. In Context to this award distribution the event was organized to aware the partners by the solution range



that SOPHOS have under one umbrella. The combination of SOPHOS antivirus & Intercept-X "Antiransomware" makes the security more intact in synchronization with SOPHOS firewall. The SYNCHRONIZE SECURITY was the point which really matters & not only for PC's & Server they have security for Mobile Tab's etc.

**Mr Rishi Saxena & Mr. Nishant** Drive the stage & putted the light of the security solution. The session was interactive as after session partners raised the queries & they got the satisfying revert from team Sophos.

**Mr Anirudh Sharma**, the local face of SOPHOS from Rajasthan welcomed the partner & introduced Mr Shambhu Shikar "Poiet" to make the event more entertaining.



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said Gordon Wu, Assistant Vice President at Optoma APAC. "With the emerging demand from both enterprises and schools to present

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An exclusive interview with **IT.Voice Mr. Nandakumar, CEO and Managing Director of NDOT**, reveals his strategies for business in India.

## "NDOT- A revolutionary fleet intelligence platform where transportation meets technology"- Mr. Nandakumar, CEO and Managing Director of NDOT

**Mr. Nandakumar,**  
CEO and Managing Director of NDOT

### **IT Voice :-1. Explain briefly about NDOT?**

**Mr.NandaKumar :-** With 250+ customers and 100,000+ connected vehicles, NDOT is a global leader in revolutionizing the transportation industry. We are productizing the technology to expose the uniqueness in the fleet management: Taximobility, for the on-demand transportation that moves people, and CerebroX, for the transportation and logistics that move goods.

We are a team of Enterprise Mobility solution providers in the latest areas of IoT, Big Data, Intelligent Cloud, Mobile Apps, Artificial Intelligence, Digital Platform and so on.

Our transportation management solutions are intended to help transportation management company face the teething troubles while competing with the large players in a highly competitive world.

NDOT moves with the vision to "be the leader in transportation technology by providing Intelligence to make smarter decisions in moving commodities and people" and has a milestone for 2020 "connecting 2 Million commercial vehicles on cloud."

### **IT Voice :-How has your cloud-based software simplified enterprise mobility?**

**Mr.NandaKumar :-** Software built on Cloud accelerates better business results and let them stay ahead of their competitors. Take Taximobility for example. Taximobility is one such cloud-based taxi management software to simplify the taxi-booking and -dispatching processes. It helps connect passengers and drivers, thereby saving time and costs as booking and dispatching cabs become easier with the help of the mobile application. Therefore, the taxi companies can deploy more services to a wide range of

customers in a feasible time and get more business in a fraction of second and at ease. It was developed with an intention to help the SMEs to explore among the big players in the taxi industry so that they can:

- Reduce operational costs – Reduce costs associated by supporting and managing transportation
- Deploy easily – Can be operational very quickly and integrate driver, passenger, and dispatcher
- Maintain continually – Get continued service from our end, thereby helping our clients have immediate access to new features

- Enhance security – Mitigate the security risks associated with the cloud by enforcing encryption; securing the mobile workforce; and storing sensitive data in the current corporate systems.

### **IT Voice :- Explain in brief the steps adapted by you for the development of the company?**

**Mr.NandaKumar :-** NDOT was started as a service-based company. After analysing the market requirements, we have realised that the transportation industry needs to be technologically revolutionised. This is where we got the ignition to set off the idea to build products on enterprise mobility with connected intelligence. So, we begot Taximobility and CerebroX. Being eminent products, we have taken them to the global market to revolutionise the transportation industry worldwide.

Now in NDOT, there are 300+ employees, serving 250+ customers across globe, and moved to a bigger facility with the greater hope to grow more in the IT industry.

As we are planning for a bigger move, we have decided to raise funds from venture capitals for development and expansion plan, and the process is in progress.

### **IT Voice :- Being in the IT space, whom do you consider your most powerful competitor and why?**

**Mr.NandaKumar :-** Competition and competitors are everywhere. When it comes to Information Technology (IT) field, it is even greater. In every market, we have competitors in varied forms. However, we hit the market with the potential and one-of-a-kind products that can outweigh the competitors with its effectiveness.

### **IT Voice :- Keeping in mind the industry you are in, how do you see market in India as compared to the global market?**

**Mr.NandaKumar :-** Transportation happens whenever there is a need for a movement of goods and services from one point to another. There is a greater scope for our transportation management software everywhere; Indian market is of no exception.

### **IT Voice :- What is your target in terms of revenue as a firm for the current financial year?**

**Mr.NandaKumar :-** Our target would be to achieve USD 2 Million for the current financial year.

### **IT Voice :-What are your new upcoming projects?**

**Mr.NandaKumar :-** We are indulged in enabling Artificial Intelligence (AI) in our eminent products to revamp the industry in a furthermore way.

### **IT Voice :- Where do you see your company in the next five years?**

**Mr.NandaKumar :-** In next five years, NDOT will be the "Technology Leader" in the industry with enhanced credibility and make it better in all possible ways. Taximobility and CerebroX would be the only option when people think of transportation that moves passengers and goods across places.



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## The New York Times

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Archer C7"



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## Neron bags 2 Prestigious Awards in the recently concluded 4th Mobility India Conclave, 2017.

**neron**  
INFORMATICS PVT. LTD.



Recently, Neron Informatics bagged

the awards for the 'Fastest Growing Brand in the Unified Communication Space' and 'Innovative Telecom Products & Solution of the Year' for its Product lines AAIKYA & ONYX, in a glittering Ceremony at the 4th



Mobility Excellence Awards Night in New Delhi, hosted by

Mobility India.com, the leading Mobile technology magazine. Mr. Dev Kumar, The Chief Technical Officer was present to grace the occasion by accepting the



awards with humility.

The 4th Mobility Excellence Award Night-2017 was organised on December 14, 2017. This Award Night took the opportunity to felicitate the achievers from Indian mobile and Telecom Industry, for their outstanding performance in the year 2017. These awards are presented to recognize the Partners, Solution provider and Vendors for their relentless and

sincere efforts towards the growth of the Indian mobile and Telecom industry. The award giving ceremony attracted a congregation of more than 450 guests cutting across verticals of the mobile and Telecom industry, including Corporate, Partners and Vendors, across the nation to celebrate the occasion.

The awards, only one of its kinds at the national level, aims at recognizing "Excellence" on the basis of quantitative as well as qualitative criteria that sets up a benchmark in the industry. This unique initiative is intended to acknowledge achievements of the different players in the mobile & Telecom industry.



## Zinnov Zones 2017 – Product Engineering Services Report Places Infogain in the "Leadership Zone" for Consumer Software, "Execution Zone" for Enterprise Software

Infogain, a leading business and IT consulting leader, announced that Zinnov has acknowledged the company as an "Established and Niche Player" in its recent study on the global rankings of Service Providers in the R&D segment for 2017, titled "Zinnov Zones 2017–Product Engineering Services." In addition, Zinnov positioned the company in the "Leadership Zone" for

Consumer Software and "Execution Zone" for Enterprise Software.

"Zinnov Zones 2017 – Product Engineering Services" is an

analysis of the Global Engineering R&D landscape, evolving customer preferences, and assessment of



Service Providers in this space. It rates 40+ service providers on their product engineering prowess. Service providers are assessed based on multiple dimensions such as spread and maturity of delivery and services capabilities, scalability, growth rate, financials, innovation & IP, ecosystem linkages and feedback from enterprise buyers.

## Synway Information Engineering Co. Ltd. creates history, by winning award at Mobility India Conclave, 2017



Synway Information Engineering Co. Ltd. created history, by winning award at Mobility India Conclave, 2017. The award

for 'Most Trusted Brand of VOIP Gateway Solution' in the recently concluded Mobility India Conclave, 2017, making it a second year in running in winning the award at Mobility India Conclave. Synway Engineering had won the award as 'Leading VOIP Enabling Technology Provider' for the year 2016. Mr. Simon, Senior Global Director of Synway Engineering was present to grace the occasion alongside Mr. Alok Kumar, the Business Manager, Asia Pacific Region.



Synway is a leading VoIP enabling-technology provider and has partnered with applications & solution providers worldwide to deliver turnkey solutions for enterprises and telecom carriers. The most unparalleled advantages of Synway are its service and affordable cost, responding to clients in 24Hrs-Online and 72Hrs-On-Site access.

Happy New Year

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**2018**



2018 January						
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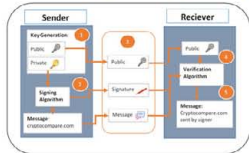
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• 14 January Sankranti • 26 January Republic Day • 01 March Holi • 02 March Dulandi • 14 April Dr. Ambedkar Jayanti  
 • 15 August Independence Day • 26 August Raksha Bandhan • 02 October Gandhi Jayanti • 19 October Dusshera  
 • 07 November Deepawali • 08 November Govardhan Puja • 09 November Bhai Dhooj • 25 December Christmas

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## Working of Digital Signature in Bitcoin



**Bitcoin Digital signature with its verification is main key factors behind the Bitcoin protocol.**

It allows non-repudiation as it means the person who sent the message had to be in possession of the private key and so therefore owns the Bitcoins – anyone on the network can verify the transaction as a result.

**Now the point to know how it works?**

The private key creates the public key, which in turn creates the address – and due to some clever mathematics using elliptic curves and modular arithmetic in finite fields the process is achieved. First though let's remind ourselves of the process.

The sender generates a private key and public key. They then sign the message with the signature and send their public key, the signature and the message to the network (as the network is peer to peer each full node in the network validates each transaction) – The node or receiver then checks using the verification algorithm that the message has been signed by the sender, which can only be done by the holder of the private key to the public key that is sent.

Using elliptic curves and their properties the signer, or sender, creates three points – remembering that the Bitcoin curve is defined as below:

$$y^2 = x^3 + 7 \pmod n \text{ where } n = 1.158 \times 10^{177}$$

1.1 Take the message and convert it to a number by hashing it – then multiply by the generator point.

$$Mp (Xm, Ym) = (\text{Message Hash} = Mh)^* G(Xg, Yg)$$

1.2 Choose a random number and create a random point by multiplying the generator point.

$$Rp (Xr, Yr) = (\text{Random Number} = Rn)^* G(Xg, Yg)$$

1.3 We take the random point,  $Xr$ , just the  $x$  coordinate and multiply by the Public key – which remember is a point in its own right derived from the generator point and private key - which is a random number.

$$Pu (Xk, Yk) = (Xm)^* \text{Public Key}(Xpub, Ypub) = (Xm)^* (\text{Private Key} = Pr)^* G(Xg, Yg)$$

After this the signer creates the signature factor using the Bitcoin private key, the random point  $x$  coordinate, the message hash, and the random number used to generate the random point.

$$\text{Signature Factor} = Sf = (Mh + Xr * Pr) / Rn \pmod n$$

The signature is  $(Sf, Xr)$ , which along with the public key  $G$  and message is sent to the network or receiver who then makes some calculations of their own, which are as follows.

2.1 Take the message and hash it and divide by the signature factor.

$$U1 = ((\text{Message Hash} = Mh)) / Sf$$

2.2 Calculate the Random number divided by the signature factor.

$$U2 = (Xr) / Sf$$

Then calculate the random point using the following equation – the same point calculated by the signer in step 1.2:

$$Rp (Xr, Yr) = (U1)^* G(Xg, Yg) + (U2)^* \text{Public Key}(Xpub, Ypub)$$

If  $Xr$  of the sender =  $Xr$  of the receiver then the signature is valid and the transaction had to have been sent by the holder of the private key. The equation above can be substituted in the following way to prove this.

Substitute in the following equations:

$$\text{Signature Factor} = Sf = (Mh + Xr * Pr) / Rn \pmod n$$

$$\text{Public Key}(Xpub, Ypub) = (\text{Private Key} = Pr)^* G(Xg, Yg)$$

$$U1 = ((\text{Message Hash} = Mh)) / Sf$$

$$U2 = (Xr) / Sf$$

Into equation 2.3 to get:

$$Rp (Xr, Yr) = (((\text{Message Hash} = Mh)) / Sf)^* G(Xg, Yg) + ((Xr) / Sf)^* (Pr)^* G(Xg, Yg)$$

$$Rp (Xr, Yr) = ((Mh + Xr * Pr) / ((G(Xg, Yg))) / Sf)$$

$$Rp (Xr, Yr) = ((Mh + Xr * Pr) / ((Mh + Xr * Pr) * Rn)^* G(Xg, Yg) = Rn^* G(Xg, Yg)$$

This proves that the signature came from the holder of the private key, and that the transaction is valid. A lot of this relies on wallets not using the same random number ( $Rn$ ) to be generated for two transactions. If this was the case then the above equations can be solved to find the Private key number.

## DIGISOL takes Channel Partners to Thailand

DIGISOL Systems Ltd., (100% Subsidiary of Smartlink Network Systems Ltd.) a leading provider of Active & Passive Networking products, rewarded its partners with trip to Thailand. The trip was organized for all the partners to celebrate their achievements in active networking business. The DIGISOL "Chalo Bangkok" was organized.

The 3 Nights/ 4 Days luxury trip to Thailand was packed with lots of exciting activities that included a visit to Coral Island that offers plethora of water sports such as undersea walking, Para sailing, etc. But the highlight of the trip was spectacular "Alcazar Show". The entire

excursion included accommodation at posh resort, apart from an exclusive sight-seeing tour and shopping at Pattya and Bangkok malls.

**"Our channel partners and distributors are an imperative force behind the success of DIGISOL and we consider them as an integral part of our team. In appreciation of partner's stupendous support in making DIGISOL a huge success in India, this year we took our partners to Thailand",** says Mandar Joshi, Head – Channel Business, DIGISOL Systems Ltd.

Mr. Nagesh Chennur, Yasshree Electronics, said, "It was indeed a pleasure



to be a part of the DIGISOL meet at Thailand. Over all we had a great time in and we salute DIGISOL for the hospitality extended to us. DIGISOL keep up the good work!"

Last year DIGISOL took its partner to Europe, which was packed with lots of exciting activities that included a visit to Prague – Czech Republic, Vienna – Austria, Budapest – Hungary. Plus drive through 4th Capital Bratislava – Slovakia.



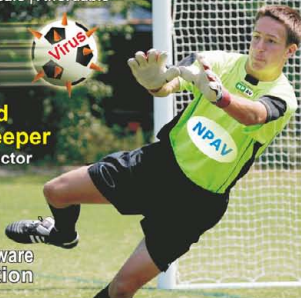


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An exclusive interview with **ITVoice**, **Mr. Gaurav Gupta, Founder and Director of SquareBoat**, reveals his strategies for business in India.

**"SquareBoat a comprehensive platform that creates mobile and web-based applications for emerging enterprises." - Mr. Gaurav Gupta, Founder and Director of SquareBoat**

**Mr. Gaurav Gupta,**  
Founder and Director of SquareBoat

**IT Voice :- Tell us about the growth of the company from its inception till present day?**

**Mr Gaurav Gupta :-** We started as a single member company (basically, just me!) from a small coworking space in Greater Noida. Hired a couple of interns because that's the best I could afford. 4 years later, we are now a 25 member strong company.

**IT Voice :- Explain the kind of service you provide to your clients when you have clients on board from various sectors like, Education, Finance and specially E-commerce?**

**Mr Gaurav Gupta :-** Our main role is to build and manage the entire technology aspect of the companies we are working with. Our role is primarily to help companies build really well engineered mobile and web apps for their business.

Personally I've had a long career of working with some of the best companies in India (like Slideshare/LinkedIn, Educomp and Naukri.com) and after running SquareBoat also for about 4 years now, we're now in a position to offer some really solid advice to our clients about the do's and don'ts of mobile and web based businesses and we try our best to incorporate all our learnings and experiences into our products as well.

**IT Voice :- What type of platform you provide to mid-sized startups through your web-based applications?**

**Mr Gaurav Gupta :-** We cover a wide variety of software, right from large scale enterprise apps to consumer based websites and apps. Both on web and mobile. Off late, we have also ventured into chat bots and video based assistant apps on Amazon Echo etc.

**IT Voice :- Among your web product which is being considered as hot cake and why?**

**Mr Gaurav Gupta :-** I think amongst all the

products we've built, I find Hackr.io to be the hottest selling cake right now. Going online is the future of education and with products like Hackr.io, we are proving that it's indeed the way forward. From a weekend project to an independent company with its own dedicated team working full-time, I think we've come a long way.

**IT Voice :- How do you see mobile as well as Web-based application market in India as compared to the global market?**

**Mr Gaurav Gupta :-** I think although it's a level playing field but startups outside India tend to work on more futuristic stuff (AI, chat bots, drones etc.) whereas Indian startups are usually more revenue focussed. I think that's a trend that we will see for a long time to come.

The whole idea of Indian apps copying an existing successful business model from the west may seem like a copycat/me-too idea at first but if you think about it, it does make tremendous business sense.

**IT Voice :- What is your target in terms of revenue as a firm for the current financial year?**

**Mr Gaurav Gupta :-** Prefer not to disclose. But we've doubled our team in the last one year and would be hoping to do the same next year as well.

After working with companies like LinkedIn, what challenges did you face while starting your own venture?

I think it's easy to fall into the trap of thinking that if you've worked for startups all your life, then running one would be a piece of cake. Reality is completely the opposite. Each and everything is a challenge when one begins his journey. From the ceiling fan not working to the code not working, everything has to be fixed.

By far the most challenging aspect in a

startup's growth is to be able to balance all aspects of your business together. Growing revenue must be matched by an increase in team size – A disbalance there and either you have an unhappy customer or an unhappy bank account. Being able to offload and delegate work to the right people at the right time and being able to find partners/vendors/CAs/advisors and then seemingly trivial stuff like a decent office space are all a part of the challenges that come along the way.

**IT Voice :- What do you mean by saying "product development company" ?**

**Mr Gaurav Gupta :-** There are many aspects that make an app or website successful, not just the code that it is built of. We like to think of ourselves as a product development company and not just someone who can write code as per a spec.

As a part of the ideation and development process, keeping the product simple to understand, user friendly, really fast and reliable etc. are all of the different aspects that we keep in mind. Building products which are capable of attracting high volumes of web traffic and then converting them into regular visitors and eventually into paying customers are all a part of the development process for us.

**IT Voice :- What are your future plans regarding development of your company?**

**Mr Gaurav Gupta :-** We have largely been startup focussed at the moment but we plan to expand into SME's and larger companies this year. We do understand that such companies would always have their own IT teams so the idea is not to replace them but to complement them so that they can achieve results faster and better.





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## Launching Music in your Nerves -iBall 'Musi Poison' Portable Speaker

Gionee A1 Plus, earlier priced at INR 26,999 can now be purchased at INR 23,999

Gionee A1 Lite, earlier priced at INR 14,999 can now be purchased at INR 13,999

With the nation gearing for the upcoming festivities, Gionee India, country's leading smartphone player, announced significant special discounts on two important devices from the A series today. The selfie + battery focused A1 Plus and A1 Lite series has a price discounting of INR 3,000 and INR 1,000 for customers ahead of the year end, furthering the brand's pledge to add cheers amongst its users.

**Celebrations don't stop at the discount, customers with A1 Lite shall enjoy bundled offers from PayTM and Jio. New or existing Airtel Customers who purchase A1 Lite will get additional 10 GB data per month for 6 months on any data recharge of 1GB and above. As for new users of A1 Plus they would get 60 GB data from Jio on a recharge of INR**

**309; 10GB for a period of 6 months. Both A1 Lite and A1 Plus will be accompanied with 2 PayTM Cashback Vouchers Codes entitling customers with INR 250 cash back on a minimum purchase of INR 350 on PayTM Mall.**

A1 Plus features a stunning 13MP + 5MP dual rear camera for real time Bokeh effect and enhanced professional portrait pictures. The device also offers advanced



selfie capabilities with 20MP front camera with great clarity in pictures. The phone is powered by MediaTek P25 coupled with 4 GB RAM + 64GB ROM, provides an enhanced user experience at a lower power consumption rate. It boasts of a powerful 4550mAh battery along with

Ultrafast charge.

**G GIONEE**

A1 Lite possesses a 20 MP selfie camera with 4000mAh battery which is meticulously crafted in a sleek 5.3-inch body, making the phone feather light and yet packed with enough juice to last all day. The successor of A1 Plus has a chic metallic design protected by the resilient Gorilla Glass. For today's multitasking generation, A1 Lite offers a split screen that enhances the user experience and allows users to do more at the same time. To up the style quotient, the phone comes in two trendy yet sophisticated colors – Gold and Black.

**Existing in two outstanding color variants, i.e. Gold and Black, the A1 Plus and A1 Lite is all set to raise the New Year fever with its ace technology that can now be availed at a reduced price!**

# Zebronics launches India's first "4000mAh power bank with suction cup" ZEB-PG4000S1, DJ Speakers 'Monster Pro X15L' and 5.1 Multimedia Speakers 'ZEB-SW6760RUCF'.



Zebronics, India's leading supplier of IT peripherals, Audio/Video, and Surveillance products gives "Sticky" power bank a new dimension with the launch of "ZEB-PG4000S1" that clings to the back of your device, offering portability a new meaning.

The ZEB-PG4000S1 portable power banks comes in a stylish and compact build, ergonomically designed for easy grip and usage. Due to its slender design and glossy casing it not only clings to your device, but also adds to the beauty. With the suction cup design the Power Bank helps you to stick it over any surface easily. One can stick the power bank even to the back of the smartphone when charging the device. Its anti-slip suction cup back design makes it handy to carry, easy to hold and durable with high tensile strength. Engineered with practicality and suitability in mind, it includes LED indicators which makes it easier to use.

**With multiple-compatibility, the power bank is as multi-tasking as you, a reliable charging solution for multiple devices. It has 'dual charging interfaces' that means you can charge two devices at a time even when you are on the go.**

With 4000 mAh capacity, you can charge most of the modern smartphones once. Fabricated with slim lii-polymer batteries, the power bank equips a multitude of top-notch safety features – Short circuit protections, over charging, over discharge and over voltage protection that assures maximum user and device safety.

Speaking on the launch, **Mr. Pradeep Doshi – Director of Zebronics** says, "We have always striven to bring more convenience products, and introduction with our bank, its no less with this compact and end user friendly mind the season, we are introducing this keeping functionality and usage in mind"



The Product is already available with leading retail stores across India.

An occasional DJ gig, a wedding DJ, or a beginner with dreams of one day DJing, there's one piece of gear which will give you the freedom and flexibility to get out there and be heard – your speakers. Listening to your needs, Zebronics, India's leading supplier of IT

peripherals, Audio/Video, and Surveillance products introduces its newest 'Monster Pro X15L' DJ Speakers, designed to make the musician on a budget as well as the established musician, sound awesome.

**If you like your music really LOUD, Monster LOUD then 2.0 DJ tower speaker is built for you. Suited both for House Music and professionals, the 2-way speaker system is integrated with a whooping 200W RMS of total output and 38cms full range drivers and 2.5cms horn tweeters that delivers a roaring sound output without even slightest distortion, even at the highest volumes deepening your Music experience.**

Bringing the perfect confluence of sound and Light, the speaker is bound to charm your guests with the Multi Colour dancing LED Lights to the tunes. Equipped with advanced DJ functionalities the disc cut speaker sports 7 Band Equalizer, with extremely balanced and natural sound. The Deep setting makes the bass response even more impressive. The



speaker on the top panel also comes with Multimedia controls – volume, bass and treble control keeping your music personalised to you.

**Speaking on the launch of the DJ Speakers, Mr. Pradeep Doshi, Director, Zebronics, says, "We are thrilled to bring the DJ Speakers, designed and tailored exclusive to the upcoming festive season. For those who say DJ Speakers are impossible in a small budget we prove them wrong. Power packed with pure unadulterated music experience, it's impossible to beat the ZEBRONICS MONSTER SOUND"**

With several connectivity options, which includes BT, USB, SD, AUX x 2, keep your music connected. It also comes with Dual Mic Input X 2 Wireless Mic for the karaoke session along with the strings of Guitar that ensures its Party all night.

Giving you the complete wireless freedom, the speaker is already available with leading retail stores across India.

It's festive times! What makes the occasion special? Music and what makes the Music Special: Speakers. Knowing which, Zebronics, India's leading supplier of IT peripherals, Audio/Video and Surveillance products

announces its newest 'ZEB – SW6760RUCF' a 5.1 multimedia speaker which brings theatre surround

sound for momentous performances to the festive season at very pocket friendly price.

This system, i.e. the five satellite speakers and the base are packed with enhanced convenience and easy operation. At the core of this product is a thumping Bass effect with 60watts RMS power output. With the speakers helping in 360-degree dispersion of sound waves for Hi-Fi-sound surround, the subwoofer within its 10.6cms powerful bass driver and satellites are equipped with 7cms drivers.

Bringing compact audio to Indian Homes, the speaker scores full in good looks with glossy panel and attractive design. With the bright LED Display and easy connectivity options to PCs, MP3, TVs, the speaker also supports USB Device and SD Card slot. With built in FM & advanced Music options, the speaker redefines your Music experience.

**Speaking on the launch of festive special speakers, Mr. Pradeep Doshi, Director – Zebronics said, "We are excited on the new addition for the festive season. Festivals and fun go hand in hand, which gets underlined by Music. The newest speakers with no compromise in sound or looks promises to bring you the vibes of celebrations, surround sound"**

The user-friendly remote control and catalogue will mean that the gizmo will become a part of your drawing room or bedroom in no time!

With Navratri at the doorstep and Diwali to follow, the very stylish and performance-oriented Zebronics speakers will leave no corner of your home and heart untouched by your favourite sound. The speaker is already available with leading retail stores across India.



**ZEBRONICS**  
ALWAYS AHEAD





## Envent Launches Active Noise Cancellation Bluetooth Headphones: Moksha



Envent Worldwide Pvt Ltd is a pioneer in telecom, audio and consumer electronics products. The company has

a range of wired as well as wireless earphones, headphones, speakers, soundbars and towers. The company has high end & budget friendly products usable at homes, within your cars or even on the go.

Recently Envent launched Moksha, an active noise cancellation headphone (ANC) is beating all competitors within its niche. By that as it may, headphones with ANC feature are sold at INR 10,000 or more. However, the Moksha is currently priced on online portals like Amazon, Flipkart and Chroma at approximately INR 6,000.

Moksha has come into the audio market, and beaten all competitors selling ANC

headphones by being one of its kind. Not only is it one of the few budget friendly headphones, but an active noise cancelling headphone. It means it has the ability to reduce any unwanted ambient or background sound up to 85% through its 20 db speakers.

Most headphone users are usually unaware about the major difference between active and passive noise cancellation headphones. They consider both categories to be the same. But, the active noise cancelling headphones are actually very different from passive noise cancellation headphones. The latter only reduces exterior sound by the material they are created off.

This means unwanted outside sound could still penetrate in your ears and disturb the real headphone experience. However, active noise cancellation headphones reduce any unwanted sounds by creating a secondary sound wave. This means ANC headphones are a step ahead of the passive noise cancellation headphones.

Most importantly, Moksha is a wireless

Bluetooth 4.1 headphone, with a range of receiving sound as well as calls up to 30 feet from the device. It also has 3.5 mm jack for aux cable to support non Bluetooth devices. So, users needn't worry about using the headphone anyhow.

Also, the powerful protein cushioned headphone is engineered to give users the ability to swivel 90 degrees. So, even if you have hobby ears (which I doubt!), you would still find comfort in your ears listening to your favorite music for a long lasting 30 hours.

The multimedia functions of Moksha are equipped with LED light indicator, dedicated ANC switch, volume up & down buttons. The multimedia buttons also have the ability to receive and reject calls.



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An exclusive interview with **ITVoice, Mr. Zakir Hussain – Director, BD soft**, reveals his strategies for business in India.

**We have around 200 channel partners working with us at present in the corporate and enterprise segment user base- Mr. Zakir Hussain – Director, BD soft**

**Mr. Zakir Hussain  
Director, BD soft**

**ITVoice Media :- How do you think your enterprise channel partners should pitch Bitdefender Computing to execute profitable business deals?**

**Mr. Zakir Hussain :-** Bitdefender is 100% cloud based solution and the partners can pitch the same to the customers, where it will help to install faster and no hassles of infrastructure or setting up server etc. Ofcourse on premise edition is also available who do not wish to go on cloud. Secondly, it has more than 500 million user base across the world and some of the leading antivirus solutions and firewall use Bitdefender engine to provide security. Also, the solutions are trouble free, so it saves lot of work from channel partner engineers and even at the customer end. Mr. Zakir Hussain – Director, BD soft, Country Partner of Bitdefender

**ITVoice Media :- How many channel partners are working with Bitdefender at present?**

**Mr. Zakir Hussain :-** We aim to be a very channel friendly company. We have around 200 channel partners working with us at present in the corporate and enterprise segment user base. We are working with many more and plan to increase our channel partners. Soon they will be added as our working partners.

**ITVoice Media :- What will be the company's strategy as far as system integrators are concerned?**

**Mr. Zakir Hussain :-** We have seen that the SI has very strong relationship with their customers and most of the time the customers like to work with them on most of the technology requirements. We have identified SIs, who are giving our solutions to their customers, and also we have a MSP program for them, if they wish to join. We give them digital codes only and

hence better pricing for retail products as no involvements of packing or shipping is involved. We are also having programs for training their sales and technical staff so that they can give the necessary solution to their customers and give support on time if and when required. Bitdefender has also come out with attractive schemes from time to time to keep them motivated and reward them for their contribution to our success.

**ITVoice Media :- Please explain what are the differences between Viruses, Spyware?**

**Mr. Zakir Hussain :-** A computer virus is a type of malicious software program ("malware") that, when executed, replicates itself by modifying other computer programs and inserting its own code. Infected computer programs can include, as well, data files, or the "boot" sector of the hard drive.

And Spyware is software that aims to gather information about a person or organization without their knowledge, that may send such information to another entity without the consumer's consent, or that asserts control over a device without the consumer's knowledge.

**ITVoice Media :- How have Bitdefender develop their software?**

**Mr. Zakir Hussain :-** Bitdefender is an industry pioneer, introducing and developing award-winning protection since 2001. Today, Bitdefender technology secures the digital experience of 500 million home and corporate users across the globe. Top international testing organizations and world-renowned software reviewers acknowledge Bitdefender's solutions as the world's most effective. At the same time, Bitdefender's nearly undetectable impact on system

performance won it Best Overall Speed.

**ITVoice Media :- Basic overview of how a DDOS attack works?**

**Mr. Zakir Hussain :-** Denial-of-service attack (DoS attack) is a cyber-attack where the perpetrator seeks to make a machine or network resource unavailable to its intended users by temporarily or indefinitely disrupting services of a host connected to the Internet. Denial of service is typically accomplished by flooding the targeted machine or resource with superfluous requests in an attempt to overload systems and prevent some or all legitimate requests from being fulfilled.

In a distributed denial-of-service attack (DDoS attack), the incoming traffic flooding the victim originates from many different sources.

**ITVoice Media :- Please tell us the strategies your team would to keep ahead of viruses?**

**Mr. Zakir Hussain :-** We are a bunch of experts who thrive on the Online platforms. We are always at RED Alert and always keep an eye on upcoming threats and their networks.

Some few guidelines we would like to list here –

Login password (for All User Profiles).

Avoid sharing of OS drive.

Use good antivirus software.

Constantly obtain Latest Windows security updates & Service Packs.

Check for latest updates/patches of antivirus.

Incredibly careful with the emails you receive and the attachments and links that you open.

Avoid visiting unwanted sites.

Avoid installing software's from unknown source.



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