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Economic Development of a Country

In modern times, State participation in economic activity can hardly be a matter of disagreement.

The free play of economic forces, even in highly developed capitalist countries, has often meant large unemployment and instability of the economic system.

In the advanced countries, State intervention has been invoked to ensure economic stability and full employment of resources. State action is all the more inevitable in under-developed economies which are struggling hard to get rid of poverty and to attain higher living standards.

Accordingly, Governments are playing a vital role in the development of under-developed economies.

Their role is all the more remarkable in the following respects:

• Comprehensive Planning:

In an under-developed economy, there is a circular constellation of forces tending to act and react upon one another in such a way as to keep a poor country in a stationary state of under-development equilibrium. The vicious circle of under-developed equilibrium can be broken only by a comprehensive government planning of the process of economic development. Planning Commissions have been set up and institutional framework built up.

• Institution of Controls:

A high rate of investment and growth of output cannot be attained, in an under-developed country, simply as a result of the functioning of the market forces. The operation of these forces is hindered by the existence of economic rigidities and structural disequilibria. Economic development is not a spontaneous or automatic affair.

On the contrary, it is evident that there are automatic forces within the system tending to keep it moored to a low level. Thus, if an underdeveloped country does not wish to remain caught up in a vicious circle, the Government must interfere with the market forces to break that circle. That is why various controls have been instituted, e.g., price control, exchange control, control of capital issues, industrial licensing.

• Social and Economic Overheads:

In the initial phase, the process of development, in an under-developed country, is held up primarily by the lack of basic social and economic overheads such as schools, technical institutions and research institutes, hospitals and railways, roads, ports, harbours and bridges, etc. To provide them requires very large investments.

Such investments will lead to the creation of external economies, which in their turn will provide incentives to the development of private enterprise in the field of industry as well as of agriculture. The Governments, therefore, go all out in building up the infrastructure of the economy for initiating the process of economic growth.

• Institutional and Organisational Reforms:

It is felt that outmoded social institutions and defective organisation stand in the way of economic progress. The Government, therefore, sets out to introduce institutional and organisational reforms. We may mention here abolition of zamindari, imposition of ceiling on land holdings, tenancy reforms, introduction of co-operative farming, nationalisation of insurance and banks reform of managing agency system and other reforms introduced in India since planning was started.

• Setting up Financial Institutions:

In order to cope with the growing requirements for finance, special institutions are set up for providing agricultural, industrial and export finance. For instance, Industrial Finance Corporation, Industrial Development Bank and Agricultural Refinance and Development Corporation have been set up in India in recent years to provide the necessary financial resources.

• Public Undertakings:

In order to fill up important gaps in the industrial structure of the country and to start industries of strategic importance, Government actively enters business and launches big enterprises, e.g., huge steel plants, machine-making plants, heavy electrical work and heavy engineering works have been set up in India.

• Economic Planning:

The role of government in development is further highlighted by the fact that under-developed countries suffer from a serious deficiency of all types of resources and skills, while the need for them is so great. Under such circumstances, what is needed is a wise and efficient allocation of limited resources. This can only be done by the State. It can be done through central planning according to a scheme of priorities well suited to the country's conditions and need.



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Subscription Amount

Rs. 600 (12 Issue), Rs. 1200 (24 Issue)

Including Courier Charges

All Payment are in favor of IT Voice Media

(P) Ltd., Jaipur

AXIS BANK Ltd. 910020041931806

IFS Code: UTIB00000010

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Owned, Printed and Published by

Tarun Taunk

51/121, Veer Tejaji Road, Mansarovar,

Jaipur-302020

Printer:

Shri Shyam Offset Printers,

C-146, Dhadhich Nagar, Opp.

Road No. 6, V.K.I. Area Jaipur

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Dell India presents the latest XPS 13

Dell in India, today announced the launch of XPS 13, a high performance, artfully constructed laptop. The stunning 13.3-inch laptop sports virtually borderless InfinityEdge touch display, a design pioneered by Dell, and is backed by the unmatched Intel® 8th generation core processors offering increased performance. Dell XPS 13 has been consistently winning accolades as one of the best 13" Windows notebooks and is one of the jewel products of the XPS family. The XPS 13 has all of the manageability and select security features of Latitude™ in an aggressively thin and competitive form factor. The Dell XPS range is an acclaimed range and has garnered over 300 product awards, with a number of industry 'firsts' and 'bests' across form factor breakthroughs, display prowess, battery life to its acclaim.

Dell's iconic virtually borderless InfinityEdge display maximizes screen space by squeezing a 13.3-inch display in an 11-inch form. With a bezel only 5.2 mm thin, starting at only 1.22kg and measuring a super slim 9-15 mm, the XPS 13 is exceptionally thin and light.

With more power into an already incredible design, the latest 8th gen Intel® Core processors offer increased performance with 4 cores, all in a sleek (9-15mm thin) form. More cores mean increased performance during multitasking, plus, Dynamic Power Mode, engineered by Dell, delivers extra processing power, while

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delivers up to 44% improved performance over 7th gen processors.*

Dell's legendary XPS family offers the most elegant designs and premium experiences to enhance work and personal success – a combination that ultimately results in beautifully crafted products with no compromises. Continuing to build on the family's premium pedigree of design, form, and function, the Dell XPS 13 has been designed to offer some unique features to users for the ultimate computing experience. The stunning XPS 13 is available in India in a glamorous silver color.

Commenting on the launch, Mr Alen Joe Jose, Product Marketing Director, Consumer & Small Business, Dell, India said, "The XPS brand is legendary. From innovations in design philosophy using smarter materials to performance-driven sleek design construction, the new XPS 13 is an absolute delight. The addition of Dell Dynamic Power mode with 8th generation Intel core processor is what makes this



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machine stand out. The XPS leads our ultrabook portfolio, passing on the legacy to more innovations, soon to come."

Key features:

More screen, less to carry: The Dell XPS 13 has a unique virtually borderless InfinityEdge display, with only a 5.2mm bezel on the top and both sides and weighs between 2.7lbs (1.2kg), 2.9lbs (1.29kg) for touch

Premium Design: The Dell XPS 13 is crafted with machined aluminum, carbon fiber and hardened Corning® Gorilla® Glass NBT™ for incredible durability and a superior experience. The palm rest, made of carbon fiber is thin but strong like aluminum and feels cool to the skin

Stunning Viewing angle: Dell XPS 13 is embedded with IPS wide-viewing angles, which allows one to enjoy 170° views on a brilliantly bright, 400-nit screen

Stay powered longer: Dell Dynamic power mode with new 8th generation processors delivers up to 44% improved performance over 7th gen processors. Dynamic Power Mode delivers extra processing power, squeezing every drop of power out of the CPU, while intelligently monitoring and managing system temperatures.

Killer™ Wireless: The Dell XPS 13 comes with Killer™ 1535 Wireless-AC, which provides the strongest and most reliable Wi-Fi connection and is designed specifically to make online videos, voice and games play faster and smoother.

Sony 'H8216' smartphone with Snapdragon 845, Android Oreo leaks

Sony, the Japanese tech giant, could bring at least one smartphone running Qualcomm Snapdragon 845 processor in the market,



according to a new leak. This leak comes in the form of an image showing the specifications of a Sony handset codenamed 'H8216'. The image was leaked by a user on Reddit over the weekend.

According to the leak, the Sony 'H8216' will be sporting top-of-the-class specifications. This includes Qualcomm Snapdragon 845 processor and 4GB RAM. The device will be running Android 8.1 Oreo based UI. Some of the other specifications mentioned for the smartphone are 64GB storage along with microSD card support.

The device may also be the first in the series to sport dual rear cameras. The image shows the smartphone will come with dual 12MP rear cameras, details of which are scarce at the moment. There is also a 15MP front-facing camera with EXMOR sensor and f/2.0 aperture.

As for the display, the smartphone spec sheet is seen mentioning a 5.48-inch full HD (1920x1080 pixels) TRILUMONOS display with HDR support and X-Reality engine.

Also mentioned is that the smartphone will

SONY

be supporting a Nano SIM card and will be IP65/68 rated, which makes it water and dust resistant. A 3130mAh battery will be powering the device along with a support for Qualcomm Quick Charge. It will weigh 156 grams and will measure 148x73.4x7.4mm. The rumours for the unannounced 'H8216' surface just a couple of weeks after the first details of the Sony 'H8541' was posted on Reddit by a different user. Based on the leak, the device may also be placed as a 'flagship' if not below the aforementioned 'H8216'. The device is seen sporting Qualcomm Snapdragon 835 processor and a 4K HDR display. It may also come with 4GB RAM and 64GB storage. Backing the smartphone will be a 3420mAh battery.

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Magic Quadrant for Endpoint Protection Platforms

Endpoint protection is evolving to address more of Gartner's adaptive security architecture tasks such as hardening, investigation, incident detection, and incident response. Security and risk management leaders should ensure that their EPP vendor evolves fast enough to keep up with modern threats.

Strategic Planning Assumption

By 2021, endpoint protection platforms (EPPs) will provide automated, orchestrated incident investigation and breach response. Separate, stand-alone endpoint detection and response (EDR) solutions will focus on managed security service provider (MSSP) and large enterprise security operations center (SOC) environments.

Market Definition/Description

In response to changing market dynamics and client requirements, we adjusted our definition of an EPP. An EPP is a solution deployed on endpoint devices to prevent file-based malware, to detect and block malicious activity from trusted and untrusted applications, and to provide the investigation and remediation capabilities needed to dynamically respond to security incidents and alerts. (see "Redefining Endpoint Protection for 2017 and 2018").

Organizations are placing a premium on protection and detection capabilities within an EPP, and are depreciating the EPP vendors' ability to provide data protection capabilities such as data loss prevention, encryption or server controls. Security buyers are increasingly looking to the built-in security capabilities of their OS vendors, and most organizations are adopting disk encryption at the OS level with BitLocker in Microsoft Windows 10, and FileVault in Apple macOS.

Concurrently, protection for servers has diverged from EPP, with specialized tools to address the modern hybrid data center (cloud and on-premises; see "Market Guide for Cloud Workload Protection Platforms"). Gartner recommends that organizations separate the purchasing decisions for server workloads from any product or strategy decisions involving endpoint protection. The evolutionary shift from hardware servers to VMs, containers and

private/public cloud infrastructure means that server workloads now have different security requirements compared to end-user focused, interactive endpoints (see "Endpoint and Server Security: Common Goals, Divergent Solutions").

This is a transformative period for the EPP market, and as the market has changed, so has the analysis profile used for this research. In the 2017 Magic Quadrant for Endpoint Protection Platforms, capabilities traditionally found in the EDR market (see "Market Guide for Endpoint Detection and Response Solutions") were considered as "nice to have" features. In this 2018 research, some of these features are now core components of an EPP that can address and respond to modern threats.

SOPHOS

Sophos acquired Invincea — a Visionary vendor in the 2017 Magic Quadrant for Endpoint Protection Platforms — giving Sophos access to its deep learning ML algorithms.

The Sophos Intercept X product, designed to protect against and recover from the malicious actions related to ransomware and exploits, proved popular with both existing Sophos Endpoint Protection customers and as an augmentation to an incumbent EPP. This momentum continued its increased brand awareness in the enterprise space. Also included in the Intercept X purchase are Sophos' EDR-like capabilities — called Root Cause Analysis — and the ML malware detection technology from the acquisition of Invincea was added in late 2017.

Sophos' cloud-based EPP with the Intercept-X platform is a good fit for organizations that can take advantage of a cloud-based administration platform, and that value strong protection against ransomware and exploit-based attacks over advanced forensic investigation capabilities.

Strengths

- Intercept X clients report strong confidence in not only protecting against most ransomware, but also the ability to roll

back the changes made by a ransomware process that escapes protection.

- Intercept X is available as a stand-alone agent for organizations that are unable to fully migrate from their incumbent EPP vendor.

- The exploit prevention capabilities focus on the tools, techniques and procedures that are common in many modern attacks, such as credential theft through Mimikatz.

- The Sophos Central cloud-based administration console can also manage other aspects of the vendor's security platform, from a single console, including disk encryption, server protection, firewall, email and web gateways.

- Root Cause Analysis provides a simple workflow for case management and investigation for suspicious or malicious events.

- Root Cause Analysis capabilities are available to macOS, along with protection against cryptographic malware.

Cautions

- Although we credited Sophos for a cloud-first approach last year, it has now made parts of Intercept X available for on-premises customers. This is likely to hamper cloud adoption and extend the time that Sophos manages and maintains separate protection stacks.

- Root Cause Analysis is not available in Intercept X for clients that use the on-premises version of Sophos Endpoint Protection.

- Sophos' primary improvement was the integration of Invincea's deep learning technology. Beyond that, there has been little in the way of enhancements to the EDR capabilities of the Sophos Endpoint Protection platform in the last 12 months.

- Sophos does not provide vulnerability reporting; rather, it relies on its mitigation and blocking technologies, so organizations will need to find other ways to prioritize their patch management program.



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Tally launches 'Tally Xcelerator for SMEs', focussing on their growth and development

Tally Solutions, the country's premier business software provider has launched a one-of-a-kind program called Tally Xcelerator (TX) to offer consultancy services to small and medium businesses, with an aim to empower SMEs and facilitate their growth. Under this program, Tally appointed partners called Tally Xcelerators will extend business advisory services playing the role of a coach, mentor and trainer to all of Tally's partners and small businesses across the country. The program aims to help SMEs realize their trade and investment opportunities and become competitive in both the domestic and global market.

The revolutionary tax reform that has been introduced, as well as focus on digitization are promoting entrepreneurship opportunities resulting in a truly competitive business environment. In order to stay ahead of the competition and get onto the path of sustainable growth, it is imperative for small and emerging businesses to have a guiding light on macro aspects of business which are related to growth and development.

Large enterprises and MNCs are inundated

with such offerings and are backed by equally strong consulting companies, however there is an abject dearth of similar services for SMEs. With this understanding and insight into the future challenges business may face, the Pan-India program was founded.

On the occasion, Mr. Joyce Ray, India Business Head, Tally Solutions Pvt. Ltd said "We have been working very closely with more than 1 million SMEs for over 3 decades and understand their growth opportunities and challenge areas. Over a period of time we have figured that there is a considerable dearth of initiatives taken to support the small businesses in our country in terms of their growth and development.

Through the TX program, our aim is to upscale and upskill these businesses which will eventually contribute towards the development of the country's economy. We want to promote overall SME development in the nation by promoting entrepreneurship, fostering individual entrepreneurial capabilities, building institutional capacity, and encourage employment creating investment. We will equip our partners to act as pillars of guidance and support to the developing SME



Power of Simplicity

community in the country."

Currently, there are TX partners mapped for every state, ensuring businesses from across the country have easy access to the partners. Each of these partners brings with them a wealth of experience in SME focussed roles and are now going to embark on a new journey and impart the guidance and learnings to the emerging businesses.

Under the program, TX partners will extend advisory services and/or basic services to businesses at a nominal cost. Advisory services include mentoring and coaching, easy access to finance, improved organisational culture, and industry best practices to improve growth and productivity. On the other hand, basic services include resource management, training, assessments etc.

ADATA is Proud to Present the P10050, P16750, and P20100 Series of Power Banks

ADATA® Technology Co., Ltd., a world leading memory brand, is proud to present the P10050, P16750, and P20100 series of power banks. With the increasing demand of mobile devices in our everyday lives, having a ready source of power is often a necessity. In the past, mobile charging solutions were

electronics topped off when you are out and about. Furthermore, the P10050, P16750, and P20100 are all equipped with the best-quality batteries and multiple safety measures, to ensure stability and peace of mind for the user. Take your pick from the P10050, P16750, and P20100, to enjoy the best and snazziest charging solution!

Smaller sizes for greater portability

ADATA refuses to be bound by tradition. Where power banks used to be bulky and heavy, the P10050, P16750, and P20100 are compact and easily portable, without sacrificing power capacity or performance. The three power banks can respectively store 10050mAh, 16750mAh, and 20100mAh, enough to charge a smartphone to 100% four times over. Furthermore, all three power banks are equipped with two USB output ports, each providing 2.0 amperes, and can be charged and discharged simultaneously, thus allowing users to charge two devices at once, or charge their devices while also charging the power bank. Each power bank is also equipped with a built-in LED flashlight, which means it's no longer necessary to have a dedicated flashlight when users go



camping or during power outages.

Designed for style, performance, and safety

The P10050's rounded outline and multicolored options make it elegantly fashionable and refined option for mobile power. The P16750 and P20100's dual color scheme also exude a sense of style and luxury. However, performance and safety were not sacrificed for the appreciation of beauty; instead, the power banks are equipped with best quality batteries and specially designed circuits to prevent over-charging and over-discharging, which can damage the battery and shorten the product's lifespan. With their first-rate parts and fire-resistant outer casings, ADATA's power banks easily meet IEC 60950 safety standards, and have multiple defenses against issues such as over-charging and discharging, over-heating, short circuits, and over-voltage in input and output. Enjoy complete peace of mind when you use an ADATA power bank!



often thought of as heavy and did not hold enough power to charge more than one device. To address these issues, ADATA has developed a series of power banks that feature smaller dimensions, while not compromising on power capacity and performance. With their multicolored options, ADATA's power banks are a stylish yet practical solution for keeping your



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An exclusive interview with **IT.Voice Ms.Sunity Choudhary, Co-Founder and COO of Asti Infotech**, reveals his strategies for business in India.

"Asti Infotech, a customizable GPS Tracking Solutions provider in India".- Ms.Sunity Choudhary -Co-Founder and COO of Asti Infotech

Ms. Sunity Choudhary,
Co-Founder and COO
of Asti Infotech

IT Voice Media :- What sort of facilities you provide in Trakom Solution?

Ms. Sunity Choudhary :- Trakom is a parent-school communication and tracking solution running on smart phones. It's developed on Android and IOS platforms, using technologies like GPS, RFID and NFC. Following is the list of main features –

Parents can see their kids' transport on real time at the time of boarding/de-boarding or while moving.

Parents can get notified the way they desire – notification/SMS, voice/text, how much time in advance they want to be notified about kids bus arrival

Teachers can share homework over the app
Food menu can be shared on app itself – for the schools providing meals at school
School can publish notices, event and Holiday calendar on app itself

Teachers and parents can have a closed chatting group where messages, pictures and videos can be shared with required regulations
Attendance can be automated and parents notified for absence and early leaving from school

Schools can have control over the kind of communication they want to maintain to keep required transparency

Schools are informed about real time movement of buses and can take timely action in case of a breakdown or any other emergency

IT Voice Media :- Tell us about Asti's Comprehensive School ERP Solution

Ms. Sunity Choudhary :- Our School ERP system handles complete resource planning for schools. It's a web based solution, through which all the required information made available to parents and school at any point of time. Planning is made easier, efficient, optimal and transparent for everybody. Main features-

Admission management – Starting from Admission of a student, class promotion on academic year change, school leaving, all the records can be managed on portal

Student Information Management – Keeps complete student information including documents at one place for any time reference or audit

Class/Subject Management – Schools can configure their classes/sections/subjects offered as they wish

Fee Management – Different Fee plans can be maintained, Reminder for fee due can be sent automatically and fee payment record maintained electronically to avoid any discrepancy

Exam/Result Management – Exam results can be published on portal for anytime viewing for parents

Timetable Management –Timetable can be managed at portal itself

Noticeboard – All Notices can be published on portal for saving time and reducing confusion

Homework – Homework can be shared on portal with parents

Holiday/Event Calendar can be maintained at the same place

IT Voice Media:-Asti Fleet Management (AFM) Solution is the perfect solution for all such employees. How?

Ms. Sunity Choudhary :- AFM is corporate fleet management solution, capable of handling different commute modes such as fixed-route buses, shift-based shuttles, individual cab requests and so on. While for employees it provides a handy tool on their smart phones for real-time tracking of their assigned vehicle, transport department gets a way to maintain their fleet efficiently and optimally with minimum resources required to manage it. Following features make it a must-have solution for corporates-

- Real time tracking of vehicles
- Roster planning based on advance algorithm for most efficient and optimal operations
- Timely alerts to right people on over-speeding and route diversions
- Communication in real-time in case of change in route or vehicle due to legitimate reasons
- Employee while on move have a SoS button

to raise alarm (in time) in case of emergency, and share ride to share it with family and friend to keep them tension-free

- Odd hours commute are made secure with IVR cross verification of boarding and de-boarding

- Regulation such as escort for night pick up and drop for a female employee are ensured and enforced

- Driver feedback can be submitted to transport admin anonymously and in real time
- Better equipped to handle situations like breakdowns, delay and driver absence, etc.

- All relevant reports made available for management and transport department to analyze and improve

IT Voice Media:-How do you get inspired to develop these innovative transformative solutions?

Ms. Sunity Choudhary :- New innovations in technology inspire us. Problems in everyday life throw challenges to us and inspire us to take on them. Every advancement in technology opens up avenues to solve more problems from everyday life.

When I am able to track my private cab on the move on my phone or order my grocery from my phone, I think why can't I track my office shuttle or my kid's school bus in real time. Or, why I can't see my child's homework or fee or field trip notices from school in a single app. The emerging technologies can make a world of difference in every aspect of our lives.

IT Voice Media:-What sort of target you set to your employees?

Ms. Sunity Choudhary :- We give our employees grand targets, only great milestones can inspire great work from people. Our business, technical and sales teams are geared up to work on aggressive targets. Our Business team works continuously on analysing the market trends to keep pace with it while our research team has its focus on continuous improvement of products with latest developments in machine to machine communication.

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Trak N Tell launches the new Intelli Fleet; offers real-time tracking, engine immobilizer, and over-speeding alerts for commercial vehicles



Comprehensive system offers commercial vehicle owners complete security and peace of mind through telematics.

All-inclusive commercial vehicle security system comes with real-time tracking, engine immobilizer, over-speeding alerts, geo-fence notifications, optional panic button and AC on/off alerts.

Trak N Tell, the Gurgaon-based IoT startup that provides sophisticated vehicle telematics solutions, is launching a new device to help owners of commercial vehicles secure their passengers and goods at an attractive cost. The Intelli Fleet, Trak N Tell's latest offering, provides a compelling list of state-of-the-art features, such as real-time tracking, an engine immobilizer, over-speeding alerts, and geo-fence notifications, in addition to optional features such as a

panic button for passengers and an AC on/off alert.

Designed with the modern commercial vehicle owner in mind, the product offers customers the ability to completely track and monitor their fleet of vehicles through notifications and alerts on their smartphones. The product is compatible with any commercial vehicle – cabs, buses, trucks etc. – and is perfect to secure the vehicle, passengers, and goods from any untoward incidences.

Commenting on the new product, Ritu Gupta, Co-founder and COO, Trak N Tell, said, "Telematics is the perfect technology for vehicular protection, and we have been pioneers in providing comprehensive security for vehicles in India by leveraging the same. Our focus is on adapting this technology to deal with the human problems that customers are facing on the ground. With that in mind, we have created the Intelli Fleet, so that commercial vehicle owners can have complete security and peace of mind about their vehicles and whatever they might be carrying – passengers or cargo."



With India's booming logistics and commercial transport sector being the lifeblood of its economy, losses for commercial vehicle owners and operators are a significant block to the country's economic growth. The Intelli Fleet looks to address this problem by providing a comprehensive security solution to commercial vehicle owners, and is currently available in select retailers in Delhi-NCR, Orissa, Assam, Bihar, Chattisgarh, Maharashtra, and Uttar Pradesh for the affordable price of INR 8499/- with a one year subscription.

Samsung Galaxy Note 9 may have an in-screen selfie camera

Samsung may be secretly working on a new technology that would place every possible hardware unit, notably the fingerprint scanner and the selfie camera, beneath the display. A patent filed by the South Korean giant with the World Intellectual Property Organisation (WIPO), dated May 12, 2017, shows off a conceptual device with such a technology on-board hinting that Samsung may



launch such a device in the near future. This device could well be the Galaxy Note 9, for

all we know. But, there's still sometime before we can be sure, about such a possibility.

A fingerprint scanner seated beneath the display isn't new. Vivo recently announced such a solution, showing off a demo prototype of a smartphone that's apparently ready for a consumer release, at the recently concluded CES 2018 in Las Vegas. But, moving the selfie camera, can be tricky since no other company has been able to achieve such a feat yet. The most that companies have done is either come up with a notch up-top, or moved it at the bottom. While the former has been achieved by the likes of Apple, the latter has been done by Xiaomi.

Samsung, if at all, it plans on shifting everything below the display in a future device could become the first company to do that, that is, if no other company beats it to it. The Galaxy Note 9 is expected to launch in September by the way.

SAMSUNG

Before that happens, Samsung is gearing up to launch its next-generation Galaxy S9 and Galaxy S9+ phones, at the upcoming MWC 2018 event in Barcelona.

The Galaxy S9 and Galaxy S9+ have been subject to numerous leaks and rumours ahead of launch. An alleged box of the Galaxy S9 recently found its way to Reddit giving away almost the entire spec-sheet of Samsung's next flagship phone. Not much seems to have changed and yet there are a few notable inclusions that deserve a mention. These include stereo speakers and a variable aperture rear camera. While the former will be Samsung's first — on a flagship phone — the latter seems to have been lifted straight from the company's recently launched W2018 flip phone.

The Galaxy S9+ will be a bigger S9 hopefully with a bigger battery and is said to ship with dual rear cameras.

Asus unveils ROG Strix GL503 SCAR & HERO Edition in India

ASUS Republic of Gamers (ROG) today unveiled its latest dedicated Esports gaming notebooks ROG Strix SCAR Edition, gaming laptop series tailor-made for first-person shooters (FPS) to gain a competitive edge in FPS titles such as Counter-Strike® & ROG Strix HERO Edition, series built from the ground up for fearless multiplayer online battle arena (MOBA) games such as League of Legends® and Dota® 2.

The company also unveiled the ROG Strix GL503 made for those on the go, with a 15.6-inch display, as-thin-as 2.3cm profile and a frame that's as lightweight as 2.5kg & ASUS Gaming FX503, latest mainstream & affordable gaming notebook which is 2.5kg lightweight, yet engineered for an intense performance.

Mr Arnold Su, National Business Development Manager, PC & Gaming, said, "Esports is gaining tremendous popularity in the country especially game titles like Dota2 and Counter Strike. The number of gamers switching from casual gaming to professional is increasing every year at an exponential level. This series delights not only those who care about performance but also those who demand great aesthetics thus enabling Esports contenders to gain the winning edge in their fierce competition."

ROG Strix SCAR Edition equips FPS fighters with the power of the latest up to Intel® Core™ i7 processors, up to NVIDIA® GeForce® GTX 1070 Series graphics and a superfast 7ms,

144Hz display. With a desktop-style keyboard layout, N-key rollover and fast-actuating keys, ROG Strix SCAR Edition keeps gamers centred on the maps — enabling them to rank high, and kill with absolute precision.

Ultrafast displays: 144Hz refresh rate IPS display with 7ms response time and up to: ROG Strix SCAR Edition upgrades gamers' vision, with a super-fast 7ms response time and 144Hz refresh rate wide view IPS display that work together to deliver smooth and accurate visuals and to eliminate motion blur. The panel ensures 60%-brighter visuals than low-end IPS panels from competitors; and soon, Strix SCAR Edition will be available with up to 120Hz display with a 5ms



response time.

ROG Strix HERO Edition allows gamers to lead the way armed with powerful up to Intel® Core™ i7 processors, awesome NVIDIA® GeForce® GTX™ 10 Series graphics and



Windows 10. Strix HERO Edition also packs a rich-color, 120Hz wide-view IPS display and a desktop-style keyboard that's made for victory, with N-key rollover for fast, precise response to every input and a 20-million-key-press lifetime for ultimate reliability. The spirit of night and battlefield victory is woven throughout the aggressive design of Strix HERO Edition, with unique, sharp-lined styling, Mayan patterns and deep-blue colorways.

Stunning rich-color visuals: 120Hz wide-view display with 100% sRGB vivid color: ROG Strix HERO Edition treats players to upgraded senses, enabling them to see the game world via a 120Hz, wide-view IPS display. The high refresh rate decimates lag and motion blur, so everything is clearer and smoother. The IPS display delivers a wide 100% sRGB color gamut, providing consistent light intensity, improved contrast, color accuracy and fidelity — allowing enemies to be picked out easily, no matter how frantic the action. ROG Strix HERO Edition's display also enables viewing at extreme angles of up to 178° vertically and horizontally. Specially highlighted QWERTY keys and N-key rollover further boost precision, and with the action guaranteed for 20-million key presses the victories will just keep on coming.

iVoomi plans to invest around Rs 190 crore this year **iVOOMI**

Mobile handset company iVoomi is looking at investing around Rs 180 crore this year to rev up manufacturing activities locally, set up supply chain and boost working capital.

"For 2018, We are planning to invest USD 30 million (about Rs 190 crore) in

terms of manufacturing, research and development, supply chain and working capital. This is very much required. It will happen in next one or two quarters. Basically, we are looking at 2018-19 timeline," iVoomi chief executive Ashwin Bhandari told.

He said the company has partnered with electronics manufacturing service firm Hipad Technology to make its mobile devices in India.

"We have already set up assembly line where components on mother board of iVoomi devices will be mounted with fully robotic process and involve only 4-5 labourers," Bhandari said.

He said the company has already invested around USD 26 million (around Rs 160 crore) in last 12 months to set up office and team in India and the next investment of USD 30 million is an additional investment.

"We are looking at 4 per cent market share in Indian smartphone segment by the end of 2018. I see this happening positively. We are going to launch health band with pollution indicator soon, voice controlled speaker, face recognition enabled smartphones that are going to push our sales," Bhandari said.

iVoomi makes low cost 4G smartphones in the range of Rs 4000-Rs 10,000 a unit and plans to push sales accessories from March.

"We are now making 98 per cent of our smartphones locally that we sell in India. We have already started shipping 'made in India' phones to Nepal. Now we are looking to ship made in India smartphones to Dubai. By 2020, we will start exporting to more countries from India," Bhandari said.



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An exclusive interview with Mr. Nishant Gupta, Director, Radiant Info Solutions Pvt. Ltd., reveals his strategies for business in India.

"One Stop Solution" for our partners and customers".- Mr. Nishant Gupta-Director, Radiant Info Solutions Pvt. Ltd

Mr. Nishant Gupta,
Director, Radiant Info
Solutions Pvt. Ltd

Nisha Harshwal : Can you please elaborate on the journey of Radiant India?

Mr. Nishant Gupta :- In Radiant Info Solutions nothing has happened overnight, our channel business has evolved over the years and the hunger to improve the business with our partners and vendors has led us to try different business models to stay relevant in the market.

In last 10 years, we have observed that there is no fixed formula, which is a right for the partners and vendors. Both the ways channel will keep on adapting the changes and thereby get the market share and today we can proudly say that Radiant is one of the leading channel partner in networking solutions and offers unified network solutions that integrate capabilities in switching, wireless, broadband, storage, surveillance and structured cabling.

Nisha Harshwal :- What are the new initiatives of your enterprise?

Mr. Nishant Gupta :- This year we are focusing more on increasing our ties and coverage in Tier-II cities and government sectors. Our sales and marketing engines are working together to identify and execute through geography specific partnerships.

Our focus for 2017 will be to continue providing customers with a Reliable, High Quality Product at a Competitive Price and support it with our Warranty and exceptional After-sales Services.

Overall our priorities is to give pace to our already fast-moving products and at the same time show unmatched supply

chain management to our complete networking product range. So, by the next year market would see Radiant at a very different platform all together.

Nisha Harshwal :- What are the key differentiators of Radiant?

Mr. Nishant Gupta :- We believe that for the past years key differentiators of Radiant Info Solutions revolves around its core strengths and with which our partners get benefit i.e. policies related to unmatched supply chain management, competitive priced products and partner profitability.



As a channel partner, we believe in product selling based on our policies with a vision of Global company with a Local mindset. Also, we are concern to protect sensitive information, and be sure to cover relationships with vendors, customers and other suppliers.

Over the above for Radiant Value Add will be the biggest differentiator for the partners. We believe that our 'Value Add' is graduated into 'One Stop Solution' for our partners and customers and thus reliability with our products and services zeroed in patterns and customer mindset. Also,

we are exploring different permutations and combinations in Channel business to fulfil growth aspirations of our partners.

Nisha Harshwal :- What are your future plans to further grow the channel market in 2017 – any particular strategy from geography or vertical perspective are you planning?

Mr. Nishant Gupta :- Radiant Info Solutions always believe that IT business is fast paced volatile industry and thus remain updated with Information about technologies and market changes will give us the edge over the competition. For which we are investing more on marketing to create well defined strategies coupled with our channel business framework that offer quality, variety and updated information with changing behavior of products and services.

We are meticulously working and create permutation and combination of our on-core strengths to ensure deeper market penetration and leaving no stone unturned. For past years we are actively participated in IT trade shows and this year will be no change as we have planned to participate in events across India.

We maintain regular business meets with our partners and update then with our service by marketing materials and brochures. We also generating visibility with social and digital media.

HP launches 3D printers in India for Rs 2.5 crore

Technology giant HP today launched its 3D printing solution in India, at prices starting from Rs 2.5 crore, to tap into sectors like manufacturing, education and defence.

3D printing refers to creation of a three-dimensional object in which layers of materials are formed with computers controlling the process.

HP's Multi Jet Fusion 3D Printing Solution will be available in India primarily through the company's specialised partners. It has signed up Imaginarium and Adroitec as the first resellers of its 3D printers for India.

"Industry 4.0 is being impacted by a

range of technologies — Internet of Things, Cloud etc. The launch of our 3D printers in India comes at a time when the government is pushing manufacturing in India and we see a lot of potential for our printers," HP India Managing Director Sumeer Chandra told.

He added that the product would be aimed at sectors like manufacturing, defence, healthcare, education and product labs as well as service bureaus that provide printing as a service.

The price tag of Rs 2.50 crore includes pre and post processing unit, the 3D printer and initial consumables. It also includes 3-year maintenance and service contract. Chandra explained that using 3D printing, making prototypes is faster and competitively priced with current options.

He added that these 3D printers also allow for better customisation.

According to industry reports, the global 3D printing market is expected to be worth over USD 32 billion by 2023, growing at a CAGR of more than

25 per cent between 2017 and 2023.

The reports attribute the growth to factors like ease of development of customised products, ability to reduce overall manufacturing costs, and government investments in the 3D printing projects for the development and deployment of the technology.

As per a 6Wresearch, the Indian 3D printer market is expected to cross USD 79 million by 2021, with automotive applications accounting for the biggest chunk of business.

Currently, the printers use plastic as raw material. However, HP has announced its intent to use metal and colours for the 3D printers in future.



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Fortinet Survey Reveals 73% of Indian IT Decision Makers are Confident in their Cybersecurity Postures, Despite 84% of Organizations Being Breached

Fortinet® (NASDAQ: FTNT), the global leader in broad, integrated and automated cybersecurity solutions, today revealed additional findings from its Global Enterprise Security Survey. According to the research, 73% of Indian IT decision makers (ITDMs) at 250+ employee organizations are confident in their cybersecurity posture, despite 84% of organizations being breached in the past two years. In addition, 96% believe they are doing better than their peers with regards to cybersecurity, while only 1% believe they are lagging behind. The research is a reminder of the importance of employing cybersecurity best practices and fundamentals as well as the urgency to avoid complacency in defending against cyberattacks.

Complacency despite clear concerns

Respondents reveal that 39% of breaches experienced in the last two years were the result of social engineering, ransomware and email phishing. In 2018, 87% of Indian businesses are planning programmes to educate employees in IT security, reflecting a growing awareness that breaches are caused by carelessness and ignorance as much as maliciousness.

Another top concern for Indian organizations is protecting access to the network. Only three quarters (76%) of ITDMs feel confident that they have full visibility and control of all devices with network access. A similar 72% of ITDMs feel confident that they have full visibility of the access level of all third parties who

frequently have access to networks. This lack of confidence in the network visibility suggests that this is an area that should be treated as a top concern for organizations. Yet, basic security measures like network segmentation are only being planned by 21% of businesses in 2018. Without network segmentation, malware entering a network will often be left to spread.

Employee knowledge key for security in organizations

When asked about what they would have done differently over their career in security, 51% of Indian ITDMs wish they had invested more in employee security awareness training to prevent a security breach. Educating users can lessen the chance that they become victim of an intrusion attempt that targets one of the weakest links in the cybersecurity chain: employees themselves.

In 100% of breach incidents, in the first instance the Indian board blames the IT department – either a specific individual (45%) or the department as a whole (55%). Employees outside the IT department get blamed in 40% of breach incidents, even though they're often recognized as the weakest link. The IT department can no longer be the only one responsible when it comes to a breach. BYOD and IoT, the use of cloud-based applications, and shadow IT, all extend the security responsibility to the broader organization and employees.

Balanced Cybersecurity Investment Priorities Are Critical

In 2017, Indian ITDMs ranked the following

FORTINET®

as their no.1 priority investment:

42% – New security solutions and services
38% – Upgrading security solutions

10% – Implementing security policies and process

4% – Auditing and assessment

3% – Employee training

Continued technological investment allows businesses to keep pace with malicious attacks and prepare for them by implementing a comprehensive security solution. Investments in new and upgraded security solutions will continue in 2018, but 34% of Indian respondents also reveal that investments towards employee training will become one of the top 3 investment priorities.

Report Methodology

The 2017 Fortinet Global Enterprise Security Survey was undertaken on behalf of Fortinet by independent market research company Loudhouse to examine the changing attitudes towards security in business in July/August 2017. The global survey of IT decision makers with responsibility/visibility of IT security, received 1,801 anonymized respondents across 16 countries (US, Canada, France, UK, Germany, Spain, Italy, Middle East, South Africa, Poland, Korea, Australia, Singapore, India, Hong Kong, Indonesia). Respondents to the online questionnaire were not aware of the purpose or sponsor of the report.

D-Link CCTV Bullet Cameras



Over the years D-Link has developed an extensive line of surveillance solution suitable for deployment across various industries. D-Link comprehensive range of CCTV Analog HD camera & DVR solution are suited for both indoor as well as outdoor application.

D-Link CCTV bullet cameras are designed

for easy deployment, and can be mounted anywhere be it indoor, outdoor, wall, ceiling etc. All these cameras feature exclusive D-Link CCTV App that allows ones to monitor home or business in real time. D-Link CCTV cameras also support

D-Link CCTV bullet camera specifications:

Model No.	DCS-F1711	DCS-F1712	DCS-F1732
Brief	1MP Fixed Bullet HD Camera	2MP Fixed Bullet HD Camera	2MP Vertical Bullet HD Camera
Features	<ul style="list-style-type: none"> •HD 720P •IR Range 30m •Lens : 3.6mm •Support ANI/TVI/CVI/CVBS Output (50/60) •Video Transmission 300m •1/3" Scan CMOS •2D DNR, eWDR, 3CR •12V DC Power •IP66 	<ul style="list-style-type: none"> •Full HD 1080P •IR Range 30m •Lens : 3.6mm •Support ANI/TVI/CVI/CVBS Output (50/60) •Video Transmission 300m •1/2.7" Scan CMOS •2D DNR, eWDR, 3CR •12V DC Power •IP66 	<ul style="list-style-type: none"> •Full HD 1080P •IR Range up to 35m •Vertical Lens : 2.8 to 12mm •Support ANI/TVI/CVI/CVBS Output (50/60) •1/2.7" Scan CMOS •1/3" Scan CMOS •2D DNR, eWDR, 3CR •12V DC Power •IP66 •6x 4950'
WAP	86, 2400'	86, 3950'	86, 4950'
Warranty	2 years	2 years	2 years

D-Link®

Building Networks for People

DCMS software, a surveillance solution for managing multiple cameras /NVR /DVR. It is useful for Camera /NVR management, real time surveillance and video management.

D-Link CCTV product range includes Analog HD Camera (Dome + Bullet), DVR, DVR Enclosure, and CCTV Cable box. D-Link also offers free DCMS Software that is capable of viewing up to 64 channels.

Zebronics launches 6 in 1 external power charger 'Esteem', Halo 2 Speakers with 8" subwoofer driver and Zebronics wifi NVR kits



Zebronics launches 6 in 1 external power charger 'Esteem'
A truly Multi-functional product which an all in one wireless audio support, speaker, an LED torch, FM radio, Micro SD, a Power Bank

You've always thought what if one product can do many things, like a wireless speaker that could also charge your phone or the LED torch can help you listen to your favorite radio channels? Introducing a truly multi-functional device 'Esteem' your go to BT speaker, Radio, LED torch, Power charger device.

Zebronics India Pvt. Ltd., India's leading brand of IT peripherals, Audio/Video, and surveillance products has launched a truly multi-functional product 'Esteem', a revolutionary product which is a 6 in 1 external power charger that has BT, Speaker, an LED torch, FM, Micro SD, a power bank and comes with a cycle mount.

With this 6 in 1 product, you can

Charge your phone
Use the LED Torch
Listen to the radio
Listen to your favorite songs
Stream music wirelessly
Play music through SD card
Esteem is a light and portable device that is designed like a torchlight extra easy light and with its ergonomic design, it's easy to grip on to. This devices' multi-functionality is boastful with its 6 in one product which has wireless audio support, speaker, an LED torch, FM radio, Micro SD, a power bank.
Charge on the go with the power bank which comes with 2000mAh capacity or simply dive into some good music with wireless speakers which has an option to take calls also with built in mic. The device also supports SD Card and doubles up as an LED torch light.
This lightweight ergonomic device has three buttons. A button to switch on the Bluetooth/LED torch along with volume up/down/call controls. The device also comes with a bicycle mount and it can be used to mount it on the handlebar. On one end there is a bright LED torch and on the other end is a conically designed speaker. The LED Torch flap can be opened to charge or for SD Card insert.

Commenting on the launch of the

multifunctional product 'Esteem', Mr. Pradeep Doshi, Director Zebronics India says, "When it comes to multi-functional products, it's undoubtedly Zebronics Always ahead! Yet once again, strengthening our foothold in the wireless market comes our Esteem, smart portable 6 in 1 external charger. Focusing on 'Multi-functionality', with a contemporary touch. Designed for people who love to do more with their device."

Available in black this device will be available in all leading retail stores across India.

Zebronics announces Halo 2 Speakers with 8" subwoofer driver

RGB Lights and LED display
Individual volume, treble and bass adjustments for controls and fully functional remote control

Known to be a front-runner in audio



products, Zebronics, India's leading supplier of IT peripherals, Audio/Video and Surveillance products has once again rolled another unique addition to its Speaker category with 8" subwoofer driver Halo 2 Speakers. Welcome to the World of Bigger, Better and Louder Sound with thrilling experience and unmatched performance for the price.

Aesthetically, the speakers look beyond the traditional speakers. The oval RGB Lights with LED display and sleek satellite design, adds new twist to the speaker design. The speaker brings added controls for Individual volume, treble & bass adjustment for that added customisability.

Built entirely out of wood for better resonance, Zebronics Halo 2 enclosures deliver fuller, warmer, more natural sound than plastic enclosures. With 91Watts RMS of power and 8" subwoofer driver the speaker delivers crisp, clear and powerful sound along with the side firing subwoofer design. Enjoy absolute clarity and experience the magic with amazing sound effects which is Full clear sound, and room shaking powerful Bass.

Speaking on the launch of the Speakers Mr. Pradeep Doshi, Director - Zebronics says, "Popular among the powerful speakers, Halo 2 redefines Sound in your Homes/Offices. The speakers promise to stand out with big,

bigger and biggest sound with the powerful subwoofer and sleeker satellites - Hear it to believe it!"

Adding these features, the speakers offer various connectivity options. The speakers can be connected to various media devices with Bluetooth and it also supports USB pen drive, SD Card and FM Radio allowing you to play your favourite track without connecting it with your computer or smartphone.

The product is already available with leading retail and estate stores in India.

Zebronics wifi NVR kits, 3 new models introduced

Zebronics, India's leading supplier of IT peripherals, Audio/Video and Surveillance products has rolled out 3 new models in wifi NVR surveillance kits. These kits are very easy to setup and use, also will provide you with unparalleled surveillance solution.

The first model ZEB-8NH1-IP2MB-WIFI is a 8 channel wifi NVR kit. It comes with 8nos 2MP cameras. The cameras are equipped with IR, range of the same is 30meters. Wifi range without obstruction is 300m, which gives you a lot of flexibility in the installation of cameras. Video output of the NVR is provided with VGA or HDMI port. The NVR also comes with 3 LAN and one WAN port. It supports SATA hard disk upto 6TB. It also supports android and iOS mobile platforms.

The second model ZEB-4NH1-IP2MB-WIFI is a 4 channel wifi NVR kit. This model comes with 4 cameras of 2MP resolution. The IR range of the cameras is 20meter. The 3rd model ZEB-4NH1-IP4MB-WIFI is again a 4 channel wifi NVR kit. The cameras in this kit are 4MP in resolution. The IR distance for cameras is 60meters. The rest of NVR features are same in the all 3 models.



Zyxel Multy X wins Silver Award at Taiwan Excellence Awards



Zyxel Communications has again received top honors at the annual Taiwan Excellence Awards. Eight Zyxel products took awards at the annual event, including the prestigious Silver Award for the Multy X Tri-band WiFi System. Zyxel has now won Excellence Awards over 13 consecutive years, raising the company's total tally of award-winning products to 83.

Established in 1992, the Taiwan Excellence Awards recognize products that showcase innovation in Taiwan to a worldwide community. The Ministry of Economic Affairs organizes the annual event, and winners are selected by a panel of 90 judges for demonstrating "best of breed" innovations across multiple sectors.

The 2018 Taiwan Excellence Awards marks the honor that a Zyxel product was selected from among nearly 1,500 entrants for the prestigious Silver award. The accolade for the Multy X Tri-band WiFi

System was particularly significant as Zyxel was the only networking brand among the finalists.

The Multy X Tri-band WiFi System delivers high-performance, reliable wireless network coverage throughout the home, bringing complete signal coverage to larger living spaces. Along with providing uninterrupted high-speed WiFi, Multy X is remarkable for its ease of use and simple

ZYXEL

setup via an intuitive smartphone app. Features like parental control, guest networking, and Alexa-enhanced voice controls can be effortlessly implemented and managed via the app.

Winning Zyxel products aimed at business customers this year include the USG2200-VPN firewall, which provides secure VPN connections for growing enterprises. The WAC5302D-S, a wired and wireless networking solution targeting the hotel and hospitality industry, also received recognition.

Along with Multy X, other Zyxel products for the consumer market won over the judges, including the Aurora camera. The highly flexible and easy to deploy cloud

access camera puts features like two-way audio, live viewing, and remote access via mobile app in the hands of home users.

Zyxel products directed at service providers were also honored, including the IES5206 5U six-slot chassis MSAN, the VMG8823-B10B dual-band wireless gateway for easy home network expansion, the LTE5366-M608 indoor IAD designed to leverage the latest carrier aggregation technology for ultra-fast Internet connectivity, and the WAP7205 Hybrid MU-MIMO AC1300 MoCA Extender for achieving high-speed connectivity over existing household wiring.



Alexander Moiseev named Chief Business Officer of Kaspersky Lab

Alexander Moiseev has been appointed the Chief Business Officer (CBO) of Kaspersky Lab, stepping up from his previous Chief Sales Officer (CSO) role. The newly created position sees Moiseev take the lead for sales and marketing globally, reporting directly to Chief Executive Officer and chairman, Eugene Kaspersky.

Mr Kaspersky said the creation of the CBO role – which adds to Moiseev's existing responsibilities – is an important step for the company strategically as it seeks to strengthen its position in established markets and build on recent growth in fledgling markets.

Eugene Kaspersky said:

"During his twelve years with our company Alex has established himself as a trusted and passionate leader. Entrepreneurialism, resilience and a winning mentality have characterized his career and personality to date. Using these same qualities, Alex has helped Kaspersky Lab navigate the most turbulent periods in our 20-year history.

KASPERSKY

I'm sure that in his new role he will remain one of the main driving forces of the company's commercial success. I wish him best of luck."

Alexander Moiseev said:

"Kaspersky Lab is a remarkable company. Year on year, we continue to develop world-leading cybersecurity technologies and intelligent solutions to fuel our innovative and fast-growing products and services portfolios. The chance to further grow our business and reward the intelligence and hard work of our research and development teams is what excites me most about this role. As a 20-year-old, respected industry veteran, with an insatiable thirst for innovation, Kaspersky Lab is ideally placed to meet the fast-growing cybersecurity demands of



businesses, governments and individuals alike – now and into the future."

Moiseev joined Kaspersky Lab in 2006 as Business Development Manager before earning a promotion to Managing Director of Kaspersky Lab, Italy in April 2008. He was subsequently promoted to Managing Director of Europe, spending three years in the role, before being appointed Chief Sales Officer in July 2016.

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