



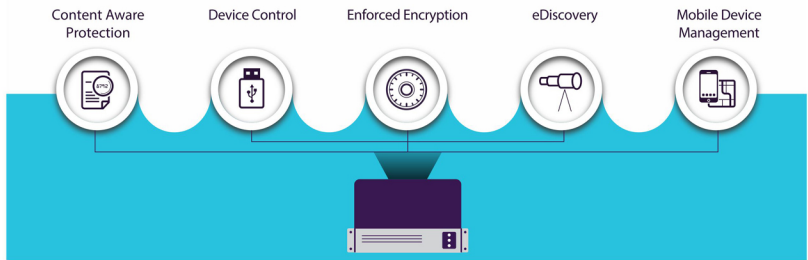
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Energy is the Power

We are living in an era of advanced technology, where every part of our daily lives is related to the science of craft in one way or another. There's no doubt that over the years technology has been responsible for creating amazingly useful resources which put all the information we need at our fingertips. Various highly-developed gadgets, connected to the Internet, have changed the way we communicate, use humor, study, work, shop, play, and behave. Here are six ways technology impacts your daily life.

It's not difficult to recognize just how much of the technology we use on a daily basis — from computers, cell phones, laptops, tablets and TVs to refrigerators and convection ovens that cook food evenly. Here are six ways technology impacts your daily life.

1: Improved Communication

The continuous advances in technology have led to the appearance of numerous new methods of electronic communication, such as social networking websites, emails, voicemails, and video conferences. These advanced communication tech tools have helped us to eliminate time and distance as obstacles to effective communication. This is beneficial not only to our personal relationships, but also to education and business. Technology has improved cultural education by giving children the opportunity to communicate with other children from different countries and learn about different cultures.

2: Improved Home Entertainment

Not that long ago, our entertainment experiences used to live in the moment they happened, exist in our memories and find their way in old-fashioned photographs on wall. Today, that has all changed due to the rapid growth of the Internet, mobile connectivity, and social networks.

One of the biggest changes, for example, was the switch from videotapes to CDs/DVDs. This enabled manufacturers to put more data onto the medium. This meant that there were no risks of the tape coming out of the player and getting damaged that easily, and due to the small size of the DVDs, it also meant that a lot more could be stored in the same amount of space.

Another huge technological advance was the introduction of LCD TV. Compared to today's LCD TVs, the previous television screens were inefficient, with lower definition and poor quality. Today we can not only enjoy improved home entertainment, but different types of home entertainment too: from smart TVs to Xbox units.

3: Improved Housing and Lifestyle

Housing and lifestyle have also been impacted by the modern technology. The majority of the items that you have in your home today are automated, which makes your life much easier, organized and safer. Thanks in particular to the advanced technological solutions such as automated door locks, security cameras and lighting control, our homes are now more secure than ever. Also, thanks to the Internet, we have an easy access to all sorts of information, news, and you're able to shop online any time of the day or night from the comfort of your own home.

4: Changed Health Industry

There's no doubt that technology is the driving force behind the huge improvements in healthcare. The majority of the hospitals today have implemented modern technology in hospitals and surgical rooms, which has significantly reduced the mistakes made by doctors.

5: Convenience in Education

Technology has impacted every aspect of our lives today, and education is no exception. Technology has changed education in so many ways. First, technology has expanded the access to education and there are huge amounts of information (books, images, videos, audio) that are available through the Internet and that will enable you to empower yourself with knowledge. In addition, online courses are on the rise and most of them are free.

6: Convenience of Traveling

Modern transportation technology has made it easier for individuals to travel long distances. Since transport is an important part of our lives, technology has been regularly working on making it more efficient and quicker. The first steamship was built in the 1770s, the first steam-powered train was built in 1798, and the modern car was created in 1886, while the first powered, controlled flight is believed to have taken place in 1903. Today, we just cannot imagine life without well-developed means of transport like cars, trains, buses, and airplanes which have become a basic need. Over the last decade, the mobile industry is experiencing a technological revolution as the electrical vehicles are taking the world by storm



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Editor-In-Chief

ITVoice®

IT Magazine

July 2018 Vol.11 Issue 05

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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 UTBI0000010

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Owned, Printed and Published By

Tarun Taunk

51/121, Veer Tejaji Road, Mansarovar,

Jaipur-302020

Printer:

Shri Shayam Offset Printers,

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"Intercept X stopped all ransomware attacks we tested against in seconds." - ©ESG Labs

"Since deploying Intercept X we've had zero ransomware infections." - ©Flexible Business Systems

For more details visit www.sophos.com/intercept-x

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*The State of Endpoint Security Today survey was conducted by Vanson Bourne, an independent specialist in market research. This survey interviewed 2,000 IT decision makers in 30 countries out of which, 300 respondents were from India, based in Delhi, Mumbai, Hyderabad, Bangalore, Kolkata and Chennai.

CISCO Start event organised by RiseTech Software Pvt Ltd with Team CISCO



based security appliances followed by the Switching/routing/wireless/collaboration and physical security products suitable for customers of all size and scalable as per future demands.



Risetech software pvt. ltd being in the "volume acceleration program" is aggressively promoting all the cisco line of products in the channel and is marinating a well-equipped product line up of cisco switches (managed/unmanaged/PoE/Non PoE); routers and wireless AP's (controller based/ standalone) ready stock to cater all the channel and end customer enquiries.

RiseTech Holds the following SMB Stock with them on best prices by support of CISCO..

Risetech software pvt. ltd, along with Cisco Systems organized an amazing event on Saturday 21st July 2018 on "Cisco Start Portfolio". Risetech Software pvt. ltd. being one of the renowned and top performing Cisco channel partner have volunteered for the volume express program and is actively promoting the "Cisco start portfolio" in the channel and the end customers.

Cisco start portfolio is focused line of products providing end to end infrastructure solutions to the customer and is designed to make the infrastructure "Simple ; Secure & Smart" the portfolio comprises of an array of products which puts up "Security first" with a range of traditional firewall and meraki cloud



Product in ready stock:



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|------|-----------------------------|--|
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| 2 | SG350-28-K9-EU | Cisco SG350-28 28-port Gigabit Managed Switch |
| 3 | SG350-28P-K9-EU | Cisco SG350-28 28-port PoE Gigabit Managed Switch |
| 4 | SG95D-08-AS SG95D-08 | 8-Port Gigabit Desktop Switch |
| 5 | SG350-10P-K9-EU | Cisco SG350-10P 10-port Gigabit POE Managed Switch |
| 6 | SF300-24PP-K9-EU SF300-24PP | 24-port 10/100 PoE+ Managplinked Switch w/Gig Us |
| 7 | RV042-IN 10/100 | 4-Port VPN Router |
| 8 | RV110W-E-G5-K9 Cisco RV110W | Wireless N VPN Firewall |

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Journey of young Dev Kumar stirs up Unified communication market



Dev Kumar is the CTO & face of Neron Informatics Pvt Ltd, where he reached after working at Cyberstar infocom , IBM and VoIC Networks Pvt Ltd – VoIP Hardware Distribution company which he ran for a couple of years as a Promoter and Stake holder. Here's his story — from a small City Chhapra (Saran) in Bihar to lead the organisation in one of the hottest Unified communication start up & Make in india product company of India.

Mr.Dev Kumar,CTO & face of Neron Informatics Pvt Ltd

Dev Kumar is just 32. But his experience in Telecom & IT sector is much more than what one can generally expect from a person as young as him. His interest in IT & Telecom was piqued early. And that is the reason, he pursued interests in technological field when pursued CDAC's Gist & Pace program with 10th Board Exams and completed MCA and IT& ESM with flying colours.

Dev says he learnt on the job and practical training, constant research, development, and keeping oneself updated with the latest technology is one way to stay ahead in this field. So , As a stake holder he Joined VoIC Networks Pvt Ltd , VoIP hardware distribution company and launched India's 1st Online VoIP Portal in year 2013. India's Online voip Store Set the benchmark in the voip/Telecom industry and VoIC Networks became the Brand name in voip telecom product distribution.

Having a keen interest in Unified Communications field, Dev conceptualized and set a platform to design & develop the IP Telephony to

cater SOHO, SMB and Enterprise requirements. Having concept of cost effective offering with feature rich Unified communication solution to bring the business process automation using VoIP communication technology and bring in the business operation excellence. Hence Neron Informatics Pvt Ltd conceptualized and came into existence in year Nov-2017 after many months of Research & Development.

Neron Informatics is a trailblazing company in manufacturing and designing of best quality telecommunication products in India such as state of the art IPPBX systems and



Work process automation system powered by Telephony.

As a key player in the Unified Communication industry, focuses on the development and implementation of innovative products for the telecommunication market. The firm caters to the entire spectrum of SIP and Unified Communication and directs all its efforts to improvise on the existing features that are currently available in the unified communication industry, a necessary step of action for the transformation of this market segment. Contributing to the "Make in India" initiative, a key factor that strengthens Neron Informatics is its indigenous Research & Development team. Working in close alignment with the market feedback on existing products and the customer requirements

About Neron its Dev's present company: Neron Informatics renders solutions that help both the big and small businesses in enhancing their productivity. Solutions provided by Neron Informatics are robust and user-friendly. Extremely secure and reliable, they help reduce communication

costs and heighten security protection Certified under Startup India Program, Neron Informatics efforts has been recognized by prestigious and One of the largest Innovation award for ICT Domain in india Agies Grahambell Award 2017 for project " Onyx CXM " under category "Innovation in Green Telecom " In the leadership of Dev Kumar Neron Informatics taken great heights and won Fastest growing brand in Unified

neron
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Communication Space-Mobility , Innovative Telecom product & Solution -Mobility , Reliable unified communication brand -NCN, Global Business excellence Award-GBA and Nominated for the India's Greatest Brands and Leaders 2017-18 – Pride of the Nation [by Process Reviewers PricewaterhouseCoopers PL], with in 6 month of Short time frame.

Dev's Futuristic vision & Passion of constantly innovating and looking for new, technologically advanced ways towards green and safe Telecom solutions recognized by awarded with " Upcoming Innovator of the Year 2018 by NCN.

According to Dev,"There are already renowned global market players in unified communication industry , but what make Neron solution offering unique, we have designed the product platform based on the customer's feedback and pain areas which are not addressed currently. Though there are new competitor enters the market, but we have been able to hold our own position because of the diversity of our offerings and innovative approach."

At present, his vision is very large and destination is not defined, the dynamic CTO is focused and knows the road ahead well. Rightly so, in a field as vast as Telecom and IT, there can be no stoppages. Dev has years in him and an urge to reach greater heights.

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Mr Rahul Joshi
Channel Sales Partner, BD soft, Country Partner of Bitdefender

We have succeeded & have also constantly anticipated the growing industry & innovated solutions ready to go the extra mile. -Mr Rahul Joshi-Channel Sales Partner, BD soft, Country Partner of Bitdefender

Nisha Harshwal:-What is your main motive behind Bitdefender?

Mr Rahul Joshi:-To protect you, we created strong Solutions that can withstand the growing turbulent times in the field of cyber security. Our enhanced security services, and better protection with improved performance and superior design aims to make it the best for your PCs, Smartphones etc. With the key motto to be one of the most trusted Brands in the World, we have succeeded & have also constantly anticipated the growing industry & innovated solutions...ready to go the extra mile.

Nisha Harshwal :-What is your mission and vision for 2018?

Mr Rahul Joshi:-Your protection is our mission it has always been since we started at the dawn of the millennium and our vision is to eradicate any type of cyber originated threats from its root.

Nisha Harshwal :-What is your strategy to skilled student's as per industry demand?

Mr Rahul Joshi:-There seems to be an inherent disconnect between the curriculum based learning at the school and university level, with the requisite 'job ready' skills needed by Indian corporates. Despite some initiatives taken by the government towards enhancing skill development, there still exists a large gap between supply and demand, with students expressing their frustration by way of limited job opportunities and corporates looking for quality talent. From our end, we do undertake some Vocational training Camps and Courses at B Schools, exploring them to the expectations and challenges.

Nisha Harshwal :-What were the key achievements of Bitdefender in Year 2017?

Mr Rahul Joshi:-Bitdefender Endpoint Security received the highest score in AV-TEST's Best Protection category, due to its capability to prevent and block all types of malware, including those never-before-seen. With more than six patents pertaining to machine-learning algorithms for detecting malware and other online threats, deep learning and anomaly-based detection techniques play a vital role in proactively fighting new and unknown threats. Apart from that, for the last four years, the annual AV-TEST has also reaffirmed Bitdefender's ability to consistently offer the highest grade of protection and performance. These achievements are a testament to our dedication to protecting our customers and providing products that go above and beyond to address their needs.

During March and April 2018, we continuously evaluated 15 endpoint protection products using settings as provided by the vendor. We always used the most current publicly-available version of all products for the testing. They were allowed to update themselves at any time and query their in-the-cloud services. We focused on realistic test scenarios and challenged the products against real-world threats. Products had to demonstrate their capabilities using all components and protection layers. We won the title of one of the best antivirus software for Windows Client Business User. As part of the certification of business security products, AV Comparatives ran a Real-World Protection Test using its own Real-World Testing Framework. To get the Approved

Business Product Award, the reviewed business products had to achieve at least a 90% protection rate, with no false positives on business-related software. Bitdefender GravityZone Advanced Business Security obtained once again a very high overall standard together with the Approved Business Product award.

Nisha Harshwal :-What is meaning of employability as per your perception?

Mr Rahul Joshi:-In my perception it stands for something which should be beneficial for both the parties the employer and the employee. The term employability means certain set of skills acquired by the employees that helps them to secure and be successful in their chosen occupation and it should be beneficial for them, the workforce, the community and the economy.

Nisha Harshwal :-Can you please define Bitdefender Antivirus Plus 2018?

Mr Rahul Joshi:-Bitdefender Antivirus Plus 2018 is one of the best antivirus protection against threats on Windows & an unbeatable cyber-threats detection with optimized performance that preserves speed and battery life. It's multi-layer ransomware protection keeps your files safe.

Nisha Harshwal :-What is Bitdefender Central?

Mr Rahul Joshi:-It is a web platform which gives you access to the online features of a product and services and it even can remotely perform important tasks on devices Bitdefender is installed on. You can log in to your Bitdefender account from any computer or mobile device connected to the Internet by accessing this link.

Make in India Mobile manufacturing scenario 'Challenges and Industry Demands'.



201 ushered in India maintaining its position as the fastest growing smartphone market in the world with double digit growth as per a IDC report. However, the industry is plagued by many issues and a lot still needs to be done if India were to emerge as a mobile phone manufacturing hub. First, on the policy front, an issue that needs immediate attention by the government is the misuse of FTA with ASEAN countries in the form of duty evasion by some players, who are importing CBU's at zero customs duty. This will adversely impact both the government and domestic brands in terms of revenue loss and unfair pricing, respectively. Second, the budget 2018 hiked the import duty on critical phone components like

PCB's, camera, sensors, etc to 10 pc from zero pc. However, most manufacturers still need to import these components due to the absence of a domestic component manufacturing eco- system. This has already led to spike in prices of mobile phones which has to be absorbed by the manufacturers, further eroding margins. Additionally, though the move by government to hike import duty on CBU's to 20 % is well intentioned, the fact that currently about 80 %-90 % components are taxed (which were earlier nil), make the pricing differential between CBU's and domestic manufactured phones negligible, thereby rendering the budget move ineffective. Therefore, the government needs to roll back the hike on components and further hike import duty on CBU's to discourage imports and boost domestic production. Third, a recent development that has adversely affected the industry is the steep three fold rise in BIS [Bureau of Indian Standards] fee for testing and compliance, without any valid reason. This is not including other tests like BIS language

testing, SAR and ROHS which all put together dent manufacturer margins. We urge the government to come up with a slab based formula and categorize manufacturers as per sales volume or value, which we feel is a fairer way to assess small, medium and large players and provide a level playing field. India is set to emerge as the largest mobile manufacturer in the world in the next few years. From 2 manufacturing units in 2014 to 120 currently, the size of the domestic mobile manufacturing industry was Rs 94,000 crs in FY 2016-17, employing over 1,50,000 direct workers and contributing 1.75 pc to India's GDP, thereby generating large revenues for government through indirect and direct taxes. On a concluding note, I would like to add that with a potential to generate 8 lakh jobs and contribute 8 pc to the GDP^ by 2020, the industry requires all possible support from the government to accelerate the momentum which leads to mass employment generation and success of the Make in India program.

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Re-Invent or Resent: What must we do to Survive & Flourish in IT trade? – Umang Lalani, Director, Lalani Infotech Ltd



Re-Invent or Resent: What must we do to Survive & Flourish in IT trade?

– Umang Lalani, Director, Lalani Infotech Ltd

Date: 18th July 2018

Post GST the trade has never been the same again and it continues to change and evolve every single day. So what should an IT Dealer/Retailer/Distributor do in a super competitive environment due to GST and an already super flourishing online trade leading to a much informed buyer?

A lot of trades are already facing such challenges, but the IT trade has an even bigger challenge, due to already lower margins and standardized products.

We must embrace the change that we are living through and make plans accepting the fact that the climb is uphill, and we can only survive if we do something different than what we have been doing pre July 2017!

1. GST: Geographical Stretch Time

We must not rely on doing business in only one City or State, we have a large market available to us in terms of entire India, and we must reach out to more customers. Retailers should open more stores within or outside their states depending on their interests and other consideration or start trading online to reach out to more customers.

Distributors must start other states to reduce their dependency on the business trends in their current state/territory and build more consistent businesses, or trade on B2B portals.

If you are not expanding then you are definitely contracting.

2. Diversify

We hear this a lot of times from lot of people, but it has never been more important than now to Diversify! We must not be engaged only in the traditional IT retail any further. With the current overheads a Retailer must diversify the

products and services offerings. Start selling Smartphone's, accessories, mobile accessories, TVs, Consumer Durables, start laptop servicing, start taking AMCs etc. Do something to make your customers come back for more reasons than just a product.

Distributors must add products in mobility, telecom, accessories, consumer durables, software's or any other category which could be connected to IT or which would eventually converge into same fraternity in time to come.

Change today by choice or time will force you to change by design.

3. Inventory Watch

With the depleting margins scenario, idle inventory must be eliminated completely. Retailer Inventory on every product line must never be more than 15 Days, no matter what. Unless inventory is less than 15 days, profitability will always be a major challenge. Retailers must wake up to this fact and meticulously plan inventories accordingly. In a scenario if they are stuck due to target backend or schemes, they should always calculate the loss of profit Vs loss due to over inventory while making a buying decision and not be influenced by history or relationship. If it is still unavoidable due to payout loss, they must correct the inventory in the very next month to avoid losses in the next month. They should not postpone decision making on this.

Distributors must not work above 21 days of inventory in any product, with the current channel credit situation; working on above 21 days would be detrimental to the future health and expansion process for the organization considering margins are low. Also should not offer credit above 30 Days to Retailers.

4. Profitability

Direct Profitability for Retailer cannot be increased drastically, but by employing lesser working capital due to 15 Days stock, better product mix with accessories and other product lines with higher margins it can dramatically improve. Choose the right brand rather than "right now" brand; Brands which will be present even in future to take care of you.

IT Distributors should not distribute any products with margins less than 4-5% , anything below that is unsustainable, if someone is working below that with an adequate infrastructure then he or she is

losing money every day without even knowing about it.

Some of the things might sound impractical today, but if today we do not do it by choice then tomorrow we will be forced to do so for survival.

Lalani Infotech Ltd, head quartered at Kolkata celebrates its 40th Year in IT Trade in 2018, yet it has re-discovered itself by following the above principles.

A year before GST, we started reaching out to major geographies by reaching out to customers via the online medium. Brick by brick online team was created which eventually culminated to Lalani Infotech getting the award of the "Largest Seller from Eastern India" from Amazon for the Year 2017-2018.

In distribution front we started expanding aggressively in geographies beyond Eastern India, currently the group has over 300 employees spread across all Northern, Eastern, Central, Western and Southern states of India offering products and services. GST has made it so much simpler to operate in all territories. With own offices in New Delhi, Mumbai, Orissa, West Bengal, Bihar, Jharkhand, Assam & NE, Chhattisgarh, Uttar Pradesh and allied offices in other parts of the country, we are growing our network to grow with the changing times.

Lalani Infotech Ltd has recently been appointed as the National Distributor for Guardian Antivirus (a product by Quick Heal) and also East RFR Distributor for mi Mobiles and accessories to name a few. Lalani Infotech is also launching an International gaming Brand called GameMax in Eastern and Central India considering the increasing gaming market in India. We are also in talks with a leading brand to enter the TV market with exclusive marketing rights in certain geographies.

We will continue to pursue innovative products at National Level and direct relationships with OEMs, to create a bigger and stronger network for mutual benefit for our partners and us.

We are reaching out to more channels, diversifying our product range, creating hygiene in inventories, choosing products wisely to increase bottom lines and creating robust systems internally to expand faster but not without strong systems and right people with right mix of youth and experience.

HPE deploys the world's first Network Data Layer Proof-of-Concept with Deutsche Telekom AG



Hewlett Packard Enterprise

Hewlett Packard Enterprise (HPE) and Deutsche Telekom AG, announce that they have recently implemented the world's first Network Data Layer (NDL) Proof-of-Concept integrating various Virtual Network Functions (VNFs) of different vendors in a cloud infrastructure.

Deutsche Telekom deployed NDL uses HPE Shared Data Environment (SDE) and is compliant with the principles of the Unified Data Layer that has been specified in standardization bodies[1]. It simplifies the creation of end-user services by exposing network capabilities to operator's services and 3rd-party applications, and streamlines performance of the heterogeneous network environments for savings on network resources, and operational efficiency.

The NDL implementation, with multiple virtual instances of HPE's SDE solution, dealt with diverse traffic patterns (5G UDR/UDSF) and high performance requirements of various stateless VNFs that externally store all their data. As demonstrated, such cloud-native VNFs benefit from a simplified internal architecture regarding redundancy, failure recovery, scalability and operability. Deutsche Telekom implemented a PCRF, as one of the integrated HPE SDE clients in the Proof-of-Concept, in a completely stateless mode and won the Policy Control Award 2018 for "most innovative data

monetization solution[2]".

Deutsche Telekom and HPE have proven that stateless clients, in combination with a Network Data Layer architecture, significantly reduce the complexity of the overall solution by allowing network topological transparency, improved resiliency, as well as a reduced cloud integration and configuration process.

Sven Langer, Senior Core Network Architect at Deutsche Telekom stated: "HPE's Network Data Layer implementation allowed a rapid and smooth integration with third party VNFs. Verified response times in a range of 1 millisecond provide an excellent basis for cloud native network functions to externally store all data, especially dynamic context data that allows seamless failovers and improves the customer experience."

Globally Communication Service Provider's (CSPs) are looking for the best approach to evolve to 5G networks as well as innovating to deliver digital services. With the successful roll out in Deutsche Telekom, we intend to take this solution to Indian Telecom Operators who are looking to tap a huge potential in India by deploying 5G virtualized Networks" said Som Satsangi, MD – India, HPE. "Adoption of 5G technology introduces major operational and financial challenges. HPE Shared Data Environment is an essential enabler for this transformation and reduces these risks."

5G is set to improve coverage, speed and reliability for mobile users whilst giving CSPs the ability to send data with little latency and high precision. 5G will also be an essential component for other emerging IoT technology including smart city functions, car-to-car communication, wireless sensors and mobile wearables.

Ziox Mobiles introduces Sleek & Stylish 'O2 Feature Phone' with 3000mAh battery, priced for Rs.1753/-



"Ziox Mobiles, under the aegis of Sun Airvoice Private Limited, one of the fastest growing mobile handset brands in the country, announced another edition

to its feature phone category 'O2'. O2 is designed to the dynamic needs of audience requiring feature rich phone.

Stylish & functional, O2 sports a compact design that gives users a comfortable grip

and allows convenient one-hand operation. The phone with its 2.8" Bright Display brings clear and detailed view of the content on screen.

The Dual Sim phone is equipped with Dual Digital Camera along with auto call recording facility that records both incoming and outgoing calls with perfect sound precision. Enabled with Bluetooth and GPRS, the phone also offers easy access to the internet.

The feature phone also supports Wireless FM. With a battery life of 3000mAh & Memory which is expandable, the

feature phone promises to enhance your

multimedia experience and provide uninterrupted entertainment. With multi language support, O2 comes in Black, Blue, Red & Golden color options. The product is already available in leading retail stores across India.



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Zebronics launches 'Feather' Smart & Time 200 watch that combines the features of a phone and fitness band



Zebronics India Pvt. Ltd., India's leading brand of IT peripherals, sound systems, mobile/lifestyle accessories and surveillance

products took their channel partners on an all expense paid trip to UK. 55 channel partners all across India were selected to go on an all expense paid trip to UK to tour London and Edinburgh. At least 55 selected channel partners got a chance to participate in an all expense paid trip to UK sponsored by Zebronics. The fully paid trip included a stay in a four star hotel, dining experience along with sightseeing experiences in London, Edinburgh and Glasgow.

The channel partners were taken for sightseeing on their arrival in London, with visits to the London eye which is situated on the south bank of the River Thames. They also visited Madame Tussauds wax museum that features replicas of historic icons and famous celebrities. The following day was abrim with activities especially after breakfast, the partners were taken out for sightseeing at the Buckingham Palace, Westminster Abbey, The Houses of Parliament and Big Ben. They also paid a visit to Nelson's Column at Trafalgar Square, Statue of Eros at Piccadilly Circus and St. Paul's Cathedral.

After the London tour it was time to head to a new place. Edinburgh came next with its guided city tours including visits to the Edinburgh Castle, Gray Fairs Bobby Monument & Holyrood Palace. They also had enough time to take a tour of Royal Yacht Britannia, experience a one hour cruise on Loch Lomond and observe the distillery industry tell its tale. "Going abroad is a wholesome experience, as it expands the horizons of the mind," said Rajesh Doshi, Director, Zebronics "This opportunity will help our channel partners take time off to spend time relaxing, rejuvenating and gear up for another year" he added

Zebronics launches premium gaming mouse coupled with mousepad called 'Feather' Premium gaming feather mouse comes with an anti slip mousepad

The premium range tagged as Gamer's Dream, distinctively covers a wide range of peripherals, keyboards, headphones etc, designed exclusively for gamers. Out of our niche range comes Feather, a gaming

mouse with a mousepad. The mouse has an overall matt finish eccentric in style and functionality with 6 buttons and a lot more features designed for gamers. Feather is a USB mouse that features a 6 buttons and comes with a rubber coating for a perfect grip. It is a high precision mouse which 3000 DPI and comes with DPI select buttons to toggle between (1000-1600-2200-3000 DPI). The USB mouse works on all surfaces and has an easy plug and play installation.

The mousepad which is bundled along with this mouse has a consistent surface texture for optimal accuracy and has an anti slip bottom to provide you a good experience while gaming. Commenting on its newest addition to its gaming category, Mr. Pradeep Doshi, Director - Zebronics, says "Our premium gaming products are well received in the market and we're only looking at adding more products that will enhance the gaming experience just like our Feather mouse good on design, functionality and build, that every gamer wants"

Smart Time 200, a watch that combines the features of a phone and a fitness band. The smart revolution is here and it's constantly changing your lifestyle, your phone has become a nerve center to who you are and what you do with multiple features that help you manage your life, when your phone does so much then why does your watch remain the same? Zebronics has launched a smart watch dubbed as 'Smart Time 200' to strengthen its position in the wearables market.

● Supports Nano Sim
● Micro SD card slot
● BT Wireless
● Touch screen
● In-built speaker & mic

● Pedometer and Sleep Monitor
● Camera

The smart watch comes as an upgrade to its smart watch series and supports external memory upto 32GB with a micro SD card. It has a battery capacity of 380 mAh. The smart watch comes with round 2.71cms capacitive touch screen display. It has a SIM slot where a micro SIM/Nano sim can be inserted to make use of the smartwatch as a standalone device.

Pair your smartphone with the smartwatch to take calls with inbuilt sim card support. The smart watch has an inbuilt speaker and mic to take and answer calls with just a touch. The in-built speaker is adequately loud to answer voice calls making it convenient for the user. Apart from informing about who's calling, the watch gives notifications for SMS, Email and much more.

This wrist candy is designed impeccably blending style with technology to keep you fit in a busy world with sedentary reminders, which gives reminders the user to move or take a walk. The pedometer feature also helps in informing the user about the distance they've walked along with other data like the steps they've taken. This smart watch also monitors your sleep cycle, to help you gain a better understanding of your rested hours. Entertainment is a breeze with the touch display that features an in built-in speaker, a front camera, sound recorder, browser, file manager feature and so much more. You can also use SMS feature and read/write messages on the smart watch and send it across in a jiffy. The watch comes with Anti lost feature as well. "The world is becoming more tech savvy, with the need for products to do more, and to bridge that gap we have launched Smart Time 200 which is an upgrade in our series of smart watches. Apart from being a regular watch, it comes with multiple features of a phone along with the added advantage of fitness data, it's a watch everyone should have" said Mr. Pradeep Doshi, Director, Zebronics. adding that the latest smart watch will only strengthen the foothold in the wearables market. The watch comes in two shapes, a rectangle shape and a circular shape.



NETGEAR Adds Brad Maiorino To Board Of Directors

NETGEAR®, Inc., the leading provider of networking devices for small businesses, the smart home and online game play, has welcomed Brad Maiorino to the company's board of directors. Currently a senior executive at Booz Allen Hamilton, Mr. Maiorino is a noted expert in managing cyber, governance, risk and compliance issues. Over the course of a 25-year career, he has held the role of chief information security officer with Fortune 50 companies such as Target, General Electric and General Motors.



information security officer with Fortune 50 companies such as Target, General Electric and General Motors.

"Brad Maiorino is a valuable addition to the NETGEAR Board of Directors," said Patrick Lo, Chairman and Chief Executive Officer NETGEAR. "His extensive track

record with large, complex global operations has made him a sought-after, trusted advisor at the highest levels of industry and government. We look forward to benefiting from Brad's acumen and insights as we successfully navigate today's dynamic and ever-changing internet security landscape."

Mr. Maiorino joined General Electric (GE) in 2001 and held various roles in technology leadership throughout the company, ultimately rising to the position of chief information security officer overseeing GE's global information security program across all lines of business. In 2012, he

NETGEAR

moved into a similar role with General Motors (GM), holding global accountability for the GM information security and risk vision, strategy and program. Beginning in 2014, Mr. Maiorino spent three years as senior vice president and chief information security officer at Target, where he led the retail giant's post-data breach response through a companywide transformation to enable

the company to defend against today's threats. During this time, he was a member of the board of directors for the Retail Cyber Intelligence Sharing Center (R-CISC), where he worked alongside his peers to strengthen the industry's collective defense.

In early 2017, Mr. Maiorino joined management and technology consulting firm Booz Allen Hamilton as an executive vice president and partner. As a senior leader in Booz Allen's commercial business, he is responsible for helping the firm's clients deploy cybersecurity and risk management solutions to combat today's dynamic cyber threats and strengthens resilient operations.

Brad Maiorino comments, "I am excited at the opportunity to contribute my expertise to the NETGEAR leadership team on one of the most critical issues facing companies, their partners and customers today. A company's ability to operate has become directly tied to their ability to protect against and respond to information security risks in today's highly dynamic threat environment."



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Organizations struggle to make progress with their digital transformation



New research from Capgemini's Digital Transformation Institute

highlights that the minority of businesses feel they have the digital (39%) and leadership (35%) capabilities needed to make their digital transformation journey a success. The report, "Understanding Digital Mastery Today: Why companies are struggling with their digital transformations" reveals that while companies are making progress on evolving their customer experience, they are struggling to transform their back-end operations. Furthermore, businesses are failing to create the strong digital culture needed to bring their employees into their digital transformation agendas.

The report, which surveyed more than 1,300 business leaders in over 750 organizations with the majority (71%) reporting revenues of over \$1 billion, compares digital transformation progress against Capgemini Consulting and MIT Sloan's 2012 report, "The Digital Advantage: How Digital Peers Outperform Their Peers in Every Industry". The new research shows that despite huge investments in digital transformation initiatives, set to exceed \$2 trillion by 2021[1], organizations today feel less equipped with the right leadership capabilities than they were six years ago (45% in 2012 compared to 35% in 2018), while less than half still feel they have the right digital capabilities to advance their transformations (39% in both 2012 and 2018.)

Organizations make headway on customer experience, but excellence in operations is still lacking

When it comes to digital capabilities, organizations have prioritized customer experience – making the most progress in this sphere. For example, 43% of organizations today are using mobile channels to sell products and services, compared to 23% in 2012. Moreover, nearly 40% are improving their knowledge of markets and customers through devices embedded in products, compared to 17% in 2012. These gains are not surprising given the widespread use of mobile channels and apps among consumers, and advancements in Internet of Things (IoT) technologies.

However, only 36% of organizations said that operations[2] was an area they excelled in. While there were small gains from 2012 to 2018 in the percentage of organizations that design their products digitally (38% to 40%), only 35% are monitoring operations in real-time (48% in 2012), only 29% modify their operational processes to quickly adapt to external challenges (34% in 2012), and many organizations are not providing the tools and capabilities that their employees might expect. For example, only 38% of organizations say that their employees can collaborate digitally with other employees and just 33% of organizations agree that digital technologies improve communication between senior executives and employees (compared to 70% and 62% in 2012, respectively).

IT and business relationships show decline

While the relationship between the CIO and other members of the leadership team is critical in a digital age, there appears to be a disconnect here. In 2012, 65% of organizations felt that the CIO and senior business executives had a shared understanding of the role of IT in their organization, but this has declined to 37% in 2018. While 59% of respondents in 2012 felt that the CIO and senior business executives have a shared understanding of how IT can be used to increase productivity of the organization's operations, this has declined to 35% in 2018. Six years ago, 53% of respondents

investments

agreed that the CIO and senior business executives have a common view of IT investment priorities, but that has also declined in 2018 to 36%. The report concludes that these reductions suggest optimization is still occurring in silos or that business leaders are impatient with the pace of IT and are spinning off shadow IT[3] to lead their initiatives.

"Speed of products, solutions and digital innovation development has greatly increased," said Enrico Maria Bagnasco, Head of Technology Innovation at Telecom Italia. "It is therefore important that companies keep an open dialogue with the external ecosystem and find a balance between business and technology to achieve the goals of digital transformation projects."

Low digital culture stalls progress

In addition to the leadership challenges, the report also reveals that organizations have not been able to create the right digital culture for transformation success. Only 36% of companies said that there are possibilities for everyone in the firm to take part in the conversation around digital initiatives – a decline from 49% in 2012 – and just 38% say they have a formal program in place for digital reskilling of existing employees. Additionally, senior business leaders need to engage their workforce in the digital transformation vision, but currently only 36% of organizations believe senior executives and managers share a common vision for transformation.

According to Cyril Garcia, Head of Digital Services at Capgemini, "Today's technology landscape is much more complex than in 2012. New technologies such as artificial intelligence, machine learning, automation and the Internet of Things are providing businesses with opportunities they have never had before, but critical to their success is the ability to adapt and embed these technologies into their organizations. To take full advantage of the new technology landscape, it's vital that business leaders not only invest in new technology but work together with their employees to advance the digital transformation agenda, putting just as much emphasis on change management as they do in understanding of the technology."

How to sustain digital transformation journeys

Today, many organizations face the realities of the complexities of their journeys and realize just how challenging successfully transforming can be. Organizations have not moved forward fast enough, states the report. Talent and culture is a major challenge that stands in the way of success. The report recommends that a renewed focus on the key dimensions for success in digital transformation, such as operations and governance and in particular, talent and culture, will help organizations revitalize their digital transformations.

[1] IDC, "IDC Forecasts Worldwide Spending on Digital Transformation Technologies to Reach \$1.3 Trillion in 2018", December 2017

[2] Operations comprises aspects such as: digital design of products and services, the ability to adapt operational processes quickly, real-time monitoring, and the ability of employees to share knowledge, collaborate digitally and perform their work from any location.

[3] Shadow IT refers to devices, software, and services outside the ownership control of the IT organizations

D-Link introduces Industrial Grade Switches

D-Link®

Building Networks for People

In a bid to address the growing networking demands of large industries, D-Link – A leader in End-to-End Networking has introduced an extensive line-up of Industrial grade Ethernet switches. D-Link has a wide range of Industrial grade switches with features like Redundant Low Voltage DC power input, Overload current protection, IP-30 enclosure that shall provide users with best-fit solutions.

D-Link's industrial grade switches are available in four variants – DGS-F3400, DGS-F3600, DES-F3200, and DGS-F3000. These switches are designed to operate in extreme weather, resist shock/vibration, and surge ratings, thereby offering high redundancy and reliability. Overall D-Link Industrial switches can withstand harsh environmental conditions, are suited for controlled and challenging needs of Oil & Gas industry, Mines, Manufacturing Plants, Shipping etc.

"D-Link continues to be a networking leader for Home & SMB/SOHO segment. With renewed focus on large enterprise segment over the years, D-Link has been expanding its

port interface module. The fan-less design of DGS-F3400 Series extends the life of the switch and makes it capable to operate in wider temperature range of up to 75°C.

DGS-F3400 series switches are PROFINET certified and Ethernet/ IP ready, which makes them a preferred choice for backbone of Industrial automation networks. DGS-F3400 series switches helps monitor performance and status as Modbus register and as an MQTT data point, allowing PLC or control unit to access diagnostic data in real time through Modbus TCP protocol. This unique feature of DGS-F3400 series switches help provide crucial information to Big-Data Analytics engine.

DGS-F3600 (Rack Mount) – The DGS-F3600 Series Layer 3 Modular Gigabit Industrial Managed Switches are equipped with 4 10G SFP+ or 1G SFP Ports & 3 open slots for 8 Gigabit port interface modules. DGS-F3600 series switches provides L3 Dynamic routing protocol such as RIP and OSPF. The fan-less design of DGS-F3400 Series extends the life of the switch and makes it capable to operate in wider temperature range of up to 75°C.

DGS-F3600 series switches are PROFINET certified and Ethernet/ IP ready, which makes them a preferred choice for backbone of Industrial automation networks. The DGS-F3600 Series is equipped with advanced security features and layer 3 routing protocols.

DES-F3200 (Rail Mount) – The DES-F3200 Series Layer 2 Fast Ethernet Industrial Managed Switches are equipped with 4/8/12/16 10/100 BASE-TX ports with or without PoE & up to 4 SFP ports. Equipped with fan-less design DES-F3200 series switches can operate in a wider temperature range of up to 70°C.

DGS-F3000 (Rail Mount) –The DGS-F3000 Series Layer 2 Gigabit Industrial Managed Switches are equipped with 4 or 8 100/1000BASE-T ports with or without PoE & up to 4SFP ports. Equipped with fan-less design DGS-F3000 series switches can operate in a wider temperature range of up to 70°C.

D-Link Industrial grade switches integrate advanced management and security functions to support a robust IT infrastructure solution. Further they are equipped with advanced security features such as static MAC, Storm Control, and IGMP Snooping. Being PoE ready, D-Link Industrial grade switches provide total PoE budget up to 240W, capable of supplying up to 30W of power per port to connected PoE enabled devices. This efficiently reduces deployment times, reduces cable clutter, and eliminates the need for dedicated power supplies to allow PoE devices to be installed in remote location.



solution offering and working on Infrastructure Projects with high-end, robust & reliable networking solution that can withstand rugged and harsh conditions. D-Link industrial grade switches are capable of meeting the mission critical needs of large industries and provides key applications like City surveillance, Electronic toll collection, and Highway traffic monitoring system" said Mr. Rohit Purushottam, VP – Enterprise Sales, D-Link (India) Limited.

D-Link Industrial Grade Switching Range:

DGS-F3400 (Rack Mount) – The DGS-F3400 Series Layer 2 Modular Gigabit Industrial Managed Switches are equipped with 4 10G SFP+ or 1G SFP Ports & 3 open slots for 8 Gigabit

How Efficient Automatic Call Distribution Brings Rich Results for Your Business

"It takes 20 years to build a reputation and five minutes to ruin it," Warren Buffett famously said once. In today's social media-dominated times, this especially holds true. Think about the Maggi controversy, or Vijay Mallya's reputation. (I won't delve into whether the outrages were deserved or not.)

With the explosion of technology, customer's expectations have shot up. And because of it, businesses are changing how they function. According to a Gartner research, 89 percent companies expect to compete mostly on the basis of customer experience, or customer service.



A simple yet remarkable tool to improve customer service, especially for businesses and brands that have a dedicated customer support team, is automatic call distribution.

It takes 20 years to build a reputation and five minutes to ruin it," Warren Buffett said. Use Enjoy's Automatic Call Distribution System to build your company's reputation by providing remarkable customer service.

What is Automatic Call Distribution

Automatic Call Distribution (ACD) routes calls based on aspects like skills, customer issue and category, availability, and so on to agents. This feature can streamline communication and improve efficiency of the customer service department. It's especially useful in contact centers (or call centers).

The aspects on which ACD systems can route calls intelligently are:

1. **Availability:** The ACD system prioritizes agents who are not on a call. This means that callers connect with agents faster.
2. **Customer category:** High-value

customers get priority or are part of a separate queue that connects to more expert staff.

3. **Skills:** Calls get routed to agents in the contact center according to their expertise. For instance, the queue for invoice-related concerns is different from that for delivery-related queries.

4. **Call volume:** If the call volume is very high, the ACD system can let callers opt for a call back. This reduces the number of calls and also wait time. Thus, it benefits both parties.

Enjoy's Automatic Call Distribution System can be integrated with our CRM tool to give your agents all information about your caller when the call hits them.

Benefits of Automatic Call Routing

Automatic Call Distribution systems offer various benefits to improve your customer service. Here are three of them:

1. Flawless Call-Routing :

The intelligent algorithms of an ACD system uses pre-entered conditions to route calls to the right department. Callers don't get passed around from one department to another. Their queries also get resolved faster.

Here is an additional benefit. Agents don't waste time directing a caller from an incorrect department to the correct one. The ACD system does this on its own. Thus, employee productivity increases due to reduced rework.

2. Less Hold Time :

As mentioned above, calls get directed to the right department faster. And quicker routing means less hold time for callers.

The IVR in the ACD system goes one step further in setting expectations. It informs callers about the estimated time it'll take for their calls to get answered.

3. Improved Agent Efficiency :

High-quality automatic call distribution systems (like Enjoy's) include a call-monitoring software. This software allows you to record and listen to calls. They also let you monitor metrics like Average Handling Time (AHT), hold-time, calls in

queue and so on.

Monitoring your customer support agents' calls presents many benefits for your business:

- a. It keeps your agents agile.
- b. You can figure out steps to take to reduce AHT. This will reduce hold-time and calls in queue.
- c. You get to know if your agents are giving callers the right information and whether they provide FCR or not. This improves the quality of communication.
- d. You can identify patterns in caller queries to build FAQ documents, D-1-Y tutorials and more, thus saving callers time.
- e. You can share customer feedback and complaints with respective departments. A root-cause analysis on these complaints will help you remove these problems.

Here are three reasons why top-notch customer service benefits your business:

1. It takes less resources to increase business from existing customers than gain new customers.
2. Satisfied existing customers will send referrals your way, which reduces your cost to acquire new customers.
3. Excellent customer service lets you address problems at the root, leading to improvement in customer experience.

All these factors increase the turnover and longevity of a business.

Customer service is essential for the growth and sustenance of your business. Use Enjoy's Automatic Call Distribution to empower your business to match your customer's expectations.

Summing Up

When you ignore customer service in pursuit of other aspects, you put your business' long-term growth at risk. To grow steadily, you must make customer service one of the pivotal metrics of your business. This outside-in approach, where you use customer feedback to improve your offering, guarantees long-term success.

Want to know how Enjoy's ACD system can benefit your company? Connect with us for a quick discussion.

Lenovo Data Center Group appoints Ashish Taneja as Channel Head in India



Lenovo Data Center Group (DCG) announced the appointment of Ashish Taneja as Channel Head, India, effective immediately. Based in New Delhi, Ashish will report into the Managing Director India, Vivek Sharma.

As the new India Channel lead, Ashish will be responsible for driving the company's channel strategy and partner ecosystem growth across the country. He will work closely with the partners, distributors and system integrators to accelerate the adoption of Lenovo DCG innovations and drive relevance for channel ecosystem.

Announcing the appointment, Vivek Sharma, Managing Director, Lenovo DCG India said, "It is an exciting time for the industry. Most organizations are looking for solutions which will enable them to transition to the digital phase. Lenovo DCG is focusing on building and enabling a robust partner ecosystem to capture new and emerging market opportunities. With Ashish's stellar industry relations and reputation, we

look forward to strengthening our partner ecosystem and augment our growth."

On his appointment, Ashish Taneja said "I am really excited to work with the Channel team to strengthen our existing partnerships and work towards reinforcing Lenovo DCG as a partner centric organization."

Ashish joins Lenovo with over 23 years of distinguished career in the IT industry-primarily around channel sales, account management, business development and product management. In his prior role with DELL-EMC, he was spearheading Distribution and Emerging Channel for the combined entity. He has also worked with companies like Avaya, Microsoft India and Acer prior to Dell EMC.

Viewpoints on One Year of GST by Mr. Bharat Goenka, Managing Director, Tally Solutions Pvt Ltd



"To begin with, getting a country the size of ours to do a complete transformation on the indirect tax front has been extraordinary in itself and something we should take a lot of heart from. What has been particularly encouraging is the continued

commitment of the government to seek feedback from stakeholders on rules and processes and apply required corrections from time to time.

However, the simplification of GST as a step towards making compliance simpler is still some distance away and one expects decisions to this effect to move faster. This is particularly important as one of the key learnings from the year gone by is that a semi-complete technical process, for eg. having GSTR 1 but no GSTR 2 is problematic both for the government as well as the taxpayer since compliance is not complete and confusion persists. The decisions for GST 2.0 have been taken and one is looking forward for its actualization so that the economic acceleration that GST is capable of can come alive"

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iBall introduces the perfect yet affordable laptop for everyone in business, CompBook M500, priced Rs. 18,999/-



iBall, a brand known for its innovative and latest technology products, announces the release of its newest Laptop 'iBall CompBook M500' to carry out the business and professional chores effortlessly. Its easy-to-use interface suits every fingertip, and the supremely compact design allows you to carry it anywhere, at ease.



The latest iBall CompBook M500 is a stunning beauty in glossy Cobalt Blue hue. Its 14-inch screen has more than just the glossy look and clear bright screen. It comes with high-pixel resolution and incredible FHD picture quality with IPS screen technology. Also, the Dual Speaker delivers a sound that is clear, crisp and resounding.

Bringing uncompromised performance, the laptop is powered by the Intel® Celeron® Dual Core processor with a speed of up to 2.4 GHz assuring seamless multitasking experience without any lags and is perfectly suited for daily tasks. With the 4 GB RAM, switching between the various apps is smoother, letting you be more productive than ever. You can even download and watch latest movies with ease. M500's boot-up is faster even with heavy duty work. Making connections effortless, this laptop is fitted with two USB input ports and a mini HDMI of ver. 1.4a that allows the user to connect to a bigger screen.

Bringing the most productive and interactive interface, Windows 10, facilitates a multitude of mind-blowing features. Equipped with built-in Anti-virus defender, your PC is protected from the unwanted viruses and malware. The PC also supports intelligent power saving feature & Cortana – the digital personal assistant. iBall CompBook M500 is also available in Windows 10 Pro.

"iBall is steadfast on delivering innovation, striving to create devices, that aids with seamless digital life to

our entire customer base. With iBall CompBook M500, we believe professional chores will allow customers to experience a greater efficiency that too at never seen before prices," says Mr. Sandeep Parasrampur, (CEO and Director – iBall).

Priyadarshi Mohapatra, Country General Manager, Consumer and Devices sales, Microsoft India, said, "The launch of iBall CompBook M500 is a testimony of our efforts to bring the most secure and productive computing experience to users everywhere, especially businesses. Powered by Windows 10 and Cortana, the device will empower today's business to achieve more at an affordable price."

Now, store your heaviest and most important projects, M500 is loaded with 32 GB of built-in storage. Moreover, it includes an optional hard drive that enables you to affix either Hard Disk Drive or SSD which supports the storage of up to 1 TB. The battery will last for long; thanks to the 38Wh battery keeps running smoothly for 5.5 hours working and 23 hours of Audio playback. Equipped with built-in Anti-virus defender, your PC is protected from the unwanted viruses and malware. The PC also supports intelligent power saving feature & Cortana – the digital personal assistant, is the wing-woman for every task.



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