

# ITVoice®

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## Things to Focus on Cybersecurity

Risk is commonly defined as threat. This formula applies to anything that could be exposing you to danger, but when applied to cybersecurity. The unique risks individuals and businesses face as a result of using interconnected technological systems.

To manage cybersecurity we should go through these point:

Involvement of senior management should be there. Security has become a market differentiator in recent years. Companies will win and lose contracts because of cybersecurity alone. Furthermore, it's difficult to get departmental buy-in without ensuring that the top individuals in your organization are supporting a push for reducing cyber risk. So, senior executives and board members are going to be involved in the conversation around cybersecurity.

Material risk does not include a run-of-the-mill cyber incident where a few records are compromised. This is a frustration but however unfortunate, it wouldn't make a critical impact on your day-to-day business operations. The data you care most about is your material data. Depending on your line of business, this could be a number of different things, including sensitive customer information, customer data, intellectual property, or trade secrets. It could even be the reliable operations of your IT systems or manufacturing capabilities.

Limit the number of people who have privileged access to sensitive data. When individuals in your organization are given access to privileged information or vital data, there are several steps that should be taken to monitor and observe their behaviour. First, you want to find out what every employee has access to and determine whether it's necessary for each of those individuals to have that level of access. You would then want to limit access to those who have it unnecessarily. Finally, it's important to closely monitor those who have necessary access to highly sensitive data and information to ensure that the information is only used for necessary purposes.

Having the right cybersecurity risk management tool makes all the difference. An ideal system enables you to monitor your third parties in real time (or at least daily). Real-time monitoring is what you need to keep up with today's cyberthreats. For instance, Bit Sight allows you to monitor your vendors and your own Security Ratings, which gives you a good indication of overall security posture. If that number changes for better or for worse you will have a good sense of whether or not your organization may have been negatively impacted by a cybersecurity incident or if your third parties are putting adequate controls in place to protect your data and improve their security.

Consequence  
The consequence is the harm caused to an exploited organization from a loss of sensitive data, to a disruption in a corporate network, to physical electronic damage. Consequences from a cybersecurity incident do not only affect the machine or data that was breached they also affect the company's customer base and society in general. These can be considered direct and indirect costs.

For instance, if your company handles a great deal of sensitive information and something happens to that information, you may lose a great deal of customers. This is a direct consequence. But once word spreads of this violation of your customer's privacy, other potential customers may be wary and choose not to employ your services.



*Tarun Taunk*  
*Editor-In-Chief*

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## Rise Tech Software rises to new distinction

# SOPHOS

Jaipur-based Rise Tech Software is the proud winner of Partner of the Year, 2018 and has been highly applauded by its parent company, Sophos, an IT-Security company, for achieving strong growth across the channel and satisfying its end customers.

This is the first time that apart from companies in metro cities, Rise Tech Software has been honored with such an esteemed award and has been able to garner such a distinction.

While presenting the award on July 11 this year, Sunil Sharma, managing director for Sophos, SAARC and India, said "We would like to congratulate our winning partners and extend our gratitude to all our partners for their continuous support and commitment over the last year."

Among the top-performing Sophos partners across ASEAN, Rise Tech has been awarded as Partner of the year 2018.

Rise Tech Software, managing director Manoj Tiwari received this award on behalf of his company at the "Discover Sophos Channel Conference" at Hotel Marriot in Bangkok Thailand.



This award was given by Sophos Executives Joergen Jakobsen (Regional V.P & MD, APJ) Adel Eid (Channel Sales Director, APJ) and Sunil Sharma (MD Sales, India & SAARC).

Sunil Sharma added: "We congratulate Manoj Tiwari and Manish Sharma along with their team for this award and wish them good luck to carry on and reach greater heights in near future. They have taken the things forward keeping trust in the partner fraternity, also gaining outstanding support from Team Sophos."



**Manoj Tiwari (Director) Rise Tech Software Pvt Ltd**



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# Adopt IDN to get new untapped market.

An IDN is a domain name which uses a particular encoding and format to allow a wider range of scripts to represent domain names such as Gujarati, Arabic, Chinese, Cyrillic, Devanagari and many more



scripts. In more words a domain name with non-english characters will be called an Internationalized Domain Name.

Let's go in depth by understanding what domain names are. I break it down to an analogy concept of "speed dial". Now a days almost everyone has a phone, regardless of their Internet experience, aptitude or skill level. Most humans face challenges in remembering phone numbers, and IP addresses which are even more complex. Humans use speed dial on their phones and keep contacts so that they don't have to dial all the numbers. In terms of Internet use, one would face challenges to remember an IP address easily for an email, web, or other address to connect or access websites. This was true of IPv4 (202.157.83.36) and is even more true with IPv6 (2402:8c00:2:8336). . Domain names are like speed dial for accessing and connecting to the Internet.

Humans have a variety of languages and alphabets that are familiar to them, and domain names do too. IDN unlocks an increased familiarity and affinity for humans. Well it is easy to say now that IDNs are an investment in your company's future. Also, such audience uses keyboards that enables only their native language, thus when they look for a domain name, it makes complete sense for companies to make these domains available for them.

Another angle to understand why it is important for a company to have IDNs.

Have you seen a 2-sided business card? One side is always in English and one side in a local language. Why do people do it? Names and Brands for that matter have a strong sentimental component for attachment to what language you speak and you would certainly will like to hold on to a domain name of your company in that language to protect your Brand.

Companies need to upgrade their network not just for serving the local audience but a global world of local audiences too. Once you become Universal Ready than your system will support all local languages around the world for example if your system can support Hindi Email Addresses, technically it supports Russian and Chinese Email Addresses too.

There are various examples if we look at different countries adopting IDNs. In Russia, the IDN's have been adopted for visual marketing. They've done some measurement that suggests it takes just 2 second for someone to recognise and remember a Cyrillic domain name, but considerably longer to remember an ASCII address. Many companies in Russia started out using their IDNs for this purpose, and then redirecting users to their ASCII website.

Since then some have started native Cyrillic web sites.

In India, Government of Rajasthan adopted IDNs and provided every citizen a free Email Address in their native language to remove language barrier and connect every citizen to the Internet.

Coming back to Why Companies should adopt IDN, there are more reasons to it. Delaying implementing EAI increases the cost of its eventual implementation as it could mean rewriting or re-architecting code that is in development now. It also increases technical debt that will need to be resolved at some point.

**Market Opportunity**

CEOs are sensitive to financial and market opportunities. However, although native language support is an important factor to capturing a market, there are also many other factors that have to be resolved simultaneously. (For example, having native language speakers in customer support and call centres, native language marketing, social media, etc.) Therefore many of the arguments about market size and opportunity are not as compelling as most people think, until they are made specific to the industry and demographics of the company's particular product space.

**Competition**

Local or global competitors can leverage their support for EAI and native languages to take away market share. That is a cogent threat.

**User Experience, Customer Satisfaction and Retention**

Users may have pride or feel their status is elevated by having a native language and personalized email address or IDN. Employees may also take pride in an IDN for their company.

EAI offers ease of use including entry (typing, handwriting recognition, voice), visual and voice recognition, memory recall, and easier site navigation.

Also EAI/IDN makes it easier for users to communicate or transfer linguistic domain names to each other, since they can speak them or write them out on paper, etc.

**Reach and Brand**

IDN may improve SEO as local content is lesser for your region in comparison to English. This gives early mover advantage to setup better searched pages and rankings for your site. This reinforces and protects the localized company and product names.

As people tend to understand and visualise local language much better, IDN will make it easier for users to recognize phishing or other malicious variants of the company domain name. It even gives you advantage of protecting brand names and prevent others from infringing on your rights on domain name or using it to hurt your brand or trademark or hurt your SEO.

It is total business sense to adopt IDN/EAI which opens up new market and revenue stream. The market which has never been addressed through Internet becomes accessible via internet itself. To start with, you may contact your registrar or visit <https://godil.in> website to register your domain name in your preferred language for your company / organization.

Special thanks to UASG.TECH and experts from industry who have all contributed their views namely Andrew Sullivan, Andre Schappo, Ashish Modi, Don Hollander, Edmon, Jothan Frakes, Mark Svancarek, Nitin Walia, Pinkard Alan, Roberto Gaetano, and Tex.



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## “CORPORATE CONNECT 2018” organized by Cyber Shoppe at Jaipur



Mr. Raj Kumar Bhat, Regional Sales Manager Lenovo

On 23rd of August Cyber Shoppe along with sponsors Lenovo and Logitech organised event “Corporate Connect 2018”. The agenda was to invite their corporate clients and create a connect among all.

As expected received a wonderful response from guests and the audience head count was above 100. Most of senior management or C level person from organizations attended this event. During the intro session all corporate’s representatives introduced themselves with their business core function & expertise.

During presentation session of organisers Lenovo, Logitech and Cyber Shoppe introduces their current technologies and future technology plans. Lenovo has



Mr. Jaiprakash Sharma, Technical sales Manager Cyber Shoppe

come up with new range of light weight & fast laptop series, Desktop computers and tablets. Also explained about how Lenovo is improving their technology for their users.

Logitech showed how they are the leader in video conferencing technologies and they have solution for all kind and size of video conferencing requirement. Also Logitech is aggressively developing and implementing artificial intelligence in day to day work of official work, which is more effective and cost savings for organizations.



Mr. Varun Nair, SDB Product Manager Logitech

Cyber Shoppe is now working on more into solution based business, it makes easier for organizations to get complete IT solutions at one stop. Cyber shoppe has tied up with many OEMs for providing a large range of products and services for all SMB and enterprise businesses. It has solutions for all categories in IT Infrastructure.





## ASUS launches its first ever VivoBook 15 X510 with Intel Optane Memory!



Tech giant ASUS announced the perfect combination of beauty and performance with its latest Intel® Optane™ Memory equipped

VivoBook X510 in India. A Windows 10 laptop that is powered by the latest Generation Intel® Core™ i5 processor, VivoBook X510 features 4GB RAM +16GB intel optane total 20GB system memory and NVIDIA® GeForce® MX130 graphics. Ideal for daily computing and entertainment, ASUS VivoBook X510 flaunts large capacity of HDD with 1 TB storage. Taking performance to the next level, it offers one-touch access via the fingerprint sensor.

Commenting on the launch, Arnold Su, ROG & PC Head, ASUS India said, "We are delighted to announce VivoBook X510 in India. It's the first Asus laptop in the line up to have Intel Optane Memory. It accelerates performance enhancing multi-tasking ability with zero lag experience. The aesthetically appealing range of laptop combines the effortless performance with powerful features. Perfect for the generation that's always on the move, the VivoBook X510 offers immersive viewing, longer battery life and super fast charging. We are optimistic that the young professionals and college goers would respond unequivocally to our latest offering and look forward to a positive response."

### Intel® Optane™ Memory Technology:

Enjoy a faster, smoother, and amazingly responsive computing experience with Intel® Optane™ memory, a smart, adaptable system accelerator enhancing the speed of multi tasking with smoother and seamless load levels thus leading to better hard disk

performance. It provides the best of both worlds with affordable performance leading to task acceleration.

### NanoEdge Full-HD Display with 7.8mm Slim Bezel & 80% Screen to Body Ratio:

The ultrathin bezel of NanoEdge display ensures a Full HD display of this 15.6-inch laptop. Furthermore, users are treated with an immersive viewing experience, owing to the 7.8mm bezel on the NanoEdge display, offering an 80% screen-to-body ratio. It is well supported by a 178° wide-view technology, thus ensuring optimum colours and contrast, even when viewed from sharp angles.

### Thin and lightweight:

ASUS VivoBook 15 UX510 is extremely portable, owing to its thin and light design. Weighing merely 1.7 kg, its cuts a sharp 19.4mm profile. The compactness and lightweight makes it easier to carry along, thus a perfect solution for today's young crowd that's always on-the-move.

### Optimum battery life and fast charging:

The portability of ASUS VivoBook 15 X510 is well-supported by an optimal battery life, lasting for 8 hours. Besides, the battery charges fast, reaching 60% in just 49 minutes. This has been enabled with ASUS SuperBattery technology, providing a 3X longer lifespan than the standard lithium-ion cylinder batteries.



## Rashi Peripherals Kick-Starts Ambitious Touching Everyone's Life (TEL) Event



Committed to bringing latest technology closer to its users, Rashi Peripherals, India's only Value added Distributor, today announced the launch of the much awaited "Touching Everyone's Life (TEL)" event. Organized in collaboration with world-renowned brands: Western Digital,

SanDisk, Plantronics, Fitbit, Belkin and Lenovo, TEL aims to offer hands-on experience of latest product innovations in Lifestyle Tech to end-users.

Kick-started in Mumbai, TEL is set to reach out to over 30 B and C class cities and towns across pan India. TEL will explore the untapped markets and help its brands increase their footprints in the country.

Highlighting the vision behind the first ever TEL, Mr. Rajesh Goenka, Vice President, Sales & Marketing at Rashi Peripherals, said, "The utility of technology is not recognized unless it is seamlessly accessible to common people. We at Rashi Peripherals, are committed to bringing the latest gadgets to your doorstep at affordable price. We are proud to unveil the first edition of the TEL, which aims to bring the latest tech innovations to your table. Full of surprises and exciting, we are assured that TEL will be the massive hit among end-users and partners."

First, of its kind in the industry, TEL not only showcases the latest technology innovations to end-users but allow them to touch, feel and experience the high-end gadgets displayed at dedicated LIVE

Experience pavilion. This pavilion consists Students corner, Retailers corners, Technology corner and Gaming corner, where audience can touch, feel and experience the products.

The Gaming zone brings a plethora of Gaming hardware and accessories to give users a seamless experience of high-end gaming. Similarly, they can do the performance and speed test different products and accessories at the Technology Corner. The Students' corner is a major highlight at TEL, where collegians can purchase their favorite gadgets and accessories at attractive prices.

Effort to strengthen its ties with upcountry partners, Rashi Peripherals will also host Retail Connect as part of TEL to bring together partners and brands across the table to discuss new business avenues in the Lifestyle Tech segment. There will be a full-fledged product training session, where partners will get thorough knowledge about new innovations in the accessories business and new insights into a business pitch.

Highlighting the essence of Retail Connect, Mr. Goenka said, "We believe that our growth lies in the growth of our partners, hence we are committed to offering them full support to grow and prosper in their business. We intend to offer our partners the latest products and solutions to make them earn better ROI. At the same time, we are very big on partners' education and training to help them do sustainable business."

TEL is open for all tech enthusiasts and gadget freaks who are eager to explore the latest technology. So, get ready to experience the amazing Tech innovations only at TEL forum coming to your city soon.



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In a candid interaction with IT Voice, Mr. Ankur Gupta, CTO, Ziox Mobiles sheds light on the current state of mobile business.

## “Innovation is very key competent in itself.”-Mr. Ankur Gupta, CTO, Ziox Mobiles.

**Nisha Harshwal:-** What is the presence of Ziox in India?

**Mr. Ankur Gupta:-** Currently with the key focus in tier 2 and tier 3 cities, Ziox has gained rapid market share and intends to reach 5% by FY 18-19. There is a huge demand for feature phones in both rural as well as urban areas. People are still inclined towards feature phones; in fact there are smart phone users who keep feature phones as back up because Smart phone batteries are so unreliable. Strengthening its presence in the North India, we also aim to open our own Experience Zones in UP, starting with Lucknow. These exclusive stores will focus on touch-and-feel and servicing. Furthermore, Ziox will continue to expand its offline presence with retailers and distributors through its Direct to Retail (DTR) model, which will help Ziox to maintain price parity between products sold across both its online and offline channels

**Nisha Harshwal:-** Latest innovations that Ziox is working on for its upcoming models.

**Mr. Ankur Gupta :-** To stay in the lead you need to be updated with not only Technology but also in Style. For starters, our Dual Rear Selfie Camera – Duopix R1/F1 are designed as per the trends of the ongoing market. Also, we are currently focusing on embedding Bezel-less Display in the upcoming Ziox Smartphones. We have also launched a model Tubelight which has powerful LED lights. Earlier than this, we had launched a feature phone with WI-FI and a model with 32 GB internal memory in feature phone segment only. For future, we shall focus strongly focus on 4G Smartphones, which will contain value added features with the latest technology at best and affordable prices. All this keeps the space very exciting for us.

**Nisha Harshwal:-** Ziox has sold 12million products. Your comments. What does it mean to the company? What factors have contributed to its success?

**Mr. Ankur Gupta :-** We started our journey 4 years back; it has been very challenging yet exciting for us. We received a very strong feedback from the audience that has

encouraged us to collectively bring more products that reflect the demands of Indian consumers. Our first step was the BIG FAT Annual Meet, one of the most successful Meet-n-Greet which helped us activate a stronger mode in India. Our High point was unveiling SSR – ‘the very talented and versatile Sushant Singh Rajput’ as the brand endorser of Ziox Mobiles. SSR brought the attitude and face to the brand. We also had another admirer for Ziox, which kept us in News – ‘Media’. Media acceptance and appreciation not only boosted our presence but also our confidence to bring Quality that Speaks. In a short span of time, Ziox won the award for ‘Best Innovative Mobile Brand’ and ‘Best Inventive Smartphone Brand Award’ at the 3rd Mobility Excellence Awards 2017. The perfect icing on the cake, when Ziox has reached over 12 Million Households in India.

To summarize, stronger distribution network, channel alliances, Quality products and affordable price points have led Ziox reach among the Top Mobile Brands.

**Nisha Harshwal:-** What kind of impact Ziox is facing due to Jio effect?

**Mr. Ankur Gupta:-** From the last year when Jio has come into picture it has disrupted the Mobile Market in India. The entire Industry has seen a major change and has shaken up the Mobile Eco-system. The Indian Feature phone players have taken maximum hit from the 4G devices from Reliance Jio. Jio has supplied its new phone effectively free of cost to users who only have to deposit Rs 1,500 with the company for three years. This move has forced other Mobile Players to come up with similar offer, to minimise the damage. Infact, most of these handset makers are already working on their own low-cost 4G devices, besides adding more features to basic phones.

Talking about Ziox ,we too have seen an impact on us and our feature phone sales has gradually slowed. But understanding the existing market dynamics, we are coming up with our own new upgraded and Hi-Tech devices to minimize these losses.

**Nisha Harshwal:-** How are the demands of

the customers changing today? What are the new offerings likely to come from you?

**Mr. Ankur Gupta:-** Innovation is very key competent in itself, since it has to be not just different than other brands or just upgraded but the better one than the previous models as well. Trends in the Mobile market today is dominated by the feedback of audience, the needs of the consumers, to stay ahead of the crowd and be updated with style and Technology. For instance, our Dual Rear Selfie Camera – Duopix R1/F1 are designed as per the trends of the ongoing market. Also, we are currently focusing on embedding Bezel-less Display in the upcoming Ziox Smartphones. Very recently, we have also launched a model Tubelight with powerful LED lights. Before this we have also launched a feature phone with WI-FI and a model with 32 GB internal memory in feature phone segment only. For future, we shall focus strongly focus on 4G Smartphones, bringing value added features with the latest in technology at best prices. All this and much more, keeps the space very exciting for us.

**Nisha Harshwal:-** What are your expansion plans and road-map ahead?

**Mr. Ankur Gupta:-** Ziox aims to grab 5% of the Indian Mobile Market by the end of this FY. Today Ziox is available at Pan India Level. Our next steps shall be concentrating the efforts to tier-III, tier-IV, and tier-V markets. Keeping the products in focus we shall be launching over 20 feature phones and 10 Smartphones which shall be power packed with latest specs and features all at the most affordable prices for the consumers. Apart from the Mobile Market, we also have plans to enter the consumer durable segment. Our first product in the consumer durable segment is planned to be televisions sets and with further down the line, we plan to expand to washing machines and air conditioners as well. As a Brand, we have progressed this far, we will leverage it with further diversification. We aim to clock 600 cr turnover by this Financial Year.

11<sup>th</sup> Edition

# MIT S

MANUFACTURING IT SUMMIT



11<sup>th</sup> OCTOBER 2018



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## BENCHMARKING THE REVOLUTION IN MANUFACTURING

After delivering 10 successful editions, we are organizing the 11<sup>th</sup> Edition of Manufacturing IT Summit on 11<sup>th</sup> October 2018 in New Delhi. This summit will feature the top CIOs, CTOs, CISOs, Director IT, VP IT, & IT pioneers from all leading companies across India to understand the rapidly changing IT landscape in Manufacturing Sector. The focal point of the upcoming summit would be the changing role of Technology leaders and impact of technologies like Artificial Intelligence, Blockchain, Additive Manufacturing, Big Data on Manufacturing Sector today. The summit will comprise of engaging interactive sessions by thought leadership, case studies, and panel discussions with Q&A session to attain a holistic perspective from the industry honchos. Through MITS Leadership Awards, this summit intends to honor the zealous professionals for continued commitment to excellence, developing best practices and innovative strategies. The ones who have exhibited an unparalleled spark in innovating new products/service or have demonstrated exemplary leadership and management skills. The summit will also offer a networking opportunity to all the attendees to strengthen their professional ties within the industry and avail the one-on-one meetings with the potential solution providers in a conducive B2B environment.

### SPEAKERS



Jitendra Singh  
CIO  
JK Cement



Annie Mathew  
CIO  
Mother Dairy



Balu Srinivasan  
Sr. VP and CIO  
TVS & Sons



Puneesh Lamba  
Group CIO  
CK Birla Group



Vipul Anand  
Sr. VP IT  
Hindware



Sanjay Kumar Jain  
Group CIO  
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CIO  
Luminous Power  
Technologies (P) Ltd



Priya Dar  
CIO & Head of Digital  
practice  
Godfrey Phillips



Rupesh Nain  
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An exclusive interview with IT.Voice, Mr. Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet, reveals his strategies for business in India .

**“Fortinet’s goal has been to deliver broad, truly integrated, high-performance security across the IT infrastructure.” Mr. Rajesh Maurya, Regional Vice President, India & SAARC, Fortinet.**

**Nisha Harshwal:-** How do you plan to compete with other Information security focused brands in India?

**Mr. Rajesh Maurya :-**The security point-solutions bolted onto networks over the years are simply no longer sufficient to address the new security challenges posed by the adoption of digital technologies and their attendant issues of elasticity, scalability, speed, and volume. Most importantly, that traditional approach doesn’t provide the proactive security platform organisations need to support the agility, automation, and orchestration they now require.

To meet these new demands, security must undergo the same degree of transformation that is impacting the network and even the business itself. This requires things like appropriate protections and inspections being automatically deployed at every data interaction point across all digital technologies; dynamic adaptability to secure networked environments that are constantly in a state of flux; the ability to see, share and correlate threat intelligence in order to detect and respond to threats in real time; and the ability to impose constant threat assessments across the entire organization.

Fortinet’s unique Security Fabric approach enables organizations to tie traditionally isolated security solutions into a single, integrated system to automate security workflows, tighten SOC environments, correlate threat feeds, and seamlessly enforce consistent security across their distributed security infrastructure, including multi-cloud environments. And Fortinet’s new Fabric Connectors enable firms to seamlessly extend security deep into new environments with a single click as platforms, services, and applications are deployed.

**Nisha Harshwal :-** With competition increasing in this segment, service in addition will play an important role in maintain the brand name of the company?

Please comment.

**Mr. Rajesh Maurya :-**Fortinet together with its channel partners is committed to supporting its customers throughout the lifecycle of their security project. From business and technical consulting to professional services and product support, the company can tailor its offering to match any specific business requirement.

We also have Advanced Support which comprises a range of service packages all of which include fast-track, easy access to our Advanced Support team dedicated to this service, and improved SLAs for ticket handling.

At the highest level there is designated resource, a Lead Engineer (TAM), with whom customer can build a trusted relationship and who over time becomes an extension of the customer’s technical team.

**Fortinet Professional Services assigns experienced networking consultants to work closely with our customers to define how we can assist in providing expertise to every project. Our consultants can support a project through all its lifecycle phases:** Architecture and Design; Implementation and Deployment; Transition and Migration.

**Nisha Harshwal :-**In your opinion how big is the market for NAC and IoT Security in India?

**Mr. Rajesh Maurya :-**The use of IoT devices is growing at a tremendous rate as organizations embrace digital transformation to enable better operational efficiency. According to NASSCOM, the IoT market in India is expected to reach \$15 Billion by 2020. The sheer volume of devices—including IoT, corporate, and BYOD—seeking wired and wireless network access are exponentially enlarging the attack surface and raising internal provisioning, management and compliance costs. The responsibility of connecting and securing access has shifted from a network-led issue to a security-led issue and poses a challenge for organizations: security

managers need to secure every single device every single time, while cybercriminals only need one open port, one compromised or unknown device or one uncontained threat to circumvent all of the effort going into securing the network.

**Nisha Harshwal :-**What is your biggest priorities for the DDoS market in India?

**Mr. Rajesh Maurya :-**The latest approach to managing DDoS traffic involves utilizing the power of the Border Gateway Protocol (BGP). BGP is the routing protocol that glues the Internet together. For example, Internet Service Providers use BGP policies to govern traffic flowing across their networks. BGP lets BGP-participating routers know which networks are reachable via which Autonomous Systems.

**FortiDDoS not only has full visibility of an attack, but being a high-performance appliance it can also detect attacks at layers 3, 4, and 7 within a few seconds. And due to its granular capability to identify attacks, it also uncovers detailed visibility into them.**

Fortinet has set up a DDoS R&D center at Hyderabad that works very closely with our HQ at Sunnyvale, CA, USA. During the year 2017, the team contributed significantly in developing the high performance hardware logic for FortiDDoS including a Domain Reputation Service. DNS servers are a favorite tool of attackers for DDoS strikes. Most large-scale DDoS events are innocently assisted by DNS servers as they amplify traffic by repeating and increasing the size of packets sent to DDoS attack targets. This logic is able to scale and block millions of malicious domain names at line rate for very high performance in-line devices used by the world’s leading service providers.

Fortinet is building its next generation platform for FortiDDoS devices, the India team worked on doubling the performance and enhancing the feature-set.

**Nisha Harshwal :-** what are your upcoming technologies for India?

**Mr. Rajesh Maurya** :-Fortinet is committed to providing businesses and organizations with the security capabilities needed to combat modern cyberthreats while allowing for efficient digital transformation efforts. Our solutions bring a comprehensive array of next-generation capabilities to secure customers networks.

Fortinet's SD-WAN solutions are the first in the market to provide complete integrated security by replacing disparate WAN routers and security devices with a single integrated solution that can support and secure remote sites and users. For customers, this unique approach provides exceptional cybersecurity while allowing them to deploy increased bandwidth applications, securely share cloud-based data, and automatically adapt to the evolving threat landscape—capabilities critical to successful digital transformation efforts.

Another key area is Digital Transformation that brings a proliferation of unsecure IoT devices accessing the network, and with it, the increased risk of a security breach. Fortinet recently launched FortiNAC Network Access Control Solution for IoT

Security. FortiNAC allows organizations to identify every single device on the network and enables segmentation, giving each device access only to approved items. This functionality is delivered all within a solution that works with multi-vendor environments and an unlimited number of devices. FortiNAC strengthens the Fortinet Security Fabric for IoT deployments, delivering broad, integrated and automated cybersecurity solutions across the entire attack surface. In the world of IoT, FortiNAC answers the question 'what's on your network' and then enables you to protect it.

**Nisha Harshwal** :-give us some view on the crossing Innovation milestone of Over 500 issued patents?

**Mr. Rajesh Maurya** :-From its beginnings, Fortinet's goal has been to deliver broad, truly integrated, high-performance security across the IT infrastructure. To meet that goal, Fortinet has grown up with and encouraged a culture of innovation – it is truly built into the company's DNA. But what sets Fortinet apart is not simply our ability to create innovative security solutions. It is our vision and ability to

accurately predict what solutions will be needed to protect the network of the future and keep increasingly sophisticated attacks at bay.

But it's not just the large number of patents awarded that is so impressive. It's also the breadth of technologies covered by these patent filings, including Automation and artificial intelligence (AI), Cloud-based security policy configuration, Cloud-based logging service, Securing the Internet of Things (IoT), Security analytics, Email and web security, Security information and event management (SIEM), Sand boxing protection for endpoints and much more. Each patent represents a new and useful invention in cybersecurity, which reflects not only Fortinet's innovation leadership, but also its technology vision.

Many of Fortinet's innovations have been informed by direct customer feedback and incorporate features that directly address challenges faced by Fortinet customers. Fortinet takes its commitment to innovation a step further and consistently participates in independent testing and validation to ensure its patented technologies perform well in real-life environments.



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## Fortinet Security Day at Jaipur addresses the most challenging network security issues faced by organizations



Hemant Bajoria, CAM- Rajasthan

As today's threat landscape continues to grow increasingly complex, security teams across all industries, businesses and organizations find themselves struggling to keep up-to-date on the latest cyber security capabilities and threat landscape awareness.

Fortinet Security Day held at Jaipur last week provided businesses with a complete threat landscape briefing and update in order to help attendees understand and combat today's most sophisticated cyber threats. The customer event is a part of a series of Security Day's Fortinet will be conducting across cities in India to showcase the very latest in cyber security technology designed to effectively combat modern cyber attacks across the threat landscape.

During the course of the event, there were keynotes by security experts to provide a deep insight on cyber security both from a perspective of a CIO and a White Hat Hacker, the event also showcased a range of Fortinet cyber security solutions—including the market-leading Security Fabric, the latest threat research from Forti Guard Labs, advanced IoT security, Secure Wireless solutions, Secure SD-WAN and Multi-Cloud security solution to address the most challenging issues organizations are facing today.



Navin Mehra, Regional Director- WCEB

Presenting at the event Navin Mehra, Regional Director, Fortinet India said "By consolidating the variety of security solutions deployed across the network into an integrated and automated Security Fabric, IT personnel gain the ability to coordinate their security efforts across the threat landscape, providing a single-pane-of-glass view into their security posture and threat defense and the ability to automatically orchestrate a layered response. In order to maintain effective security posture, cyber security personnel need to conduct threat analysis, employ advanced detection and protection, and deliver unified threat response all at high speeds to thwart the abilities of modern cyber criminals."

At the conference, attendees also discussed their most difficult cyber security challenges with some of the industry's top security experts

"The digital economy runs on technology that brings both unprecedented opportunities and unparalleled risk. When combined with today's hyper-connected digital environment we find ourselves with an ever-widening threat landscape that's increasingly difficult to secure. To make matters worse, cyber criminals are now leveraging automation and AI capabilities to further boost their chances of successful attacks. Only by integrating advanced security solutions that can see and address modern cyber threats at machine speeds into a unified security framework can network defenses effectively keep up with and counter modern cyber criminal capabilities," concluded Navin Mehra.



Dhaval -Technical





## Zebronics launches its exclusive retail store in Salem, wireless speaker Prism, an ideal gift this Diwali and Zebronics launches 5 port docking hub with Mushroom LED Lamp

### Zebronics Digital Hub helps consumers gain an upper hand experience in buying

Enhancing its retail presence, Zebronics India Pvt. Ltd., India's leading brand of IT peripherals, sound systems, mobile/lifestyle accessories and surveillance products has opened its state of the art exclusive store in Salem called "Zebronics Digital Hub".

With a firm ideology of "Always Ahead" Zebronics Digital Hub has come in to being. The store is located near ARRS Multiplex, is a one of a kind exclusive store giving the users a chance to touch, feel and experience products before they make a purchase. The retail strategy approach is focused at bridging the gap of technology with products that cater to a diverse audience.

The brand has been undergoing tremendous transformations in terms of serving a diverse audience from catering products that have a mass appeal to successfully setting its foot into launching a premium range of products that cater to the niche segment.

Over the years, Zebronics has been honored with numerous Industry Awards from the media and the critics, capping 79 awards as a brand for IT peripherals, speakers, lifestyle/mobile accessories, surveillance and its corporate gifting range. Earlier, Bollywood Superstar Hrithik Roshan was roped in as a brand ambassador for Zebronics as an icon for his persona performance and style. Referred to as "No 1 speaker brand" itself speaks about how music is integrated into the brand's culture.

With a stronghold of Mobile/ lifestyle accessories, the location for the retail store was planned meticulously aside the booming mobile market of Salem.

Speaking at the inauguration of their exclusive store, Rajesh Doshi, Director - Zebronics India said "Tamil Nadu is home ground for Zebronics, therefore we are excited to launch our first store Zebronics Digital Hub in Salem. We're a brand that is known to cater to a diverse audience with an extensive product range that is great on design, performance and



yet affordable. Even though our brand presence is felt all across India, our true strength lies in medium-sized cities for an audience that loves a good bargain and a quality product." "We're looking forward to opening more stores in other cities." Mr. Doshi added.

The store is located at the No.2/200, Sri Venkateshwara Complex, Near ARRS Multiplex, Meyyanoor, Salem, in the technology hub and features an extensive range of IT peripherals, mobile/lifestyle accessories, sound systems, and surveillance. All products are backed by a Zebronics warranty and with the presence of 128 service locations across India.

**Zebronics launches wireless speaker Prism, an ideal gift this Diwali**  
A true fusion of music, colors and touch with the Prism, come with RGB lights and capacitive touch control  
Zebronics India Pvt. Ltd., India's leading brand of IT peripherals, sound systems, mobile/lifestyle accessories and surveillance products has launched wireless speaker dubbed Prism.

- RGB LED light
- Capacitive touch
- Handle for portability
- Dual modes for light

Aesthetically designed like a lamp with an overall smooth finish black it embraces the concept of minimalism through its crisp and clear design with capacitive touch controls and soft RGB LED light that work in dual modes. Bask in the luminous soft RGB lights with music to your entertainment with the lamp like speaker that comes with an easy carrying handle.

Start your day ritually listening to morning music or enjoy the fusion of soft RGB lights with the music when you want that relaxed mood for the evening. Prism wireless speaker comes with soft LED lights that work like a charm to quirk up your room or change your mood. The lights work in dual mode, either in manual mode or automatic for the best setting experience.

Change the LED color with a touch. Prism comes with capacitive touch controls, so all it requires is a gentle touch which activates the light controls, switch the songs with ease or increase/decrease the volume with a smooth move.

It's all about multi-connectivity options with the Prism. It has the wireless option with which, one can listen to their songs on the phone. One can also play their songs via a Micro SD card or can plug in AUX cable to listen to their playlist. It also has an inbuilt FM radio enhancing the listening experience.

Speaking on the launch of the product Mr. Pradeep Doshi, Director - Zebronics India says " Our portable speakers have a good reach but with the Prism we're here to introduce a speaker with new features like RGB lights and capacitive touch control, which is an element to enhance your overall listening experience, it also comes with a handle which is firm, making it ultra portable and a head turner at any occasion."

This product is available across all leading retail stores across India.





**Zebtronics launches 5 port docking hub with Mushroom LED Lamp**  
Steer away from clutter with 'ZEB-5CSLU3' 5 port charging station Zebtronics, India's leading supplier of IT peripherals, sound systems, mobile/lifestyle accessories, and surveillance products announces its latest 5 port docking hub named "ZEB-5CSLU3", it comes with fast charge and mushroom LED lamp.

The word 'digital detox' is heard often especially with many people addicted to scrolling through their social media feeds in the night. The need of cutting down the screen time is essential for a deep

sleep and what better way than stacking up and charging all your devices, so that you remain in a zen-like mode to wake up refreshed and geared to take



on the day.

With 'ZEB-5CSLU3, our 5 port docking station, one can charge 5 devices simultaneously. What's even better is this charging station keeps your devices neatly organized unlike the mess of too many wires hanging off the walls. The mushroom styled LED lamp comes handy as a bedside lamp.

If you're running out of battery on your phone or tablet, all you need to do is to put your device on this 5 port docking hub and watch it come back to life with its fast charge feature. The fast charge feature is a boon especially with devices becoming more multi-functional and more battery consuming. This docking hub is perfect for your office table too with its clean and minimalistic design.

The charging dock has 5 USB ports that come with smarter IC for fast charging. It has a detachable mushroom style LED lamp which can be used with an on/off switch accordingly and is an also all in one mobile and tablet holder. It comes with 5 USB ports for charging, port 1-4 support 5v and port 5 comes with fast charge with 12v/9w/5v support. Total max output for the docking station is 6A. Commenting on the launch, Mr. Pradeep Doshi, Director – Zebtronics says, "The need for devices to do more, perform better has always been the focus of our brand with our 5 port charging dock we're all about supreme performance with minimalistic design"

The charging dock range also has a 4 port model which comes with detachable baffles with LED lights. These models are available at all leading stores across India.

## Portronics Launches the Slimmest yet a Powerful Wireless Speaker – "Vibe"



Digital. Portable. Innovative.

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Portronics a highly trusted name in the field of innovative and portable digital gadgets has launched its Portable wireless speaker, "Vibe" with Bluetooth connectivity and great battery life.

It boasts of the slim factor and yet can produce astonishingly loud sound due to its large bass and superior audio drivers. The thickness of Vibe is only 35mm making it so portable that one can carry it in their back-pocket easily. A matching textured fabric mesh on the front side of the speaker provides modern looks and superior anti-slip grip.

It belts out clear, loud and distortion-free music from its 2x4W (8W) stereo speakers. The sound does not clip or stutter even when the battery is running low.

**Multiple Play Options:**

Usually, one's favourite music is spread over multiple devices like laptop, mobile phone, pen-drives and is also streamed from FM channels as well. Using the low energy consuming Bluetooth 4.2, USB drive and FM options on Vibe one can immerse freely to play the music.

Portronics Vibe comes with the dimensions of 180 X 90 X 35 mm and is packed with a 2000 mAh Lithium polymer battery. It gets fully



charged within 3 hours with any 5V USB charger. Weighing a mere 350 grams, it is ultra-light and ultra-slim to carry around. The intelligent powers saving function automatically turns off the system while the device is muted, paused or left idle for more than 10 minutes.



## Bitdefender launches 'Total Security 2019', A complete Protection armour priced at Rs. 2,519/-

Bitdefender, world's leading security Solutions releases the 'Total Security 2019', an all-rounder solution to your ultimate safety and security. Bitdefender Total Security 2019 not only delivers multiple layers of protection against Ransomware but also a quick remediation along with it. The new Ransomware Remediation feature acts as a remediation layer that ensures data such as documents, pictures, videos, or music will be protected against any kind of ransomware attack.

The software puts an emphasis on Network Threat Prevention that stops the attacks before they even begin. The new network-



based adaptive layer of protection prevents exploitation of vulnerabilities in your system, detects and blocks brute-force attempts, prevents your device from being compromised in botnet attacks and prevents sensitive information from being sent in unencrypted forms.

Bringing in the Advanced Threat defence, a unique behavioural detection technique, one could closely monitor active apps. The moment it detects anything suspicious, it takes instant action to prevent infections. With the commencement of the updated Anti-Phishing feature, Bitdefender Total Security 2019 sniffs and blocks websites that masquerade as trustworthy in order to steal financial data such as passwords or credit card numbers.

Lastly, keeping Privacy at the core, with the upgraded version of Bitdefender VPN you can stop worrying about privacy on the web. It protects your online presence by encrypting all Internet traffic. Bitdefender Total Security 2019 includes up to 200 MB daily encrypted traffic for your Windows,

Android, macOS and iOS devices. With Parental Control and Privacy Firewall, get a powerful layer of network protection so your personal information stays safe from hackers and data snoops. The Software also helps you keep your social accounts safe with social network protection & password manager along with File encryption that helps you Create encrypted, password-protected vaults on your computer for confidential and sensitive documents.

Bitdefender Total Security 2019 is complete next generation protections for Windows, Mac OS, iOS and Android and can connect up to 10 devices in one go. The product is available in the online stores.



### Tally Solutions Pvt. Ltd. appoints Chetan Yadav as Chief People Officer



The country's premier business software provider, Tally Solutions has appointed Chetan Yadav as the Chief People Officer with effect from 5th September 2018. Chetan will directly report to the Chairperson, Ms. Sheela Goenka. He will be based out of the Bangalore head office and will be responsible for Tally's 800+ workforce spread across India, UAE, Kenya and Indonesia.

Chetan brings with him 18 years of experience with new-age, fast-paced start-up mindset and meritocratic work environment, leveraging technology and relying on data to make decisions. Prior to Tally, he was working as Vice President & Head HR with GreyOrange, leading the HR function. He was also associated with Myntna and Ocwen in his previous stints.

"I am excited about Tally's vision for the next decade and hence the possibilities that lie ahead with the company. I am glad to be a part of an organisation that is highly customer, employee and partner-centric and look forward to contribute further in my way towards making a positive impact for them. As an organization, we are at the cusp of big things both in terms of the structure of our teams as well as our technology, and I look forward to working with people to make this journey successful and have all of us rally towards our future roadmap." commented Chetan on his appointment. Chetan is an avid traveller and has covered the hills from up north to the beaches down south. He looks forward to covering more interesting places while in Bangalore.

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## BenQ launches its latest solutions for the corporate boardroom & retail sectors



BenQ, an internationally renowned provider of visual display solutions, unveiled its pioneering product range of solutions today including latest range of laser projectors, digital signages and interactive flat panels over

various segments such as business, home and retail.

Continuing its focus on collaboration, BenQ launched WDC20 a plug-and-play presentation system that wirelessly connects a user's computer to a central display or projector. InstaShow WDC20 is the latest addition to the wireless meeting collaboration system solutions by BenQ. A plug-and-play presentation system that wirelessly connects a user's computer to a central display or projector.

Addition to this, BenQ also unveiled its new LU9515T BlueCore laser projector for Flexible Short Throw Installations which is the latest addition to its BlueCore range projectors. BenQ LU9515T

delivers breath-taking WUXGA images with pristine DLP picture quality, with 20,000 hours of guaranteed maintenance-free high brightness output from its BlueCore laser light source. Featuring just-right installation flexibility of highly adjustable horizontal and vertical lens shift, big zoom, 360o projection, and digital image resizing with memory, LU9515T transforms compact venues into immersive exhibitions with short throw projection. And with HDMI out, LU9515T is perfect for multiple screen displays and unique applications.

BenQ, the No.1 player in the Indian Projector Market with a market share of 29% in H1 2018 (Futuresource Consulting) also unveiled its latest laser projector BenQ LK990, which is designed for fixed installation environment with high ambient light to display high quality visual entertainment contents.

For more information visit our website: [www.itvoice.in](http://www.itvoice.in)

## Are you a STARTUP, than you have a great opportunity to join 99startups.me

99startups.me is coming up with a platform to be the leading resource of inspiration, promotion, networking and to development for startups of Rajasthan. It will help the startups to get platforms to reach their aim, improvise their network, to get featured their unique concept in the market. It will be providing the information about selected 99 Startups, Angel Investors, VCs, Mentors, Co-working spaces, Incubation centres, Government Policies of Rajasthan, etc. It will also help startups to reach directly to the requisite network partners like ( Mentors, Venture Capitalists, Govt. Bureaucrats, etc.)

In the today's era, there are many entrepreneurs doing many good things in this Startup ecosystem of Rajasthan. But 90% of Startups fail and there are many reasons behind the failure of these startups i.e. lack of mentorship, networking, team, and good marketing,

So, IT voice is coming up with a Platform to reduce the failure rate of startups by doing several initiatives on this 99startups.me platform. On this platform, at first, we are showcasing the best resources available in the ecosystem and how best startup are executing their missions. We are promoting this platform all across. Then the second step, we are coming up with a Gala Networking Event, on which Entrepreneur can meet several mentors, Investors, Ecosystem Developers and all other resources present in of Startup Ecosystem of Rajasthan. By these Steps, we are creating a leading resource of Networking and promotions for the startups to reduce this failure rate in Rajasthan. There are many ecosystem Developers, Business communities, Mentors and Govt departments are partners of this Platform. Soon you will get more information about it. Initiative of IT Voice.



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[www.99startups.me](http://www.99startups.me) or

Contact #Abhishek Yadav +91-9414624982

or EMAIL @: 99startups@itvoice.in

## Acer Boosts Predator and Nitro Gaming Portfolio with New 27" Ultra High Resolution Monitors and Gadget Range



Acer today unveiled a host of new products in its expanding Predator and Nitro gaming portfolio with the launch of four new gaming monitors that

bring games to life, a next-level gaming chair and a complete set of gaming gadgets.

"Our battle-tested Predator gaming monitors have proven their quality and reliability as a top choice of pro-gamers and tournaments around the world," said Victor Chien, President, Digital Display Business, Acer Inc. "We're now waterfalloing our experience and technology to our Nitro series to make premium

gaming experiences more accessible to users."

**The Predator XB273K Monitor**

The new Predator XB273K gaming monitor is for gamers looking for an incredible gaming experience. It brings games to life in ultra-high definition (3840x2160) immersion and features a rapid 144Hz refresh rate that provides wonderfully smooth images and tear-free gameplay when fast-moving objects buzz across the screen. NVIDIA® G-SYNC™ eliminates screen tearing by adapting to the framerate of the outputting device, resulting in buttery smooth gameplay that offers an unparalleled gaming experience.

For more information visit our website: [www.itvoice.in](http://www.itvoice.in)



Our partnership with Seagate has opened the gates for both CPPLUS & Seagate for further growth in the surveillance domain, thanks to SkyHawk.

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