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Pre-budget Expectations- 2019

Finance Ministry of India will soon unveil its interim budget on 1st of February 2019. Traders and common masses are high on hopes with great expectations soaring around. Tax paying population is hoping for a substantial relaxation and if reports are to be believed, the finance ministry may double the income tax exemption threshold from the present Rs 2.5 lakh to Rs 5 lakh.

Finance Minister Mr. Arun Jaitley may also announce heavy relaxation in medical and transport taxation, thereby ensuring great relaxation for general public.

Income Tax Reform

Finance Ministry may also introduce Direct Tax Code, which will essentially replace the Income Tax, 1961, consequently making tax rates more dynamic for people in the 5% and 20% IT slabs.

LTCG

Long Term Capital Gain (LTCG) reform is expected to intensify this year, continuing its stride from previous year's budget terms. According to market trends, industrialists are expecting LTCG on equity returns, thereby demanding LTCG availability in investment for ULIPs and NPS too..

GST

The upcoming interim budget is expected to stay more around GST and its better implementation in the areas of SME. I believe pushing GST exemption limit to Rs. 40 L will greatly help the Indian economy and will surely help numerous SMEs, consequently attracting them to file annual returns and pay a simple quarterly tax.

Other than a proposed lower GST tax structure, the Govt. can also bring some reforms to increase online accounting and online tax calculation procedures for easy compliance regime.

Additional Reforms

Petroleum under GST: Considering the energy sector, government of India has long adjourned the process of bringing petroleum products under the GST slab. It is an evident fact that not



just energy sector but all major production units in India are dependent on international crude oil prices. It accounts for a huge dent in Indian economy and can only be corrected by considering Oil and energy sector under Good and Service Tax.

GST Exemption in HR department: Apart from products and service sector, Govt should also consider an appreciable tax relief in the human workforce sector. In the forthcoming interim budget, Govt can provision new guidelines for HR benefits (employer-employee sector) to create a win-win situation for both employee and employer.

The GST bill has already been considered as a great catalyst for the Make in India initiative, due to its effect on indirect taxation like excise duty, service tax, value added tax (VAT), Central Sales Tax (CST), purchase tax, octroi, entry tax etc. In the upcoming budget, Finance Ministry should plan on reducing the GST rate on Make in India products/services and cut down the slab from 18% to 5% to provide increased benefits to indigenous businesses and enterprises.

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"We are always open to implementing experimental marketing strategies to achieve our business goals."-

Rajesh Goenka, Director, Sales and Marketing RP tech.

An exclusive interview with IT.Voice, Mr. Rajesh Goenka, Director, Sales and Marketing RP Tech reveals his strategies for business in India .



Nisha Harshwal:- What are your company action plans for this year in terms of offering products and solutions for digital empowerment?

Mr. Rajesh Goenka:- The year 2018 went pretty well for RP tech India in terms of growth and expansion. We will continue to focus on strengthening our product portfolio and market reach. We believe in both organic and inorganic growth and we are always open to implementing experimental marketing strategies to achieve our business goals. While maintaining our 25 per cent CAGR, we will continue to develop new business verticals and tap unexplored markets. We are also developing an Enterprise vertical along with the retail and mobile business to offer the most comprehensive and holistic solutions portfolio to end users.

Nisha Harshwal:- What is the USP of "RP tech" products in a crowded market?

Mr. Rajesh Goenka:- RP tech India is known in the industry for its value-added service support. We work with the leading IT and Mobility brands and make their products available to the masses at affordable prices. Our vast network of 50 branches and 50 service centers spread across 750+ cities and towns, makes sure that we offer customers the best services. This is the biggest value-add that sets us apart in the competition.

Nisha Harshwal:- How do assure your customer best service support?

Mr. Rajesh Goenka:- We have a service support division called "RP tech Care Center" located in all 50 locations, which



Mr. Rajesh Goenka is responsible to formulate and drive the overall business operations and lead value-added programs at RP tech India. An Engineering and Management graduate, Mr. Goenka is a proven leader with a profound proficiency in building outstanding teams for execution of successful long-term business strategy

is dedicated to addressing all the service related issues of customers. We have also developed a mobile app, where customers can track the status of their service request and reach out for speedy actions. We make sure that customers get all the required assistance in their service and warranty related issues in a stipulated time frame.

Nisha Harshwal:- What are the marketing activities that were undertaken to build the brand?

Mr. Rajesh Goenka:- RP tech India is known in the industry for its innovative branding and marketing campaigns. We recently unveiled our new corporate identity which is fresh, vibrant and indicates our growth aspiration. With an objective to bring the modern technology at the doorsteps of Indian consumers, we also organized a 40 cities technology

show "Touching Everyone's Life (TEL) 2018. Through TEL will reached out to 5000+ end users across pan India. Apart from expansion, we give a lot of emphasis on training and education of partners for their continuous growth. I think with these kind of efforts we have been able to achieve the No# 1 position in the industry.

Nisha Harshwal:- What will be the major product you will be launching in the year 2019? Which will be the key target verticals?

Mr. Rajesh Goenka:- We are betting big on our Enterprise business vertical and are currently engaged in a couple of strategic projects. At the same time, we are developing a separate channel for the Lifestyle product category. We are also bringing new vendors on board and will make a public announcement very soon.

Nisha Harshwal:- How did the year 2018 pan out for your company?

Mr. Rajesh Goenka:- The FY 2018 had been more consistent in terms of business as compared to the last two years, where demonetization and GST brought a lot of interruptions in the business. However, the dollar price rise had been the major challenge for the business and we are optimistic that this issue would be resolved soon. Apart from this, the business had been smooth, consistent and growing at RP tech India.

Nisha Harshwal:- Please share your current revenue and market growth rate?

Mr. Rajesh Goenka:- RP tech India has been consistently growing at a 25 per cent CAGR YoY and we intend to continue the growth momentum in FY 2019. Our aspiration is to become a billion-dollar company soon.

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“We have always been a channel driven company and our endeavor is to always improvise on our channel policies.”-Mr. Mandar Joshi, VP Sales – DIGISOL Systems Ltd.



Nisha Harshwal:- What are your business plans for 2019?

Mr. Mandar Joshi:- 2018 has been an eventful year as SMARTLINK completed 25 year of success in the IT networking industry. We are thankful to all our channel partners & SI customers who have believed in us & shown confidence in products and services. 2019 is a crucial year for our business as we also focused on enterprise product range along with our SOHO range of products. Our focus for this year will revolve around empowering our channel community. Like every year, this year also we will undertake various initiatives to engage with our partners. We plan to come up with new offers and schemes every quarter to motivate the channel partners. Besides this, we are focusing on introducing best of enterprise solutions leverage the latest technologies for superior manageability, performance, and reliability.

Nisha Harshwal:- Please elaborate on the initiatives taken by 'DIGISOL' to address the existence of skill gap in the industry and deficit of networking professionals?

Mr. Mandar Joshi:- We have a major portion of our marketing funds for Trainings and Seminar which helps the Channel to understand the markets and be technically qualified for offering our solutions. We regularly do "Step UP" program across the country, which is a training program for System Integrators engineers. Apart Step Up we also have DCCI program (DIGISOL CERTIFIED CABLING INSTALLER TRAINING) for our Structured Cabling Solution. DIGISOL invests considerably in training and empowering our channel partners to build their own technical expertise as well as enhance the DIGISOL's brand positioning and visibility in the industry. Sound market knowledge and in-depth understanding is helping us to emerge as a front runner in delivering end-to-end products to customers covering a broad spectrum in SOHOs and SMEs.

Nisha Harshwal:- What is your view on "Good Data for a Good Brand" strategy?

Mr. Mandar Joshi:- Yes, good and precise data is really very critical for any good campaign, we do have access to leading market reports, as we have subscribed couple of industry reports which helps us to strategize our marketing and business strategy.

Nisha Harshwal:- How your partners bringing Value to 'DIGISOL'?

Mr. Mandar Joshi:- These days vendors and channel partners are working together and forming a stronger alliance, compared to past, where vendors and partners alike sold a product and then would go a year or longer without speaking to each other. With the changes happening in the market ecosystem, vendors have understood the importance of not just educating the partners



Mr. Mandar Joshi
VP Sales – DIGISOL Systems Ltd.

about their product offerings but also building a relation which goes beyond partnership.

Nisha Harshwal:- How exactly do you differentiate yourself from your competition in term of channel?

Mr. Mandar Joshi:- We have always been a channel driven company and our endeavor is to always improvise on our channel policies and time and again we have been recognized by Channel community as one of the most channel friendly companies in India. We feel that profitability of the partners plays an important role in motivating them. Our solutions have the width; we have a wide range of products such as routers, switches, IP Surveillance and structured cabling solutions, etc, to meet the varying needs of the market segment we focus, whereas others are focusing on niche segments with limited products. Many solutions providers have limited range of products in their portfolios. Since our range is wide, our partners do not have to approach different vendors for different products and assemble them later. All these factors set us apart from the competition.

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We are providing Cabinets & Enclosures Systems For Datacentres, Telecom, SmartCities, City Surveillance Projects, Wi-Fi Projects & Defence Projects- Mr. Anurag Bhandari CEO & Founder, RackOm Enclosure System. Delhi-N

An exclusive interview with IT.Voice, Mr. Anurag Bhandari, CEO, & Founder, RackOm Enclosure System, reveals his strategies for business in India .

Nisha Harshwal:- What will be your growth strategy in India for this financial year?

Mr. Anurag Bhandari:- Our strategy will be in more emphasis on entering in Government Projects like Smart City, City Surveillance , Defence Projects, Solar Projects, Rural & City Wi-Fi Project .

Nisha Harshwal:- What are the new products are rackom planning to launch?

Mr. Anurag Bhandari:- Definitely we are aiming & committed towards bringing & developing such products that helps in growing Infrastructures sectors Such as Electronic Vehicle chargers & cooling solutions for Solar and smart city project. We are also planning to introduce fire Resistant Enclosures for financial institutions, Government Ministries Projects and for petrochemical segment.

Nisha Harshwal:- What is your expansion plans & What's there for System Integrators & partners?

Mr. Anurag Bhandari:- Since we are associated with many reputed System Integrators who are largely providing their services to Defense sectors, Smart Cities, IT-Telecom & Solar Projects. Also we understand that providing them a quality product with economy solution compared to other reputed brand in the market. Our products are almost 5-10% cheaper than other brands in the market while keeping the higher standard of Manufacturing quality. Which saves their valuable time & money in their AMC & CMC Contracts With the Government bodies, Private IT Companies & Telecom Operators.

Nisha Harshwal:- What type of projects /market segment you are selling your products?

Mr. Anurag Bhandari:- As we have already talked about Our core market in above conversations that we are into manufacturing & Supplying of Indoor & Outdoor IP55-IP65 Enclosures & Standard rack Solutions having all relative Quality Certifications & Safety Certifications. Apart from our core



Mr. Anurag Bhandari
CEO and Founder, RackOm Enclosure System

strength in IT & Telecom segment, we are now pushing hard entering into Solar Projects, City Surveillance Project, Smart City Projects & Defence sector Projects.

Nisha Harshwal:- What are the major reputed project executed by RACKOM SYSTEM so far?

Mr. Anurag Bhandari:- Well ,So far we have Executed & supplied our products to many Smart Cities & City Surveillance projects in different States & Cities within India like Haryana, Delhi, Odisha, Chhattisgarh, Chennai, Kolkata. Recently we have executed a Railway signalling projects in India & a huge solar projects in African country.

Nisha Harshwal:- What types of technology & solutions you offer in your products?

Mr. Anurag Bhandari:- We are providing economy cooling solutions, remote monitoring of environment parameter in our cabinets. We have special cabinet for Coastal areas where corrosion rate is very high. We have product range complying RoHS guideline to save environment from hazards of toxic material.

Nisha Harshwal:- Where you see Rackom After 5 year from now?

Mr. Anurag Bhandari:- We want to establish Rackom Enclosure brand as India's most trusted Brand & Vendor by Providing Quality Products & Services also by adopting the latest technology manufacturing standards.

Nisha Harshwal:- Why customer choose Rackom as their preferred partner for OEM?

Mr. Anurag Bhandari:- See, only mere product or Box selling is not our aim. We provide complete solution to end user discussing project requirement & challenges. We offer our solutions gained through vast experience and installation challenge at sites.

Nisha Harshwal:- What is your focus on emerging market like south Africa, Gulf and south Asia market?

Mr. Anurag Bhandari:- RackOm has already a good presence in overseas market. We have exporting to UAE, Nepal, Myanmar, Bhutan, African Countries. We have target to double our export in coming financial year.

Nisha Harshwal:- Who & Which Brand is your Major Competitors in the Market & how you Compete them in Projects.

Mr. Anurag Bhandari:- See, first of all we Believe in healthy competition only, if I talk about Our Major Competitors those are Rittal, LeGrand, Schneider Electric APW & NetRackbut truly speaking all these brands are doing great as far as their quality is Concerned & these are World's leading brands too, and we at RackOm adopting the same quality standards for our products and here I will not hesitate to mention that we RackOm learns from these World leading Brands.

Nisha Harshwal:- Now The Final Question to you ... What is the RackOm USP?

Mr. Anurag Bhandari:- Quality, Commitment & Competitive Price, and this is why Our Products have presence From Highest Mount Everest Base Camp to African Sahara Deserts.



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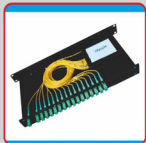


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Sophos Acquires Avid Secure to Expand Protection for Public Cloud Environments

Sophos (LSE: SOPH), a global leader in network and endpoint security, today announced that it has acquired next-generation cloud infrastructure security company, Avid Secure. Avid Secure offers an artificial intelligence-based cloud security analytics, compliance, and DevSecOps platform to provide effective end-to-end protection in public cloud services such as AWS, Azure, and Google.

Founded in 2017 by a team of highly distinguished leaders in IT security, Avid Secure uses artificial intelligence and automation to address the real-world challenges of effective cloud security including lack of workload visibility, and the constant monitoring required to stay ahead of today's sophisticated attacks. Avid Secure is a small, privately owned company with headquarters in San Francisco, Calif. and engineering operations in Gurgaon, India.

"The accelerated adoption of public cloud environments is presenting new data security challenges to organizations. With the cloud workload protection and the cloud security posture

management software from Avid Secure, Sophos will expand its current capabilities in cloud security and drive leadership in this growing space," commented Dan Schiappa, senior vice president and general manager of Products at Sophos. "We welcome the Avid Secure team to Sophos and are excited to bring their transformational technology into our portfolio, strengthening our ability to offer the best protection for our customers' data on endpoints and networks, wherever their services are hosted."

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"We built the Avid Secure platform to revolutionize the security of public cloud environments in a process efficient way," said Nikhil Gupta, CEO and co-founder at Avid Secure. "We are proud of our innovative AI powered technology that provides enterprises with end-to-end continuous security analytics, visibility, and compliance to protect their data and maximize their investments in public cloud services. The opportunity to join Sophos in their mission to evolve cybersecurity into an intelligent, integrated system presented a perfect fit for our engineering vision. I, and the whole team at Avid Secure look forward to what we can achieve together."

Tenda Showcased Innovative Networking Solutions at The Cable TV Show 2019

Tenda

Tenda, a leading supplier and manufacturer of networking devices and equipment, along with its national distributor Fortune Marketing presented a raft of innovative networking solutions at the 22nd Annual Cable TV Show 2019 which was organized by CTMA at Science City, Kolkata from 9th to 11th January 2019. Tenda received an excellent response during the event which was a huge success according to Mr. John Dong, Director, Tenda India, who was present throughout the event.

Tenda made sure not to waste such an opportunity and hence flaunted some of their best products during the event which included the mesh duos Nova MW3 and Nova MW6 that caught a lot of interest due to rise in smart home technology and the requirement of a wider Wi-Fi network, the Tenda O1 and O3, outdoor/indoor CPEs for people who were looking for lift security solutions, point-to-point outdoor data transmission and wireless security setup, the Tenda I9, a 300mbps wireless access point available at a very affordable price point, the PoE switches with their 250-meter transmission and 6kV lightning protection, the W15E hotspot load balance router for people interested in public Wi-Fi zones, and last not the least the smart dual-band Wi-

Fi routers, AC5 and AC10 that support 2.4GHz and 5GHz band which allows people to enjoy smoother and faster network connections.

The Cable TV Show 2019 was an excellent as well as an appropriate platform where all the existing and prospective manufacturers/vendors came face to face with the CATV service providers like MSOs, LMO/LCOs, Broadcasters, Traders/Dealers, etc. to expand their market or create a new market. This annual SHOW attracted more than 10,000 trade visitors during its 3-day SHOW. All the major national MSOs along with the regional MSOs also put up their pavilions to showcase their service potential and new services.

Speaking about the event Mr. John Dong, Director, Tenda India said, "Tenda always wants to connect with its partner on more personal level, and thus participation in Cable TV Show Kolkata was one of such step we took, to interact with our dealers, distributors, SI's, Partners and to know their demand and requirement. Cable TV show turned out to be a positive investment from Tenda, which not only gave us an idea on what partners are looking forward in the eastern market of India but also partners were able to see what Tenda is offering them new, to help them gain more business in their respective region. Tenda displayed many products in Cable TV Show which were suited as per expo crowd, and over that, we also gave a glimpse of our upcoming 2 products to partners which can turn out to be a game changer once launched."

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Mr. Ajay Data to Co-chair the upcoming FICCI committee on ICT & Digital Economy 2019

Mr Ajay Data, CEO and Founder at Data Infosys Ltd, also known as the "Father of Internet" for Rajasthan State, has been recently appointed to co-chair the FICCI All India committee on ICT and Digital Economy for the year 2019.

The elite committee focuses on the trends in the field of Information and communication technologies for actuating unified communications and integration of smart telecommunication. The committee consists of global domain leaders like Apple, HP, HCL, SAP, Wipro, Vodafone and Microsoft and Mr Ajay Data will soon join the elite committee as a globally reputed thought leader and present his thoughts and ideas on the advancement of ICT and Digital Economy.



Kaspersky Lab champions gender equality and digital child safety in the latest Corporate Social Responsibility Report



Kaspersky Lab has released its latest Corporate Social Responsibility Report – profiling the company's technological, educational and charitable initiatives. This year's report explores the work being done to promote gender equality in the technology industry across the globe, and how Kaspersky Lab is encouraging child education about digital security. The report reflects how the company is helping communities grow and contributing to making the world a better, and safer, place.

Kaspersky Lab is a proud advocate for gender equality in the technology industry. We understand that diverse workforces make businesses more successful, productive and dynamic, and we are committed to promoting careers in cybersecurity to women. We believe cybersecurity is not only a rewarding and exciting career but it also does a lot of good in the world to protect people, businesses and organisations from cyberthreats. We need more women to help us plug the skills gap and widen the industry's perspective on those threats.

Kaspersky Lab's sponsorship of Girls in Tech's AMPLIFY competition – a competition for female entrepreneurs to exhibit their business achievements – is just one of the initiatives the company supports in its aim to help more women to fully pursue their passion for digital products and services. Through PwC's Tech She Can charter, Kaspersky Lab is also committed to increasing the number of women working in technology roles.

As well as inspiring women in the IT industry, Kaspersky Lab is dedicated to helping parents keep their children safe through technology. These solutions include the Kaspersky Safe Kids mobile app that allows parents to locate their children at all times.

Kaspersky Lab has released its latest Corporate Social Responsibility Report – profiling the

The app even sends a notification if a child is in unfamiliar territory. For instance, in South Africa, mother Lida Erasmus relied on the app to find her teenage daughter after she had left home with a young man and didn't return. Lida's fears were subdued as she was able to trace her daughter and drive to the location to pick her up.

Kaspersky Lab also regularly organizes Safe Kids roadshows to raise awareness about child safety on the internet. Children aged between 7 and 13 in Johannesburg and Cape Town, as well as parts of East Asia, have been taught how to keep themselves safe in both real and virtual life situations that could lead to danger.

Additionally, Kaspersky Lab employees support charitable causes through volunteering and organize events to help people in need and make the world a better place. Staff in Russia and North America have been particularly active in these initiatives, ranging from delivering vital supplies to an orphanage in Udomyia, to raising funds for the American Cancer Society and the Cure for Alzheimer's Fund, along with those affected by Hurricane Harvey.

"In the 21 years of our company's history we've come a long way – in many aspects. Corporate social responsibility may not be the most obvious one, but it's still very important for the development of our corporate culture. It's also our contribution to making the world outside our company's walls a safer, better place. We focus on projects close to our line of work, like providing access to free security solutions or teaching kids about online safety, but we also have projects to ensure gender equality, and to promote STEM education," said Eugene Kaspersky, CEO of Kaspersky Lab. "I'm also very happy that we can share the results of the work done not only in our headquarters, but also in offices all around the globe with their own local volunteering programs and other charitable undertakings"

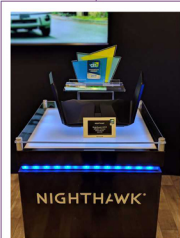
NETGEAR Demonstrates its Varied Range of Wi-Fi Devices for Home and Small Businesses at CES 2019

NETGEAR

NETGEAR®, Inc. (NASDAQ: NTGR), the leading provider of networking products powering today's small to medium-sized businesses (SMBs) demonstrated its top of the line solutions for Home and SMB's at CES 2019 in Las Vegas. The event is being held at the Las Vegas Convention Centre from January 08 to January 11 and is witnessing the gathering of industry veterans from all across the globe.

Following the 5G trend this year, NETGEAR unveiled the Nighthawk 5G mobile hotspot which is set to make a huge wave among audiences. The Telecom Regulatory Authority of India (TRAI) has already started the process of auctioning the 5G spectrum in India and according to the analysts; the 5G or the fifth generation cellular technology is set to be fully adopted in India by 2022.

Speaking at CES 2019, Marthesh Nagendra, Country Manager – India & SAARC, NETGEAR quoted "NETGEAR is committed to pushing the boundaries with innovative technology and solutions. With the introduction of Nighthawk 5G Mobile Hotspot, NETGEAR is all set to



revolutionize the telecom and communications sector. With the launch, NETGEAR aims to benchmark the Indian telecom sector and provide the necessary communications tools for the upcoming 5G era".

Apart from that NETGEAR was also pleased to announce its other upcoming product introductions: The Nighthawk® Ultra-High Speed Cable Telephony Modem for Xfinity® Voice (CM1150V), and NETGEAR Armor™ cybersecurity on the award-winning Orbi Whole-Home Wi-Fi Mesh Systems, available via future firmware update on RBR50 based systems and will include a free 90-day subscription.

"NETGEAR is thrilled to be recognized again by the Consumer Technology Association for Innovation in design and engineering for our products," said David Henry, Senior Vice President of Connected Home Products for NETGEAR. "We are looking forward to an exciting 2019 with the introduction of new wireless technologies as well as the addition of completely new categories that showcase the capabilities of a

connected world."

For More Information Visit our Website:

<https://www.itvoice.in/netgear-demonstrates-its-varied-range-of-wi-fi-devices-for-home-and-small-businesses-at-ces-2019>

SUSE Partners with Intel and SAP to Accelerate IT Transformation with Persistent Memory in the Data Center



SUSE® today announced support for Intel® Optane™ DC persistent memory with SAP HANA®. Running on SUSE Linux Enterprise Server for SAP

Applications, SAP HANA users can now take advantage of high-capacity Intel Optane DC persistent memory in the data center. Users can optimize their workloads by moving and maintaining larger amounts of data closer to the processor and minimizing the higher latency of fetching data from system storage during maintenance. Support for Intel Optane DC persistent memory, currently available in beta from multiple cloud service providers and hardware vendors, is another way SUSE is helping customers transform their IT infrastructures to reduce costs, deliver higher performance and compete more efficiently.

Alper Ilkbarhar, Vice President and General Manager of the Non-volatile Memory and Storage Solutions Group at Intel, said, "Intel Optane DC persistent memory represents a new class of memory and storage technology architected specifically for data center usage. This new memory class is designed to enable cost-

effective, large-capacity in-memory database solutions, help provide greater system uptime and faster recovery after power cycles, and deliver higher-performance cloud-scale applications. By working together with SUSE and SAP to bring this transformative technology to our customers, we can help enable them to take advantage of a whole new generation of applications and services that can deliver revolutionary capabilities for the datacenter era."

SAP HANA offers businesses of all sizes a high-performance database solution for their SAP applications. Customers using SUSE Linux Enterprise Server for SAP Applications running SAP HANA workloads on Intel Optane DC persistent memory can expect infrastructure cost savings alongside a reduction in management overhead. Because SAP HANA workloads run on Linux, SUSE Linux Enterprise is currently the only solution to offer support for SAP HANA and Intel Optane DC persistent memory.

Support for Intel Optane DC persistent memory with SAP HANA workloads running on SUSE Linux Enterprise Server for SAP Applications is included in SUSE Linux Enterprise 12 Service Pack 4, which is now available worldwide. For more information about SUSE Linux Enterprise

HCL recognized as a Leader in ISG Provider Lens™ Research Quadrant for FAO Digital Operations, U.S. Market, 2018

HCL Technologies (HCL), a leading global technology company, has been recognized as a Leader by ISG in its recently published report, "ISG ProviderLens™ Research Quadrant for Finance & Accounting Outsourcing Digital Operations, U.S. Market, 2018." According to the report, HCL has a strong presence in the U.S. market and is using it to expand its footprint in finance BPO. HCL has invested heavily in advanced automation and analytics, which makes it a favorable choice for clients that want high-end automation of their finance processes.

For this study, ISG evaluated 20 Finance and Accounting Digital Operations service providers. Leaders have highly attractive product and service offering and a very strong market and competitive position; they fulfil all requirements for successful market cultivation.

"HCL is proud to be positioned among leaders for Finance and Accounting Digital Operations. U.S. Market 2018 by ISG. This recognition underscores HCL's strengths in automation-based offerings, deep domain expertise, flexible engagement models and a unique portfolio of digital and technology-led solutions across Finance and Accounting, helping clients optimize business processes and achieve better business outcomes," said Anoop Tiwari, Corporate Vice President and Global Head – Business

Services, HCL Technologies.

"Backed by its strong technological background, good geographic presence in the U.S. and focused investments, HCL is named a leader in Finance and Accounting Outsourcing Services in our ISG Provider Lens report. With automation being significant game changer in this industry, HCL is set to transform its FAO services with its AI-enabled EXACTO tool, while continuing to offer solid domain expertise to its clients" Namratha Dharshan – Senior Manager and Principal Analyst. For over a decade, HCL has been providing a range of Finance and Accounting Business Services to its clients, covering Procure to Pay, Order to Cash, Record to Report, Performance Management Reporting, Tax and Treasury, Hire to Retire. With rich experience in Finance and Accounting domain, HCL has been at the forefront, addressing the changing needs of industry participants through technology, business insights, customer friendly and automation-led solutions and service offerings which transform business operations through revenue optimization, control operational gaps and reduce cost of operations. HCL's focus on digitizing operations helps clients deliver enhanced customer experience and resolve customers' business challenges, which tremendously assists in creating deep customer relationships.

HCL

DIGISOL Launches Next Generation Gigabit Dual Band Wireless Broadband Router



DIGISOL™

DIGISOL Systems Ltd., a leading provider of the Networking products, debuts the next generation wireless router- DG-BR5411QAC, that operates on both 2.4 GHz and 5 GHz (Dual Band) along with a transmission speed of up to 1200 Mbps. Equipped with the next generation Wi-Fi standard IEEE802.11ac, the wireless router facilitates seamless surfing and sharing files such as HD video, movies, music and documents. The device uses intelligent antenna technology to transmit multiple streams of data which enables you to receive wireless signals faster at your home. Suitable for Homes and Small Offices, the powerful bandwidth of the router provides range in large area, thus allowing more devices to connect to the network. The dual band router features QoS (Quality of Service) prioritization technology that analyses and separates multiple data streams based on sensitivity to delay, enabling multiple applications to stream smoothly across your

network. DG-BR5411QAC supports wireless 802.11b/g/n and the security protocols like WEP, WPA, WPA2.

Easy Installation

The wireless router has Quick Install feature which quickly configures your new wireless router to get you up and running in minutes. Our Quick Install shows you step by step installation process to configure your Internet connection, wireless network settings & security. The router also supports Wi-Fi Protected Setup (WPS), which simplifies wireless client setup procedures.

Users just need to use the push button in order to setup a secured wireless network.

Robust security

DIGISOL DG-BR5411QAC supports robust security using WPA2-PSK with AES which enhances the security of wireless network to protect sensitive data from hackers. DG-BR5411QAC also supports 64/128 bit WEP encryption which offers first level of security choice to home users to provide confidentiality of the wireless network.

Pricing and availability:

The DG-BR5411QAC wireless router is priced at Rs.3999/- and will be available in the leading retail and online stores.



Toshiba Announces 16TB MG08 Series Hard Disk Drives

TOSHIBA

Toshiba has announced MG08 Series, the industry's largest capacity 16TB[1] [2] Conventional Magnetic Recording (CMR) HDD. With 33% more capacity than today's widely adopted 12TB drives, and 14% more capacity than prior 14TB models, MG08 16TB drives are compatible with the widest range of applications and operating systems, and adapted to mixed random and sequential read and write workloads in both cloud and traditional datacentre environments. The MG08 Series is Toshiba's second generation helium-sealed HDD family, and eighth-generation Enterprise Capacity HDD family. Toshiba has delivered its industry leading 16TB capacity and improved power efficiency by utilizing the 9-disk helium design, introduced last year in 14TB models and its own advanced precision laser welding process to ensure the helium remains sealed inside the drive case. The MG08 features 7,200rpm performance, a 550TB per year workload rating[3], a 2.5 million-hour MTTF[4], a 512Mib



cache buffer[5], and a choice of SATA and SAS interfaces—all in an industry-standard, 3.5-inch[6] form factor.

The MG08 Series further illustrates Toshiba's commitment to advancing HDD design to meet the evolving needs for storage devices suited for use in cloud-scale servers and storage infrastructure. As data growth continues at an explosive pace, the industry-leading 16TB CMR capacity will help cloud-scale service providers and storage solutions designers to achieve higher storage densities for cloud, hybrid-cloud and on-premises rack-scale storage. With its improved power efficiency and 16TB capacity, the MG08 Series will help lower the TCO of storage infrastructure designed for applications such as data-protection, big data aggregation, content serving and digital archiving.

Toshiba's new 16TB MG08 Series delivers new levels of storage capacity and density while delivering improved power efficiency for our cloud-scale and storage solutions customers. Only high-density HDD technology can achieve your customers' critical TCO objectives at a cost of pennies per GB," said Takayoshi Tokushima, Senior Director of Storage Products Marketing Group at Toshiba Electronic Components Taiwan Corporation.

2019 Outlook for Indian and Global IT Industry

"The year 2019 will be dominated by Machine Learning (ML) and Artificial Intelligence (AI). I am not skipping Internet of Things (IoT) and Robotic Process Automation (RPA) here, as they will be propelled largely by ML and AI advancements. Although Supervised Learning has been the backbone of ML, data scientists have managed to implement Segmentation and Unsupervised Learning with high velocity and volumes of unstructured data. Couple this with the advancement in computation capability, and you will find self-learning and deep learning feasible at a reasonable cost today. All of this is helping AI to become more accurate, which in turn fuels RPA to become an intelligent one. Another technology that's disrupting business is blockchain—especially in industries where tracking is important—for instance, in supply chain to prevent loss, adulteration, and counterfeit products."



Mr. Jagat Pal Singh, CTO, Cybage

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“We often say that IT” is no longer just “Information Technology”, but Intelligent Transformation.”-Mr.Ashish Taneja, Channel Head, India, Data Center Group, Lenovo.

Exclusive interview with Mr.Ashish Taneja, Channel Head, India, Data Center Group, Lenovo.

IT Voice:- During the past decade India has emerged as a major growth market in IT space. How do you plan to leverage its growth in coming times?

Mr.Ashish Taneja:- India is an important market for Lenovo DCG. According to a recent Cushman & Wakefield report, India was expected to be a US\$4.5 billion data center market last year, and is expected to reach US\$7 billion by 2020. Coupled with its emerging market status, India presents a huge growth opportunity for us, and is among the 10 countries we have identified from a data centre expansion perspective. In fact, we expect to see US\$5-6 billion overall revenue coming from India in the next three years. We want to be one of the top three players in the industry. To achieve this, we recently implemented a three year plan to collaborate with start-ups and government partners to host applications of companies in manufacturing, financial services, academia and healthcare sectors. For example, even though AI is popular in the industry at present, but in India it is only used by companies with deep pockets. Our goal is to help small companies and start-ups to leverage AI and its end-to-end solutions.

IT Voice:- Your views on the future of IT networking in context to growing entrepreneurship and Industry 4.0?

Mr.Ashish Taneja:- Industry 4.0 incorporates innovative processes and developments combining new technologies such as AI, IoT, and Blockchain. This revolution is changing business models and strategies across industries, and the key to success is having a strategy which will improve efficiency and competitiveness.

This is especially the case in India, which has a rich, active and diverse start-up community, containing niche products that cater to the requirements of Industry 4.0. However, many of these companies aren't well-recognised, which means that companies might not want to take a chance on their solutions. By working with these companies, they will be able to say that they have a recognised partner,



Mr.Ashish Taneja, Channel Head, India, Data Center Group, Lenovo

which can help them in selling their implementations.

IT Voice:- Upcoming Industry disruptors for Indian IT market?

Mr.Ashish Taneja:- The hybrid cloud is becoming an important trend as customers are consolidating their cloud infrastructure. The second one would be the trend towards software defined in the Data Center. We are also looking at AI moving from academia and large corporates into businesses with smaller deals. At Lenovo DCG, we are helping customers with use cases and helping them with starting small and scaling it for the future.

Also, IoT has been a disruptor for a couple of years now, but has mostly been restricted to the building and transport industry. This will move towards agriculture, retail—and is going to be happening quickly. This will require heavy computing at the edge, which will need an ecosystem around it to build a stronger infrastructure. All these trends will need a blanket of security updating as the IT infrastructure becomes more sophisticated.

IT Voice:- Can you tell us something

about your marketing strategies and service networks?

Mr.Ashish Taneja:- We are a channel-first company hence we constantly innovate to create best-of-breed programmes and tools to empower our channel partners to do business with ease. Our channel strategy is designed for partners to grow with us through co-marketing, co-selling, and enablement. Lenovo DCG's self-service digital marketing tool, Digital Campaign Studio "The Power of Zero", offers our channel partners access to solutions campaigns and co-marketing assets for their marketing efforts on our single platform Lenovo Partner Portal (LPP), in turn enhancing operational efficiency. We will also be launching a new tool within few months called Lenovo Bid Portal, an enhanced tool that will contain useful pricing, quotations and deal registration information all on a single platform.

We help partners choose the market and segment they want to enter and focus on. We take the entire portfolio and look into the specializations of the partner. This makes the selection process strategic. For example, they can either go for software defined infrastructure or could be very specific on AI.

IT Voice:- With technologies like IoT and Blockchain gaining huge momentum after cloud, how do you think data centers will be impacted?

Mr.Ashish Taneja:- Emerging technologies such as IoT and blockchain are definitely game changers for the data center industry, as they boost global economies, improve public utilities, and increase efficiencies. According to a recent ASSOCHAM-EY report, India's IoT market has the potential to unlock US\$11.1 billion of revenue by 2022, as the country emerges to become a US\$1 trillion digital economy. This is helped by the Digital India initiative, as the government plans to leverage IoT. With a budget of Rs. 7000 crores, they plan to develop 100 smart cities, conserve water and power, as well as improving healthcare, transportation, and security.

Taking up these opportunities, many companies are investing in IoT as it is the next big thing. We here at Lenovo look forward to embracing this change and do good for our partners, customers, by focusing on improving our servers in IoT solutions to enhance connectivity and build edge platforms that can analyze data for real time decision making.

IT Voice:- What are your growth drivers in today's fast-changing technology domain?

Mr.Ashish Taneja:- As new trends like software-defined and HCI emerge, we are well positioned to help customers embrace them efficiently and promptly. We are experimenting with AI and machine learning capabilities with hyper converged solutions to expand the technological opportunities and discovering new storage models. We also collaborate with Nutanix on R&D and products. In addition, together with Nutanix we have launched a new hyper converged, software-ready product offering specifically for enterprise customers called Lenovo ThinkAgile HX

Certified Nodes.

At Lenovo, we often say that IT" is no longer just "Information Technology",



but Intelligent Transformation—a transformation driven by AI and underpinned by three key building blocks: data, computing power, and algorithms. And thanks to our focus on Intelligent Transformation, we are now entering a new phase of growth, solidifying our position as the undisputed leader in the region. For example, we are now the #1 supercomputer company in the world and continue to be #1 in customer satisfaction for servers and server reliability. Our recent NetApp partnership has further helped us expand our storage portfolio, giving us 93% reach in the market compared to 15% previously.

IT Voice:- As a Channel Head, what have been your major achievements in IT sector?

Mr.Ashish Taneja:- Having joined Lenovo in mid-2018, my primary responsibility has been driving the company's channel strategy and strengthening the existing partner ecosystem across the country. During this time, we have invested in our team, which has in turn driven business growth. This "people-first" mentality has enabled us to work closely with our partners, distributors and system integrators to accelerate the adoption of Lenovo DCG innovations and drive relevance for our channel ecosystem.

Additionally, we have a new go-to-market (GTM) for Volume and Value businesses, as well as local programs for both businesses.

For Digital Copy of this interview, Visit :
<https://bit.ly/2FN7nrQ>

Bitdefender releases the 'GravityZone Ultra Suite', a complete Endpoint Security solution



Bitdefender, world's leading security Solutions rolls out its newest software 'GravityZone Ultra Suite' a complete Endpoint Security solution that uncovers and stops elusive threats with Endpoint Detection and response (EDR) that works. GravityZone Ultra integrates layered next-gen endpoint protection and easy-to-use EDR platform to accurately protect enterprises against even the most elusive cyber threats. It offers prevention,

automated detection, investigation and response tools so enterprise customers can protect their digital assets and respond to these threats.

GravityZone Ultra excels where most products are too complex and resources intensive. GravityZone Ultra sharply limits the number of incidents requiring manual analysis, reducing the operational effort required to run a EDR solution. Cloud-delivered and built from the ground up as an unified, single agent/single console solution, it's also easy to deploy and integrate in the existing security architecture.

Bringing the Modular layered defence, the Software acts as the layered protection against sophisticated threats. Its Big Data Threat Intelligence anticipates both known and unknown threats. Once an attack kicks in, the automated response blocks further damage or lateral movements. In case of any breach or attack, the

Software also run an end to end attack Forensics to know the root cause.

The Comprehensive endpoint security platform is one agent and console. The software is also compatible with all leading hypervisor platforms (VMware ESXi, Microsoft Hyper-V, Citrix Xen, Red Hat KVM, and Nutanix AHV) and both Windows and Linux as guest OSs. It's also compatible with the existing software on the Machine.

Overall, the Software uses adaptive-layered architecture that includes endpoint controls, prevention, detection, remediation and visibility. The Easy to use Software incorporates Integrated SecOps to reducing the gap between IT and Security operation.

Speaking on the new release, Mr. Zakir Hussain, BD Soft, Country Partner – Bitdefender says, "Cybersecurity is something that every business needs to take seriously. With record numbers of attacks affecting businesses of all sizes, it is important that every company is aware of the dangers posed and is putting in the resources necessary to keep themselves secure. This goes crucial for SME's, Enterprises who are the most vulnerable. With the newest Bitdefender GravityZone Ultra Suite we aim to build one aspect of defence, prepping the initial outlay for long term protection"

GravityZone Ultra is available with the cloud console. It protects desktops, laptops, servers (physical and virtual) and mailboxes. Servers should account for less than 35% of all units. The products available with leading Retail and Online Stores in India.

Alfresco and Tech Mahindra Extend Partnership, Reimagine Business Processes by Delivering New Machine Learning Solutions for the Digital Customer

Alfresco, a leading enterprise open source provider of process automation, content management and information governance software and Tech Mahindra, a digital transformation, consulting and re-engineering specialist, today announced the extension of their global partnership and the development of new solution frameworks built on the Alfresco Digital Business Platform to meet the needs of today's digital customer by simplifying content creation, access, sharing and review.

These new Tech Mahindra solutions will be launched today at Alfresco Day in San Francisco. During the conference, Harshul Asnani, Senior Vice President Technology Vertical, SBU Leader at Tech Mahindra will deliver a partner keynote focused on Tech Mahindra's latest philosophy for the connected future with a focus towards the digital customer.

Modernizing Digital Transformation From Migration To Machine Learning

To remain competitive in a continually changing business environment, enterprises must continue to evolve and create compelling digital customer experiences. Customers today are digitally sophisticated. They expect efficient operations and want secure access to their information from anywhere on any device. Tech Mahindra's new solutions built on the Alfresco Platform advance the enterprise customer's journey towards digital transformation by:

- Leveraging predictive intelligence, cloud enablement, and automated processes resulting in improved productivity, enhanced user experience, and reduced operational cost;
- Providing a faster and more cost-effective method for migrating content from legacy IT systems to Alfresco's Digital Business Platform in the Cloud and/or on-premises;
- Making search intelligent through artificial intelligence (AI) powered solution for tagging, classifying, and categorizing



unstructured content according to security policies using machine learning algorithms;

- Automating onboarding processes that require document reviews, approvals, and electronic signatures with Cloud Operation Services.

Sriram Krishnan, Head – Delivery & Operations, SBU – Strategic

Verticals North America, Tech Mahindra said: "Alfresco's cloud capabilities and the digital business platform is synergistic with Tech Mahindra's overall mission of serving the Digital Customer. Today's announcement represents the expansion of our partnership to a 2.0 version in the digital transformation domain. We consider Alfresco to be one of our key partners in helping our customers transition seamlessly to cloud-based service by making applications more usable and enhancing their overall user experience."

Bernadette Nixon, Chief Executive Officer, Alfresco, noted: "I am delighted to be extending our partnership with Tech Mahindra. Organizations need to create new customer and employee experiences quicker and more securely than ever before. The Tech Mahindra solutions framework utilizes machine learning

technologies with the Alfresco Digital Business Platform to enable real business outcomes across multiple industry use cases."

Alfresco's Digital Business Platform supports Tech Mahindra's new TechMNxt digital initiatives. The charter of TechMNxt is to leverage next-generation technologies in collaboration with their partner

ecosystem to solve real business problems and foster customer growth. The expansion of this partnership enables Tech Mahindra to leverage Alfresco's cloud-first, open platform to launch their latest AI and machine learning technology to provide cloud migration services, cloud operations services, content consolidation services and an innovative new framework for content analysis, classification and tagging.

REVE Antivirus Now Secures Mac Devices



REVE Antivirus, one of the next generation security providers has launched anti-malware software for Mac users. The anti-malware

software protects Mac machines from any types of spyware, viruses, Trojans, and other types of malware providing complete security to your MacBook. Although considered strong, Mac operating system is not 100% immune to virus infection. Hence, it increases the need of an antivirus software for better protection. The highlight of REVE Antivirus is that it scans files and folders without consuming too much time and system resources.

The features of Mac Anti-malware include –

- To detect hidden malware, REVE Antivirus provides a complete

scan option of your Mac, so that all types of virus gets instantly detected and quarantined.

• Customized scan for some specific files and folders which may contain malware.

• Removable devices like CD, DVD, and USB etc. added to your Mac causes greater risk of spreading infection. Reveal Antivirus instantly quarantines once an external device is detected.

• It also gives the user to schedule a scan as per the timing preferred by the user.

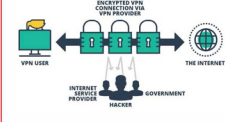
In the words of Sanjit Chatterjee, CEO – REVE Antivirus, "With the release of REVE Antivirus for Mac, we have now covered all operating systems. There has been increasing incidents of cyber-attacks on Mac OS, which makes it important to use an anti-malware product for safe online experience."

Online Data Protection: Is VPN Your Last Resort?

In an increasingly connected tech environment where the internet has pretty much transformed to be the backbone of every modern enterprise, data security is mounting up to be the most critical issue. The criticality of the matter surges even more when almost every imperative work process depends on secure data transmission.

Internet, as we know it today, was developed around an idea that data packets (information) need to be delivered quickly and completely. The concern for data security was introduced very recently when unethical data hijacking became increasingly common.

The best resort in such a situation is to carry the entire networking by means of a virtual private network connection. Today, the use of the virtual private network is gaining great momentum in the enterprise space because it provides a secure channel to the user to efficiently carry data transactions. It creates a safe and encrypted channel even on an otherwise insecure network like the internet.



Why do we need VPN

Mask IP addresses/location

Change IP address

Encrypt data transmission

Data Protection over insecure channels

Get secure access to blocked or network restricted websites

Corporate Importance

VPN was initially developed to secure remote location access and easily operate from an offsite location. Resource sharing becomes far more conceivable and easy with VPN, as it provides a secure and trusted gateway for users to access the network. With an active

VPN, secure tunnels are set up for data transfer and various authentication mediums are used to allow access.

For More Information Visit our Website:

<https://www.itvoice.in/online-data-protection-is-vpn-your-last-resort>

Best Laptop Picks from CES-19

Consumer Electronic Show 2019 officially closed on 11th of Jan this new year, leaving the tech world pleasantly stunned and wanting for more until next year. Futuristic tech disruptors were all rage this time and made sure that the show turns out to be the best technology expo till date. AI and 5G were prominent trendsetters followed by some bizarre, some useful lineup of gadgets and innovations.

Howbeit, reviewing each and every product becomes a bit quaint and cumbersome, especially when there rests a myriad of innovations in the expo tables. However, we'll surely present you with the best of laptop devices which are both path-breaking and authoritative to bring about the next big transformation in portable gaming and business applications.

Let's get to know the top 10 picks from CES 2019

HP

HP's very own gaming beast comes with world's first 240Hz display fitted in its 15.6-inch screen along with 1080p 240Hz panel and G-SYNC. Easily making it to the list of top gaming



riffs, HP OMEN 15 houses an Intel i7-8750H CPU, 802.11ax wireless and NVIDIA RTX 2070 Max-Q graphics. All this setup within a rather lightweight 5.2-pound body. HP isn't saying this we are, "that's how you play"

Alienware

The undisputed reigning champion of portable gaming segment and possibly the most popular one on the block. Area 51M from the house of Alienware is a true blue gaming beast with pure power and versatility. What truly makes this 17-inch laptop unique is its inherent possibility to upgrade. This gaming legend brings home the capability to upgrade both GPU and CPU merely with beginner level knowledge of hardware components. Out of the box, Area 51M comes with cutting edge specs like Intel's Core i9 CPU and an NVIDIA RTX 2080 GPU, taking its price group around \$2,549 and more.

For More Information Visit our Website:

<https://www.itvoice.in/best-laptop-picks-from-ces-19>

Can 'Reality' really be warped

"Reality can be whatever I want", the line which sent chills down the spine and made the audiences believe how thrilling it would be if a person could modify reality.

While the greatest CGI comic villain had to take hold of elemental stones to modulate reality, it's actually going to be way more simpler in real life. After the ground-breaking success of Virtual Reality (VR), world obsession has shifted its interests to its even better form of implementation- Augmented Reality (AR).

Unlike Virtual Reality, AR doesn't necessarily cut you off from the world around. Augmented reality tends to plant visual overlays within the real-world live scenes, providing the user with an immersive experience that is

interactively rendered in real time.

In coming times, Mixed reality is going to play a pivotal role in industry transformation, not just for gaming and entertainment, but also across various sectors of enterprise and end-user interests.

Here are few industries that will be most affected by AR by the year 2020. Automobile

The very first implementation of Augmented Reality was seen in the manufacturing of Head-up-Display (HUD).

For More Information Visit our Website:

<https://www.itvoice.in/can-reality-really-be-warped>



Consensys and AMD Join Hands to Actuate Ambitious Blockchain-Based Cloud Computing Infrastructure



In a press release published on 4th of Jan 2019, Blockchain development company Consensys announced its collaboration with AMD and Abu-Dhabi based investment firm Halo Holdings for developing a Blockchain-based cloud computing infrastructure solution, code-named 'W3BCLOUD'.

The product W3BCLOUD, which is proposed to be the first ever independent cloud computing Blockchain infrastructure meant to upkeep the needs of modern public and private domain. 'W3BCLOUD' will first help in the development of AMD hardware-based datacenter products for emerging blockchain workloads.



With this ambitious merger, Consensys aims to extend its expert knowledge base into the field of crypto transactions, Blockchain, Cybersecurity along with developing cloud technologies.

According to AMD's Director of product management and blockchain technology, Joerg Roskowetz, "the product will be designed to tackle challenges ranging from smart identity, enterprise data centers, and health ID tracking, to licensing and supply chain management."

Last year in December, Consensys has also tied up with South Korean technological holding SK Group to help build an enterprise blockchain business model with extensive application of smart contracts. Apart from smart contracts, the merger will also focus on cryptocurrency platforms like Ethereum and blockchain related education offering for Korean developers.

Ensuring a Secure Cloud Journey in a World of Containers

By Nikhil Taneja Managing Director-India, SAARC & Middle East

As organizations transition to the cloud, many are adopting micro service architecture to implement business applications as a collection of loosely coupled services, in order to enable isolation, scale, and continuous delivery for complex applications. However, you have to balance the complexity that comes with such a distributed architecture with the application security and scale requirements, as well as time-to-market constraints.

Many application architects choose application containers as a tool of choice to implement the micro services architecture. Among its many advantages, such as resource footprint, instantiation time, and better resource utilization, containers provide a lightweight run time and a consistent environment for the application—from development to testing to a production deployment.

That said, adopting containers doesn't remove the traditional security and application availability concerns; application vulnerabilities can still be exploited. Recent ransomware attacks highlight the need to secure against DDoS and application attacks.

Security AND availability should be top-of-mind concerns in the move to adopt containers.

Let Your Load Balancer Do the Heavy Lifting For many years, application delivery controllers (ADCs), a.k.a. load balancer, have been integral to addressing service-level needs for applications, deployed on premise or on the cloud, to meet availability and many of the security requirements of the applications.

For More Information Visit our Website :
<https://www.itvoice.in/ensuring-a-secure-cloud-journey-in-a-world-of-containers>



Possibilities of Artificial Intelligence

Technology moves at breakneck speed, and we now have more power in our pockets than we had earlier. And Artificial Intelligence is taking one step further in making our lives easier by its self-learning capabilities. Technology is giving life the potential to flourish like never before.

The machines we use on a daily basis are getting smarter, meaning that AI is no longer a futuristic technology but is increasingly integrated into every realm of our lives.

The adoption of AI across wider society – particularly when it involves dealing with human data – is hindered by the "black box problem." Mostly, its workings seem arcane and unfathomable without a thorough understanding of what it's actually doing. To achieve its full potential AI needs to be trusted – we need to know what it is doing



with our data, why, and how it makes its decisions when it comes to issues that affect our lives or anything that is important.

AI points towards a future where machines not only do all of the physical work, as they have done since the industrial revolution but also the "thinking" work – planning, strategizing and making decisions.

Although we don't know the exact future, it is quite evident that interacting with AI will soon become an everyday activity. There are ways that AI technology can influence our future, and this very fact has professionals across multiple industries extremely excited for the ever-burgeoning future of artificial intelligence.

For More Information Visit our Website :
<https://www.itvoice.in/possibilities-of-artificial-intelligence>

ViewSonic Launches its New Elite Sub-Brand of Monitors

– Expanding its Line of Gaming Displays

ViewSonic®



ViewSonic Corp., a leading global provider of visual display products, announces a new sub-brand of professional gaming monitors. ViewSonic Elite gaming products are specifically engineered with a sleek and minimalist aesthetic, while boasting practical gamer-centric designs. With decades of display technology experience and heritage, ViewSonic Elite will deliver next-level gaming products that fit the needs of today's multifaceted gaming community.

"Gamers are defined by many factors, one being their gaming setup. With ViewSonic Elite, we want to represent maturity in style and high-performance gaming, as the industry continues to evolve," said Kevin Chu, Global Gaming Marketing Manager.

"The ViewSonic Elite line of gaming monitors provides users with the latest spec requirements, and are designed to fulfill the diverse needs of gamers."

ViewSonic Elite will be featured with several gaming partners at global gaming conventions, and the company will participate in



several community-based charity events to promote an inclusive gaming message. ViewSonic Elite has collaborated with multiple PC component manufacturers to provide compatibility between Elite RGB monitors and select partners' RGB software. ViewSonic Elite will affirm its commitment to the gaming community by empowering gamers with comprehensive ecosystems that allow for advanced customization.

VIEWSONIC ELITE GAMING MONITORS

ViewSonic Elite launches with a pair of new gaming monitors. The XG240R and XG350R-C are the first monitors

aligned with partnered software programs that enable customizable RGB lighting capabilities. Through newly formed partnerships with the market's top PC peripheral manufacturers, ViewSonic Elite allows gamers to take full control over their RGB ecosystems when using select partners'

software. When running the software, the RGB lighting harmoniously syncs with other RGB equipped gaming peripherals and hardware.

For More Information Visit our Website:

<https://www.itvoice.in/viewsonic-launches-its-new-elite-sub-brand-of-monitors-expanding-its-line-of-gaming-displays>

HP Opens CES 2019 with Stunning Displays, PCs, and Security Innovations

Today at CES 2019, HP introduced a series of bold new product innovations thoughtfully designed for the changing ways people live, work, and play.

HP's latest products provide powerful new ways for customers to connect, create, and compete – including a lineup of new Elite innovations featuring the next generation of the award-winning SureView privacy screen; and, the jaw-dropping OMEN X Emperium 65 with Soundbar.

"This is an exciting era of PC innovation, fueled by amazing new experiences across all aspects of our lives. HP is leading the category into the future with beautifully designed devices that reflect personal style, incredibly immersive displays that bring computing to life in vivid detail, and next-level performance, versatility and security that empowers people to connect with confidence from anywhere, anytime," said Vinay Awasthi, Vice President Commercial Computing, HP Asia-Pacific and Japan HP Inc.

"Whether it's the beauty of our Spectre lineup, the industry-leading security features of our latest Elite innovations, or the game-changing additions to our OMEN ecosystem, HP's CES 2019 lineup is reinventing possibilities for our customers."

Technology Fueling Modern Lifestyles

As consumers demand devices that proudly express their



personal style and offer greater flexibility and performance. HP debuted new design and display innovations within its award-winning Spectre lineup.

HP also unveiled a new line of Pavilion displays that immerse users in whatever they are creating or watching. The HP Pavilion 27 Quantum Dot is the world's first Quantum Dot on glass display2, offering over a billion viewable colors.

The HP Pavilion 27 FHD offers a variety of unique features including built-in B&O audio and a pop-up privacy camera, and the HP Pavilion 32 QHD is a dynamic display with immersive QHD resolution and stunning vantage points from almost any angle.

In addition to its PC and display innovations, HP announced complementary accessories. Anew, ultra-slim HP ENVY USB-C™ Hubenables pass-through charging to your notebook with two USB-A charging ports as well as an HDMI 2.0 port with 4K resolution support. The company

also introduced HP 15.6 Odyssey Backpack, designed for carrying HP laptops in style and available in three geometric color patterns.

For More Information Visit our Website:

<https://www.itvoice.in/hp-opens-ces-2019-with-stunning-displays-pcs-and-security-innovations>

Zebtronics launches portable sound bar Zeb- Oliver with dedicated phone, new voice assistant enabled earphones 'Zeb Journey' and Splash wireless speaker

Zebtronics launches portable sound bar **Zeb- Oliver** with dedicated phone stand. Look suave with the sleek & compact **Zeb- Oliver** that is big on sound.

Zebtronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a portable soundbar speaker dubbed as '**Zeb- Oliver**'.

If listening to music or dancing is your way to relax when you're home then this sleek portable sound bar is a must, for it comes with an elevated phone stand and dedicated space for your phone to either watch videos on a rather loud note. There is a remote, for those days when you want to relax and take control of your playlist.

Change the way you listen to your music with our latest compact soundbar Zeb-Oliver. The soundbar sports a sleek look with a minimalistic design that has an LED screen and 4 buttons in the front.

Zeb-Oliver comes with multi-connectivity options. You can either stream your music content wirelessly or connect your 3 mm jack to the AUX input. You can also choose to play from the USB port, Micro SD slot, Micro and USB port too. The soundbar comes with an inbuilt radio to escalate the sound experience.

Apart from the soundbar comes with dual drivers adding that extra pump to your music and has volume controls, media controls and a call function. The soundbar comes with an inbuilt radio and has a remote to elevate the sound experience.

Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebtronics says, "We're raising the bar with our latest compact soundbar, Zeb-Oliver, that comes with dual driver and an elevated stand to enjoy the wholesome experience of sound while you watch movies on your phone, now take your sound experience to the next level!"

ZEB-Oliver is comes in black and is available at retail stores across India.

Zebtronics launches its new voice assistant enabled earphones '**Zeb Journey**'

Listen to non stop music for 13 hours or get voice assistance, with the Zeb-Journey you can do it all.

Zebtronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a stunning earphone in a neckband design called Zeb-Journey.

When you're having a rather gloomy day, a simple pair of earphones can almost magically enhance the sound experience making your listening completely worthwhile. Wireless earphones can shift your life, like for instance take our Zeb-Journey which will provide you a dedicated sound experience and even keep you entertained with on the go voice assistance with a playtime of 13 hours.

Zeb-Journey is designed carefully opting for a comfortable neck band design that promotes extra comfort while running jogging

or simply walking. The earphone is splash proof and come with flexible neck band; the earbuds come with a snug fit and have a magnetic earpiece that gives you a tangle-free experience to begin your day with.

There is room for more with Zeb Journey. Apart from being wireless earphone it also has voice assistance for Android and iOS devices which will make the entire audio experience appealing. ask questions, find different routes or play a specific song, voice assistance will help you do it all.

The earphone has dual pairing feature and comes with a call function too. It has volume/ media controls and vibration alert for calls along with a built in rechargeable battery

Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebtronics says, "Apart from being in a wireless revolution, it is also about what more can a wireless earphone do. Our newly launched Zeb- Journey has voice assistance so you can do more and on the other hand it has a playback time of 13 hours, truly made for music heads."

The wireless earphone comes in black color and is available with leading retail stores across India.

Zebtronics Splash wireless speaker is power packed with big sound in a compact design

Go back into the nostalgia with '**Splash**' wireless retro speaker

Zebtronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a new portable speaker called 'Splash' which resembles a boombox in a very small size.

Sway to the music, just like the old times, this speaker will be a conversation starter at home parties because of its cool retro design yet modernistic features like multi connectivity options and the choice to play your music, just the way you want to.

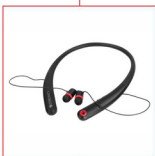
Speaker also comes with easy to carry top handle, it also has passive drivers on the sides.

Splash has thoughtfully been designed after our successful model Axel featuring loud music with powerful bass all fitted into a compact design with splash. With controls at the top, one can easily change modes, media or volume setting. You can stream your music wirelessly via your phone or opt to play from Micro SD card, AUX or USB. One can also take calls on this speaker with the call button. The speaker also has

an built-in radio, just incase you get bored of playing the same playlist.

Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebtronics says, "There is demand for portable speakers that are compact yet loud on sound. Our newly launched 'Splash' wireless speaker is here to cater that segment with powerful sound and good aesthetics."

The wireless portable speaker comes in black color and is available with leading retail stores across India.



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