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## Yealink



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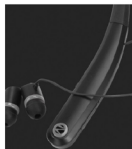
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Dual modes | Small and lightweight



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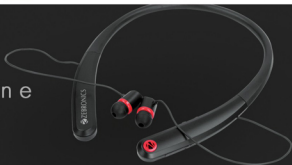
# JOURNEY

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Rating 4/5  
★★★★★



# REGAL

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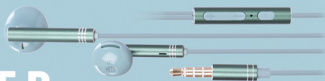
headphone

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## Can AI help us combat fake news?

Today's technology realm is largely bolstered by data which flows at an immeasurable rate across all its node points. The state of information access has largely been simplified, allowing every individual to seek desired intel on the dot. However, disinformation can spread like a virus today.

Active social media users mostly seek attention, and therefore tend to spread fake news in order to gain followers. Such fake news can easily outrage the general public and create havoc in the interest of political or personal ambition. Today fake news is mostly seen as an easy profit making policy, especially for propaganda driven political groups who wish to rack up their bankroll by spreading wrongful information.

Even if the authorities wish to take charge of the situation, the inexhaustible amount of data generated everyday makes human filtering impossible. However, modern technology stack still presents a good hope to counter 'bogus' news.

By investing in technological solution that enable automated detection and neutralizing of fake content, one can ensure complete close down on the critical matter. The world is in a need for AI based technology that automatically analyzes data and effectively determines its authenticity. In absence of such technological solutions, growing social networks will fail to cope up with fake news crisis, and ultimately lose their legitimacy and trust of the general

people. The only way out is to invest in advanced AI solutions that can combine the best of human and artificial intelligence. While on one hand modern technology stack can actuate increased speed and scalability, human involvement can decode contextual frame of reference in the subject data set.

Today, Artificial intelligence is being looked upon as the sole remedy to counter fake news. That's because, once fed with enough data set and training routine, AI can easily separate the good from bad in the news field. By utilizing its pattern recognition abilities, fake news can easily be identified and debarred from circulation. AI models are essentially trained to differentiate between fake and genuine news via training set containing past experiences.

*Tarun Taunk*  
*Editor-In-Chief*



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## Radiant eyes 50 Crores in Networking, IT & Structured Cabling, Expands Channel 5 folds



*Culminating Appropriateness*

The Delhi based Radiant Info Solutions, a Value Added Distributor for brands like Alcatel, IP-COM, Netshell, Cyberpower drawn up a massive plan to enhance its footprint in system integration and channel business to the level up a whopping Rs 50 Crores by 2020.

Talking to newsman, Mr. Nishant Gupta, MD, Radiant said -“We have plans to raise Channel Partners at least 5 times, we enjoy a clear 10% market share in Analog and IP Phones business being Alcatel’s largest distribution house for Business and Home Phones in India for the 4th Successive year, we are confident to clock over 50 Crores by coming fiscal”

The company enjoys the long term confidence from reputed names which includes CISCO, Polycom, IPCom, Netshell, Cyberpower, as majority of them were since Radiant’s channel business operation started.

He said our business not only includes distribution – but we also provide support to growing channel partners in order to help them understand various intricacies of networking and to enable them to pitch technical solutions to their clients & run their operations efficiently, Gupta added.

Radiant, known for getting brands into Indian channel space and work on Niche products has recently added Swiss Networking Giant R&M and its structured cabling business in its distribution portfolio. This shall add closer to 15 Crores of business in our newly added Channel space, Gupta concluded.



Mr. Nishant Gupta  
MD, Radiant

## McAfee Names Sanjay Manohar As Managing Director For India

McAfee, the device-to-cloud cybersecurity company, today announced the appointment of Sanjay Manohar as managing director, India. He will be responsible for building and leading teams to drive product revenues, increase adoption of cloud-based products, strengthen customer relationships and execute on McAfee’s mission to keep the world safe from emerging cyber threats. He will report directly to Craig Nielsen, vice president, APAC, McAfee.

Sanjay brings over 25 years of proven industry experience spanning leadership roles across the APAC region. His career has been marked by continuous growth and recognition in marketing, sales, and channel strategy. His core strengths include go-to-market strategy and execution, supplemented by his expertise in the areas of SaaS, enterprise software and networking.

Commenting on Sanjay’s appointment, Craig Nielsen said, “Sanjay will work closely with our leadership team to further accelerate our growth in India, which is a strategic market for McAfee globally. He joins us at a time when enterprises are realizing the significance of cybersecurity and making it a part of their boardroom discussions. His extensive knowledge of the industry and the region will help our customers find the best solutions for optimizing their security infrastructure, reducing

risk and increasing operational efficiencies.”

“There is an increasing need today for robust cybersecurity protection for both enterprises and individuals with the fast-evolving threat landscape. I look forward to helping customers address this challenge and I’m pleased to join McAfee which remains committed to making the connected world more secure while being a trusted partner for all our stakeholders across the region,” said Sanjay Manohar.



Prior to McAfee, Sanjay held roles as regional vice president – Asia Pacific Japan, Carrier Business at Akamai Technologies, and MD of the Greater China region spearheading a cross-functional

team of over 100 employees across 5 offices. Sanjay has been associated with leading MNCs when the industry was at the cusp of cloud offerings for businesses.

He holds an MBA from Bharathidasan Institute of Management, a Bachelor of Science degree from Bangalore University and is an alumnus of the Rashtriya Military School, Bangalore.

About McAfee –

McAfee is the device-to-cloud cybersecurity company. Inspired by the power of working together, McAfee creates business and consumer solutions that make our world a safer place. [www.mcafee.com](http://www.mcafee.com)

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solutions company and India's leading engineering institute, Veermata Jijabai Technological Institute (VJTI), today showcased the projects implemented by the alliance's unique IIoT test bed, which was launched three years ago as a part of LTI's CSR focus to support education of students from marginalized backgrounds. The state-of-the-art lab established at VJTI Mumbai focuses on technologies such as artificial intelligence, machine learning, IoT, deep learning, cyber security to solve for society.

To name a few, here are a few successful projects that the alliance has implemented:

- **Water Treatment Plant:** an industry 4.0 test-bed for effluent treatment plant (ETP) with acid dosing process fully integrated with industrial IoT panel comprising of PLCs and DCS
- **Waste Management:** another IoT project developed on LoRa WAN deals with timely maintenance of geo-tagged bins across facilities by indicating when they are nearly filled and need to be cleared.
- **A Blind Navigation project:** helps visually challenged people move around without assistance.
- **Security Information and Event Management (SIEM) development:** for IT+OT integrated log management and analytics for IIoT applications.

Wind turbines maintenance systems: Condition monitoring and predictive maintenance of wind turbines.

With the setting up of the IIoT lab, the LTI-VJTI tie-up aims to enhance awareness and generate interest in putting into use advanced and emerging technologies for solving social problems. This initiative supports deserving meritorious students from financially weak backgrounds. This lab comprises a future-ready test bed with new-age devices and simulators. It uses multiple standard IIoT platforms for immediate use cases involving smart cities and energy sector.

Dr Faruk Kazi, Dean of Research & Development, VJTI & coordinator, VJTI-LTI Lab said: "The IIoT lab has provided a platform for students to explore their potential and learn new skills to solve problems faced by society. It is one of the more successful academia-industry partnerships in our country. This model has the potential to be replicated to other institutes to bridge the gap between the aspirations of researchers and industry needs."

Some of the noteworthy achievements of the lab include:

- Winner in Global Cyber Challenge 2017
- Teams Pushpac and AVITRA won a cash prize of INR,50,000 each under MHA-USAID and UNDP Partnership project on Disaster Risk Reduction (DRR) Innovation Challenge
- Team AVITRA won the Public Choice award in the NVIDIA Jetson Developer Challenge 2018. They were awarded with a cash prize of USD 1,000 and an NVIDIA Titan XPGPU
- Team AVITRA also reached the Zonal Rounds of the DRDO

## LTI & VJTI's IIoT labs develop multiple disruptive innovations solving social problems

Robotics and Unmanned Systems Exposition. They were awarded INR 10,000 cash prize for the same

- VJTI team won 2nd runner-up trophy and a prize of INR 50,000 in Smart India Hackathon 2018
- It was one of the 20 teams selected from all over India for India Singapore Hackathon 2018

Sudhir Chaturvedi, President Sales and Executive Board Member, LTI commented: "The relevance of new-age technologies in addressing age-old social issues is immense. Students and their 'beginners mind' combined with the academic inputs can magnify the potential outcomes of these technologies. We are pleased to partner with VJTI on this unique academia-industry initiative and are earnest to launch more such initiatives that can be of use to a large section of society."

Presently the lab is accessible to over 70 students including PhD, MTech and BTech students. Fellowships to doctoral and master students of VJTI from socio-economically challenged backgrounds are provided through CSR initiative of LTI. Till date, 1 master and 3 doctoral students are supported with the fellowships to fulfill their dream of pursuing research in the cutting-edge technologies. The research facilities created under VJTI-LTI collaboration are also made available to other than VJTI students/researchers through summer and winter internships.



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## REVE Antivirus rolls-out new, improved features to safeguard the privacy of users



**REVE**  
antivirus

At a time when all our lives are well-connected and sustained by a cyber world which we jump in and out with a few clicks of a mouse hither and thither, the looming threat of cyber-

attacks and privacy breaches are often overshadowed by an illusory safety inculcated by the giant corporations who serve our needs. These unchecked threats and breaches would lead to loss of personal data like credit card details, private media files, and moreover one's identity itself which can be always used against our disadvantage by swindlers and scammers.

In a move to mitigate these ever growing cyber-attacks and privacy breaches; REVE Antivirus, a next-generation security provider has added new and improved features such as Vulnerability Scan, and advanced Firewall for their REVE Total Security users maintaining 'User Privacy' as one of the top priorities.

"As an IT Security provider, we have been constantly working to add new and improved features to protect our users from targeted cyber-attacks." – Sanjit Chatterjee, CEO of REVE Antivirus

Third-party applications and open networks are the biggest sources of cyber-threats faced by users across the globe. Unsecured devices are more susceptible to these threats, often leading to data leaks and identity thefts. And the consequences are sometimes beyond comprehension.

With the new feature of Vulnerability Scan, REVE Total Security scans the device and check for the loop-hole open in the system due which it can be exposed to virus attack. Based on the severity of the issues, REVE Total Security alerts its users and provides recommendations on the necessity to fix them.

Advanced Firewall feature is configurable and user can configure the rules as per his requirement to keep his or her computer safe from outside attacks.

The Firewall looks out and prevents unauthorized attempts to connect the device to the internet. Data Backup is another important feature that REVE Total Security offers its users with the intention of safeguarding the privacy of its patrons by backing up data thus lessening the extent of damage caused by ransomware attacks which often results in the destruction of data stored in devices.



## Acer Announces ConceptD, a Full Product Portfolio Designed for Creators

Acer today launched ConceptD, a new brand of high-end Windows 10 desktops, notebooks, and monitors that are optimized for graphic designers, filmmakers, engineers, architects, developers and other creators. ConceptD enables designers to get immersed in the creative process and build remarkable things.



"The ConceptD product portfolio was conceived to give creators the tools to focus on the creative process and make beautiful things," said Jerry Kao, Co-COO, Acer Inc. "As the foundation of a full line of creator products, we've designed PCs with high-performance processors and graphics that can handle extreme workloads, and put them inside quiet, minimalist designs to inspire creators to unleash their creativity."

"Intel continues to champion the needs of creators in their PCs by delivering the premium performance and platform technologies needed to speed workflows and enable their best," said Chris Walker, Vice President and General Manager, Client Computing Group, Intel. "Across notebook and desktop form factors, and capability from 9th Gen Intel Core i7 and i9 along with Intel Xeon

processors, ConceptD from Acer is a prime example of combining design, features and peripherals to deliver PCs to meet the highest demands for content creation at all levels."

ConceptD Timeless Design as a Blank Canvas

ConceptD high-end desktops and notebooks come in a gorgeous, timeless design, featuring pure-white or matte-black finishes, with amber-colored keyboard backlighting, and a clean and thoughtful design aesthetic that lets creative professions focus on the design process.

ConceptD High-end Desktops with NVIDIA Graphics for the Enterprise Studio

The ConceptD 900 and 500 high-end desktops feature a range of NVIDIA GPUs up to the Quadro RTX™ 6000, enabling high-end visual effects rendering, complex 3D modeling, simulations, as well as AI and deep learning development. The high core count brings load times down and multitasking to the extreme while achieving enterprise-class reliability, stability, and security. NVIDIA's latest Creator Ready Drivers bring enhanced app support and performance for studio applications such as Autodesk® Arnold, Unreal Engine and REDCINE-X PRO®, accelerating creator workflows for video editors, graphics designers, animators and 3D artists, photographers and broadcasters alike.

For more information Visit our Website:

<https://www.itvoice.in/acer-announces-conceptd-a-full-product-portfolio-designed-for-creators>

# Join the ride! Three information management trends to drive your business in 2019 and beyond

John Naisbitt once said that “Trends, like horses, are easier to ride in the direction they are going” – and he was right. This year, three trends in information management



will have evolved to such a high level that no company can afford not to join in on the ride. To truly take advantage of these trends, however, you need to know two things: how they will impact your business and how to benefit from them the most.

## Trend #1: AI and content analytics – hit the ground running

There's no disputing it: artificial intelligence and content analytics technologies are no longer down the road; they are at our doorstep. In 2018, the analysts at Forrester reported that content was still an untapped source of insights and that automation, analytics and data extraction will present opportunities to solve this. Now, in 2019, companies are seeking ways to take advantage of the opportunities. For example, AI technologies such as speech recognition, virtual assistants and machine learning will be ready for mainstream adoption over the next five years and have a transformational benefit.

To really benefit from AI, your information management must ensure that there is not only a high volume of data, but also that it's in excellent quality. While many companies have made leaps and bounds in the digitalization of information, the challenge now is to make this vast volume of (ideally, high quality) digital data available for content analytics tools and cognitive services. When content is stored across isolated repositories, though, it's hard to manage and tap the vast data resources. So when your company does want to open its doors to AI and content analytics technologies, it may not be possible to use them due to scattered content.

A content services platform can also help your IT administrators to weed out data that is outdated or trivial by automatically labeling content accordingly with metadata. Content labeled as such can then be deleted based on rules or through a verification process and excluded from content analytics. This helps to maintain a high data quality and avoid misleading conclusions. When you are ready to use AI technologies in your company, you want to be able to hit the ground running and maximize its full potential – and a content services platform will create the foundation for doing this.

## Trend #2: Content federation – time (is ticking) to connect your disconnected data

Content federation has emerged over the last few years as a great solution to fighting data sprawl. That's why it offers immense potential for businesses: Content federation empowers your



Morad Rhlid  
Managing Director of the SER Group,

trends, collaboration would take home the trophy every time. It's a perennial trend. On the one hand, you have to meet the ever-changing needs of users, both internal and external, who must have seamless and secure collaboration spaces and processes. On the other hand, you must ensure a high level of usability and practicality.

The challenge for companies is to set up an enterprise collaboration solution that integrates not only customers and suppliers, but also project partners, development partners, experts, etc. from all over the world and that gives everyone the same basis of information for contributing, informing, sharing, etc. – all while ensuring security and transparency.

Users always know what tasks they must complete or which deadlines are approaching thanks to practical features like dashboards. With a high level of usability, even the biggest fans of email and file sharing solutions will be persuaded that it's time to enter the next generation of collaboration. And this means many good things for your company – for example, happy users and less shadow IT.

## The future is now – so go for it!

As you formulate your digital information management roadmap for 2019 and beyond, it is wise to follow John Naisbitt's advice, but make sure you have the right saddle for the ride. It's not too late to lay the foundation for future-ready and innovative information management.

## Indian Tech Giant Wipro faces major cyber attack, prevents large-scale damage.

Wipro recently faced a severe cyber phishing attack on its high-priority customer systems via email breach. Reports suggest that the company's IT security department was already aware of their mail system rift, and while they were trying to counter its affects by building secure private email network the hackers initiated another attack causing a large-scale disruption.

The attack in effect raised a subject of discussion among the industry leaders regarding the current state of cyber security in modern day enterprise world. Experts believe that there's a dire need to advance existing cyber security protocols and employ latest technological solutions to stay one step ahead of global hacking community.

Few thoughts presented by Industry leaders regarding the attack and counter measures required.

"It is of utmost importance to educate employees for phishing attacks, experience mock attacks, develop a security policy that includes but isn't limited to password expiration and complexity and keep sensitive Data encrypted as much as possible." Said Dr Ajay Data, CEO, Data Xgen Technologies. He further stated that "Employees possess credentials and overall knowledge that is critical to the success of a breach of the company's security. One of the ways in which an intruder obtains this protected information is via phishing. The purpose of phishing is to collect sensitive information with the intention of using that information to gain access to otherwise protected data."

In the words of Mr. Neelesh Kriplani, Senior VP and Head, Clover Infotech, "The approach towards cyber security threats needs to be proactive rather than reactive." He also went on to suggest few improvements in the security system by stating that "It is imperative for organizations to stay ahead of the game against the hackers, and we as the MSP play an important role in ensuring the same. We recommend implementation of Database Activity Monitoring (DAM) solutions to monitor database traffic for detection and blocking of threats. We conduct regular VAPT tests and ensure corrective actions are taken up in real-time. In addition,



we implement data security features such as redaction, masking, database vault, encryption etc. to ensure that sensitive data is protected. For cloud environment, we suggest to implement role based access so that the administration privileges do not stay with single user account. Additionally, we recommend implementation of cloud access security management tools for greater security control and access visibility of SaaS and PaaS solutions".

Rajiv Singh, Senior V.P. & Global Head of Enterprise Security & Risk Management, Tech Mahindra also had his word on the attack.

He stated that, "E-mail is a universal way of communicating on internet. If you are on the internet, you need to have an email addresses, these are our internet IDs. These email IDs lets us sign

up for things, receive notifications, and communicate with each other. However, e-mail attachments are the primary reason for malware installation. Employees, whether maliciously or unwittingly, can render a company vulnerable via email. If the data contains sensitive information, then the organization could incur mitigation costs."

If reports are to be believed, a cybersecurity blog, KrebsOnSecurity already warned the officials about the vulnerability in system. In an official statement the blog owners said "Wipro was

dealing with a multi-month intrusion from an assumed state-sponsored attacker and that Wipro's systems were seen being used as jumping-off points for digital fishing expeditions targeting at least a dozen Wipro customer systems."

Post the attack, Wipro took to the microblogging site, Twitter, and confirmed the attack. They wrote "We came to know of a potentially abnormal activity within our network, about a week back, in respect of few of our employee accounts, who were subjected to an advanced phishing campaign."

Wipro official have stated that "We have used our industry-leading cyber security practices and partner ecosystems for these steps. We are collaborating with our partner ecosystem to collect and monitor advanced threat intelligence for enhancing security posture. We continue to monitor our enterprise and infrastructure at a heightened level of alertness."

## Rapoo launches Waterproof and sweat proof, VPRO VM300 Bluetooth Gaming headset, at just Rs.2999/-



Rapoo, a leader in Wireless peripheral technology, announces the launch of its newest Bluetooth gaming headset 'VM300' that provides exceptional comfort, epic audio performance and legendary Rapoo Vpro durability to deliver the ultimate gaming experience.

Ergonomically designed the Wireless Headset Vpro VM300 is IP44 Waterproof & sweat proof, bringing maximum comfort to the competitive performance. The aptX technology, brings the character of the sound intensity that provides an immersive

gaming experience - emulating cinema-like audio that puts gamers right in the middle of the action for game play advantage. Its Bluetooth 4.1 audio transmission allows a stable connection, with 10 meters of transmission distance and helps users accurately determine the direction of the sound.

With dual battery design 60mAh\*2 battery, Gamers can enjoy longer gaming sessions, which gives it a life of 7 hours along with 240 hours of standby. The Multifunction wired control with the mic supports HD sound and allows volume control as well.

The VM300 also comes with a detachable ear hanger with different sizes, compatible with different people.

# Zebtronics launches Zeb-smart Plus wireless headphone with 7 hours of playback, metallic Zeb-Amigo portable speaker and a high-end gaming keyboard and mouse



## ZEBRONICS ALWAYS AHEAD

Zebtronics, India's leading supplier of IT peripherals, sound systems, mobile/ lifestyle accessories, and surveillance products has launched a wireless headphone with 7 hours of music playback dubbed 'Zeb-Smart Plus'

Crank up the volume without the hassles of wires on the Zeb-Smart-Plus wireless headphones and enjoy your playlist with utmost comfort with a truly ergonomic design.

Sporting a stylish design, the Zeb-Smart Plus features metallic rims on the ear cups in a foldable design, making it easier for portability. The headphone is a showstopper with a battery that allows music playback for up to 7 hours, truly built for those who love freedom from wires while listening to music.

Apart from its stunning looks it comes with features like going from wireless to the wired mode in a jiffy with support for AUX/Micro SD. The headphone also comes with call function and controls for media/volume.

Zeb-Smart Plus comes with voice assistance for Google and Siri devices, all you have to do is press a button and just ask, and the next thing you know you'll have set an alarm or made a grocery list with your voice.

Commenting on the launch of the product, Mr. Pradeep Doshi, Director – Zebtronics India says "In the era of wireless revolution our newly added wireless headphone Zeb-Smart Plus gives you the ultimate convenience factor with support for 3mm jack too, there is also a voice assistant feature for Google/Siri devices."

The headphone comes in an adjustable headband design and available in three attractive colors like blue, black, deep blue and is



available at leading stores across India.

Zebtronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a portable speaker called Zeb-Amigo portable wireless BT speaker that comes with dazzling looks.

The portable speaker is built for the little moments that make life what it is. Life may not come with background music, but you can definitely add your favorite music and ease up with our stylish speaker 'Zeb-Amigo' wireless portable BT speaker that comes with a metallic rim.

A head-turner design with elements that feature a metallic front panel with a glossy finish and an overall rubber finish. The speaker also comes with a handy strap, making it more convenient for portability usage.

When it comes to multi-connectivity options the Zeb-Amigo has you covered with options like wireless BT where you can stream your music or you can opt from options like UX/ USB/ Micro SD. The speaker comes with a built in radio too in case you get bored of your playlist. Easily take calls on the Zeb-Amigo will the call function button and you also get controls for media/volume.



Commenting on the launch of the product, Mr. Pradeep Doshi, Director – Zebtronics India says "Portable speaker are very popular nowadays for music listening, Zebtronics has one of the widest range of portable speaker in India. We regularly update the speaker segment, Zeb-Amigo will be a good addition to the range."

The wireless portable speaker comes in two colors with a rose gold finish or a silver metallic finish.

If you're a working professional spending majority of time at your work desk, getting your regular dose of typing can get tiring, but not when you switch up to the mechanical experience on the Max



Pro keyboard with mechanical keys and tactile feedback that gives you the ease of typing/ gliding while you work. To make work an easy affair comes Phobos, our premium gaming mouse that is built ergonomically with 8 buttons that can be customized according to your work preferences.

Max pro mechanical keyboard has 104 Keys and comes with features like high-quality mechanical switches with suspended keycaps providing a tactile experience that makes it, 'Every

Gamer's Dream'. Gamers have all the more reason to choose a mechanical keyboard because of its stable heavy metal base that allows the gamer to have a very urbane and comfy experience. Only adding to the entire experience is Phobos gaming mouse that is built ergonomically, with a 4000 DPI gaming grade sensor that comes with advanced windows software. Both the mouse and keyboard has full RGB support with customizable options. Commenting about the premium range, Mr. Pradeep Doshi, Director – Zebronics, says "Our premium gaming range of keyboard and mouse is not only built for gamers but even for working professionals. We're one of the few Indian brands that is currently catering to the market with our exclusive premium gaming range also known as 'Gamer's Dream' which has an extensive variety of products."

Max pro mechanical keyboard and Premium gaming mouse, Phobos is available at leading retail stores across India. Zebronics, India's leading supplier of IT & gaming peripherals, sound systems, mobile/ lifestyle accessories, and surveillance products has high end input device solutions for working professionals and gamers alike with their premium range of mechanical keyboard called Max Pro and gaming mouse dubbed Phobos.

## NetApp Is Named 2018 Google Cloud Technology Partner of the Year for Infrastructure



NetApp, the data authority for hybrid cloud, today announced that it has been named the 2018 Google Cloud Technology Partner of the Year for Infrastructure. This award was presented at Google Cloud Next '19 in San Francisco.

NetApp is recognized for the company's achievements in the Google Cloud ecosystem, helping customers build and run applications on Google Cloud quickly and at scale with the right data strategy. NetApp® Cloud Volumes Service for Google Cloud Platform, jointly developed by NetApp and Google Cloud, provides customers with a powerful, cloud-native, fully-managed file storage service for running applications, analytics, and DevOps in Google Cloud. Whether running enterprise applications or industry-specific workloads in areas such as oil and gas, media and entertainment and life sciences that need high performance and availability and file-based interfaces, Cloud Volumes Service offers NFS and SMB protocol services with throughput that is established in seconds. Over 30 leading global enterprise organizations are already using the service to move workloads to Google Cloud 10 times faster and with eight times more performance than with alternative solutions.

"Google Cloud and NetApp Cloud Volumes helped us move high

performance file workloads that we thought would take months or years to refactor," said Jon Latshaw, vice president, Cloud Services, Cardinal Health.

"We are honored to be recognized by Google Cloud as the 2018 Technology Partner of the Year for Infrastructure," said Anthony Lye, senior vice president and general manager, Cloud Data Services, NetApp. "It has been an incredible experience to work so closely with the Google Cloud team. The combination of NetApp's leading cloud data services with Google Cloud's leadership in application development, analytics, and machine learning fuels business growth by delivering data-rich customer experiences through new application deployments in the cloud."

"We're delighted to recognize NetApp as the Google Cloud 2018 Technology Partner of the Year for Infrastructure for their innovative work on behalf of Google Cloud customers," said Kevin Ichhpurani, corporate vice president, Global Partner Ecosystem at Google Cloud. "Our ecosystem of partners is driving tremendous innovation, and NetApp's solutions in file services and core infrastructure are a great example. We're proud to provide this award to NetApp and look forward to continue building together."

### Additional Resources

- Learn information about NetApp Cloud Volumes Service for Google Cloud Platform [here](#).
- Read more about today's announcement on NetApp's [blog](#).
- Follow us on [Twitter](#), [LinkedIn](#) and [Facebook](#).

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## Infogain, the First to Deploy and Integrate Automation Anywhere RPA Platform to Google Cloud for a World Leading Digital Hospitality



Infogain, a leading provider of technology solutions and partner to Automation Anywhere, a leader in Robotic Process

Automation (RPA) services is pleased to announce the successful deployment and integration of the Automation Anywhere platform with Google Cloud for a leading digital hospitality company. This achievement gives the client a robust platform for cognitive and on-demand automation.

Infogain manages a large number of property listings for the client. Property agents had the task of gathering new property information manually which was not only time consuming but also error-prone. To resolve these challenges, Infogain, working in partnership with Automation Anywhere, designed an intelligent Bot that utilizes Google Cloud's AutoML Vision Object Detection APIs which automatically identifies amenities by looking at the pictures available publicly. After the Bot gathers the info, the agent adds pricing and basic information to complete the listing. The API 'intelligent' Bot helped double the listing activations and reduce the

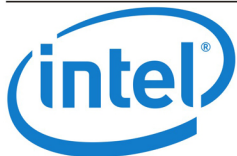
turnaround time by 70%.

"Automation Anywhere on Google Cloud enables our clients to take advantage of the industry-leading RPA capabilities of Automation Anywhere and the AI and on demand services of Google Cloud, to provide a comprehensive automation platform that drives business value in the cognitive era," said Gans Subramanian, VP & Global Head of Digital Experience & Insights.

"This is not just a validation of our Digital Workforce Platform's extensibility and openness, but also a great example of how RPA + AI can fundamentally take automation to the next level," said Abhijit Kakhandiki, SVP Products & Engineering at Automation Anywhere. "The customer is automating almost 100% of the listing process while improving their cycle time, but more importantly, preparing to tackle ten times the number of transactions next year."

Infogain's Automation practice consists of 150+ trained and certified developers, including analysts, process experts, modelers, architects, developers and data analysts. The team has deployed over 350 bots to the technology, retail, travel, and insurance industries. We provide start-up kits for RPA fitment and adoption, reusable DevOps based automation framework, build development, bot testing, build CoE and bot support.

## Intel Optane Technology and Intel QLC NAND Technology Come Together on a Single Drive



Intel today revealed details about Intel® Optane™ memory H10 with solid-state storage – an innovative device that combines the superior responsiveness of Intel Optane technology with the storage capacity of Intel® Quad Level Cell

(QLC) 3D NAND technology in a single space-saver M.2 form factor. "Intel Optane memory H10 with solid-state storage features the unique combination of Intel Optane technology and Intel QLC 3D NAND – exemplifying our disruptive approach to memory and storage that unleashes the full power of Intel-connected platforms in a way no else can provide."

–Rob Crooke, Intel senior vice president and general manager of the Non-Volatile Memory Solutions Group

Why It's Important: Combining Intel Optane technology with Intel QLC 3D NAND technology on a single M.2 module enables Intel Optane memory expansion into thin and light notebooks and certain space-constrained desktop form factors – such as all-in-one PCs and mini PCs. The new product also offers a higher level of performance not met by traditional Triple Level Cell (TLC) 3D NAND SSDs today and eliminates the need for a secondary storage device.

How It's Different: Intel's leadership in computing infrastructure and design allows the company to utilize the value of the platform in

its entirety (software, chipset, processor, memory and storage) and deliver that value to the customer. The combination of high-speed acceleration and large SSD storage capacity on a single drive will benefit everyday computer users, whether they use their systems to create, game or work. Compared to a standalone TLC 3D NAND SSD system, Intel Optane memory H10 with solid-state storage enables both faster access to frequently used applications and files and better responsiveness with background activity.

8th Generation Intel® Core™ U-series mobile platforms featuring Intel Optane memory H10 with solid state storage will be arriving through major OEMs starting this quarter. With these platforms, everyday users will be able to:

- Launch documents up to 2 times faster while multitasking.
- Launch games 60% faster while multitasking.
- Open media files up to 90% faster while multitasking.

SSDs with Intel Optane memory are the fastest compared to NAND SSDs in the majority of common client use cases. Intel-based platforms with Intel Optane memory adapt to everyday computing activities to optimize the performance for the user's most common tasks and frequently used applications. With offerings of up to 1TB of total storage, Intel Optane memory H10 with solid state storage will have the capacity users need for their apps and files today – and well into the future.

The Intel Optane memory H10 with solid-state storage will come in the following capacities, 16GB (Intel Optane memory) + 256GB (storage); 32GB (Intel Optane memory) + 512GB (storage); and 32GB (Intel Optane memory) + 1TB storage.

# BenQ Partners with E-xpress Interactive for the launch of Mortal Kombat 11 to provide 4K Console Gaming Experience



In-line with its commitment to provide ultimate 4K gaming experience to enthusiasts across the globe, BenQ associated with E-xpress Interactive for the launch event of epic-saga, Mortal Kombat 11. BenQ's EW3270U 32-inch

monitor, particularly chosen for its leading 4K HDR technology with AMD Free Sync was showcased at the launch of Mortal Kombat 11, offering gaming community a chance to experience the breathtaking HDR console gaming adventure. The event took place on 22nd April '19 at Bonobo in Bandra West, Mumbai, and was hosted by E-xpress Interactive Software Pvt. Ltd. & Games Shop Retail Pvt. Ltd., in association with Warner Bros. Entertainment Inc.

Mr. Rajeev Singh, Managing Director of BenQ India, said, "BenQ has always strived to bring the best and finest entertainment experience, tailored for personal enjoyment. In-line with this vision, our partnership with E-xpress Interactive for the launch of Mortal Kombat 11 through displaying EW3270U will provide the best of HDR viewing experience for console gaming enthusiasts across. The game has been a cult across the globe and has always brought together the best Console Gaming Experience. With this partnership, BenQ reiterates its commitment to bringing enjoyment and quality to life through its 4K monitor, enhancing the console gaming experience like never before."

Mortal Kombat has been a cult for gamers across the world and has become a legend in the space in the past 25 years. Mortal Kombat 11 is the continuation of this epic saga through a new cinematic story where players will take on the role of a variety of past and present characters in a time-bending new narrative with enhanced graphics and animations.

BenQ EW3270U is made to deliver the finest entertainment experience. It features High Dynamic Range (HDR) technology to increase the overall dynamic range between true black and bright white to duplicate what the eye sees in the natural world. Its 4K Ultra HD resolution offers extraordinary clarity of fine details and textures for an optimal viewing and visual-intensive experience. Complementing the gaming experience, EW3270U features AMD FreeSync™ technology effectively eliminating image tearing, broken frames, and choppy gameplay for smooth gaming. Gamers can definitely enjoy a better gaming experience with the support of AMD FreeSync™. With features like BenQ's Low Blue Light and a stable flicker-free technology, the monitor will offer the ultimate video enjoyment capabilities.

Additionally, the EW3270U monitor features simple hotkey button to switch between 4 levels of HDR and B.I.+ modes, which constitute BenQ's exclusive Opt-Clarity Technology, it allows users to select the most suitable clarity for displayed content based on the conditions in different viewing environments. The ambient light sensor detects different light levels and the color temperature in viewing environment, automatically adjusting



on-screen brightness to fit the surroundings. It also gradually adjusts brightness based on one's usage time.

Established in March 2000, E-xpress interactive represents world renowned game publishers and distribute their games across India. With this association, BenQ will be able to provide best-in-class gaming experience to its audiences.



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#### Universal Car Charger (10 Watt/2.1 Amp)

- Charges the widest range of devices
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- Plugs into any car power outlet
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#### Ultra HD High Speed HDMI Cable

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# “Yealink is a global leading provider of enterprise communication and collaboration solutions.”- Mr.Hendry,Reginal sales director,Yeahlink.



## Yealink

FROST & SULLIVAN  
2018 Growth Excellence Leadership Award

**Nisha Harshwal:-** Why was the company set up? And how did you expand your company and its offering over the years?

**Mr. Hendry:-** Focusing on research and development, Yealink also insists on innovation and creation. With the outstanding technical patents of cloud computing, audio, video and image processing technology, Yealink has built up a panoramic collaboration solution of audio and video conferencing by merging its cloud services with a series of endpoints products. Yealink is a global leading provider of enterprise communication and collaboration solutions, offering audio and video conferencing service to worldwide enterprises.

**Nisha Harshwal:-** What do you hope to accomplish within the next year?

**Mr.Hendry:-** Our Mission: Creating Value in network communication, and enjoying its pleasure

**Our Vision:** To become a world-leading UC terminal solution provider

**Nisha Harshwal:-** What are the USP of “Yealink” products in a crowded market?

**Mr. Hendry:-** The excellent product quality is always the core competitiveness for Yealink. Besides, Yealink provides one-stop Communication Terminal Solutions for Unified Communications covering various usage scenarios. Yealink solutions are based on open standards, providing excellent compatibility and interoperability with worldwide leading UC platforms. Yealink’s UC products maximize the user’s UC experience, helping enterprises to improve collaboration, boost productivity and reduce costs.

**Nisha Harshwal:-** What make Yealink differentiate from your main competitors?

**Mr. Hendry:-** Since 2017, Yealink has been the NO.1 SIP Phone providers, which indicate the strong brands awareness and rapid growth of Yealink. what make Yealink different in this crowded market?

1/Excellent product quality make Yealink Becoming the industry leader:

Yealink Products defect rate is around 0.3%, which is much lower than industry average level 1%. It helps the customers save their after service cost greatly. Yealink has the Industrial leading HD Voice: including but not limited to TIA 810B,TIA 920 certification, Noise Proof patented technology, Acoustic echo cancellation technology, etc.

2/Professional & excellent support

Yealink has more than 400+ engineers in charge of 24X7 technical support, customers can get Rapidly and professional reply (within



Mr.Hendry,Reginal sales director,Yeahlink.

24h/48h) through Yealink/local distributors/partners everywhere.

3/On-stop solution:

Yealink provides one-stop Terminal: Audio/Video Conference phone, Desktop Audio/Video, Wireless phones, Video Conferencing system. Cover users from receptionists to executives and from SMBs to large enterprises.

Besides, Yealink also provide the Easy Deployment Solution with free RPS, Flexible Customized Service, Full Marketing Support, etc. All these make Yealink become the leading solution provider in the global market.

**Nisha Harshwal:-** How satisfied are you clients with your service? Can you share some of your client’s success stories?

**Mr. Hendry:-** Yealink becomes a Microsoft global strategic partner in 2015, and establishes strategic cooperation with top operators such as Verizon, AT&T, British Telecom, KPN, Proximus, and Vodafone in 2016. As one of the best providers in more than 140 countries and regions including the US, the UK and Australia, Yealink ranks No.1 in the global market share of SIP phone shipments. Yealink had won the Frost & Sullivan 2018 Growth Excellence Leadership Award.



"Frost & Sullivan research confirms that Yealink's leadership position in the IP and SIP desktop phone market is proven by its effective growth strategy, sustainable above-market growth, price/performance value, excellent customer service experience and strong brand equity. Yealink is well positioned to leverage its strength for further success in the enterprise IP desktop phone market.

— By Frost and Sullivan)

**Nisha Harshwal:-** How do you see Indian market as compare to global market?

**Mr. Hendry:-** In global SIP Phone Market, Yealink already the N0.1, such as Africa, South America, North Asia...for Indian market, we are in developing stage. India is the second most populous country in the world. In recent years, VOIP business is more and more popular among India. India is considered as the second largest telecom market in the world. All these indicate the large potential VOIP requirement in India, we do believe in next few years, there will be a Booming demand growth in India. Even if the special politics, economics and culture make the Indian market full of challenge, as the mostly dynamic company, we have the confidence to make the achievement with the joint effort of Yealink local distributors and partners.

**Nisha Harshwal:-** How do you set co-ordination between your T2, T4 and T5 Series Phones?

**Mr. Hendry:-** Here is the picture for customers to know more about

how Yealink Communication & Collaboration Solutions meet the Needs of Various Commercial Spaces

**Nisha Harshwal:-** Tell us about the Exhibit at "ITEXPO 2019"?

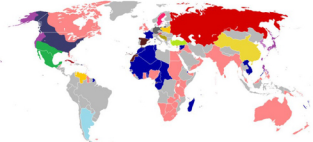
**Mr. Hendry:-** ITEXPO2019 held in Fort Lauderdale, FL, United States on Jan 29 – Feb 1, 2019, is a communications and technology fair that brings together a wide variety of products and services, such as marketing solutions, software and services, and all products associated with business and technology. Yealink as the event sponsor joined ITEXPO2019 again, displaying Yealink's NEW T5 Series Prime IP phones, Yealink CP930W Wireless DECT Conference Phone, and Yealink's Video Conferencing Solutions with Full Collaboration. Customers enjoyed Yealink total solution, join the Breakout Session with Yealink and learn Yealink roadmap. ITEXPO2019 had got 4.75 score ( Total score: 5 points) from 100+ questionnaire from our visitors.

**Nisha Harshwal:-** Last 2 years, "Yealink " launch series Conference Phones, including CP920, CP960, CP960-Wireless Mic, and CP930W-Boost Mobility for easy conferencing anywhere, how was the product going on in the market?

**Mr. Hendry:-** Conferencing is a rapidly growing market and efficient communication and collaboration is critical to business success. The number of units sold within the tabletop conferencing market is predicted to grow 12.9% and the VoIP segment is expected to growth 12.7% annually, according to 2017 Frost & Sullivan report.

Yealink designs its audio conferencing solution to suit range of different meeting environments. The CP960, the CP920 and the CP930W address today's audio conferencing challenges and unify a clear-and easy conferencing communication experience for both in-room and remote participants. Yealink provide different product choices, wired and wireless, to meet the needs of different conference environments. Seamless integration with major UC platforms such as 3CX, BroadSoft, Centile, Metaswitch, Microsoft, Starface. And our Conference Phone had won Funkschau Product of the Year Award (Germany).

## The Headway of Eliminating Language Barriers across the Web



The Domain Name System, as we know it today, is a well-positioned and decentralized naming system for devices and services related to the internet. It initially started off with 6 Top Level Domains (TLD) and 53 standard ports during the mid-80s. Initially comprising of only 3 Latin characters, modern day TLD have gone through a major linguistic inclusion with country code TLDs bringing country specific extension like '.in' for India. There has also been a generous development in the field of generic TLDs with longer names, for professional affinity. It later got converted into the concept of Universal acceptance with a necessary shift from traditional 2-3 letter domains to more

linguistically open and wordy top-level domains.

### Upper Hand

Image result for universal acceptance

The expanse of world wide web is unfathomably huge, with easy availability of almost any kind of data/information. However, despite its wide-ranging adoption a major chunk of web is accessible only in English language, trailed by Chinese dialect. In order to cope with the challenge of linguistic anomaly, ICANN has been working to bring Internationalized Domain Names (IDN).

The key is to realize the potential of Unicode standard which allows the use of unique numbers to denote each character. Unicode is language independent and therefore can be used across any region or application without adhering to any specified language barriers. Following the development in the field of ccTLDs Indian agencies also bought .Bharat domain in the year 2011. It is essentially encoded in Devanagari script along with other regional TLDs in Bengali, Tamil, Telugu, Gujarati, Urdu and Gurmukhi.

**For more Information Visit our Website:**

<https://www.itvoice.in/the-headway-of-eliminating-language-barriers-across-the-web>

# Vertiv Announces Dynamic Online Mode and New, Smaller Modules of High Power Density UPS Family



Vertiv announced a new feature for the Liebert® EXLS1 line of uninterruptible power supply (UPS) systems, adding Dynamic Online mode, which allows operating efficiency of up to 99 percent. In addition, Vertiv introduced 500 and 600 kVA 400V module ratings for the Liebert EXL S1. The UPS family is available now in India in seven capacity ratings from 300 kVA to 1200kVA, 400V. The UPS is also available in Asia Pacific, Europe and North America in a variety of input and output voltages. Dynamic Online mode is available for Liebert EXLS1 globally.

Vertiv introduced Dynamic Online mode to the Liebert EXL S1 to meet the needs of cloud, colocation and enterprise data centers that cannot sacrifice any level of availability for incremental gains in efficiency. With efficiency up to 99 percent, the Liebert EXL S1 operating in Dynamic Online mode offers substantial energy savings over legacy UPS systems which average 94 percent efficiency, and even improves on modern UPS systems that approach 97 percent efficiency. Over five years, a 1000 kVA Liebert EXL S1 can save more than \$230,000 over a same-capacity 94 percent efficient UPS system and more than \$140,000 over a same-capacity 97 percent efficient UPS system.

"In the fast-evolving Indian digital landscape, optimization, availability, and energy efficiency are critical elements of IT environments that support 24x7 businesses," said Vikas Srivastava – director of product management for power, Vertiv in India. "The addition of high efficiency mode and extension of our Liebert EXL S1 UPS line allows our customers access to the best industry UPS systems, and highest levels of availability to their IT infrastructure." While in Dynamic Online mode, the Liebert EXL S1 inverter can instantaneously assume the load and maintain the output voltage well within the IEC 62040-3 Class 1 specification. That means systems equipped with Dynamic Online mode can safely transition from high-efficiency (Voltage Independent) mode to inverter mode with a near-zero-millisecond transfer, thus providing absolute load power protection under virtually any input power outage condition.

The new models of Liebert EXLS1 are up to 40 percent smaller than competitive systems and designed to meet the reliability and flexibility demands of the modern data center. Redundant DC variable speed fans enable the UPS to support 100 percent load even with multiple fan failures. Various input/output options add flexibility and reduce capital and installation costs. As with previously released Liebert EXLS1 modules, customers can parallel up to eight units and leverage Intelligent Parallel mode to automatically optimize efficiency at reduced load levels.

The system's touchscreen interface offers a status-at-a-glance LED light bar, customizable views and multiple security options, while intelligent controls ensure seamless integration with multiple Vertiv and third-party building management and data center infrastructure management systems. All sizes of the Liebert EXL S1 UPS are available with lithium-ion batteries, flywheels, AlBér® battery monitoring, and LIFE™ Services.

## Neuailes Global Launches Managed DMARC Services



phishing and spoofing were eliminated – that's where GoDMARC can help! Our customers gain visibility into attempted cyberattacks and prevent malicious email from being delivered to their employees, partners, and clients.

GoDMARC as a Managed Service is strongly taken by every enterprise client in order to protect against

BEC (Business Email Compromise) or CEO Fraud's

Email Phishing Scams

Brand Reputation

"Get 7 Days Free DMARC Evaluation" [go@godmarc.io](http://go@godmarc.io)

DMARC, which stands for "Domain-based Message Authentication, Reporting & Conformance", is an email

More than 70% of today's corporate security breaches would be prevented if



Don't get hooked by an email scam.

authentication, policy, and reporting protocol.

It builds on the widely deployed SPF and DKIM protocols, adding linkage to the author ("From:") domain name, published policies for recipient handling of authentication failures, and reporting from receivers to senders, to improve and monitor protection of the domain from fraudulent email.

### DMARC and the Email Authentication Process

At a high level, DMARC is designed to satisfy the following requirements:

- Minimize false positives.
- Provide robust authentication reporting.
- Assert sender policy at receivers.
- Reduce successful phishing delivery.
- Work at Internet scale.
- Minimize complexity.

For more information:-

Facebook-<https://www.facebook.com/godmarcio/>

Twitter-<https://twitter.com/GODMARC4>

LinkedIn-<https://www.linkedin.com/company/godmarc/>

## Major Bot Threats: CISOs recognise your Enemy

Nikhil Taneja Managing Director-India, SAARC & Middle East

According to a study by the Ponemon Institute in December 2018, bots comprised over 52% of all Internet traffic. While 'good' bots discreetly index websites, fetch information and content, and perform useful tasks for consumers and businesses, 'bad' bots have become a primary and growing concern to CISOs, webmasters, and security professionals today. They carry out a range of malicious activities, such as account takeover, content scraping, carding, form spam, and much more. The negative impacts resulting from these activities include loss of revenue and harm to brand reputation, theft of content and personal information, lowered search engine rankings, and distorted web analytics, to mention a few.

For these reasons, researchers at Forrester recommend that, "The first step in protecting your company from bad bots is to understand what kinds of bots are attacking your firm." So let us briefly look at the main bad bot threats CISOs have to face, and then delve into their industry-wise prevalence.

### Bad Bot Attacks That Worry CISOs The Most

The impact of bad bots results from the specific activities they're programmed to execute. Many of them aim to defraud businesses and/or their customers for monetary gain, while others involve business competitors and nefarious parties who scrape content (including articles, reviews, and prices) to gain business intelligence.

- Account Takeover attacks use credential stuffing and brute force techniques to gain unauthorized access to customer accounts.
- Application DDoS attacks slow down web applications by exhausting system resources, 3rd-party APIs, inventory databases, and other critical resources.
- API Abuse results from nefarious entities exploiting API vulnerabilities to steal sensitive data (such as personal information and business-critical data), take over user accounts, and execute denial-of-service attacks.
- Ad Fraud is the generation of false impressions and illegitimate clicks on ads shown on publishing sites and their mobile apps. A related form of attack is affiliate marketing fraud (also known as affiliate ad fraud) which is the use of automated traffic by fraudsters to generate commissions from an affiliate marketing program.
- Carding attacks use bad bots to make multiple payment authorization attempts to verify the validity of payment card data, expiry dates, and security codes for stolen payment card data (by trying different values). These attacks also target gift cards, coupons and voucher codes.
- Scraping is a strategy often used by competitors who deploy bad bots on your website to steal business-critical content, product details, and pricing information.
- Skewed Analytics is a result of bot traffic on your web property, which skews site and app metrics and misleads decision making.
- Form Spam refers to the posting of spam leads and comments, as well as fake registrations on marketplaces and community forums.

Denial of Inventory is used by competitors/fraudsters to deplete



Nikhil Taneja Managing Director-India,  
SAARC & Middle East

pages that contain links to affiliates. Content scraping and carding were the most prevalent bad bot threats to e-commerce portals two to five years ago, but the latest data indicates that attempts at affiliate fraud and account takeover are rapidly growing when compared to earlier years.

Bad bots often target real estate portals to scrape listings and the contact details of realtors and property owners. However, we are seeing growing volumes of form spam and fake registrations, which have historically been the biggest problems caused by bots on these portals. Bad bots comprised 42% of total traffic on pages with forms in the real estate sector. These malicious activities anger advertisers, reduce marketing ROI and conversions, and produce skewed analytics that hinder decision making. Bad bot traffic also strains web infrastructure, affects the user experience, and increases operational expenses.

Along with real estate businesses, classifieds sites and online marketplaces are among the biggest targets for content and price scrapers. Their competitors use bad bots not only to scrape their exclusive ads and product prices to illegally gain a competitive advantage, but also to post fake ads and spam web forms to access advertisers' contact details. In addition, bad bot traffic strains servers, third-party APIs, inventory databases and other critical resources, creates application DDoS-like situations, and distorts web analytics.

**For more Information Visit our Website :**

<https://www.itvoice.in/major-bot-threats-cisos-recognise-your-enemy>

## “We proudly proclaim that we’re our best competitor.”-Mr. Ankit Gupta, CEO WeblinkIndia.net



**Nisha Harshwal:-** What were the major challenges for your company? How do you fight those challenges?

**Mr. Ankit Gupta:-** When a company has been in business for some time it needs to scale up and upgrade. Our decision not to use funding to do so was important and proved to be a challenge in itself. This is why we took our own time to reach where we are. During this time we had to remain patient and determined, as funding would have allowed us to grow faster but would have made it difficult for us to maintain the values that make us what we are. Another challenge we faced was remaining resolute in our commitment to clients. What I mean is we were selective in choosing clients, had we welcomed everyone on board, we would have grown faster. However, we know the value of our product and understand how it adds value to organizations. This is why we worked with select clients who would quickly realise the value of our product.

We could have grown faster still had we outsourced, yet we remain committed to delivering the highest quality. This is why we haven't outsourced anything, even when doing so was feasible we didn't do so because it would have diminished our product offering. Another challenge we faced was remaining abreast with the newest technologies. The technology domain is very fluid and demands those who're part of it remain abreast with or even ahead of existing technologies. While this posed a challenge, we've succeeded in surmounting it using research and by interacting with industry leaders. Perhaps a final challenge we faced was finding a young team that was as energetic and enthusiastic as we are. We honed our recruitment process so that we could hire only the best educated and most creative individuals. Today, we have a team that gives us strength to stay rooted and wings to fly on.

**Nisha Harshwal:-** How do you assure your customer's excellent service support?

**Mr. Ankit Gupta:-** Delivering good customer experience is essential to the success of every business. Businesses that don't know this suffer, while those that do excel. We are in the technology and service domain, this means we have to have technical expertise and proficiency in understanding customers needs and how to fulfil them. To give our customers the best experience possible, we have a team that is committed to delivering the best. In order to give their best to customers, our team is specially trained to always remain open to feedback. While this may seem to be a straightforward process practicing openness to feedback and criticism is harder than it seems. To successfully do so, our team is trained to listen to our customers and understand their requirements. Of course, they also have a solid grasp of technology



Mr. Ankit Gupta  
CEO of WeblinkIndia.net.

and trends because it is crucial to serving customers well.

A second technique used by us to provide excellent customer service support is to keep our clients involved in their journey with us. Those who use our services know they'll never have to go through it alone. We're in a sense at their beck and call when it comes to servicing or improving our systems. If customers need a process changed or improved, we're there; if they need a process overhauled, we're there. Hence our customers are our partners. This attitude has allowed us to serve our partners exceptionally well.

**Nisha Harshwal:-** What are your upcoming products for the Indian Market?

**Mr. Ankit Gupta:-** We realize that more people are getting online using smartphones instead of desktops. This trend has been going on for some time now. Hence online traffic is moving from desktops to the mobile space which is causing AMP pages to become a rage. Our products are designed to take advantage of these trends for the benefit of our customers.

We're also attuned to serving the final consumer and do so well regardless of what product is being sold to the final consumer. This is made possible because we design and develop websites that enhance the experience of visitors, which of course means our clients business grows.

**Nisha Harshwal:**- What are some of the top priorities for the company?

**Mr. Ankit Gupta:**- We proudly proclaim that we're our best competitor. In the past and today, we continue to keep ourselves on our toes. Our commitment to delivering the best technology solution to clients makes us want to do things better tomorrow than the way they were done yesterday. While these are high standards, we've tasked ourselves with meeting them. For our clients we create products such as websites and portals that integrate seamlessly with their requirements. These are challenging verticals and we're proud to say we've excelled in them for over 20 years. Additionally, our expertise in designing apps has proven invaluable to clients.

Of course, a few priorities ahead include expansion to even more international markets and to untapped markets. We also think it's important to educate clients about digital marketing so they can learn how it can help them grow their business. This is a crucial area for us and we want to make efforts to play a large role in it.

**Nisha Harshwal:**- Demand for cheap products in this sector is increasing. How do you plan to tackle this issue?

**Mr. Ankit Gupta:**-Our products are competitively priced yet we would never compromise on quality by selling a cheaper product. I agree there is a growing demand for cheaper products however many businesses meeting this demand are doing so by selling a poorer product and service. On the other hand, the product delivered by us is not only of superior quality, but it is also competitively priced. This means in a market flooded by cheap products and services, we stand out. Our service has been good consistently which is why our business has grown largely due to referrals. Unlike companies selling lower cost services that leave customers unhappy, we create a good customer experience and product. This means customers trust us much more than they do companies selling far cheaper products. As long as our customers trust us, we will keep adding value to our bucket.

**Nisha Harshwal:**- Which is the best performing region for your brand?

**Mr. Ankit Gupta:**-We've been successful in many markets, which is no surprise as we've been providing outstanding service for over 20 years. If I had to pinpoint a single market where we've found the most success, I'd say that it is the Middle East.

## More security controls, mobile-friendly licensing and scalability: New Kaspersky Endpoint Security Cloud now comes in two tiers



Kaspersky Lab has launched a new edition of Kaspersky Endpoint Security Cloud — a cloud-based cybersecurity product for small and medium-

sized businesses that seek easy security management and benefit from cloud services. With the new licensing model covering two mobile devices per license for free, Kaspersky Endpoint Security Cloud protects both employees' mobility and business data.

Two-tier solution for various business needs

While growing their operations, businesses may demand more control and scalable protection, combined with the same flexibility and ease of management from the cloud. Companies can now choose between two editions of Kaspersky Endpoint Security Cloud, so they can adopt the level of protection control they require while enjoying the same fast and scalable software-as-a-service product.

Kaspersky Endpoint Security Cloud includes the classic set of cybersecurity technologies, such as file, web and mail protection, firewall, network attack blocker, behavior detection and exploit prevention. Along with web threats, the product now helps to prevent malicious programs exploiting vulnerabilities in outdated software. This has been made possible through vulnerability assessment functionality that reviews applications installed on corporate devices and notifies IT administrators about available patches.

Kaspersky Endpoint Security Cloud Plus adds web and device controls, as well as patch and encryption management. Patch management functionality allows administrators to automate delivering updates for vulnerable applications. Encryption management reinforces protection of sensitive business data, ensuring data stored on remotely encrypted employees' devices is

inaccessible for those without the correct permissions — even if a device is lost or stolen.

Simple cybersecurity management with mobility fully covered. In two-fifths (40%) of SMBs[1], staff work remotely on a regular basis, often accessing services and storing business data on several devices. Kaspersky Endpoint Security Cloud provides companies the flexibility to support this trend in employee mobility by offering protection for one PC or file server and two mobile devices within one license. This means that there is no need to buy multiple licenses, and employees can still work on multiple devices — that could be Windows PCs, Macs, smartphones or tablets on Android and iOS — while businesses can ensure that they remain protected from cyberthreats.

Managed Service Providers (MSPs) or companies with distributed offices benefit from multi-tenancy of the management console, as it allows the security administration of multiple organizations or remote offices from a single account. Through the newly available administrator rights management feature, several administrators can have access to the workspace, this is convenient for businesses that need several IT administrators or MSPs that need to share security management.

Mr. Anand Shringi, Channel Head, Kaspersky Lab (South Asia) said: "As India is a fast-growing economy, and we are positively progressing towards digitization the small and medium companies are now growing and expanding their businesses with the support of the Make in India initiative. The current circumstances in an economy like India offers great opportunities to everyone and cloud security is a perfect tool for SME's to rely and run their businesses on. We at Kaspersky Lab, understand this and would like to help the businesses grow and function smoothly on cloud with our solutions, because we believe that with evolving technology, smart businesses evolve their way of working."



## Fortinet to Close the Cyber Skills Gap Through Its NSE Institute Training and Certification Program

Fortinet®, a global leader in broad, integrated and automated cybersecurity solutions, today announced it continues to lead the way on training and education in the company's ongoing efforts to close the cyber security skills gap by rolling out even further expanded training and education initiatives. Recent additions to the company's education and training programming includes additional Fortinet Network Security Expert (NSE) Institute cloud certifications and the offering of its cyber security awareness training – at no cost – for individuals or organizations seeking to deploy a cyber security awareness training program.

### The cyber skills gap

A 2019 Gartner survey shows the global talent shortage is now the top emerging risk facing organizations. The expansion of the digital marketplace has generated more jobs than the current supply of security professionals can meet. A problem of scale; there is currently not an efficient way to create skilled security practitioners at the same rate. Unfortunately, there are not enough skilled humans available to properly plan, manage, integrate, and optimize security devices, strategies, and protocols. For example, according to a recent workforce development survey, 59% of organizations have unfilled cybersecurity positions, with Frost & Sullivan forecasting a shortfall of 1.5 million by 2020.

Fortinet continues commitment to bridge the cyber skills gap. In today's global cybersecurity threat landscape, education is crucial to the success of organizations. Creating and executing a strategy with a wide scope can be a daunting task, but this is precisely the mandate and strategy of the Fortinet NSE Institute. The Fortinet NSE Institute was created to provide broad-based training that arms participants with a foundational understanding of the threat landscape, as well as the cybersecurity fundamentals and skills to implement strategies and technical concepts that are in high demand. While the Institute's flagship NSE Training and Certification program has issued nearly 200,000 certifications, it is equally focused on education programs such as the Fortinet Network Security Academy program for high schools, colleges and universities, the FortiVets program that facilitates the transition of exceptional military veterans into the cybersecurity industry by providing professional networking, training, and mentoring, as well as free publicly available awareness training that can be accessed by any company wishing to deploy an internal cyber security awareness program for employees.

- Cyber security training & education milestones:
- There are now over 140 academies in more than 50 different countries.
  - Fortinet has provided nearly 200,000 NSE certifications, building a skilled workforce that will be recognized in the industry as an elite group of security professionals.
  - The company recently made public cyber security awareness trainings NSE 1 and 2, whereby these free offerings are now available to the public at large. For example, any Security Operations (SecOps) team seeking to deploy a cyber security awareness training program now has an easy and no cost way to get started.
  - Fortinet introduced the NSE 7 Cloud certification, consisting of

two training courses, "Public Cloud Security" and "Private Cloud Security," and were both offered as part of the training schedule at Fortinet Accelerate conference, held in Orlando from April 8 – 11, 2019.

- During the past year, the number of NSE8 certifications awarded has doubled, a certification designation that identifies a candidate's comprehensive knowledge of network security design, configuration, and troubleshooting for complex networks.
- The Fortinet Fast Track Program, launched at the company's 2018 Accelerate conference, now has over 8,000 participating partners.
- There has been an average of 300 – 600 student sessions around the world per week, based on recent company data.

### Addressing the skills gap at scale

In addition to the established company-led training and education programs, a comprehensive training and education strategy must include strategic partnerships within government, academia and NGOs, such as Fortinet's strategic relationships with organization such as the World Economic Forum (WEF) and its Centre for Cybersecurity, the Global Threat Alliance, CompTIA, and various university research programs. Fortinet will continue its efforts to broadly and globally collaborate, innovate and develop powerful global solutions to reduce global cyberattacks, contain current and future cyberattacks, and deter cybercrime.

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## Canon boosts XA Series with first 4K-capable professional camcorders

# Canon

## Delighting You Always

Continuing its commitment towards innovation, Canon India, one of the leading imaging organizations, today announced the launch of four new XA series professional-use camcorders capable of capturing video in 4K 25/30p. The XA50/ XA55 is equipped with 1.0 type CMOS sensor for high image quality; and the XA40/ XA45, a compact, lightweight model is equipped with a 1/2.3 type CMOS sensor. These newly announced models are the organization's first XA series models, which are capable of capturing 4K video.

Commenting on the launch, Mr. Kazutada Kobayashi, President and CEO, Canon India, said, "At Canon, we are at the forefront of strengthening the imaging culture in the country and hence we consistently develop products in line with requirements of the evolving behavior of our customers. With its beautiful landscapes and rich and diverse culture, India is one of most beautiful countries in the world, thereby becoming any videographer's delight. With our vision of elevating the imaging culture in the country and keeping innovation and quality in focus, we are happy to introduce the four new XA series for enabling video content creators to strengthen innovations in the Indian market. We have designed this series of camcorders for professional use, keeping in mind the high degree of mobility required for on-location videography in fields such as weddings, broadcasting, webcasting, reporting, short films, documentary and event shooting. With this launch, we aim to widen the connect with both budding and professional videographers across the country."

Speaking about the product, Mr. Eddie Udagawa, Vice President, Consumer Imaging and Information Centre, Canon India said, "Video content today has become one of the most popular form of communication and storytelling. As a medium of strengthening connect, to consume or make content, video is one of the preferred choices, due to its greater recall value. With the aim of empowering the videographer's community, the XA series will focus on creating compelling content for various forms of videos. The XA40/ XA50 is precisely designed to cater to professional domains like weddings, events, short films and short documentaries while XA45/ XA55 will cater to Weddings, ENG, Education, Webcasting and documentaries. We are positive that our XA series, with its 4K video capability and DIGIC DV 6 Processor, will support our customers in delivering high image quality and desired impact. The XA series comes in a compact and lightweight body keeping in mind the high degree of mobility required for on-location videography, designed for both

professional and enthusiastic videographers."

With its 1.0 type CMOS sensor, the XA50/ XA55 delivers the high image quality and imaging performance required to support professional users, while the compact and lightweight XA40/ XA45 realizes superb mobility and operability ideal for both professional and enthusiast videographers.

The XA50/ XA55 is equipped with a 1.0 type CMOS sensor — a first for the XA series — and a DIGIC DV 6 image processor, along with a 4K-compatible 15x optical zoom lens that optimizes 4K 25/30p image capture across the entire zoom range, from 25.5mm at the wide-angle end to 382.5mm at the telephoto end I. With Canon's Dual Pixel CMOS AF technology, the XA50/ XA55 achieves smooth, high-performance autofocus and subject tracking during shooting. Even during 4K shooting, when high-



precision is crucial, intuitive touch panel operations enable quick and accurate focusing.

The XA40/ XA45 features a 1/2.3 type CMOS sensor, a 20x optical zoom lens and a DIGIC DV 6 image processor, all in a compact and lightweight body measuring approximately 131mm (W) x 180mm (H) x 231mm (D) and weighing approximately 1.13kg2. In addition to 4K 25/30p video capture and the large zoom range of 29.3mm at the wide-angle end to 601mm at the telephoto end I, the XA40/ XA45's over sampling HD Processing function effectively utilizes data acquired by the 4K imaging sensor to record full HD video with even higher image quality than its predecessor, the XA30/ XA35 (released in December 2015).

Additionally, XA55 and XA45 also comes with 3G SDI terminal port which is the exceptional feature over XA50 and XA40 respectively.

The XA45 and XA40 will be available in April 2019. The XA55 and XA50 will be available in June 2019.



## Cool, Quiet, Ready for Use: New Platform for Micro Data Center and Edge Computing



R&M, the globally active developer and provider of cabling systems for high-quality network infrastructures, based in

Wetzikon, Switzerland, is launching a ready-for-connection micro data center. It's called EdgeGo Basic and is used as a platform to be able to provide infrastructures for edge computing in next to no time.

With EdgeGo, R&M is supporting the current trend for creating compact, high-performance data center infrastructures on the edge of the cloud. Here providers, companies, utilities and cities all over the world are installing large numbers of additional edge data centers. This means they are creating cloud-like, autonomous computing performance.

With EdgeGo R&M is launching a ready-wired, sound-proof micro data center for creating infrastructures at the edge site.

### Processing major amounts of data on site

They need them to be able to operate particularly security-, time- and company-critical as well as bandwidth-greedy applications. If massive quantities of data had to be processed latency-free, the transmission path to a central hyperscale data center would often be too long and too expensive. Use cases of edge computing include 5G services, autonomous driving and production, artificial intelligence for buildings and machines, medical technology, trade, augmented reality, blockchain, smart city and smart grid.

R&M believes the ready-wired edge solutions could be

implemented particularly in industrial companies producing in leased buildings. There would be no need to plan and integrate additional server rooms with raised floors and further elaborate components. A move would be simple as EdgeGo can simply be disassembled and moved on. Further areas of use are in trade, banks, law firms, hospitals, authorities and the transport industry as well as in the military.

R&M equips the EdgeGo housing with sound protection, cooling and a security camera. Users add cabling and IT equipment as required and can start operating the micro data center immediately.



EdgeGo has the dimensions of a rack with 42 height units. The cabinet is sound-proof. EdgeGo reduces the noise of the active equipment by 31 dBA. That corresponds to 99.9% of the typical emissions of IT devices. This means EdgeGo is particularly suitable for noise-sensitive environments. A temperature-regulated controller controls the speed of the ventilators. The active cooling attains a performance of 12 kW, a best-in-industry figure. The capacity of the passive cooling is 2.75 kW.

## DIGISOL Showcases New POE Enterprise Cabling Series at BICSI 2019, Mumbai



DIGISOL Systems Ltd., a leading provider of the IT Networking products, participated in BICSI India Conference held at The Westin, Mumbai. The company showcased the new Enterprise Cabling Series. The series comprises of CAT 6A Keystones and Industrial Field Plugs that are PoE+ compatible. These newly launched offerings are Made In India. Understanding the growing market demands for POE+ compatible IT networking solutions, DIGISOL introduced these products that offers better performance, reduces resistance in the network and improves noise cancellation.

Commenting on the occasion, Mr. Mandar Joshi, Vice President Sales, DIGISOL Systems said, "Just like every year, we are delighted to be part of BICSI's Mumbai conference. It offers an opportunity to connect with leaders & professionals from the Information & Communications Technology (ICT) community. We are thrilled to introduce CAT 6A Keystones and Industrial Field Plugs under our new Enterprise Cabling series. Our aim has been to provide best of IT Networking solutions that fulfil the industry demands and with launch of this new series we are continuing the momentum."

DIGISOL's cabling portfolio includes Copper cabling solutions (Cat5e, Cat 6 & Cat 6A), UTP/STP LAN Cables, Keystones, Patch Panels, Patch Cords, Face Plates etc. The Fiber r range comprises of Fiber cables, Fiber Patch Cords, Pigtaills, LIU couplers and an entire FTTH Product line. DIGISOL's cabling products adhere to EIA/TIA and ISO/IEC international standards. DIGISOL Structured Cabling Systems is designed to fulfill the network connectivity needs of medium to small businesses and home networks, as well as SME & Enterprises requirements.

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