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Postal Reg No JaipurCity/403/2018-20 RNI No RAJENG/2008/24575



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Volume12 | Issue05 | Pages :28 | Monthly | July 2019 | www.itvoice.in | Price ₹20/-

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June 2019 Vol.12 Issue 03

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### For Subscription Queries

contact [subscription@itvoice.in](mailto:subscription@itvoice.in)

Subscription Amount

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

Including Courier Charges

All Payment are in favor of IT Voice Media

(P) Ltd., Jaipur

AXIS BANK Ltd. 910020041931806

IFS Code UTIB0000010

### Printer:

Shri Shyam Offset Printers,

C-146, Dhadhich Nagar, Opp.

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

\*All disputes are subject to the exclusive jurisdiction of competent court and forums in Jaipur only.

## Fast-forward to the future with 5G networks

With 5G networks in the future quickly: 5G is slowly transforming itself from a common concept to a network application, with a lot of fanfare and enthusiasm and speculation. Network operators are planning 5G network testing and testing lines to determine how to achieve the 5G vision. 5G networks promise fresh services, additional video connectivity, and Cloud support.

The 5G revolution has three primary uses:

1: Enhanced mobile broadband. It is no wonder the continued rise in demand for portable connectivity will accelerate significantly, with a promise of 10 Gb / s of connectivity and latency of less than five milliseconds. This enhanced velocity is estimated by the sector to boost 10-to 100-fold the amount of 5G-connected appliances compared to 4G-connectors.

2: Internet of Things (IoT). The published predictions estimate that 5G's virtualized radio technology-agnostic core will be 20 billion IoT connections by 2020—links that drive clever houses and towns. In fact, ITVoice anticipates that 5G will offer up to 1000 times the bandwidth of the 4G, which can accommodate up to 5 times its density.

3: Networks with high reliability, low latency. In addition to doing what 4G does best and faster, 5G speeds will open new doors that allow driverless cars to coordinate across the network, enable increased reality and virtual reality, and expand horizons of remote operation

and other applications that can deliver their assurance only on the highly latent network, such as 5G's 5-millisecond limit.

In the context of these cases, it makes sense to consider what can be done to make this application possible, as the template of a real-world 5G rollout. This plan consists of three main approaches for operators.

One is to densify or increase ability through more antennas, cellular panels or other measures in a specified region. This strategy also covers upgrading to MIMO and sectoral technologies. The second is virtualization, which translates physical machinery into virtualized settings in central information centres. The intrinsic effectiveness of this strategy can decrease expenses by up to 70%. The third is to optimize current assets and procedures, including, but not only, the redeployment of wireless and TV spectrums from the earlier generations and a move towards computing resources. Efficiency is critical in design for all aspects of 5G throughout the converged network.

It is as important to get ready for 5G as to know how it is used. At ITVoice we conducted a comprehensive study of the landscape of before 5G and after 5G and are happy to say what we understand. Visit [ITVoice.in](http://ITVoice.in) or get in touch with us anytime to learn about 5G. ITVoice, built on experience and focused on progress, can not wait for you to unlock 5G network energy and potential.

*Tarun Taunk*  
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# Zebronics unveils its latest 2.1 speaker called 'Zeb-Pristine 2', 'Zeb-Elite Monster 2x10' and new boombox 2.1 speaker 'Zeb-Space Car'



Zebronics India Pvt. Ltd, India's leading brand of IT & gaming peripherals, sound system, mobile/lifestyle accessories, and surveillance products has launched a new speaker in its 2.1 range called 'Zeb-Pristine 2' Unwind your long day with your favorite music or change the ambiance with the RGB LED light setting the Zeb-Pristine 2 has it all. Get high fidelity audio on powerful "Zeb-Pristine 2" 2.1 speaker that has supreme aesthetics like a front panel with dual texture finish and a fabric finish on satellite speakers. The speaker comes with an LED display, has soft touch rubber buttons to elevate its style and also comes with RGB

lighting that brings a splash of colors into any room.



Zeb-Pristine 2 comes with controls on the front panel which include media and volume controls. The speaker

also has multi-connectivity options where you can stream your music wirelessly via BT or use your USB/ SD card. It also has AUX support and comes with a built-in FM radio too. Speaking on the new launch Mr.Pradeep Doshi said, "We're constantly innovating and upgrading our product range like for instance our newly launched Zeb-Pristine 2' is a good combination of sound and style." The speaker is available at leading stores across India.

Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a powerhouse speaker dubbed Zeb-Elite Monster 2x10.

Parties at home can get way more cooler with the Zeb-Elite Monster 2x10 that promises entertainment at large with karaoke settings, recordings, guitar input and much more. Cocoon at your home without missing out on a party atmosphere with the Zeb-Elite Monster 2x10. Play your favorite music, host a friends gig or sing karaoke with the lights to make your home the sacred space for your kind of entertainment.

When it comes to design the speakers are built of sturdy materials with a simplistic design scheme. The speaker comes with top handles for ease of portability and has individual music controls to make the listening experience even more personal along with more features. Bring the party home with the magnamus sound and style with the 'Zeb-Elite Monster 2x10' that comes with the perfect karaoke setting so that you experience is elevated.

The speaker comes with 2 wireless mics with karaoke and recording feature so you can not only listen but record your voice. Apart from karaoke there are features like dual AUX, Guitar in option along with other multi-connectivity options like BT/ USB /Micro SD. The speaker also has an LED light control switch so that you can have a party vibe right at home. The speaker has gives you a complete control by giving you individual controls for volume, bass, treble and comes with a built-in

radio too. Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebronics says, "It's all about having a party like experience at home with your loved ones and to enhance those special occasion comes our speaker Zeb-Elite Monster 2x10 with big on sound and style speaker so that you can create your favorite memories right at home." The speaker is available at leading stores across India.



Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories and surveillance products has launched a boombox design 2.1 speaker in a compact design dubbed Zeb-Space Car. Blasting your music after a long day or watching an episode of your favorite show on your desktop can feel sublime. Add some LED lights and voila your mood is not only uplifted but you feel at ease. The boombox element brings forth nostalgia that hits you immediately, the speaker is truly designed keeping elements intact with an approach for a small footprint and wire free solution. Zeb-Space Car is truly distinct from all 2.1 speakers because of its unique design, first off it's a compact speaker giving you the convenience of space. It's a one unit speaker which saves space yet functions like a 2.1 speaker in terms of sound.

Listen to bass like never before on the Zeb-Space Car 2.1 speaker that comes with a powerful 10.12cms low frequency driver and dual 7.62cms mid range driver with separate controls for bass and volume. Featuring a boombox design the speaker comes in interesting pattern with a futuristic front grill. The front panel features an LED display along with LED light. There are buttons on the top for volume/media. The speaker also has multi-connectivity options where you can stream your music wirelessly via BT or use your USB to plug in. It also has AUX support and comes with an in-built FM radio.

Speaking on the new launch Mr.Pradeep Doshi said, " We're proud to have added a new boombox speaker to our 2.1 range with 'Zeb-Space Car'. This speaker is the need of the hour with people shifting from wired to wireless, but with this 2.1 you will hardly come across any tangles due to it's one unit design which is less on space and loud on sound."

The speaker is available at leading stores across India.





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# eScan's products are already compatible with the cloud technologies – Mr.Sunil Kripalani, Senior VP (Global Sales and Marketing) of eScan



**In an exclusive interview with ITVoice, Mr.Sunil Kripalani, Senior VP (Global Sales and Marketing) of eScan, reveals his strategies for business in India.**

**Vikas Gupta:-** What will be your growth strategy in India for this financial year?

**Mr.Sunil Kripalani, Senior VP (Global Sales and Marketing) of eScan**

**Mr. Sunil Kripalani:-** eScan this year would be banking on a strong marketing and channel strategy to contribute towards our annual growth. Even though we have a comprehensively designed channel program that encompasses sales, technical and marketing programs for our channel partners, this year we also plan to promote our brand through the word of mouth by further enhancing the world class experience that we are already providing to our users.

We have also planned our business strategies with aggressive and in depth market penetration in mind, which would increase our market share drastically from the myriad of products that we offer to our end clients.

**Vikas Gupta:-** With so many vendors offering security solutions, do you think loyalty is a major issue?

**Mr. Sunil Kripalani :-** We have a retention rate of over 90% from our client base, with the different range of products in our portfolio. We enjoy the trust and faith of our customers and we are happy to share that, our customers don't like to switch brands once they are on boarded by eScan due to the superior product quality and the constant innovation that we bring to the product.

**Vikas Gupta:-** How do you think your enterprise channel partners should pitch eScan to execute profitable business deals?

**Mr. Sunil Kripalani :-** Due to the ceaseless advancements in the IT landscape, the threats to the network across devices have also increased from different sources. We expect our enterprise

channel partners to educate the masses and end clients alike with the pros of digitalization and the cons of it as well. While educating them about the threats, our partners would also be educating them about the range of products eScan has in our portfolio and how our products can help them curb the ever-growing threats that the infinite abyss of the internet poses.

This would be the ideal way for our enterprise channel partners to pitch our products while working towards earning profitable business deals.

**Vikas Gupta:-** What are the key differentiators of eScan in antivirus market?

**Mr. Sunil Kripalani :-** With over two decades of pure-play IT security solutions provider, eScan is well poised among its global peers owing to our strong research and development team. Since we have a full-fledged development center in India, we do a lot of corporate customization for our corporate and enterprise clients. Owing to our development team, we have been continuously building and strengthening our technology that uses the latest Artificial Intelligence to IoT based specific solutions to be ready for the next wave of change in the IT domain. Hence, due to the constant evolvement of technology we provide to our end clients, we believe that our ability to improvise which enables our clients to counter any threats arises as a key differentiator for eScan in the Antivirus market.

**Vikas Gupta:-** What will be the company's strategy as far as system integrators are concerned?

**Mr. Sunil Kripalani :-** With a vision to be the brand leader among security products and solutions in India, we plan to recruit system integrators on pan India levels who can offer excellent services and support to the end customer. We plan to strengthen the network of our system integrators, giving prime importance to the satisfaction of our customers.



Mr.Sunil Kripalani, Senior VP (Global Sales and Marketing) of eScan





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## BIOSTAR Launches the H310MHP Micro ATX Motherboard Posted by Archana

In this modern era, social media seems to have become a part and parcel of our lives. We practically, eat, sleep, breathe in this world surrounded by Facebook, Twitter, Instagram, et al, for we believe it makes the world a smaller place to live in. Apart from becoming one of the mainstream modes of communication, social media has also proved to be extremely beneficial for businesses and industries across the world.



Since social media is a primary aspect of the digital marketing space, it is important for businesses to make the most of it to stay at the top of their game.

While most businesses especially, MSMEs communicate with their audience through traditional media, i.e. Newspapers, Television, Radio etc. the response time tends to become high and the interaction level is almost negligent. The communication isn't personalised which makes the audience feel less relevant.

Since the MSMEs form the backbone of the Indian economy, it is crucial for them to become a part of this globalisation and understand the essence of social media. According to the reports on Hubspot, 92% of the marketing professionals have reported that social media marketing played an important role in their businesses with as much as 80% of them claiming that their inbound website traffic increased because of it.

Jayati Singh Global Head, Marketing – Tally Solutions

Social Media – An Integral Part of Digital Marketing

With digital marketing changing the entire landscape of advertising, marketers are investing most of their time in marketing campaigns and building a brand for their product. While digital marketing strategies vary business to business, let's look at how B2B and B2C are different when it comes to exploring this wide space.

One of the key differences between B2B and B2C digital marketing is the audience. Since B2B activities are only confined from one business to another, it is important to understand the communication technique. Typically, B2B customers are accustomed to being bombarded with information which are packed with the technical aspects of the product/service. B2C, on the other hand, the customers only want to know about the product or service in a more colloquial and entertaining manner. For MSMEs, to design a digital marketing strategy, it is extremely important to assess the kind of business model a company is. The communication can then be designed, and the consumers can be approached in the



# The most affordable real full screen premium smartphone realme X will be available starting from INR 16,999 with 10% instant off in today's 'Hate-to-Wait' sale!

**realme**

Realme, the No. 1 quality and emerging smartphone brand in India, has announced the launch of the 'Hate-to-Wait' sale for realme X.

Scheduled to go live on July 18 from 8 PM onwards on Flipkart and realme.com, the campaign will make the flagship offering available at just INR 16,999 (for 4GB RAM + 128GB ROM) and INR 19,999 (8GB + 128GB ROM) – ahead of its official start of sale on July 24!

Realme's latest sale campaign will also provide a range of exciting offers. The brand will offer an instant 10% discount on all realme X purchases conducted through SBI credit cards. Customers can additionally avail No Cost EMIs for up to 6 months and a free Paytm First membership worth INR 750, along with benefits up to INR 20,000 on realme.com. According to the terms and conditions on Flipkart, consumers can also use the INR 855 deposit of Alpha Sales to purchase other products including realme X.

Realme X is designed to not only fulfil all the needs of new-age Indian smartphone users but exceed their expectations as well. In addition to delivering a true fullscreen smartphone experience at

the most affordable price, the premium offering comes equipped with the latest in-display fingerprint technology. The state-of-the-art smartphone also features a dual rear camera setup with Sony IMX586 48MP and 5MP sensors, while its pop-up front camera comes with a Sony IMX471 16MP sensor.

Employing the Kryo eight-core architecture, realme X is built on Qualcomm's 10nm Snapdragon 710 processor and is powered by a 3,765mAh battery with 20W VOOC 3.0 Flash Charge. The Adreno 616 GPU lends it an engaging visual aspect through more efficient and advanced 3D image rendering. realme X's super narrow black bezel, best-in-class screen-to-body ratio, and notch-less fullscreen, coupled with Dolby Atmos' powerful audio, guarantees a super-immersive entertainment experience to users. Available in two colours, Polar White and Space Blue, realme X combines superlative power and performance with affordability.



## OPPO strengthens India Leadership; Appoints Sumit Walia as Vice President, Product & Marketing

**oppo**

Capgemini is expanding its AI capabilities with Microsoft through a

series of strategic services aimed at helping enterprises to accelerate their adoption of AI technologies. The new services include AI Engineering for production-grade Data and AI platforms, AI for Operations Intelligence and AI for Customer Experience.

Embedded in Capgemini's Perform AI portfolio offering, Capgemini's AI Engineering service offering enables organizations to modernize their data estate to deliver trusted, reliable, data and AI platforms to support AI at scale applications and data-centric reference architectures. By combining Azure with relevant data and analytics, AI Engineering turns data into actionable insights that clients need to move towards a unified infostructure, for delivering insights directly to applications and end users.

In the industrial context, by launching AI for Operations Intelligence using Azure IoT, Capgemini is helping manufacturers to create an integrated AI-powered data and insights foundation, imperative for moving intuition-driven operations to insight-driven, closed loop, and autonomous plant operations. A key component, the Capgemini Intelligent Operations Platform (IOP), provides the ability to scale up manufacturing and operations intelligence to enable improved visibility, predictability and adaptability.

Finally, Capgemini's AI for Customer Experience (CX) delivers a highly personalized and immersive customer experience at scale while improving the operational efficiency of marketing, sales and service functions. Capgemini's AI in CX services enable its clients to leverage Azure AI capabilities within Dynamics 365 for Sales, Dynamics 365 Market Insights, Dynamics 365 for Customer Service and in Azure Bot Framework to increase revenues, resolve issues faster, reduce contacts volumes and complaints, as well as improve end user customer loyalty, engagement and overall satisfaction.

Anne-Laure Thieullent, AI and Analytics Group Offer Leader at Capgemini said, "We launched our Perform AI portfolio earlier this year in order to help our clients deliver more tangible business outcomes with trusted AI at scale. Our strategic partnership with Microsoft and the solutions we are jointly launching today are changing the game for organizations wanting to drastically accelerate the business outcomes of their AI initiatives deployed in the Microsoft Azure Cloud. Together we are helping organizations across industries to deploy AI solutions in production with an optimized time to market, enabling them to fulfill the transformation potential they expect from AI."



# Social Media: Impact, Relevance and Usefulness in the growth of MSMEs

In this modern era, social media seems to have become a part and parcel of our lives. We practically, eat, sleep, breathe in this world surrounded by Facebook, Twitter, Instagram, et al, for we believe it makes the world a smaller place to live in. Apart from becoming one of the mainstream modes of communication, social media has also proved to be extremely beneficial for businesses and industries across the world.

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packed with the technical aspects of the product/service. B2C, on the other hand, the customers only want to know about the product or service in a more colloquial and entertaining manner. For MSMEs, to design a digital marketing strategy, it is extremely important to assess the kind of business model a company is. The communication can then be designed, and the consumers can be approached in the most impactful way which would eventually make

their business boom.

While most businesses especially, MSMEs communicate with their audience through traditional media, i.e. Newspapers, Television, Radio etc. the response time tends to become high and the interaction level is almost negligent. The communication isn't personalised which makes the audience feel less relevant.

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### Social Media – An Integral Part of Digital Marketing

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### Digital Marketing for B2B MSMEs

Creating marketing campaigns for B2B companies which are targeted to be populated on social media is quite tricky. While the traditional tactics like business brunches and cold callings are still practiced, to make your brand speak for itself, social media advertising should definitely be adopted. Identifying the mediums through which you would want to communicate with your audience in the most effective way is one the key steps in B2B marketing as your audience won't be present actively on all the platforms equally. Look at this infographic found by Content Marketing Institute which will give you an idea of where your audience primarily lies

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# Technology adoption: A catalyst for MSMEs growth

We know that MSMEs play a vital role in most economies around the world – contributing a significant portion of the economy and employing most of the available workforce. In India too this is our reality – MSMEs contribute 45% of overall export as per msme.gov.in and 14.9 million people are being employed in the MSME sector per annum, according to a survey conducted by CII. As we look at the next few years of continued economic growth, a key pillar will be to see how MSMEs across India become more efficient and grow faster, directly helping the growth of the nation. In this article, we will look at seeing how technology can play a key role to achieve this objective.

In order to understand how technology can play a key role, we must first understand what the state of technology adoption amongst the Indian MSMEs is today. A recent survey was conducted by Tally and Kantar amongst 2250 MSMEs of different industry verticals across 34 cities in the country. The study revealed that 35% MSMEs has adopted business management software and among them more than 40% of the MSMEs already use digital banking and payment services with another 40% likely to adopt soon.

However, less than 25% business management software users have adopted business applications like financial applications, customer relationship management applications, etc, but a strong 45% looking to adopt these in the near future. While the adoption of online services is relatively on the higher side, the adoption of applications that can greatly help improve business efficiency and effectiveness has been disappointing. If technology providers recognise the reality of the MSMEs that we serve, there is a strong possibility to increase the adoption rate of these applications.

In order to understand what it takes to build applications and even business models that can successfully serve the MSMEs of India, one must look at beyond just the business and look at the circumstances that surround the entrepreneur and the business.

The first observation is that MSMEs are typically seen as unorganised, or disorganised businesses by technology vendors and so business applications are architected to organise the business. But by going a little deeper, we will realise that most businesses are actually adaptive because of circumstance – they are under the pressures of the way of working of their customers and suppliers. By building technology to organise the business, many products and solutions ignore this reality, and this soon renders the solution unusable.

The second observation is the realisation that while MSMEs remain small, their buying behaviour mimics that of larger enterprises, especially when it comes to technology. This means that to a large extent, MSMEs will still expect sales and service of technology products at their offices or establishments, requiring an innovative sales and distribution strategy, and appropriate business model supporting the same. Digital distribution, and digital servicing has been on the rise, still however remains at a nascent stage for this sector.



Overall, MSMEs remain more enthusiastic about technology adoption than ever, and by keeping the above in mind, technology providers can be key players in helping MSMEs become more efficient and grow faster.

## Astrum Bags Three awards at the 10th Edition of DT Awards 2019



Astrum, one of the leading New Technology brands, known for

its innovation and intelligence solutions, has recently won three awards at the 10th Edition of DT awards 2019. Astrum has also been associated at the 'DT Awards' event as a platinum partner.

Astrum has been awarded as the 'Best Quality Portable Speaker Brand', 'Best Range of Quality Power Bank' and the 'Fastest Growing Smart Devices Brand' amongst 50+ categories. Almost 300 IT experts appeared at the award ceremony to celebrate this prestigious honor.

Speaking about the awards which have been received, Mr. Amit Pansari, Managing Director of Astrum Holdings said, "We are grateful to be recognized as the fastest growing and the best quality brand in the new technology segment. We believe this is a result of our unrelenting focus on customers and building long-term

partnerships. It will further encourage our teams to keep delivering innovative solutions to customers."

Astrum with its state of the art technology and hardware, are aiming to set a new benchmark in the Manufacturing Industry under "Made in India".

Currently, Astrum has invested 100 crore on establishing its first Manufacturing facility in Tirupati, Andhra Pradesh spread across 16,000sqm. Apart from this, the brand is also working on their distribution

channel and has satisfied multiple customers with 1500+ service centres across India this month.



## We are looking at bringing on board 50,000 registered partners in this FY – Mr. Navinder Singh Chauhan, Director – Excess2Sell



In an exclusive interview with ITVoice, Mr. Navinder Singh Chauhan, Director Excess2Sell, reveals his strategies for business in India.

**Vikas Gupta:-** Can you please elaborate on the journey of CHECKERS India?

**Mr Navinder Chauhan:-** Conceived and created by Checkers India Technology, excess2Sell is India's largest pure B2B online marketplace for ageing assets. Led by a team of experienced industry professionals in Business Management, Product Management & Alliances, Techno-Sales, Marketing, and Distribution & Retail, the online platform – excess2sell.com offers a solution to the perennial overstock issue while bringing the large unorganized segment under the organized B2B e-commerce space.

Excess2Sell (e2s) was conceived sometime at end of the year 2015 as a solution to take action on inventory that remained unsold. Prior to founding the company, in my last professional stint, I faced a force majeure situation with the product inventory at the distribution points which affected an entire location. The ageing inventory of stockists led to blocked capital and a slow turnaround time for sales. This was a problem that almost all stockists and wholesalers in the country faced and it presented an opportunity for developing a solution to remedy this issue. Excess2sell began exploring ways and means to overcome this situation across channels and was conceived as a solution to overcome this problem faced by the large Indian B2B player base..

**Vikas Gupta:-** What is the challenge that Indian market is offering?

**Mr Navinder Chauhan:-** According to some studies retail business in India is estimated to be in the range of US\$560 billion to US\$600 billion across verticals. This comprises of a huge ecosystem of b2b stakeholders including distributors, wholesalers, and dealers. The ecosystem needs a comprehensive framework of policies in times of changing business models and online marketplaces. Excess2sell being present on both sides on Buyer and Seller ecosystem understands the issues however the sector is fragmented and unorganized.

This makes it difficult to reach out to its stakeholders but it is clear that once we have the players from this segment on our platform, they want to remain on it. While this is a challenge, it is also the sweet spot and our platform is actually meant to serve this part of the B2B universe.



Mr Navinder Singh Chauhan, Director, Excess2Sell

**Vikas Gupta:-** What is CHECKERS India's roadmap for 2019-20?

**Mr Navinder Chauhan:-** Excess2sell is presently consolidating its buyer and seller ecosystem across the country and is poised to grow even more rapidly in the coming year. Apart from the established product categories on the platform, the company is focusing on promoting the newly added verticals which include apparels, electric goods, home appliances, LED lightings, accessories and other luxury items.

The company is investing in building its Human Resources infrastructure to meet the growth challenge. This includes creating talent pools in various cities across the country with focus on bringing on board the best technology talent. The company has chalked out a clear roadmap clear in terms of new features; supply chain integration and real-time buyer and seller connect, among others. Excess2sell is confident of clocking US \$50 million sales revenue in FY20 to maintain its leadership position as the first choice for unsold, overstock, excess inventory liquidation.

**Vikas Gupta:-** What is the major client base of the www.excess2sell.com?

**Mr Navinder Chauhan:-** We are working with partners, wholesalers, distributors, large and medium size retailers across India.

**Vikas Gupta:-** What is your channel policy in India? What kind of channel expansion are you looking for in the near future?

**Mr Navinder Chauhan:-** We are looking at bringing on board 50,000 registered partners in this FY. Our aim is to have 1 million partners on the excess2sell platform in the near future.



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# “We constantly deliver Wow Experiences to our customers”-Mr Kunal Mahipal, CEO Onsitego.

**NishaHarshwal:** Share details about the inception of Onsitego?

**Mr Kunal Mahipal:-** Onsitego was founded in 2010 with the idea of providing hassle-free and reliable post-purchase services to repair and maintain electronic devices and consumer appliances. We are based in Mumbai and have a Pan India service with regional offices in key cities. We conceived the idea after seeing that the customer experience in India is broken and that there's an unmet need for quick, easy and reliable after-sales services.

**Nisha Harshwal:** What is your mission and vision for 2019?

**Mr Kunal Mahipal:** The company's vision is 'To be the most customer obsessed company in the world', and our mission / core purpose is 'To constantly deliver Wow Experiences to customers'.

**Nisha Harshwal:** What are the challenges and gaps faced by consumers in the Extended Warranty segment?

**Mr Kunal Mahipal:** The service request journey of the end customer is incredibly complex with the involvement of retail/acquisition partners and service partners. Apart from deep rooted integration with our retail and service partners, we have also empowered the overall service operations by a number of automation engines and tools. For any repair journey, there are a large number of things which need to go

**onsitego**  
always on

right, for the customer to have a good experience overall.

Take any one of them out and the service delivery falters. With the help of technology, we have ensured that, at all steps of repair journey, the allocation from 1 team to another and 1 owner to another is fast and real time, without any manual intervention. There have been dozens of processes which have seen a transformation via automation, leading to a significant reduction in TAT. The most important of them all, was to empower the service delivery agents using technology.

For example, a pick up executive would have to pick up the broken device and bring it to the regional office for data entry and verification, before dispatching it to the repair center. With the adoption of Livtrack mobile app for field executives, the data entry and validation happens on the go and an executive is empowered to deposit the device directly to the service center, without bringing it to the regional office. This helped us in

cutting red tape and removing a significant lag in the logistics process. For smaller cities and towns, with no presence of field executives, Onsitego operations was empowered with a multi layered integration with various shipment partners. Not only is the shipment request created in a split second (from a potential 2-3 days), it also recommends the best shipment partner, based on performance history of partners and geography of the customers



Mr Kunal Mahipal, CEO Onsitego.

**Nisha Harshwal:** Why do consumers purchasing new phones face the same old problems of screen damage?

**Mr Kunal Mahipal:** Screen and display are fragile components of each device and will always be prone to physical and liquid damage. Repair costs of such a damage can cost up to 40% of the device price

**Nisha Harshwal:** How consumer's investment in Extended Warranties and Protection plans proves to be beneficial in the long run?

**Mr Kunal Mahipal:** Manufacturers usually offer a standard warranty on products which is basically a promise to repair or replace a product within a specified time frame in the event of any manufacturing defect. An extended warranty is a service agreement that helps to increase or extend this period of time. Simply put, if the standard warranty offered by the manufacturer on your new air-conditioner is 1 year, you can opt to extend this up to 3 or 4 years by purchasing extended warranty plan for additional years. Extended warranties are offered by service providers other than the manufacturer and consumers are often given the option to include the additional coverage, either at the time of purchase or when the standard warranty is approaching its end date.

The manufacturer also does not cover incidental or accidental damages to devices and appliances. Damage protection plans from service providers also protect consumers from such problems, helping them save thousands on repair costs.

# Avaya recognized as the 2019 Contact Center Vendor of the Year by Frost & Sullivan

Avaya Holdings Corp. was honored with the 2019 Contact Center Vendor of the Year Award at the Frost & Sullivan 2019 India ICT Awards. The recognition affirms Avaya's proven expertise and leadership in Contact Center solutions across public, private and hybrid cloud deployments.

Now in its seventeenth consecutive year, the Frost & Sullivan India ICT Awards recognizes companies and individuals who push the boundaries of excellence, rising above the competition and achieving landmark business outcomes using digital and disruptive technologies in the Indian market.

Avaya's award comes in no small part off the back of the trust it has garnered among the leading business process outsourcing companies (BPO), running some of the largest contact centers, across the region. Avaya provides contact center solutions for every leading BPO in India, the top 10 outsourcers in the Philippines, the top five BPOs in Japan, along with many other BPOs across APAC.

"Our relationship with the BPO community is very valuable to us and this award validates our continued commitment and focus to bringing innovative products and experiences to market. Contact centers must evolve to meet constantly changing customer demands. With a team of passionate and dedicated employees and a dynamic network of partners, Avaya will continue to deliver the best in omnichannel customer experience solutions for businesses of all sizes," said Vishal Agrawal, Managing Director, India and SAARC, Avaya.

"We have unparalleled opportunities ahead of us and are passionate about providing the flexibility, open architectures, and deployment options that our customers need to exceed expectations and move ahead of the competition. We are actively

# AVAYA

investing in emerging technologies like real-time speech analytics and robotic process automation, which can be leveraged to transform the customer experience beyond voice, enable our customers to increase

efficiency, drive automation, and provide greater flexibility in deployment. We thank Frost & Sullivan for acknowledging our efforts to create seamless and intelligent customer experiences," he added.

Congratulating Avaya on the award, Benoy C.S., Vice President, Digital Transformation Practice, Frost & Sullivan, said, "Avaya has been one of the leaders in the contact center market in India and has made significant progress both in terms of revenue and customer wins in the recent years. The company's approach towards developing new capabilities by partnering with leading contact center technology providers globally and regionally is enabling it to stay on top of its competition.

During 2018, the company launched several new products and solutions that include increasing functionalities in omnichannel capabilities, infusing AI into routing, workforce optimization, agent capability augmentation and analytics, the opening of APIs to integrate customer's existing ecosystem of solutions, etc. The

special focus of the company has been to leverage advancements in technologies like analytics, AI and speech technologies and provide best-in-class contact center solutions to its business customers who can in-turn use the same to provide enhanced experience to their customers."

Avaya is actively helping to drive digital transformation initiatives with some of the leading BPO firms in India, helping them to build unique and differentiated solutions that transform customer experience and deliver greater value.



## No Wires. No Limits. Pure Sound PremiumAV Launches Wireless Bluetooth Handsfree

PremiumAV, leading provider of mobile accessories, launched PremiumAV Wireless Bluetooth Handsfree. The handsfree are ergonomically designed to provide comfortable fit to the ears while listening to music or for long calls. Wireless Bluetooth Handsfree is engineered to keep up with your active lifestyle. The slick designed Bluetooth handsfree stays intact in the ears while the user is on the go or even working out at gym.

Sanjay Garg, CEO at PremiumAV, said "Today's faster generation demands easy seamless and wire-free devices. Our new Bluetooth handsfree aligns with their demands. It is wire-free, light weight and

comes with good quality of sound and effects. So go ahead and Crank it Up! No Wires. No Limits. Pure Sound. Our products comes with a promise to provide high quality for our customers."



PremiumAV is focused to entrust its users with innovative products and with value for money proposition. Wireless Bluetooth Handsfree is ideal for enjoying music. Intelligent voice helps in seamless flow of key words and phrases from your phone calls.



# Eugene Kaspersky explains Cyber-Immunity for C-suite roles

# kaspersky

Eugene Kaspersky recently delivered

the keynote lecture at one of the top 3 schools for Executive Education and leading MBA programs in the world – INSEAD – where he presented the concept of “cyber-immunity” and its importance in building a safer world. The CEO of the leading cybersecurity company told students, graduates, and professors about the current threat landscape and explained how to address the challenges of industry 4.0 and the rapid proliferation of IoT devices.

Experience shows that a public data breach may also adversely affect the careers of those working in top management roles. That’s why, at the c-suite level, companies must understand cybersecurity issues and become more engaged in threat management.

During the lecture, Eugene Kaspersky shared the company’s expertise in confronting cyberthreats and the actors standing behind them, and described a fundamentally new approach

to building a safer world. The fourth industrial revolution means that everything everyone does is computerized, with machine-learning systems used widely in various fields of activity. Today, cybersecurity is about more than just protecting endpoint devices – it is about developing an ecosystem where everything connected is protected, and all the systems are secure by design. Kaspersky calls such a concept “cyber-immunity”.

“I believe that today, knowledge in the field of cybersecurity is more necessary for businesses than ever. And cyber-immunity is the right answer to the challenges of the current reality, in which technology connects everything across different platforms. I was glad to speak to the audience of one of the world’s leading business schools, INSEAD, and share our brand-new vision of building a safer world. Such a dialogue with current and future business representatives is necessary today, whilst we are glad to observe that top management commitment to cybersecurity has significantly increased,” commented Eugene Kaspersky, CEO of Kaspersky.

## Capgemini launches new AI services based Microsoft Azure

Capgemini is expanding its AI capabilities with Microsoft through a series of strategic services aimed at helping enterprises to accelerate their adoption of AI technologies.

The new services include AI Engineering for production-grade Data and AI platforms, AI for Operations Intelligence and AI for Customer Experience.

Embedded in Capgemini’s Perform AI portfolio offering, Capgemini’s AI Engineering service offering enables organizations to modernize their data estate to deliver trusted, reliable, data and AI platforms to support AI at scale applications and data-centric reference architectures. By combining Azure with relevant data and analytics, AI Engineering turns data into actionable insights that clients need to move towards a unified infostructure, for delivering insights directly to applications and end users.

In the industrial context, by launching AI for Operations Intelligence using Azure IoT, Capgemini is helping manufacturers to create an integrated AI-powered data and insights foundation, imperative for moving intuition-driven operations to insight-driven, closed loop, and autonomous plant operations. A key component, the Capgemini Intelligent Operations Platform (IOP), provides the ability to scale up manufacturing and operations intelligence to enable improved visibility, predictability and adaptability.

Finally, Capgemini’s AI for Customer Experience (CX) delivers a highly personalized and immersive customer experience at scale while improving the operational efficiency of marketing, sales and service functions. Capgemini’s AI in CX services enable its clients to leverage Azure AI capabilities within Dynamics 365 for Sales, Dynamics 365 Market Insights,



Dynamics 365 for Customer Service and in Azure Bot Framework to increase revenues, resolve issues faster, reduce contacts volumes and complaints, as well as improve end user customer loyalty, engagement and overall satisfaction.

Anne-Laure Thieullent, AI and Analytics Group Offer Leader at Capgemini said, “We launched our Perform AI portfolio earlier this year in order to help our clients deliver more tangible business outcomes with trusted AI at scale. Our strategic partnership with Microsoft and the solutions we are jointly launching today are changing the game for organizations wanting to drastically accelerate the business outcomes of their AI initiatives deployed in the Microsoft Azure Cloud. Together we are helping organizations across industries to deploy AI solutions in production with an optimized time to market, enabling them to fulfill the transformation potential they expect from AI.”

John ‘JG’ Chirapurath, General Manager, Microsoft Azure Data & AI said, “With the launch of its new Perform AI portfolio, Capgemini continues to accelerate AI outcomes using Azure. These joint services combined with the breadth of Azure, help customers to build and infuse AI capabilities in every experience across every industry for a successful transformation.”

Accredited as a Microsoft Azure Expert Managed Services Provider (MSP), Capgemini has thousands of Microsoft Certified Professionals (MCPs) and Microsoft Azure Cloud Solution architects and was recently recognized as the Microsoft SAP on Azure Partner of the Year. Capgemini serves Microsoft-enabled enterprises in 35 countries across the Americas, Europe, and Asia Pacific, and deployed AI Centers of Excellence in these regions to support strategic client engagements and deployments with Perform AI.

# RP tech India – Logitech Celebrate 20 Years of Partnership



Logitech and RP tech India have contributed extensively in the growth and expansion of their respective businesses

over the last 20 years.

July 17, 2019, Mumbai: RP tech India and Logitech marked two decades of their collaboration in the ICT industry. The partnership started in 1999, has grown to be one of the strongest and longest partnership. Both Logitech and RP tech India have contributed extensively in the growth and expansion of their respective businesses over the last 20 years.

Highlighting the essence of this successful equation, Mr. Suresh Pansari, Director of RP tech India said, "Trust and commitment are the two critical pillars of any successful business. Value addition has always been a forte of RP tech India and we are proud to be the most preferred partner of Logitech. We have closely witnessed the growth of the brand over the years. The way they have diversified into other lines of business and gained leading position is commendable. Logitech has played a pivotal role in our growth and I am sure that together we will achieve our respective organizational goals."

In times when social media was not prevalent and mouth publicity was the only way to create brand awareness, RP tech India organized several road shows to promote the Logitech products in metros as well as B, C and D class cities. Simultaneously, it helped the brand to build a robust ecosystem of channel partners in India.

"RP tech India is known for its innovative marketing activities and PR campaigns. We were the first distributor to organize Foreign Trip Scheme (FTS) for partners. This scheme not only helped in boosting the Logitech channel business but also helped the brand to reach to the masses, said Mr. Rajesh Goenka, Director, Sales & Marketing, RP tech India said adding "Though now there is the entry of other counterparts, we still enjoy a significant share in the Logitech business in India."

Commenced with peripherals, RP tech India has expanded its engagement with Logitech in CNP, Gaming accessories and Video Conferencing solutions business over the last 20 years.

Highlighting the contribution of RP tech India in the growth of Logitech, Mr. Sumanta Datta, Managing Director, India, Indonesia & SWA, said, "RP tech India has been our valuable partner since its inception in 1989. As a company when Logitech needed reliable distribution partner with extensive reach, RP tech India helped us by giving the best distribution solutions to reach our consumers across India, hence helping us become the leading computer peripheral brand in the country. In the next few years, we are expecting new exciting opportunities to grow and to help us in this journey, RP tech India will play a significant role as our long-standing trusted partner." On this occasion, RP tech India has planned a series of marketing and promotional activities for Logitech channel partners pan India.



## DIGISOL Systems Announces Appointment of Mr. Devendra Kamtekar as CEO Posted by Nisha on July 16, 2019



**DIGISOL**

DIGISOL Systems Ltd., a subsidiary of SMARTLINK Holdings Ltd., appoints Mr. Devendra

Kamtekar as CEO of the company. In this role, he will be responsible for leading the business and driving growth by focusing on emerging market opportunities.

Mr. Devendra Kamtekar, CEO, DIGISOL Systems

Announcing the appointment, K.R. Naik, Chairman and Founder DIGISOL Systems said, "DIGISOL is currently on the verge of a tremendous growth curve and we believe it's an ideal time to increase our presence across key markets and product segments through a focused approach. Mr. Devendra Kamtekar as CEO of DIGISOL Systems, would help us drive forward our growth plans by leveraging his rich experience across these markets and product segments. His transformational leadership approach and fresh thinking will strengthen the company's operations and will lead DIGISOL to greater heights."

Commenting on his appointment, Mr. Devendra Kamtekar, CEO, DIGISOL Systems said, "I am thrilled to be part of DIGISOL Systems and contribute to the company's growth in this new role. I am looking forward to work towards meeting the business goals and objectives and anticipate the market needs for tomorrow."

Mr. Devendra Kamtekar comes with 25 years of Experience in the Networking & Telecommunications Industry. His diverse and cross-industry experiences give him the benefit of a broad view of our New journey. Previously, he has worked with companies like Cisco, NCR, Alcatel Lucent & Palo Alto Networks.



# Fortinet Highlights a Rise in Cyber Attacks designed to target Supervisory Control and Data Acquisition (SCADA) and other Industrial Control Systems (ICS)

**FORTINET**

Fortinet, a global leader in broad, integrated, and automated

cybersecurity solutions, today announced the findings of its 2019 Operational Technology Security Trends Report, analyzing data gathered from millions of Fortinet devices to discern the state of cybersecurity for supervisory control and data acquisition (SCADA) and other industrial control systems (ICS). The analysis found many attacks on OT systems that seems to target older devices running unpatched software, indicating that OT networks are increasingly being targeted by IT-based legacy attacks that are no longer effective against IT networks. The report also highlights a rise in purpose-built OT attacks designed to target SCADA and ICS systems.

The majority of these attacks tend to target the weakest parts of OT networks often taking advantage of the complexities caused by a lack of protocol standardization and a sort of implicit trust that seems to permeate many OT environments. This trend is not limited to specific sectors as threat actors targeting OT environments did not discriminate according to industry or geography, as every vertical and region saw a significant rise in attacks.

Key findings from the Fortinet 2019 Operational Technology Security Trends Report:

- Exploits increased in volume and prevalence in 2018 for almost every ICS/SCADA vendor. In addition to the recycled IT attacks being thrown at unpatched or non-updated OT devices, 85% of unique threats detected targeted machines running OPC Classic, BACnet, and Modbus.
- Cybercriminals targeted devices by exploiting the wide variety of OT protocols in place – many of which are specific to functions, industries and geographies. Due to the prevalence of legacy

protocols and the slow replacement cycle for OT systems to deploy new architecture cybercriminals have actively attempted to capitalize by targeting the weak links in each protocol. These structural problems are exacerbated by the lack of standard protections and poor security hygiene practiced with many OT systems.

- Custom OT attacks are also on the rise. Malware targeting ICS and SCADA systems have been developed and deployed for a decade or longer. Attacks specifically designed for OT systems seems to be on the rise, with safety systems increasingly a target. A handful of OT-based attacks over the past decade have managed to make headlines, including Stuxnet, Havex, BlackEnergy, and Industroyer. Most recently, Triton/Trisis targeted safety instrumented system (SIS) controllers which is the first true cyber-physical attack on OT systems.

- Ransomware continues to attack OT systems: As of late 2018, ransomware attacks on IT systems have declined and many threat actors appear to have “moved on” to other types of attacks like cryptojacking. However, cybercriminals tend to recycle existing malware to attack OT systems. This may suggest that ransomware will be a bigger threat for OT systems than for IT ones in the near term.

- Attacks on heating, ventilation and air conditioning (HVAC) systems and electrical grids are more likely to occur when these systems are operating at peak usage—most often during the Northern Hemisphere’s summer months. The age of an OT system is also a factor, with adversaries tending to target older technology more frequently than newer.

As OT systems become more connected, the trend of increased attacks seems likely to continue. This new exposure requires organizations to adhere to more rigorous security operations and life-cycle management best practices to protect their organizations from major threats to the core of their business. As a result, OT and IT teams need to come together to respond comprehensively to increasing threats.

## Realme 3i sells out within 30 minutes of going on sale; 150,000 units sold during the first sale event

**realme**

realme, the No. 1 quality and emerging smartphone brand in India, has received an overwhelming reception to its latest

offering, realme 3i. The ‘Smartphone ka Champion’ sold out within 30 minutes of going on sale today, with 150,000 units sold during its first sale event.

The development highlights realme’s robust presence in the value smartphone segment and reflects its commitment to providing

cutting-edge features and best-in-class technology at the most affordable price points.

The consumer demand for realme 3i also builds on the highly-positive market response that the young brand received during the launch of realme C2 and realme 3 – making it an aggressive player to provide the best smartphone options in the INR 5-10k segment.



# Portronics Launches “Unipower” – Universal Charging Hub cum Travel Power Strip



Portronics, a leading gadgets brand in India unveils “Unipower” – Universal Charging Hub cum Travel Power Strip. It is compact and

lightweight, which can charge upto three 5V USB devices and one 220V AC device simultaneously.

Unipower saves you from the trouble of carrying multiple adaptors when you have to charge multiple gadgets, at home, office while travelling.

Unipower is designed for your daily charging requirements of multiple gadgets that make your life fun, convenient and productive. This Universal device supports 100V-240V range of input voltage and also is backed by Intelligent Charging that allows USB ports to detect and deliver an ideal output up to 3.6A. It has 3 USB ports and 1 AC output which ensures you can charge 3 USB devices and 1 AC 220V device simultaneously.

Safe, reliable, high-quality material:

The device is BIS certified, offering Surge Protection and is Fire Retardant, casing up to 750 degree celsius. It is reliable and is made

up of high-quality strong ABS Plastic material that keeps the device safe and protects it from over-heating and is shock resistant.

Compatibility:

Unipower supports all Android Smartphones, iPhones, iPads, Tablets, Bluetooth Headphones, Power banks, Mp3 players and other 5V USB devices. You can use it for both AC power and USB charging ports simultaneously. It is designed for Indian wall sockets; this device comes with 12 months worry-free warranty.

Pricing and Availability:

Portronics Unipower is available at a unique price-point of INR 1,999/-, can be bought both from online or offline stores.

About Portronics:

Portronics is a class-leading provider of Innovative, Digital and Portable Solutions that help our customers truly transform their Productivity, Entertainment and Wellness levels. Since inception in 2008, we have remained committed to Innovation, Quality, and Elegance in all of our products. Today Portronics has more than fifteen unique product lines with over a hundred innovative and high-quality products to choose from.

With a PAN India presence, Portronics has been successfully delivering its products and services across India for over 10 years.

## Fortinet Ranked No.1 Network Security Appliances Vendor in India by Leading Industry Analyst Firm

“Fortinet has a well-established business platform in the region backed by our investments in cyber security skill training, R&D with more than 100 patents registered from India, professional services, customer support and security solutions that supports open standards.

We have an ecosystem of partners and service providers who help customers to dynamically expand their networks, build dynamicWAN connections, adopt mobility and IoTstrategiesand enable distributed processing.

Our Security Fabric remains a key differentiator as more enterprises customers consolidate towards a single vendor with a comprehensive solution that spans the entire attack surface from the core network to multi-clouds, and the edge, delivering the performance and threat intelligence required to ultimately protect against today’s evolving threat landscape.”

According to the latest International Data Corporation’s (IDC) Worldwide Quarterly Security Appliance Tracker, Fortinet, the global leader in high-performance cybersecurity solutions, is the No. 1 vendor in India for the

first quarter of 2019, based on vendor revenue.

According to IDC, the network security solutions are defined as a combination of hardware, software and networking technologies whose primary function is to protect corporate networks and network-embedded resources from disruption caused by external threats. In this market, IDC includes firewall, unified threat management, intrusion detection and prevention and virtual private network products.

Fortinet Continues Growth with Proven Performance

This No 1 position demonstrates Fortinet’s ability to provide the most innovative, highest-performing security fabric to secure and simplify IT infrastructure. Fortinet is the only vendor capable of delivering an integrated Security Fabric that can protect against potential threats across the entire attack surface and deliver automated protection and visibility to every network segment, device, and appliance, whether virtual, in the cloud, or on-premises.



# TRUECALLER LAUNCHES USER VERIFICATION SOLUTION FOR THE MOBILE WEB

**truecaller** Truecaller today announced the global launch of its Truecaller SDK solution exclusively for the mobile web platform. With this, Truecaller SDK now supports all the key mobile platforms across Android, iOS, React and now mobile web including Progressive Web App support. Developers can access the mWeb SDK from Truecaller's global developer portal.

Across emerging markets like India and Africa, mobile web-based experiences on smart phones are proving to be the first point of discovery for users trying to access products and services online. One of the key challenges in these markets has been to on-board users using email or other modes and getting verified using the inefficient OTP process. This SDK solution on mobile web is intended to simplify this process for developers through its OTP-less and free to use phone number-based verification solution allowing their users to seamlessly and securely access services using their Truecaller credentials. This ensures there are reduced barriers along with fewer user drop offs and resulting in increased growth in verified users that contributes to minimized business risks for the developer.

Commenting on the launch, Priyam Bose, Global Head, Developer Platform & Relations, Truecaller, said, "Our vision has always been to enable the developer community by providing them with solutions that help them to build user focused, trust based and growth-oriented products. User onboarding and verification continues to be one of the critical use cases for developers as it is crucial in creating a first impression for their users in terms of building a seamless and secure product experience. On an average, developers in growth markets are starting to see anywhere between 40%-60% of their users now coming from mobile web, giving us more reasons to launch our Truecaller SDK solution for mobile Web interfaces."

This launch extends Truecaller's philosophy of building and solving problems at scale for users and developers globally, with value-driven functionalities. Truecaller SDK service for the mobile web platform can be used to fulfil use cases such as mobile number-based signup, login,

checkout, verification, and more such touch-points across the user journey.

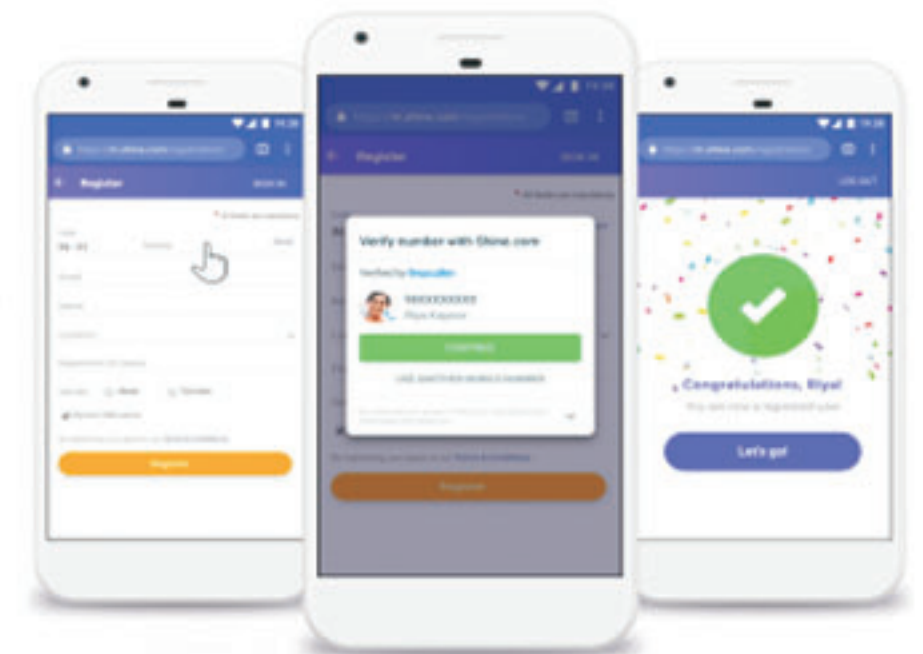
Early access developer partners for this service also shared their experience.

Mukund Laddha, Product Manager, OYO, said, "At OYO, we have been expanding globally at a rapid pace. Improving user experience during authentication has been a key area of focus. This integration with Truecaller presented us with an opportunity to present users with a reliable alternate login method with a large presence across countries. This has made user on-boarding on web more fluid and frictionless."

Zairus Master, CEO, Shine.com, said, "At Shine.com, our constant endeavor is to improve our end-user experience by adopting best-in-class technologies. As an early access partner, the integration with Truecaller's verification solution for mobile web platform will help candidates simplify their registration process on Shine.com and facilitate a constantly active and verified set of candidates on the platform, complete with their updated contact details. We believe that this product integration will give Shine.com a competitive edge over other job portals which solely rely on traditional, OTP-based verification."

Udit Tyagi, Product Head, Times Internet Limited – Indian Languages News Business, said, "In the ever-evolving world of PWA's the gap between app and mWeb is slowly fading away and users expect uniformity and seamlessness in terms of experience and onboarding irrespective of the platform.

By leveraging Truecaller SDK for mobile web, we have been able to improve the on-boarding experience of users in our canvas of mobile web apps. In our case, onboarding conversions via Truecaller are 41% higher compared to standard onboarding processes."



## NetRack exhibits Seismic Certified Racks – NRSs Series at DCD Bangalore

NetRack, a leading solution provider for data centers and end-to-end IT server racks, showcased its NRSs Seismic racks – Ultra rigid racks for high density application in data centers & server rooms specially designed for seismic zones, at Datacenter Dynamics (DCD) converged conference in Bangalore. DCD is India's leading data center and cloud infrastructure convection bringing together senior stakeholders from the Datacenter and Cloud community.

The design and standards of NRSs racks received an exceptional appreciation and acceptance for data center industry leaders across various industries. Seismic zones designated with '3' & '4' require strong and highly rigid racks to protect the data centers from earthquake disasters. With the analysis and understanding of seismic zone requirements, NetRack designed NRSs series with highest rigid quality standards under stringent ISO 9001 – 2015 manufacturing & quality management system.

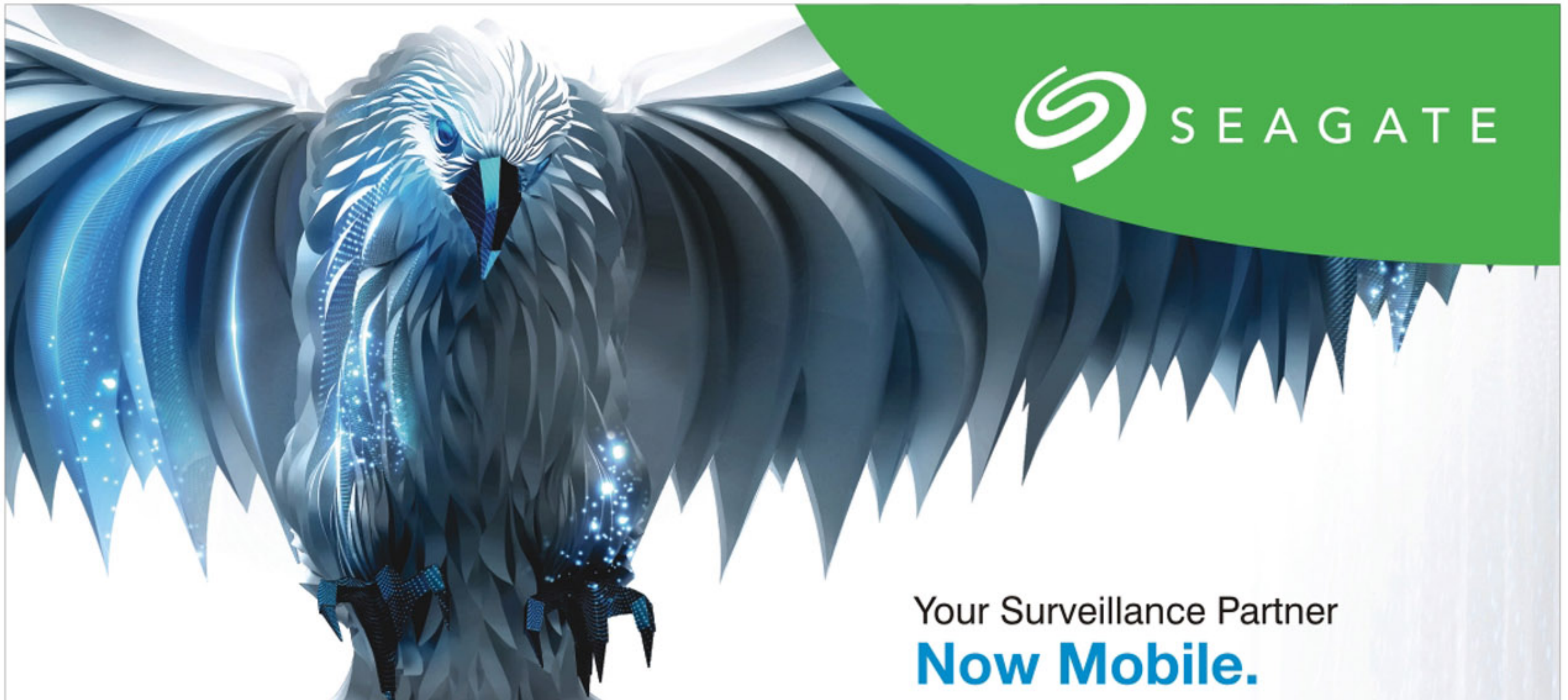


At the event, Mr Raviraj U, Brand Head, Director Sales & Support at NetRacksaid, "DCD is one of the important conferences for NetRack.

It provides a platform that brings together the professionals from the data center industry to share ideas and discuss challenges faced in the market.

In turn, helps us to gain valuable insights on upcoming trends and be well prepared for it. He further added, "As per National Building Code of India 2016 (NBC), it is mandated to have Seismic Racks in Earthquake prone areas and our NRSs Series racks are designed and build to comply the data centers in Seismic zones 3 & 4."

NetRack's NRSs Series is available in 42RU ~ 52RU Variants with 1000 & 1200 Depth configurations, 600 & 800 Width configurations. The product range of NetRack is UL certified, environment friendly and follows all the international guidelines for product manufacturing.



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# HPE Launches Center of Excellence to Skill Students in IOT-based agriculture



## Hewlett Packard Enterprise

Hewlett Packard Enterprise today signed a Memorandum of Understanding (MoU) with Agastya

International Foundation to set up a fully-equipped Center of Excellence (CoE) at the latter's campus in Gudipalli, Chittoor district, Andhra Pradesh, focused on skilling students in emerging technologies to develop their skills and knowledge in the areas of IoT and computer programming. The facility will provide students with access to advanced IT solutions that are at the leading edge of technology innovation in the agricultural sector to achieve higher food production from finite land resources.

"Technology can play a vital role in addressing rapidly-evolving global needs related to food and agriculture. Being a purpose-driven organization, we are leveraging previously untapped resources to reveal new solutions for such social and environmental challenges," said Som Satsangi, MD, HPE India. "The launch of this CoE in partnership with Agastya International Foundation will train the youth of our country on the technology to improve yield, productivity and sustainability across the entire agricultural ecosystem."

For student enrollment, Agastya International Foundation will identify and select underprivileged, undergraduate computer science or engineering students around Gudipalli, Chittoor district. Under the guidance of IoT experts from HPE, these students will have the opportunity to work with soil fertility experts on agriculture-related projects. The HPE training for these students, in the areas of IoT and computer programming, also aims to improve their employment prospects.

"Food security is amongst the most critical issues facing society today, making it crucial for industry, technology, academia and government to come together and solve such global challenges," said Ramji Raghavan, Founder and Chairman, Agastya International Foundation. "We are happy to partner with HPE to setup this CoE, which demonstrates our commitment to spark curiosity, nurture creativity, and instill confidence in our youth so they can leverage technology to achieve real change for society."

The computing infrastructure deployed at the CoE features HPE's intelligent edge solutions including HPE Edgeline EL300 Converged Edge System, HPE Edgeline OT Link Platform and HPE Edgeline EL4000 Converged Edge System. The CoE will also provide access to Microsoft Azure Cloud Services. The solution expertise and incubation support for the CoE will be provided by HPE Pointnext Global Customer Solution Center (CSC) based in Bengaluru who deliver technical services to over 50 countries in areas of product support, remote infrastructure management services, consulting services and big data, analytics & IoT services.

## Mahindra École Centrale (MEC) College of Engineering Graduates its Second Batch of Engineers

### Tech Mahindra

Tech Mahindra, a leading provider of digital transformation, and IT based services and solutions announced today the

graduation of 218 engineers of the 2015-2019 batch in the second annual convocation of Mahindra École Centrale (MEC) College of Engineering. Established by the Mahindra Group, in collaboration with École Central Paris (now CentraleSupélec) – a 180-year-old leading French institution, and Jawaharlal Nehru Technological University (JNTU) Hyderabad, MEC aims at fostering the growth of an industry ready talent pool in next generation technologies.

The convocation held at the MEC Campus in Bahadurpally, Hyderabad saw various eminent personalities from industry and academia. The Chief Guest and other dignitaries – Shri C. Vidyasagar Rao, Hon'ble Governor of Maharashtra; Vineet Nayyar, Chairman, Mahindra Educational Institutions and Chairman, Executive Committee, Mahindra École Centrale; and CP Gurnani, Member, Executive Committee (MEI), Managing Director and CEO, Tech

Mahindra conferred degrees upon the second batch of graduating students during the convocation.

Vineet Nayyar, Chairman, Mahindra Educational Institutions and Chairman, Executive Committee, Mahindra École Centrale, said, "At the Mahindra École Centrale (MEC) College of Engineering, we are training students to leverage next generation technologies, along with teaching subjects like Humanities, Economics, History, Philosophy – so they can relate technical sciences to the real business environment. Our goal is to shape leaders of tomorrow by offering best in class education and job opportunities,"

CP Gurnani, Member, Executive Committee (MEI), Managing Director and CEO, Tech Mahindra, said, "Providing the young workforce with a platform where they can learn to leverage disruptive technologies is key to drive innovation and future business growth. Through Mahindra École Centrale, we aim at bringing industry and academia together to address the skill gap in the industry today and foster a future-ready talent pool."

# Quantum Expands Offerings with New Line of Distributed Cloud Services and Cloud-Based Analytics Software

Quantum Corp. (OTCPK: QMCO) today announced Distributed Cloud Services, a new line of operational services and storage-as-a-service offerings. Quantum Distributed Cloud Services are designed to enable customers to redirect valuable IT and engineering resources to focus on meeting business goals, improving the overall user experience and maximizing the return on investment for storage, while maintaining the control and security of an on-premise infrastructure. These services are powered by Quantum's new Cloud-Based Analytics (CBA) software, which serves as a central hub where Quantum products are designed to connect to send log files and other telemetry data about their environment, making them part of the Quantum Distributed Cloud. Quantum's global services team is then positioned to proactively manage the customer's environment, either as an operational service or as a pay-per-use Storage-as-a-Service offering.

"I regularly meet customers with a wide range of interests – from making movies, to studying the environment, or providing a secure venue for a sporting event – but they have one thing in common: they want to focus on their business rather than the data storage that supports it," said Jamie Lerner, Chairman and CEO, Quantum. "We're seeing more customers who want the simplicity of cloud computing, but the performance and economics of on-premise storage. With Quantum's Cloud Based Analytics, all of our systems securely join a distributed cloud that can be managed by the customer or Quantum resources anywhere globally."

## The Need for Distributed Services and Cloud Services

Leveraging and capturing value from digital data has become central to the success of many businesses today, which are increasingly challenged to create more, study more, and develop more with fewer IT and engineering resources. These businesses are looking to others to manage their data storage infrastructure so they can focus on their core mission.

## Cloud-Like Simplicity with On-Premise Control: Quantum Operational Services

Quantum Operational Services, a new line of proactive managed services, are designed to provide cloud-like simplicity with the benefits of on-premise control. Using Quantum Operational Services, Quantum works with its customers to manage day-to-day storage operations, with the goal of providing better uptime via proactive monitoring and analysis. These services can create a better user experience for internal and external customers.

### Key Benefits:

- Eliminate the burden storage management places on IT and engineering resources
- Reduce downtime and improve the user experience
- Maintain the control and security of an on-premise infrastructure

### Maximize storage ROI

#### Quantum Storage-as-a-Service Offerings

For customers who want all the benefits of Quantum Operational Services, delivered with a pay-per-use subscription service, Quantum is also introducing a new line of Storage-as-a-Service offerings. Leading Quantum products can now be purchased via a predictable, pay-per-use pricing model with no data access fees.

### Key Benefits:

- Reduce upfront acquisition costs
- Reduce operational and administrative resources and costs by only paying for storage used
- Eliminate unplanned capital spend and forklift upgrades
- Improve control and security with an on-premise infrastructure
- Avoid data access fees or unpredictable charges
- Reduce downtime and achieve better performance

#### Quantum Cloud-Based Analytics Software

At the core of Quantum's new services is CBA software. Quantum designed CBA software to enable customers, partners and Quantum's support team to proactively manage and monitor their environments across the globe from a central hub. Many of Quantum's largest media customers, enterprises, and some of the world's largest service providers are using this software to actively manage their Quantum products and technology today.

Customers who opt to send data to Quantum's CBA software can choose to monitor their environments themselves, or Quantum can proactively monitor and manage their environments for them via the Distributed Cloud Services.

### Availability

Quantum Operational Services and Storage-as-a-Service Offerings are generally available today. Cloud-Based Analytics software is available today across most of Quantum's product lines, and customers can start sending data to CBA software today and access their content via a web-based portal at no charge.





# Zebra Technologies' Innovative Approach to Design Recognized with Fifth Consecutive Red Dot



Corporation (NASDAQ: ZBRA), an innovator at

the edge of the enterprise with solutions and partners that enable businesses to gain a performance edge, announced the ZC100 and ZC300 series card printers received a Red Dot distinction in the 2019 Product Design category. This marks the fifth consecutive year Zebra has received this international honor.

Zebra's design team puts the customer at the heart of everything it does which is central to this consistent recognition of its product portfolio. The ZC100 and ZC300 series design process was one of immense collaboration, pooling insights from designers, engineers, sales teams and customers.

"Zebra is delighted to receive this prestigious recognition of our ZC100 and ZC300 series card printers by Red Dot," said Curt Croley, Senior Director, Innovation and Design, Zebra Technologies. "Our design leverages Zebra's best-in-class card printing technologies combined with a thoughtful user-centered design approach. Zebra's commitment to creative, intuitive and effective design for enterprise customers helps us

deliver unprecedented visibility and productivity at the edge of our customers' operations."

The ZC100 and ZC300 series card printers securely print a wide range of identification, payment and membership cards for retail, finance and hospitality sectors. The design addresses key end-user needs with user interface simplicity, self-aligning media and intuitiveness of card loading and removal. These printers offer unique industrial design with the slimmest profile and lowest clearance in their class. They can be installed in space-constrained environments such as under a counter or shelf.

"I would like to congratulate the laureates sincerely on their wonderful success," said Professor Dr. Peter Zec, founder and CEO of Red Dot, in reference to the winners. "The fact that their products were able to satisfy the strict criteria of the jury bears testimony to their award-winning design quality. The laureates are thus setting key trends in the design industry and are showing where future directions may lead."

## KEY TAKEAWAYS

This fifth consecutive Red Dot in the 2019 Product Design category demonstrates Zebra's commitment to deliver purpose-built product to meet customer needs.

The ZC100 and ZC300 series card printer design puts the end-user experience first.

These printers offer a unique industrial design with the slimmest profile and smallest footprint in their class.

## AWARENESS ABOUT ELECTRONIC-WASTE



E-waste or electronic waste is created when an electronic product is discarded after the end of its useful life. The rapid expansion of technology means that a very large amount of e-waste is created every minute.

Electronic waste or e-waste may be defined as discarded computers, office electronic equipment, entertainment device electronics, mobile phones, television sets, and refrigerators. This includes used electronics which are destined for Reuse, Resale, Salvage, Recycling, or Disposal as well as Re-usables (working and repairable electronics) and

secondary scraps (copper, steel, plastic, etc.). The term "waste" is reserved for residue or material which is dumped by the buyer rather than recycled, including residue from reuse and recycling operations, because loads of surplus electronics are frequently commingled (good, recyclable, and non-recyclable).

The high value of the computer recycling subset of electronic waste (working and reusable laptops, desktops, and components like RAM) can help pay the cost by the authorized Dismantler/Refurbisher or Recycler of E-waste spreaded all over India. The E-waste (Management) Rule 2016 is applicable to all Producers & Bulk Consumers of E-waste in India.

All Producers (Importers, Manufacturers & Refurbishing) of EEE (Electrical & Electronics Equipments) needs to applying Extended Producer Responsibility (EPR) through Producer Responsibility Organization (PRO) from Central Pollution Control Board (CPCB). After Channelizing Recyclers all Producers/Bulk Consumers of EEE needs to file their Respective Quarterly / Annual Return to CPCB along with Form-3.

Bulk Consumer Means bulk users of Electrical and Electronic Equipment such as Central Government or State Government Departments, public sector undertakings, banks, educational institutions, multinational organizations, international agencies, partnership and public or private companies that are

Registered under the Factories Act, 1948 (63 of 1948) and the Companies Act, 2013 (18 of 2013) and health care facilities which have turnover of more than one crore or have more than twenty employees.



## PRO SERVICES

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