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August 2019 vol. 12 Issue 06

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**For Subscription Queries**

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**Subscription Amount**

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

**Including Courier Charges**

All Payment are in favor of IT Voice Media

(P) Ltd., Jaipur

AXIS BANK Ltd. 910020041931806

IFS Code UTIB0000010

**Printer:**

Shri Shyam Offset Printers,

C-146, Dhadhich Nagar, Opp.

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

## Who are we becoming in the cyber-world?

Too much technology can hamper the social development of us.

Growing up with technology can be great fun. With latest gadgets and technology has become like a window to the cyber world. But too much of technology or cyber addiction is hampering the social development. Let us have a look at the seven things that happened when we got trapped in the cyber world.

### We don't develop a bond with friends:

Virtual friends have become real friends. In Cyber world we really don't know what is the real friendship means. Friendship has become more of digital bonding than emotional bonding. we are alone and we don't share our sorrows and happiness with our friends.

### Family relationship are getting affected:

Earlier television and video games have become more of a baby sitter. "Families are not spending enough time with each other. Even when they go out the whole family is busy playing with gadgets, Listening music and texting message.

### We are losing our creativity:

It is a sad state of affair that our new generation are no longer making sand castles, Playing physical games and they are no longer interested in painting. Even in parties too new generation children's are get busy with electronic gadgets. They don't even talk to each other. They eat also with playing with gadgets.

### We are not getting enough sleep:

Cyber addiction is a serious addiction by which we all are not getting enough sleep. There is a common tendency for us to lose track of time when they are busy in surfing unwanted information and playing game online.

We get mentally tired and it has been noticed that we are generally irritable and we don't realise we are sleepy since we are so engrossed in playing. It is advisable not to use gadgets completely, but to have some fixed timing for it.

### Use and know about ERA of Cloud Computing

Cloud computing is Internet-based computing, using shared resources, software, and

information are provided to computers and other devices on demand, and of it is stored on servers (on the internet in layman's term). Cloud computing relies on sharing of resources to achieve coherence and economies of scale.

It is an efficient method of managing lots of computer servers, data storage and networking.

A cloud can be private or public. A public cloud sells services to anyone on the Internet. (Currently, Amazon Web Services is the largest public cloud provider.) A private cloud is a proprietary network or a data center that supplies hosted services to a limited number of people. Private or public, the goal of cloud computing is to provide easy, scalable access to computing resources and IT services.

A cloud services provider such as Amazon Web Services, owns and maintains the network-connected hardware required for these application services, while you provision and use what you need via a web application.

Cloud computing has three main types that are commonly referred to as Infrastructure as a Service (IaaS), Platform as a Service (PaaS), and Software as a Service (SaaS). Selecting the right type of cloud computing for your needs can help you strike the right balance of control and the avoidance of undifferentiated heavy lifting.

Talking about the future of cloud computing, we might also expect the use of software through cloud only and there will be no need of installation of software on separate devices or there can be a whole OS available to use on the internet through cloud.

The future of cloud computing will be powerful and for one thing, the extreme agility and accessibility of a cloud is far superior to the use of current technology. No matter where in the world someone happens to be, or what device they are using, they can access their cloud and continue to do their work or share their information.

*Tarun Taunk*  
Editor-In-Chief

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# Zebronics unveils new 'Zeb-Bro' earphone with mic, 'ZEB-CC312AL1' car charger to its existing range and 'Zeb-Bronze'



Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories, and surveillance products has unveiled 'Zeb-Bronze' speaker in their 2.1 and 4.1 range.

Go from a super sulky mood to a happy one in a jiffy, with your favorite music at your comfort space. Binge-watch movies on your computer or simply listen to the radio while you're basking in your living room.

A fusion of aesthetics and designs paired with powerful sound brings out the ultimate Bronze 2.1 and 4.1 speaker. Zeb-Bronze sports a modern design with a pop of color with a red grill on the front. The speaker has an overall glossy finish.

The speaker comes with an LED display and has an array of multi-connectivity options like BT/ USB/SD/ AUX and



also comes with a built-in radio to enhance your overall listening experience.

Manage your entertainment with press of a button on

a Zebronics Bronze as it comes with a remote control too.

Speaking on the new launch Mr.Pradeep Doshi said, "We're always ahead when it comes to our product range our Zeb-Bronze speaker offers the best sound quality and we have it in the 2.1 & 4.1 range"

Zeb-Bronze 2.1 and 4.1 speakers are available with all leading retail stores across India.

Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories, and surveillance products added a new car charger called 'ZEB-CC312AL1'.

If you're on the road most of the time then a car charger is a must have accessory with the increase of mobile applications that reduce the mobile battery quick. It's important to always have a car charger to keep your phone battery woes at bay even during an emergency.



Charge in style with our ZEB-CC312AL1 car charger that comes with a dual USB port in a super-compact design along with an LED indicator. The output of the car charger is 5v 3.1A max. The car charger also comes with protection from over current, over-voltage and over-temperature protection.

Commenting on the launch of the product, Mr. Pradeep Doshi, Director – Zebronics India says

"We believe in staying ahead of the technology and bridging the technology gap with our products take our newest car charger 'ZEB-CC312AL1' for instance it is bound to making charging on the go an easy yet stylish affair."

The product is available in all leading retail stores across India

Zebronics India Pvt. Ltd, India's leading brand of IT peripherals, sound system, mobile/lifestyle accessories, and surveillance products has unveiled a new earphone called 'Zeb-Bro' to it's wired earphone range.

Music can get you through a worst day, make that long commute a pleasant one and keep your mind calm and sorted. Add to that a good listening experience with deep base, clear sound on a pair of good stereo earphones and rest assured of keeping your happy state of mind no matter how arduent the journey.



Zeb-Bro is designed to feel light on the ears with a super snug fit yet deliver with precision in terms of sound. The earphone comes with a 10MM driver for that crystal clear sound accompanied with a deep bass. The earphone also comes with a mic so you can take calls on the go and the snug-fit ensures a passive noise cancellation so that you can bask in the pure audio experience. It is mobile/tablet compatible as it comes with a 3.5MM jack.

Speaking on the newest launch, Mr. Pradeep Doshi, Director – Zebronics says, "We want to give our consumers the best of the best when it comes to sound. Our range gets frequently updated like our newest wired earphone 'Zeb-Bro' that comes with a deep bass to make your listening experience even better."

Zeb-Bro is available at leading stores across India.

Over the above for Radiant Value Add will be the biggest differentiator for the

## partners – **Mr. Nishant Gupta**, Director-RadiantInfor Solution

In an exclusive interview with ITVoice, Mr. Nishant Gupta, reveals his strategies for business in India.

**ITVoice :- Can you please elaborate on the journey of Radiant India?**

**Mr. Nishant Gupta :-** In Radiant Info Solutions nothing has happened overnight, our channel business has evolved over the years and the hunger to improve the business with our partners and vendors has led us to try different business models to stay relevant in the market. In last 12 years, we have observed that there is no fixed formula, which is a right for the partners and vendors. Both the ways channel will keep on adapting the changes and thereby get the market share and today we can proudly say that Radiant is one of the leading channel partners in networking solutions and offers unified network solutions that integrate capabilities in switching, wireless, broadband, storage, surveillance and structured cabling.

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

**Mr. Nishant Gupta:-** The biggest challenge is how to grab the attention of consumers instantly in an intensely competitive marketplace with decision makers getting younger and extremely limited time spans. The challenge for legacy brands is about what was a pull product or service earlier becoming a push product now because of sheer competition.

**ITVoice :- What is Radiant India's roadmap for 2019-20?**

**Mr. Nishant Gupta:-** This year we are focusing more vendor tie-ups and expand the existing portfolio. R&M the Swiss based Structured Cabling solutions giant is one of the acquisitions. We believe that it expands Radiant's footprints in network integration business. Also our focus is to make the channel more strong for the existing and long associated partners like Cisco & IP-COM.

The idea is to get into complete solution providing with consultancy, pre- and post-sales support, especially in a highly competitive and price centric segment like networking.

In addition to this we diligently working to increase our ties and coverage in Tier-II cities and government sectors. Our sales and marketing engines are working together to identify and execute through geography specific partnerships.

Our focus for 2019 will be to continue providing customers with a Reliable, High Quality Product at a Competitive Price and support it with our Warranty and exceptional After-sales Services.

Overall our priorities is to give pace to our already fast-moving products and at the same time show unmatched supply chain management to our complete networking product range. So, by the next year market would see Radiant at a very different platform all together.

**ITVoice :- What are the key differentiators of Radiant?**

**Mr. Nishant Gupta:-** We believe that for the past years key differentiators of Radiant Info Solutions revolves around its core strengths and with which our partners get benefit i.e. policies related to unmatched supply chain management, competitively priced products and partner profitability. As a channel partner, we believe in product selling based on our policies with a vision of Global company with a Local mindset. Also, we are concerned to protect sensitive information, and be sure to cover relationships with vendors, customers and other suppliers.

Over the above for Radiant Value Add will be the biggest differentiator for the partners. We believe that our 'Value Add' is graduated into 'One Stop Solution' for our partners and customers and thus reliability with our products and services zeroed in patterns and

customer mindset. Also, we are exploring different permutations and combinations in Channel business to fulfil growth aspirations of our partners.



**Mr. Nishant Gupta** Director

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

**"Mr. Nishant Gupta:-** Our channel policy lays under maintaining a strong bond with dealers from tier 2- tier 3 cities, facilitate them with ample options and ready stocks so that they serve their respective client effectively with minimal lead time. We believe that customer satisfaction will be crucial, and partners will focus on improvising the overall customer experience. As the industry is transforming on a rapid pace and moving towards software define everything where technologies such as cloud, IoT, AI will become a key part of business operations, our partners will be seen

embracing the new wave of technological transformation, our focus lays on such areas.

Value addition will continue to remain the key factor for growth and that's why we will focus more on services than mere box pushing. In short, we are pay attention towards overall organizational health check to expand in near future.

**ITVoice :- What kind of strategy have you planned to position Radiant product successfully in the market?**

**Mr. Nishant Gupta:-** Radiant Info Solutions always believe that IT business is fast paced volatile industry and thus remain updated with Information about technologies and market changes will give us the edge over the competition. For which we are investing more on marketing to create well defined strategies coupled with our channel business framework that offer quality, variety and updated information with changing behavior of products and services. We are meticulously working and create permutation and combination of our on-core strengths to ensure deeper market penetration and leaving no stone unturned. For past years we are actively participated in IT trade shows and this year will be no change as we have planned to participate in events across India. We maintain regular business meets with our partners and update then with our service by marketing materials and brochures. We also generating visibility with social and digital media.



# COOLPAD TO INTRODUCE ITS FIRST 5G SMARTPHONES IN THE INDIAN MARKET

Coolpad, a leading global smartphone brand established by Yulong Group, is set to revolutionize the Indian smartphone industry by launching the country's first 5G ready smartphones. The brand, which has established itself as a synonym for innovation and progress, has been investing significantly in 5G technology since 2012. As a result, it is ready to disrupt the market with future-ready devices as soon as the 5G network is set-up for use in the country.

On the back of its continued innovation, Coolpad India has already filed over 800 patents in the name of 5G. It has also been granted 120

device-to-device 5G patents which put the brand in the position to gain an early-mover's advantage as far as 5G technology is concerned. The brand is in discussions with Qualcomm and Mediatek on the integration of 5G technology in its smartphones.

Speaking on the development, Mr Fisher Yuan, CEO, Coolpad India, said, "Since its inception, Coolpad India has aimed to satiate the needs of the value-conscious Indian consumers who expect remarkable specifications at budget-friendly prices. In line with our constant endeavour to exceed customer expectations that we have accelerated the development and launch of our 5G ready devices in the country. Depending on the readiness of the 5G network in India, we are aiming to launch these devices early next year." Commenting on the same, Pankaj Upadhyay, Online

Business Head, Coolpad India, said, "With the rapid growth of the Indian smartphone industry in the recent years, we too have started to change its era after the launch of Cool 3 Plus. Consumer-oriented R&D is our top priority at Coolpad, therefore, we are working to expedite the launch of the 5G enabled smartphones and aiming for a higher share in its development. As soon as the Indian smartphone network is ready, we will launch our first 5G smartphones.

Coolpad has been making significant waves in the Indian smartphone market thanks to its innovative and value-driven offerings. Recently, it successfully

launched the Coolpad Cool 3 Plus smartphone that features an MT6761 (Helio A22), Quad Core 2.0 GHz Clock Speed coupled with 3 GB RAM, and a stunning 5.7" Dewdrop screen. Now, with this announcement, Coolpad has further positioned itself for exceptional growth in the country, and is well on its way to achieving its goal of becoming the most loved smartphone brand in India.

Coolpad has been operating in India since 2007, having starting operations as a vendor of CDMA handsets to Reliance. It became an original device maker (ODM) for some local brands before entering the Indian market as a standalone brand during 3G to 4G transition. The brand further aims to invest \$500 million in India in the next five years to strengthen its presence and to take on its rivals in the 5G landscape.



## Rapoo introduces '9300M Multi-mode Wireless Keyboard and Optical Mouse Combo' at Rs.3499 /-

Strengthening its hold in the growing PC Market, Rapoo, a leader in Wireless peripheral technology launches its latest performer '9300M Multi-mode Wireless Keyboard and Optical Mouse Combo'. Be it work or Play, experience the next-level of comfort and productivity with the dual combination.

Both Keyboard and Mouse connects to the working device. They pair multiple devices, and intelligently switch among them with ease.

Keyboard can connect up to 4 devices, and the mouse can connect up to 3 devices and simplify complicated cross-platform use and meet multi-tasking requirements.

With Rapoo's power saving technology and low-power processing chip, 2PCs AAA battery for the keyboard can support 12 months operating and 1pc AA battery for the mouse can support 9 months operating. Enjoy accurate

and smooth cursor control with the 1300 DPI invisible tracking engine.

Bringing convenience with its ultra-slim profile & compact design the keyboard is made of anodized aluminum and is only 4.9 mm thin with scissor-key technology which ensures perfect and accurate keystrokes. The keyboard is arranged in a compact position, to replace the function keys that are not commonly used by composite keys, enabling your desktop to be tidier.

The chiclet keys with square rounded corners, makes every key strokes smooth and correct.

Rapoo 9300M Combo provides small switch Bluetooth 3.0, 4.0 and 2.4 GHz and ensures stable wireless transmission. You can use the combo regardless of USB port shortage or the loss of receiver.

The product is available with leading retail and e-commerce stores in India.

The Ultimate Wireless



# TP-Link introduces Next Generation GPON in India

TP-Link, a leading global provider of Wi-Fi networking products, introduces complete range of active GPON products including 8 Port GPON OLT P1201-08, AC1200 Wireless Gigabit GPON Router Archer XR500v, 300Mbps Wireless N Gigabit VoIP GPON Router XN020-G3v, 1-Port Gigabit GPON ONT TX-6610 to cater the FTTH requirements in Indian markets.

"To meet the growing demand of high bandwidth connectivity, TP-Link offers complete range of active GPON devices in addition to existing range of world class broadband devices." said Mr. Sanjay Sehgal, Sr. Vice President SMB & Telco.

P1201-08 supports 8 GPON ports and can serve 1024 subscribers simultaneously by 1:128 splitting ratio, 4 Gigabit Combo (RJ45+SFP) uplink ports and two 10G SFP+ ports, Supports CLI, EMS management modes to facilitate centralized management, improve management efficiency and reduce maintenance costs. Dual redundant power supply design provides carrier-class reliability, supports AC, DC or mixed power input, 1U 19-inch rack mount product, flexible and easy to deploy, suitable for different application scenarios.

Archer XR500v comes with 11ac Wi-Fi standard, offering total data transfer speeds achieving up to 1167Mbps, with 867Mbps over the clearer 5GHz channel, and 300Mbps over the 2.4GHz Channel, 2 FXS ports to make or receive phone calls over the Internet simply by connecting the device to their existing telephone set, four gigabit LAN ports, speeds can be up to 10x faster than standard Ethernet connections, supports OMCI and TR-069, which make it easy to activate, configure and manage remotely, supporting VLAN, QoS, IGMP, smooth network connection for IPTV and other services.

XN020-G3v is a Gigabit Passive Optical Network (GPON) terminal, ideal for Fiber-to-the-Home solution, allowing users to access high-speed internet connection via the GPON port and devices to



**P1201-08**  
8-port GPON OLT



**Archer XR500v**  
AC1200 Wireless Dual Band Gigabit VoIP GPON Router

**XN020-G3v**  
300Mbps Wireless N Gigabit VoIP GPON Router

**TX-6610**  
1-Port Gigabit GPON Terminal

connect wirelessly at 300Mbps wireless 802.11n speeds. XN020-G3v provides a perfect terminal solution and future-oriented service, supporting capabilities for FTTH deployment, users can enjoy high-speed GPON services and bandwidth-intensive multimedia applications such as interactive gaming, streaming and real-time audio much easier and faster than ever before, a GPON modem, 300Mbps wireless AP and 2-port LAN, 1-port FXS, the XN020-G3v is everything your home or office needs to be fully connected.

TX-6610 modern design fits in anywhere in the home, giving customers flexible placement options, supports ONT Management and Control Interface (OMCI), easy to configure and manage remotely from an OLT, fiber access and gigabit port provide incredibly fast transfer speeds.

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## The leading Nigerian digital printing company chooses Canon for its digital colour printing for maximum versatility

DUBAI, United Arab Emirates, August 7, 2019/ — Canon Central and North Africa (CCNA) ([www.Canon-CNA.com](http://www.Canon-CNA.com)) world-leader in imaging solutions, is proud to have among its clients KAS Prints, a leading Nigerian digital printing company, and to participate fully in the development of its business objectives. This collaboration, based on commitment, multi-sector knowledge, secure data management and high value-added solutions that guarantee sustainable innovation, allows them to combine their mutual know-how to provide KAS Prints customers with unique and unmatched services. Canon's continued investment in research and development, offers KAS Prints confidence that they are using technologies specifically designed to improve their productivity and data security. Canon appreciates that customer expectations in the digital and printing industries are constantly evolving which has an impact on business models in all imaging sectors. Integrated and intelligent applications allow businesses to reduce the complexity of challenges related to their environment and contribute to positive value creation.

"We have found in Canon a trusted partner with whom we share the same values and is committed to helping us successfully anticipate our customers' needs especially in our offering of the latest solutions. Canon's long-standing experience in the digital and printing world encourages the

emergence of innovations that will transform service delivery for our customers. We will be able to quickly adapt to any changes in the printing sector which will enable KAS Prints to maintain its leading position in the digital print market" said Ademola Kasumu – Managing Director and CEO, KAS PRINTS.



Tenai, the official representative of Canon in Nigeria, was of a big support to build this strong relationship between Canon and KAS. "Tenai is really proud to have a valued partner such Canon and we are working very closely with the team

to generate and develop more business in the country" added Yasser Alfara, Managing Director, Tenai.

"We are very proud to be able to welcome KAS Prints among our customers to whom we have already provided C10000 printers. KAS Prints has a diverse customer portfolio and we are committed to supporting them with increasingly innovative and reliable high-performance state-of-the-art machines. I am confident that this is the beginning of a mutually beneficial partnership that will last for the foreseeable future, as Canon helps KAS Prints achieve the goal of placing the customer at the heart of service delivery. I would like to take this opportunity to thank Tenai who continues to support us and have enabled us in recent years to pursue satisfactory growth in Nigeria" concluded Somesh Adukia Regional Sales Office Director, Canon Central and North Africa (CCNA).

## AVerMedia Promulgate its Gaming and Video Streaming Solutions at Taiwan Excellence Booth 2019



AVerMedia Technologies, Inc., the preeminent name in digital multimedia technology, had displayed Live Streamer 311 and Sonic Wave 7.1 gaming headset at the Taiwan Excellence Booth at Malhar 2019, held at St. Xavier's College Mumbai. The event saw a huge throng of around 200 gamers from Mumbai who experienced new avenues in gaming and latest technologies in PC gaming.

The main objective of this event was to connect with the youth Indian gaming community and to give them a firsthand experience of the recently launched & latest technology in gaming. AVerMedia is glad to present its latest product Live Streamer 311 and SonicWave 7.1 headset that is customized to suit the needs of the

Indian customers. To attract the audience and to give the best experience, AVerMedia also sponsored the SonicWave 7.1 Gaming Headsets as prizes for the Lucky draw held at the AVerMedia booth.

AVerMedia's next-generation game streaming & audio solutions on display include

Live Streamer 311 (Bo311)

The Live Streamer 311 is an all-in-one package that contains everything beginner streamers or content creators need to start their channels. Live Streamer 311 offers (Live Gamer MINI capture card, AM310 USB Microphone, and a webcam, Live Streamer CAM 313) in one single affordable package.

SonicWave 7.1 (GH337)

Gh337 takes gaming audio to a new height. Equipped with 7.1 virtual surround sound and expertly-tuned sound curve configuration, the GH337 is the ultimate weapon for localized and accurate sound, picking up enemies' footsteps, special attack cues, and more on the "battlefield," giving the advantage over rivals.

# We are heavily focusing on developing the Consumer Lifestyle technology product vertical in India –

## Mr. Rajesh Goenka (Director Sales & Marketing)

In an exclusive interview with ITVoice, Mr. Rajesh reveals his strategies for business in India.

**Vikas Gupta:-** What have been the growth drivers for RP tech India in the past couple of years?

**Mr. Rajesh Goenka:-** Robust distribution ecosystem, strong logistics, comprehensive product portfolio and highly talented and a dedicated team are the key pillars of our consistent 20+ per cent CAGR YoY. Commenced business in 1989, RP tech India has consistently worked towards expansion and diversification of business while maintaining higher business standards. Today, we are acknowledged in the industry as the most trusted value-added distributor committed to be the 'One Stop Shop' for all technology needs of Indian consumers.

**Vikas Gupta:-** What are RP tech India's focus areas in India in terms of the markets, industries and verticals that will help you maximize the potential?

**Mr. Rajesh Goenka:-** We are heavily focusing on developing the Consumer Lifestyle technology product vertical in India and have an added number of renowned consumer tech brands in our existing product portfolio. We are also betting big on the Gaming industry as the future growth of Components, Peripherals and Accessories business lies in this industry. As part of our vision for the next level of growth, we are now stepping into the world of Cloud Computing, Artificial Intelligence and Deep Learning in association with our elite vendor partners.

**Vikas Gupta:-** What is RP tech India roadmap for 2019-20?

**Mr. Rajesh Goenka:-** We will continue to expand our business reach and brand portfolio. We aim to touch upon 1000+ towns and cities by 2020.

**Vikas Gupta:-** Could you at least tell us what kind of companies has approached you till now?

**Mr. Rajesh Goenka:-** We are a technology distribution company and we work with almost all the consumer technology brands in India.

**Vikas Gupta:-** Currently, which product segments of RP tech India are doing well in the market and which you are focusing for the current quarter?

**Mr. Rajesh Goenka:-** All our business verticals are growing steadily YoY. However, PC and Accessories business is growing at a rapid pace. Storage vertical is on a surge. There is a little sluggish demand in the Components business, however, we believe as the Gaming industry boom, Components business will also pick up.

**Vikas Gupta:-** What are some of the points where RP tech India products score over the competing forces in India?

**Mr. Rajesh Goenka:-** Value-added service support and seamless availability are the key differentiators of RP tech India. Also the strong credit support, 360-degree marketing and 24X7 assistant to partners make us their preferred business ally.

**Vikas Gupta:-** What kind of strategy have you planned to position RP tech product successfully in the market?

**Mr. Rajesh Goenka:-** We give a lot of thrust on education/ training and brand awareness. We will continue to organize roadshows/ partners meet and innovative marketing campaigns in B, C and D Class cities to ensure appropriate product positioning in the market.

### About Mr. Rajesh Goenka

Mr. Rajesh Goenka is responsible to formulate and drive the overall business operations and lead value-added programs at RP tech India. An

Engineering and Management graduate, Mr. Goenka is a proven leader with a profound proficiency in building outstanding teams for execution of successful long-term business strategy.

A True Leader & Marketer in the ICT & Mobility business with over 20 years of industry experience, he is the catalyst for RP tech India's consistent growth at 25% CAGR year over year. Prior starting his inning in RP tech India in 2001, Mr. Goenka had the successful stint in various MNCs including NVIDIA where he served as the Head of Marketing – India, Middle East & Africa.

One of the most popular IT Channel Chiefs in India, Mr. Goenka is the recipient of many coveted appreciations for his exemplary contribution to the growth of IT channel business from leading media publications. Mr. Goenka has been conferred one of the "Top 10 IT Channel Heads" in India by IT Nations. DQ Channels featured him among the 'Top 16 Distributor Chiefs' in 2016. He was also shortlisted among the BEST CMOs in the Indian ICT industry in 2017 by VAR India.



Mr. Rajesh Goenka Director,

# ISODA Announced Rajasthan Chapters & Mr. Dhiraj Vijayvargia of “Priyam Infosystems Pvt. Ltd.” appointed as Regional Secretary of Rajasthan

On 10th August, 2019 “The Infotech Software Dealers Association” (ISODA) AGM held at Kolkata had a multi-dimensional agenda for the betterment of channel community and India's ICT industry at large. Two day annual event by the association was attended by seventy plus ISODA members (enterprise channel partners) from across India and senior executives of technology vendors as part of sponsors.

The ISODA members were represented by the respective companies' top executives – CEO or owner – thus highlighting the importance of the AGM and its agenda for the members.

Amarnath Shetty, managing director LDS Infotech, vice chairman in the last term, was promoted as chairman of ISODA. Manasi Saha, founder of Macaws Infotech, vice president in the last term, got promoted as president of ISODA for 2019-2020.

## ISODA New Managing Committee 2019 -2020

- 1 Chair Person : Amarnath Shetty, LDS Infotech
- 2 Vice Chairperson : Rajeev Mamidanna, Technosprout system
- 3 President : Manasi Saha, Macaws Infotech
- 4 Vice President : Dnyanesh Kulkarni, Deltakraft Solutions
- 5 Secretary : Vimesh Avlani, Grafronics
- 6 Treasurer : Ravi Jalan, Shakti Enterprises

## Regional Secretary :-

- West: Ajay Bhayani, Ambisure  
 South : Pradeep Daga, Suntronix  
 North : Atul Modi, Modi Infosol  
 East : Rajesh Gupta, Kiosk Technologies  
 North East – Bhaskar Kalita, BMG Informatics  
**Rajasthan– Dhiraj Vijayvargia, Priyam Infosystems Pvt. Ltd.**



**Biz Summit** – An unique innovation was introduced by ISODA team this year that preceded the AGM. The theme of the Biz Summit was 10X, signifying the efforts of the channel community as a whole to achieve 10 times the

business from the current scenario. Different sessions of vendors and channel partners helped the delegates to review their business plans and aspire for more growth in 2019 and 2020. The Biz Summit had five technology companies as sponsors that included Team viewer (Title Sponsor), LogMein(Platinum Sponsor) and Zoho (Gold Sponsor). Commscope and ReaQta were other sponsors for the summit. It was great opportunity for the vendors (sponsors) companies to network with ISODA members.

Some ISODA members who shared their business experiences at Biz Summit included Sudhir Kothari (his idea of 10x growth) of Embee Software, Sandeep Sengupta (Cyber Security Hygiene and Ethical Hacking) and Hemant Chabria (Hot Pitch) of Chabria Infotech. The Hot Pitch had involvement by eight ISODA members from different parts of India, who pitched about their products, services or training to their peers. The speciality speaker was Soustav Chakraborty from Capital Quotient Bangalore who spoke on “How to become financially 10x in a 5-7 year horizon”.

ISODA also announced the addition of two new regional chapters with commenced operations in Rajasthan and Hyderabad. Dhiraj Vijayvargia of Priyam Infosystems as regional secretary for Rajasthan & Krishna Kalagra from Playmax Interactive has been appointed as the regional secretary appointed for Hyderabad .

At the elections in this year's ISODA AGM, Rajeev Mamidanna, Co-founder & CEO of Technosprout systems won the Vice Chairman's position and Dnyanesh Kulkarni, founder ISODA, erstwhile Secretary of ISODA and Director of Deltakraft Solutions won the Vice President's position for ISODA managing committee for 2019-2020. Vimesh Avlani, Grafronics was elected as ISODA secretary.

Besides the four regional secretaries across India's west, south, north and east; three states for ISODA will be spearheaded by N Murthy, JS Infotech – Regional Secretary (Karnataka), Jitesh Chauhan, Rubik Infotech- Regional Secretary (Gujarat) and Regional Secretary (North East) – Bhaskar Kalita, BMG Informatics.

## Best Wishes Team ISODA

- i-engage
- i-network
- i-collaborate
- i-celebrate
- i-relax
- i-brainstrom
- i-transform
- i-travel
- i-bond
- i-connect



# Kaspersky to open first Transparency Center in Asia-Pacific region in Cyberjaya, Malaysia



Kaspersky announced the opening of its first Transparency Center in Asia Pacific, in partnership with CyberSecurity Malaysia – Malaysia's national cybersecurity specialist agency. The company's third code review facility will be located in Cyberjaya, Malaysia alongside key cyber-related government agencies and companies in the country.

Like its counterparts in Zurich and Madrid, the Transparency Center in Malaysia will serve as a trusted facility for the company's partners and government stakeholders to come and check the source code of Kaspersky's solutions. The new center will also function as a briefing center where guests will be able to learn more about Kaspersky's engineering and data processing practices.

Government regulators and enterprise clients of Kaspersky can request to review the company's solutions and services including threat analysis, secure review, and the application security testing process. They can also review the source code of Kaspersky's flagship consumer and enterprise solutions – Kaspersky Internet Security (KIS); Kaspersky Endpoint Security (KES), and Kaspersky Security Center (KSC), which is a console for the company's business products. Access to the Transparency Center is available upon request. More information on how Kaspersky Transparency Centers work is available on the website.

Commenting on the opening, Eugene Kaspersky, CEO of Kaspersky, said: "It's great to be here in Kuala Lumpur – in the heart of the Asia-Pacific region – to announce the

opening of our third Transparency Center. Here we intend to show customers and government stakeholders that our products are 100% trustworthy and ensure the highest level of cybersecurity protection. The launch also proves that the activities we planned under our pioneering Global Transparency Initiative remain on track."

"We are excited to unlock the doors of this digital hub to let users experience the services and capabilities of Kaspersky's cybersecurity technology here in our region.



As a paradigm shift for the cybersecurity industry, this facility – the first in the region – will be located in Cyberjaya, all thanks to the kind cooperation of CyberSecurity Malaysia. We are grateful for their trust and commitment towards us as this third-party validation proves that private companies and public agencies can team-up to better protect users from cybercrime," comments Stephan Neumeier, Managing Director for Asia Pacific at Kaspersky.

## DIGISOL Announces Association with SG Enterprises, as the Distributor for Mumbai Region



**DIGISOL**™ distribution network, DIGISOL Systems Ltd., a leading provider

of the Networking products announces the appointment of SG Enterprises, as its distributor for Mumbai region. The strategic alliance aims to strengthen DIGISOL's presence amongst electrical and Networking System Integrators Market in the region.

DIGISOL has been introducing a gamut of futuristic networking products under its active networking, structured cabling and FTTH range for channel which aims to fulfill growing networking requirements of future. This association will help DIGISOL achieve a stronger foothold in the Mumbai market, as SG Enterprises holds expertise in distribution of Network and Server racks and other VDI components and works closely with

System Integrators and Electrical Contractors in the western region.

Commenting on the partnership, Mr. Devendra Kamtekar, CEO, DIGISOL Systems said, "We are delighted to appoint SG Enterprises as our distributor for Mumbai region. With this association, our distribution network has become stronger and we are confident that SG Enterprise's expertise will further contribute to our persistent growth."

Speaking on the occasion, Ms. Pratibha Wakchaure, Partner, SG Enterprises said, "We are proud to announce an association with DIGISOL as Regional Distributor for the Networking Products in Western Region (Mumbai) and this Association will go a long way in enhancing DIGISOL presence in the Electrical and Networking System Integrator market in our area."

DIGISOL's offering includes Wireless LAN, Broadband Routing, Switching and Structured Cabling, FTTH solutions that caters to SOHO, SMB and SME segments. DIGISOL has PAN India presence with 20 regional distributors, 200+ Stockist Partners, and 5000+ DIGISOL Valued Partners (Resellers)



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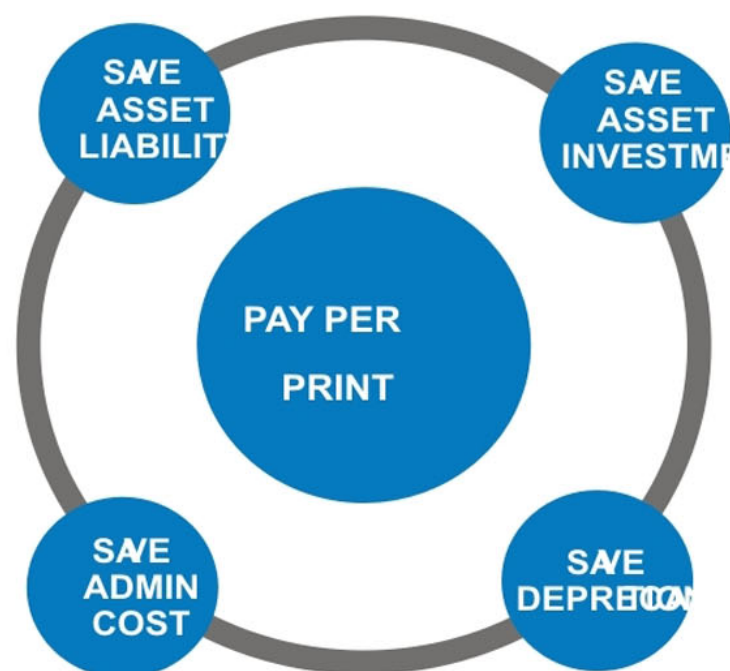
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# Array Networks Continued Growth Triggers Expansion; Inaugurates new facility in Dubai



Array Networks Inc. today announced that it is relocating its UAE branch office to a new prime

location at DMCC, situated at the heart of Jumeirah Lake Towers (JLT) Dubai. The new office comes with the world-class services, leading infrastructure and vibrant community. The movement to one of the prime location in Dubai aims at improved performances, offering boundless opportunities for global market development plans, accommodating rising headcount — supporting record sales, revenue and steady growth.

"We are excited to invest in and build a deeper rapport with the UAE business community. Relocating to a new working space at DMCC, a dedicated global center for more than fifteen thousand businesses, not only fits our strategic needs, but gives us a fresh, new landscape for building better experiences. The new space has been chosen to foster collaboration and innovation while incorporating elements of Array's successful journey in the Middle East so far," said Srinivas Vege, Regional Director – Sales – ME & Africa at Array Networks.

Array Networks started operation in 2013 in the Middle East and quickly spread its reach all over the GCC countries. Within a span of over five years, the company has rapidly grown and is

enjoying double-digit growth in the Middle East and Southeast Asia. The company is growing at a positive rate of 28 percent. The colossal growth is backed by the significant deals in BFSI, Retail Government, Telecom, Education, Healthcare, and Enterprises. Currently, Array Networks is serving close to 275 customers including SMB and large enterprises.

Array Network plans to target 300+ customers by end of this year. The regional goals will be achieved by two drivers – product growth and market expansion. Under product growth, Array will be adding third party products to their flagship AVX platform, a solid step to serve the Middle East customers. Market wise, the company has increased its outreach to the African region in early April. Now, Dubai will act as a primary hub for sales, operations, product innovation and supply for the entire Middle East and Africa region.

Shibu Paul, Vice President – International Sales at Array Networks said, "In the near future, we will look for advanced security, application acceleration & performance based on hyperconverged networking platform – AVX series. We will also be exploring opportunities to offer WAF-as-a-Service in the Middle East. The key objective is to engage with highly skilled selected partners who can evangelize customers."

With bigger and better space, Array Networks continued to serve with new and innovative strategies for its customers, adding real value to the global organizations.

## NASSCOM, EMBASSY OF INDIA, TOKYO ANNOUNCES 25 INNOVATIVE INDIAN TECH STARTUPS TO PARTICIPATE IN A LIVE PITCH SESSION AT TOKYO



As part of its initiative to accelerate and provide global capital access to Indian tech startups, NASSCOM 10,000 start-ups in partnership with the Embassy of India, Tokyo, had announced the creation of Japanese Venture Capital Network. A first of its kind initiative to bring global venture capital communities to India and set up their teams here for active deal flow creation and follow up investments.

The network will allow selected Indian tech start-ups, focused on solving issues faced in domestic markets to present their start-up ideas in front of over 50 Japanese VC firms and institutions and get a chance to raise capital. The investments have been foreseen to be in Pre-series / Series A / B / C level where the founders are looking to raise a sum of more than \$2Mn upto a maximum of \$ 10Mn.

In due course, NASSCOM, plans to further scale up the

network to over 75+ VC firms and institutions.

Started in May 2019, the three months long immersive program received over 1504 applications from start-ups, and after a rigorous screening and voting process 25 innovative tech start-ups from various sectors have been shortlisted. The sectors include, Agritech, Foodtech, Cybersecurity, Healthtech, Mobility, Industrial Solutions, Supply chain, Fintech, Consumer Tech, Edutech, Entertainment, Spacetech, HR, Travel and Hospitality. These shortlisted start-ups will now be invited to join the NASSCOM Startups delegation to Japan and participate in the Tokyo pitching session with interested investor community.

Speaking on the occasion, Ms Debjani Ghosh, President, NASSCOM, said, "There is an unmatched synergy between India and Japan, who have committed themselves for years to shape the new leaders of tomorrow. Partnerships such as these further pave the way towards helping the start-up ecosystem flourish by strengthening capabilities and fostering co-creation."

# We understand 'Information Technology' is all about DATA- Mr.Pankaj Jain, CEO – Panzer IT

In an exclusive interview with ITVoice, Mr.Pankaj Jain, CEO – Panzer IT, reveals his strategies for business in India.

**ITVoice:- What are the opportunity and Challenges in 2019 for Technology business?**

**Mr. Pankaj Jain:-** Data is surely new oil. And we protect this oil. Data Security is and must be among top priorities of CxOs. Everyone knows what if there is data loss or information leaks. Loss and leaks can happen due to malware, sabotage, hacking, phishing, user mistakes or act of god. Panzer IT deals with all possible cause of data loss or leaks.

Challenges are still many company owners in SMB segment don't understand importance of security solutions till the time they are not been attacked. Once data breach happens – sometimes its too late to take any corrective measures.

For data its 100% true "Prevention is better than cure"

**ITVoice:- What are the marketing strategies of the panzerit?**

**Mr. Pankaj Jain:-** Panzer IT has channel network, technology partners across region. We also have happy clients across India and outside. These assets have been biggest marketing resource for us.

**ITVoice:- What is panzerit roadmap for 2019-20?**

**Mr. Pankaj Jain:-** In current FY, we are looking forward to appoint more solution partners & SI. Also we want to start appointing Regional Distributors for our consumer & SMB products. All the products, Panzer IT signed up are state of the art products and way above than its competitors.

Strategic partners and RD we are looking for following products:

#### **FalconGaze Secure Tower:**

- Data Leak Prevention
- Employee Monitoring
- User Behaviors Analysis
- Control of Data Transfer Channels
- Detection of Sensitive Data Content
- Incident Response
- Archive of Intercepted Data including web-mails
- Reports Based on Gathered Information
- Quick installation & setup
- Supports domain & Workgroup environments



**Mr.Pankaj Jain CEO**

**Panzer IT**  
MAKE IT SECURE

#### **Emsisoft Anti Malware** Next-Gen Anti-Malware Software

The best endpoint security product for ransomware & any other known or unknown threats

Scan traffic and behavior of data  
Multi-Layer & dual engine protection  
Most popular among geeks and techies across the Globe

#### **Heimdal Security**

Robust, multi-layered security products to combat next-gen malware, ransomware and other enterprise threats – Analyse and stop each vulnerability in the network

Advance Threat Protection (APT), Unified Threat Management

Combat evolving threats and add EDR to your existing Antivirus solution

Deploy unique HIPS/HIDS and obtain unparalleled IOC and IOA intelligence for threat-hunting

Unique traffic filtering to prevent endpoint compromise, data leaks & more;

Ransomware, Financial Trojans  
Data-Stealing Malware, Advance Malware

Other Known & Unknown threats

Block malicious internet traffic

#### **Netop Remote Control**

Largest Global Companies use Netop for Remote Connection-Control-

Support, be it Banks, Defence, Enterprises

#### **G Data Security Solutions**

30 Years old German Antivirus Company, providing robust endpoint security, player in

Gartner, best & maximum features among all antivirus

#### **Acronis Data Backup & Disaster Recovery**

Easiest licensing, Robust backup solution, best Rol

Backup Solution for all platforms, all client segment

Support large data, large enterprises

Acronis True Image for Home Segment

**ITVoice:- What are the expected growths of the channel?**

**Mr. Pankaj Jain:-** My core business has been through channel for 2 decades. And I am looking forward to work with channel whether its small case or large. Channel partners associated with Panzer IT can expect multiple growth in top line as well as in bottom line.

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

**Mr. Pankaj Jain:-** I am looking for Regional Distributors for our high-end consumer and SMB products. The RD must have technical team and prior experience in selling security software in corresponding market. We want to bring rightful IT security to every part of India and ASEAN countries.

# NetRack delivers Technical Seminar on Next Generation Data Center Solutions



NetRack, a leading solution provider for data centers and end-to-end IT server racks, presented its technical seminar on next generation data center solutions and discussed the industry evolution and the future requirements of data centers. The concept and solutions from NetRack was appreciated by the CXO's from ICT & DC and technical heads present at the event.

During the technical Seminar session, Mr Krishnaraj U, Solution Architect at NetRack, enlightened the crowd on the importance and future advantages of having silent, intelligent, modular, seismic and shockproof data centers. He also highlighted innovative techniques to address the challenges faced by organizations in upgrading/revamping their DC infrastructure.

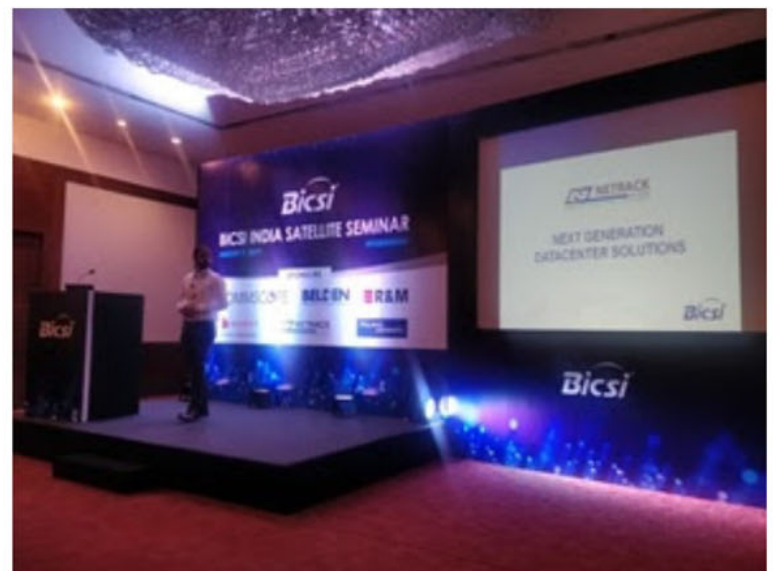
Mr Krishnaraj U, Solution Architect at NetRack said, "Data center industry is evolving rapidly and clients have started demanding innovative DC solutions. Companies are looking for data center cabinets which help them to attain maximum efficiency at reduced cost. Understanding the industry requirements we at NetRack have developed solutions which are future-proof and compatible for modern Dcs."

"We are glad to exhibit iRack – a complete intelligent rack equipped with intelligent PDU for power, surveillance &

environmental management, KVM & console for server management, intelligent rack access for physical security. We have manufactured these racks not only to increase efficiency, but also ensure better airflow in the DC."

Keeping the healthy environment as a higher priority, NetRacks' R&D team has manufactured below products with below silent features for next generation data centers:

- Silent DCs – Isolating IT equipment noise
- Intelligent DCs – Adding intelligent devices and cooling technologies for better manage and monitor the DC
- Modular DCs – Completely scalable and easily expandable, yielding up to 95% efficiency
- Seismic & Shock Proof DCs – High quality and rigid racks



with robust design for earthquake prone regions

## Astrum unveils a dedicated Innovation Centre in India



Astrum, a new technology brand known for its innovative and intelligent solutions unveils a dedicated innovation centre as a part to drive customer transformation agendas in India.

Speaking about the Innovation centre, Mr. Manoj Kumar Pansari, Chairman and Managing Director said, "Today, we stand as a developing new technology brand and our vision is to stand as the No. 1 accessories brand in the world. With this, we are focusing on Indian market by tuning the products to suit Indian requirements. Our R&D will cover the complete process from concept to production of the ideas."

Yogesh Dhandharia, who has been appointed as the Director for Astrum Innovations India, has a distinctive and unique blend of capability and experience both in technology and general management, having played a lead role in opening the innovation centre. He brings this experience to Astrum, where his deep

knowledge in IT and software will be essential to its success.

"Every business needs to be secure by design and I am excited to take up this new role to help strengthen the research and development capabilities of Astrum, which will go a long way in further establishing our leadership position and speed up innovation for our customers," added Yogesh Dhandharia, Director of Astrum Innovations India.

Apart from the launch of R&D centre, Astrum has also; with an investment of Rs.100 Cr is setting up a manufacturing plant at Tirupathi, Andhra Pradesh. With its current portfolio of 1000+ products across 40+ categories, will further focus to extend its portfolio in audio devices, LED lights, accessories for mobile, computer components, gaming devices, etc. With this venture, nearly about 1000 new job opportunities will be created.



# Forbes Insights Report Shows CISOs Believe Capabilities of Attackers are Outpacing their Ability to Defend their Organizations



Fortinet®, a global leader in broad, integrated and automated cybersecurity solutions, today announced a new report by Forbes Insights it commissioned titled “Making Tough Choices: How CISOs Manage Escalating Threats and Limited Resources.” The global survey polled CISOs across various industries about the biggest challenges they’re facing and strategies they’re putting in place to address these obstacles.

The survey found that 84 percent of CISOs believe the risks of cyberattacks will increase and almost a quarter believe the capabilities of attackers are outpacing their ability to defend their organization. This issue is compounded with limited resources, including lack of sufficient budget and skilled professionals as well as a threat attack surface that is quickly expanding and becoming more sophisticated. Because of this, security leaders understand it is critical to have the right strategies in place as they face an arms race between the capabilities of attackers and their own defense postures.

“The Forbes Insights survey echoes the primary challenges we hear directly from Fortinet customers and prospects. Today’s CISOs are tasked with the challenge of allocating limited funds and resources to the highest-return cybersecurity projects which can range from breach detection to response. These C-level security leaders must maximize security with finite resources, all while balancing strategic leadership responsibilities and tactical issues. Through the Fortinet Security Fabric, Fortinet is providing end-to-end security so that CISOs can navigate a rapidly changing cyber threat landscape day in and day out,” said Rajesh Maurya, Regional Vice President, India & SAARC at Fortinet.

Other key takeaways from the Forbes Insights report include:

- CISOs are increasingly implementing AI technologies to cybersecurity. Forty-eight percent of security leaders are focused on seamlessly integrating security into their network operations and 45 percent are shifting and changing their cybersecurity strategy toward advanced analytics for greater visibility into their environments. AI, like machine learning, and analytics relieves IT teams time away from monotonous tasks, so they can focus on business-critical tasks such as identifying anomalous behavior in their networks and responding to threats quickly.
- CISOs would like to allocate more of their budget to detection and response. According to the survey, security leaders are currently allocating an average of 36 percent of their security budget on response. However, in an ideal world, they would shift their resources from prevention to bolster detection and response. The survey found they’d increase response to be 40 percent of their budget.
- Cybersecurity training and education for employees is key. The Forbes Insights survey found that CISOs believe talent and training constraints have a significant impact on their organizations. As a result, CISOs are paying more attention to educating their own employees on best practices and building cybersecurity awareness in order to prevent and reduce internal threats.
- CISO are constrained by the lack of an adequate budget. While threats are expanding, CISOs find that their resources, including budget, remain limited. A third of CISOs surveyed in the report felt that the lack of an adequate budget is having a significant impact on their cybersecurity program.
- A top priority for CISOs is safeguarding customer data and intellectual property. More than a third of respondents said protecting their organization’s brand is top of mind. More than 36 percent of CISOs selected customer data as the highest priority for protection. A majority of respondents also shared they are focusing on protecting intellectual property as one of the most important assets in their care, which they believe is another core target of most malicious actors.

## RP tech India Wins Highest Business Growth Achievement Award from Western Digital



RP tech India, Country’s only value-added distributor today announced that it has won the highest business growth achievement award from Western Digital. The Company conferred the award for ‘Highest Achievement in Business Growth YoY for Devices’ at the Western Digital India Distributors Summit 2019 held in Bengaluru on August 6-7.

The two days event witnessed the gathering of key distributors and partners of Western Digital. The Company felicitated and celebrated the success of its key allies, who have given their significant contribution to the Western Digital’s growth and expansion in India. RP tech India was

honoured for its consistent performance in achieving the highest growth in the Devices business.

Conferring the award, Khalid Wani, Director, Channel Sales, India, Western Digital added, “In a wide country like India, it is extremely important for a brand to lay strong foundation of networks through distributors and channel partners. Of all the pan-India distributors from our network, we are delighted to recognize RP tech India’s efforts and channel system because of which Western Digital has registered remarkable business growth (YoY) for its devices. We look forward to similar diligence and business contribution.”

Commenting on the award, Mr. Rajesh Goenka, Director, Sales & Marketing at RP tech India said, “We are honoured to receive this award from Western Digital. Value-added support is our key differentiation in the industry and we always thrive to be a strong ally of our vendor partners. We, through our robust distribution network of 9000+ partners, 50 branches and 50 service centres spread across over 750 locations are committed to making Western Digital one of the leading storage brands in India.”

RP tech India is the national distributor of SanDisk and WD range of products and solutions.

# McAfee to Acquire NanoSec to enhance its capabilities in cloud security

McAfee, the device-to-cloud cybersecurity company, today announced the acquisition of NanoSec, a multi-cloud, zero-trust application and security platform. The acquisition will enable organizations to improve governance and compliance and to reduce risk of their cloud and container deployments.

Organizations are increasingly looking to adopt container technologies to help modernize legacy applications and create new cloud-native applications that are scalable and agile. Gartner predicts that “by 2022, more than 75% of global organizations will be running containerized applications in production, which is a significant increase from fewer than 30% today.” Gartner recommends the following security and governance best practice, “security can’t be an afterthought. It needs to be embedded in the DevOps process, which Gartner refers to as ‘DevSecOps’.” Organizations need to plan for securing the containerized environment across the entire life cycle, which includes the build and development process, deployment and run phase of an application.”<sup>1</sup>

The acquisition of NanoSec will strengthen the container security capabilities of McAfee MVISION Cloud and MVISION Server Protection products, giving its customers the ability to speed up application delivery while enhancing governance, compliance and security of their hybrid, multi-cloud deployments. NanoSec’s security capabilities will be applied to applications and workloads deployed in containers and Kubernetes and will be integrated into McAfee MVISION Cloud and MVISION Server Protection offerings. These capabilities include continuous configuration compliance and vulnerability assessment as well as runtime application-level

segmentation for detecting and preventing lateral movement of threats.



“McAfee’s focus and innovation have allowed it to deliver industry-leading cloud security capabilities to help our customers securely leverage the cloud to accelerate their business,” said Rajiv Gupta, senior vice president and general manager of the cloud security business unit, McAfee. “NanoSec’s technology is a natural extension for McAfee MVISION Cloud,

enhancing our current CASB and CWPP products, and adding to our ‘Shift-Left’ capabilities to deliver on the DevSecOps best practice to improve governance and security. NanoSec’s team brings a wealth of experience to McAfee, and together we are committed to enabling organizations to reach their full cloud potential.”

“Joining forces with McAfee means that our groundbreaking capabilities including our unique application-identity based approach for app-level protection and micro-segmentation will be available on a global scale,” said Vishwas Manral, founder and CEO of NanoSec. “McAfee has demonstrated not only its leadership in cloud security, but its desire to continually innovate and deliver new capabilities that reshape how organizations can operate workloads and applications safely in the cloud. It felt like a natural fit to join McAfee to deliver to application development and security professionals greater visibility and control over detecting, responding and resolving threats to reduce risk.”

McAfee’s acquisition of NanoSec further demonstrates how McAfee is working to integrate security natively into DevSecOps processes and toolsets to discover and address security issues before applications are deployed.

## Hewlett Packard Enterprise Advances its Intelligent Data Platform with Acquisition of MapR’s Business Assets

Hewlett Packard Enterprise (NYSE: HPE) today announced it has acquired the business assets of MapR, a leading data platform for artificial intelligence and analytics applications powered by scale-out, multi-cloud and multi-protocol file system technology. This transaction includes MapR’s technology, intellectual property, and domain expertise in

artificial intelligence and machine learning (AI/ML) and analytics data management. HPE welcomes MapR customers and partners and plans to support existing deployments along with ongoing renewals. “The explosion of data is creating a new era of intelligence where the winners will be the ones who harness the power of data, wherever it lives,” said Antonio Neri, president and CEO of Hewlett Packard Enterprise. “MapR’s file system technology enables HPE to offer a complete portfolio of products to drive artificial intelligence and analytics applications and strengthens our ability to help customers manage their data assets end to end, from edge to cloud.”

The MapR Data Platform helps deliver the foundation for a next-generation edge-to-cloud AI/ML and analytics data pipeline by: Extending BlueData capabilities for stateful container-based applications. The combination of the BlueData and MapR technologies can empower data scientists and data analysts to stitch together AI/ML and analytics data pipelines in minutes across on-premises, hybrid cloud, and multi-cloud environments. Enabling storage and consumption of data by a broader set of

AI/ML and analytics data, engines, applications, and tools from ISV partners. MapR allows for multiple workloads in the same environment and offers expansive APIs for easy access.

### Hewlett Packard Enterprise

“At HPE, we are working to simplify our customers’ and partners’ adoption of artificial intelligence and machine learning,” said Phil Davis, president, Hybrid IT, Hewlett Packard Enterprise. “MapR’s enterprise-grade file system and cloud-native storage services complement HPE’s BlueData container

platform strategy and will allow us to provide a unique value proposition for customers. We are pleased to welcome MapR’s world-class team to the HPE family.”

Leading enterprises across industries such as financial services, manufacturing, and consumer technology, use the MapR Data Platform to power their digital transformation initiatives and unlock business value. These companies have been able to move more quickly, grow revenue, reduce costs, and diminish risk.

MapR has a rich ecosystem of partners that spans resellers, independent software vendors and system integrators in the AI/ML and analytics market. HPE will add these partners, as appropriate, and continue to offer choice through a broad ecosystem that includes many other data-centric ISVs.

# \*astTECS Integrates WhatsApp Across its Communication Product Line

**\*astTECS**  
THE TRUE IP PBX

\*astTECS, a leading provider of enterprise telecom technology products and Asterisk based open source communication solution, today announced the integration of WhatsApp – one

of the most popular mobile application across its product line, allowing \*astTECS customers to communicate with their users via WhatsApp. An instant way for businesses to connect with their customers, this powerful integration unlocks an extensive communications channel, accelerating go-to-market, while reducing total cost of ownership. The solution amplifies the power of contact centres and unlocks a world of opportunity making customer interactions personalized & engaging. Backed by the scale, open architecture and reliability of Asterisk platform, WhatsApp feature is integrated across \*astTECS next-generation communications product line, empowering organizations with improved customer engagement & efficiency, increased conversions, optimized business practices, accelerated deliveries, reduced costs and higher revenue potential.

“Organizations are increasingly tapping the power of messaging to communicate with their customers for better services & support and reach them with alerts & notifications, said Dr. Devasia Kurian, CEO, \*astTECS. WhatsApp is a powerful and preferred communications channel to connect with consumers today and we are committed to build a strong communication ecosystem relying on open partnerships, while driving new opportunities and help enterprises stay ahead in increasingly competitive markets, he added.

Securely communicating and enabling private conversations with users, this new capability delivers exceptional customer experience. The key features / advantages of WhatsApp integration include: thank you note after each call, call back schedule and reminders, missed call marketing, voicemail as WhatsApp, feedback & surveys, alerts & notifications and customer support.

\*astTECS offers the most comprehensive, integrated and compelling telecom infrastructure solution based on Asterisk platform that are feature rich, helps improve consistency & performance and creates a scalable, stable and resilient network that optimizes value.

## Kobian Launches Mercury Harmony and Wave Multimedia Speakers for Dynamic Sound



Plug-and-Play Metal loud speaker for PC, Tablet, Notebook, and Televisions

NEW DELHI, India – August 21, 2019

Mercury, a brand of Kobian Pte Ltd, today launched its 6W multimedia speakers – Harmony and Wave across PAN India. The speakers are designed for dynamic stereo sound with a high-quality audio processor. A compact and trendy design makes them a style quotient for audio and video entertainment devices. These speakers come with attractive colors and are plug-and-play device compatible with PC, laptop, tablet, and televisions.

“We are thrilled to launch these speakers in the Indian market. At Mercury, we look to address the many aspects of sound quality to enhance the customer experience. Harmony and Wave are not just compact, trendy and portable speakers but are designed to deliver rich and superior sound for our customers” said Ms. Sushmita Das, Country Manager – India, Kobian Pte Ltd. “These stereo speakers are sure to add the style quotient to ones existing PC or notebooks or even

televisions.”

The speakers produce amazing sound quality and transform PC, laptop, tablets, and televisions into a superb hi-fi stereo sound system. The 3.5mm audio plug-and-play set up and control makes these speakers easy to use and enjoy the music, movies, and games instantly. The speakers come with 6 watt RMS, and have a frequency response of 90 Hz

20



kHz and a signal-to-noise ratio is 60dB. Designed for dynamic sound effects and durability, these speakers are an amazing music companion for indoor and outdoor events, or when listening to music on the go.

Features, Price, Availability and Warranty

Harmony speaker comes with a warranty of 12 months at an attractive price of INR 400/-. The speakers are available in two colors – Black and Blue.

Wave speaker comes with a warranty of 12 months at an attractive price of INR 600/-. The speakers are available in two colors – Blue and Green across India.

These products are immediately available through the Kobian network of authorized distributors and dealers.



# Acer unveils the future of gaming, debuts eight new gaming laptops and accessories



A C E R , t h e leading global PC brands, today unveiled a wide array of gaming laptops aimed at

gaming enthusiasts across segments at a grand event in Mumbai. Acer is the first-ever player in the market to debut such a wide range of product portfolio at a time.

Inheriting the advanced spirit of its predecessors, these devices are ready to conquer the gaming arena with the latest processor, integrated Pass-Through Feature, cutting edge 3D Technology, 4th Gen AeroBlade™, Waves MaxxAudio® Suite + Waves Nx® 3D Virtual Sound and much more to give the gamers an immersive gaming experience, more powerful devices that combine technical prowess. These exciting machines include the powerhouse Triton 900, a beast in a slim form the Triton 500, Helios 700, Helios 300- 17 inch, Helios 300- 15 Inch. To tantalize casual gamers and performance enthusiasts, Acer India also launched Nitro 7, Nitro 5 17-inch, Nitro 5 15-inch, and associated accessories.



Mr. Harish Kohli, President & Managing Director, Acer India, stated, "Keeping up

with the growing demand for gaming PC's in India, Acer has always gone the extra mile to ensure that our gaming machines offer the right design and power for the best gaming experience. We are excited to introduce our latest lineup of gaming devices for Indian gaming enthusiasts. The new range is built with an emphasis on strong performance, responsiveness and intelligent design. The innovation and features will please the most discerning gaming aficionados."

Chandrahas Panigrahi, CMO and Consumer Business Head, Acer India, said, "We are delighted to introduce an array of gaming machines and accessories. The consumer today has discerning taste and gamers in particular are a knowledgeable lot and know exactly what they want. With this launch, we have our gamers covered in every possible segment. Our new machines are fast, powerful and come loaded with features that are bound to excite the gamers and take their gaming experience to a whole new level."

Specifications – The Predator Triton 900 — the Convertible Gaming Notebook Evolved

Featuring the new NVIDIA® GeForce RTX™ 2080 GPU and a 4K IPS touch display, the Predator Triton 900 brings gamers a best-in-class gaming experience. With 9th Gen Intel® Core™ i9 processor, two 512GB 1M.2 PCIe NVMe

SSDs in Raid 0, and up to 32GB DDR4 memory, gamers can power up the most demanding games and expect smooth, tear-free gameplay with up to 5GHz Turbo, 8 cores, 16 MB of smart cache, and great battery life. It comes with per-key RGB backlighting, macro keys, and a switchable trackpad/Numpad. Mechanical keyboards will help when it comes to the comfort of typing and offers a better response rate compared to membrane keys. The latter benefits gaming.

Specifications – The Predator Triton 500 — A beast in a slim form

The Predator Triton 500 is a powerful 15.6-inch Full HD gaming notebook

sits at a mere 17.9mm in thickness and weighs approximately 2.1 kg, and is aimed for portability. It has a durable, all-metal chassis and narrow bezels measuring just 6.3 mm (0.25 inches) for an impressive 81 percent body-to-screen ratio. The slimmed-down Triton 500 can easily be slipped in a backpack or briefcase, but once taken out and powered on, it becomes a gaming powerhouse. And with up to 8-hours of battery life, users can play their favorite titles on the road or with friends away from home.

The Predator Triton 500 infused with NVIDIA GeForce RTX 2080 GPUs with Max-Q design, up to 8th Gen Intel Core i7 processors, NVMe PCIe RAID 0 SSDs, and up to 32GB DDR4 memory. Its GPU is overclockable and VR-Ready, letting gamers enjoy the latest cutting-edge gaming and VR experiences. The 15.6-inch 300 nits IPS display brings games to life with 144Hz refresh rates in overdrive at 3ms. NVIDIA G-SYNC technology creates fluid images as they zip across the screen while gaming or watching movies.

Both Predator Triton 900 and 500 receive their gaming cred with Acer's advanced cooling system that includes 4th Gen AeroBlade™ 3D metal fans that increase airflow by 45 percent, and Coolboost™ technology that keeps the notebooks cool during extended gaming sessions and while playing demanding AAA titles. To round out the package, both Triton 900 and Triton 500 features audio by Waves. Waves Maxx™ delivers superior sound quality made immersive with Waves Nx™ with head tracking for a 3D audio experience.



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# BIOSTAR Launches the RACING X470GTA and X470GTQ Motherboards



BIOSTAR, a leading manufacturer of motherboards, graphics cards, and storage devices, launched today the RACING X470GTA and RACING X470GTQ, compelling contenders for gamers who are looking for the best equipment to achieve gaming nirvana with AMD's socket AM4, yet without the full extensive features of the X570 series. Part of its RACING X470 series motherboard, BIOSTAR once again successfully created a product worth building a performance AMD PC with features all focused towards exceptional in-game performance with exceptional price/performance.



The BIOSTAR RACING X470GTA and X470GTQ, equipped with AMD's X470 chipset and AMD AM4

CPU socket, brings support for AMD's most impressive 3rd Gen Ryzen 7nm processors.

Built to bring the best gaming impact to the users, the RACING X470GTA (ATX) and RACING X470GTQ (Micro ATX) features USB 3.1 Gen2 support (10 Gb/s) (Type A for the X470GTQ, Type C for the X470GTA), PCI-e M.2 at 32 Gb/s, as well as HDMI 4K resolution for a near to real life immersive experience. Overclockers are not left out either with enough room for 4 x DDR4 RAM slots which support up to 64GB and overlocks of 3000+MHz.

## COOLPAD TO INTRODUCE ITS FIRST 5G SMARTPHONES IN THE INDIAN MARKET

Coolpad, a leading global smartphone brand established by Yulong Group, is set to revolutionize the Indian smartphone industry by launching the country's first 5G ready smartphones. The brand, which has established itself as a synonym for innovation and progress, has been investing significantly in 5G technology since 2012. As a result, it is ready to disrupt the market with future-ready devices as soon as the 5G network is set-up for use in the country.

On the back of its continued innovation, Coolpad India has already filed over 800 patents in the name of 5G. It has also been granted 120 device-to-device 5G patents which put the brand in the position to gain an early-mover's advantage as far as 5G technology is concerned. The brand is in discussions with Qualcomm and Mediatek on the integration of 5G technology in its smartphones.

Speaking on the development, Mr Fisher Yuan, CEO, Coolpad India, said, "Since its inception, Coolpad India has aimed to satiate the needs of the value-conscious Indian consumers who expect remarkable specifications at budget-friendly prices. In line with our constant endeavour to exceed customer expectations that we have accelerated the development and launch of our 5G ready devices in the country. Depending on the readiness of the 5G network in India, we are aiming to launch these devices early next year."

Commenting on the same, Pankaj Upadhyay, Online Business Head, Coolpad India, said, "With the rapid growth of the Indian smartphone industry in the recent years, we too have started to change its era after the launch of Cool 3 Plus. Consumer-oriented R&D is our top priority at Coolpad, therefore, we are working to expedite the launch of

the 5G enabled smartphones and aiming for a higher share in its development. As soon as the Indian smartphone network is ready, we will launch our first 5G smartphones.

Coolpad has been making significant waves in the Indian smartphone market thanks to its innovative and value-driven offerings. Recently, it successfully launched the Coolpad Cool 3 Plus smartphone that features an MT6761 (Helio A22), Quad Core 2.0 GHz Clock Speed coupled with 3 GB RAM, and a stunning 5.7" Dewdrop screen. Now, with this announcement, Coolpad has further positioned itself for exceptional growth in the country, and is well on its way to achieving its goal of becoming the most loved smartphone brand in India.

Coolpad has been operating in India since 2007, having starting operations as a vendor of CDMA handsets to Reliance. It became an original device maker (ODM) for some local brands before entering the Indian market as a standalone brand during 3G to 4G transition. The brand further aims to invest \$500 million in India in the next five years to strengthen its presence and to take on its rivals in the 5G landscape.



# Konica Minolta underscores its technological superiority with the 400th international installation of the AccurioLabel 190

Konica Minolta Business Technologies, Inc. – an advanced, globally-leading imaging and networking technologies organisation – has completed the 400th international installation of the AccurioLabel 190. The landmark was achieved within 3 years of the machine's launch and underscores the rapid growth in the demand for cutting-edge label printing solutions across international markets.

Speaking on the achievement, Mr. Daisuke Mori, MD Konica Minolta Business Solutions India Pvt Ltd., the India arm and a 100% subsidiary of Konica Minolta Business Technologies, Inc., said, "Evolving consumer sensibilities have made it essential for organisations across sectors to introduce greater personalisation into their offerings. This, in turn, is driving the growth in demand for innovative label printing solutions such as the AccurioLabel 190. We are delighted with the achievement that Konica Minolta has achieved as a Group. It gives us the impetus to raise the high bar that we have in the industry set even further."

The global label printing industry has been growing at a healthy pace and is expected to reach \$49.9 billion by 2024. A

significant percentage of this growth is driven by the demand for greater customisability and personalisation in label printing across sectors such as FMCG, retail, consumer durables, foods and beverages, electronics, etc. As a globally-leading state-of-the-art label printing solution, Konica Minolta AccurioLabel 190 caters to this demand while enabling superlative performance, productivity, quality, accuracy, and efficiency for its users.

In keeping with its vision to provide affordable and high-quality printing solutions, Konica Minolta has also recently launched the AccurioLabel 230 in the Indian market. As the successor solution to the AccurioLabel 190, the latest offering from Konica Minolta will

build on its predecessor's differentiation by enabling higher printing speeds, shorter warm-up times, and enhanced productivity. With unique features such as an overprinting solution that automatically adjusts the overprint position with accurate registration, the AccurioLabel 230 will help significantly improve the process of printing for the jobs requiring white and improve profitability for print and printing businesses across the globe.



KONICA MINOLTA

## BenQ Announces the Next Generation Campus Broadcast System: "X-Sign Broadcast" -An Inspiring Addition to BenQ'S Education Interactive Flat Panel Series



BenQ, the global No.1 DLP projector brand and a renowned provider of visual display solutions, today unveiled X-Sign Broadcast, the new Interactive Flat Panel (IFP) based Campus Broadcast System.

X-Sign Broadcast allows educators to push text, images, files, audio, and video to any dedicated BenQ IFP in your institution. Teachers can deliver lesson content, administrators can give announcements, and students can preview and review class materials in a

single class or selected group of classes. X-Sign Broadcast is available via Over-the-Air (OTA) updates, and is a web-based system for educators to simply broadcast messages using any computer and mobile device.

Commenting on the announcement, Mr. Rajeev Singh, Managing Director, BenQ said "Understanding the need of constant technological innovations and changing dynamics of market demands has enabled BenQ to achieve an equilibrium. Leading by innovation, we are empowering users to adapt to newer technologies and creating a user-friendly, safe learning environment to meet the demands of modern day classrooms. With the growing need for digital integration and a focus on seamless learning, we are confident that the new X-Sign Broadcast, Interactive Flat Panel will help re-engineer education".

Key Features of X-Sign Broadcast

X-Sign Broadcast: Making Your Campus Broadcasting Complete

Traditional public address systems can only broadcast voice. X-Sign Broadcast extends this to text, audio, video, and MS Office files, including

those saved in Cloud Storage services like Google Drive, OneDrive, Dropbox and its own Network Folder. The web-based X-Sign Broadcast allows users to schedule messages or content delivery using any computer, smartphone or tablet. The system is useful for schools with multiple buildings on campus or even multiple campuses, helping educators create a next-generation smart campus that is more productive, efficient, and competitive than those using legacy PA systems.

X-Sign Broadcast Supports Multiple Message Delivery Modes and File Formats

X-Sign Broadcast is very flexible in terms of its variety of message delivery modes, accommodating the diverse and changing needs of institutions.

In interrupt mode, messages are uploaded and delivered right away, appearing either as an audio/video announcement – useful for safety messages – or as a moving banner (chyron) superimposed on the main message. This is great for reminders and change notifications, such as cancelled classes, room reassignments, or deadlines. In Scheduled mode, content is pre-loaded to appear when users want it to, even if the screen has been switched off.



# Quick Heal to showcase its next-generation 'Lighter Smarter Faster' suite at the 3rd IT Manthan in Odisha

McAfee Quick Heal Technologies Limited, one of the leading providers of IT security products and solutions to consumers, businesses, and Government, is set to participate in the third edition of IT Manthan, an exclusive event organized by the IT Association of Odisha (ITAO). Scheduled to be held on August 10, 2019, the event will take place at Swosti Chilika Resort in Odisha, and will be attended by some of the pioneering OEMs and leaders in the Indian IT industry. It is amidst this esteemed gathering that Quick Heal will showcase its next-generation range of customer-facing security offerings – Quick Heal Total Security, Quick Heal Internet Security and Quick Heal AntiVirus Pro!

Quick Heal's next generation suite is aimed at providing a seamless and uninterrupted digital experience to consumers by protecting their precious personal data, banking credentials, privacy, memories and more from the wrath of cybercriminals. The new range of solutions are equipped with advanced and comprehensive features like Total Ransomware Protection, as well as Webcam Protection, Portable File Vault, Safe Banking, Parental Control, Web Security and many more, to give its customers an edge over sophisticated cybercriminals and threat actors.

Amongst the new features introduced by Quick Heal is Total

## Quick Heal

Security Simplified

Ransomware Protection, an industry-first feature which provides complete protection for important user data against critical ransomware attacks. Quick Heal has also introduced the Tally Backup feature in Total Ransomware Protection to protect and recover critical Tally files, along with the popular document formats, in case of an attack.

Portable File Vault, on the other hand, restricts unauthorised access to users' confidential documents through state-of-the-art encryption and prevents deletion of data, while Webcam protection shields webcams against privacy intrusion attempts. Other features, such as Safe Banking and Web Security also ensure that Quick Heal customers remain safe and secure from potential threats and cyber-attacks when online – whether banking, accessing information, or just browsing through the Internet.

NEXT GENERATION SUITE OF  
**Quick Heal**



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# paytm

Paytm Postpaid is issued by Clix Capital which is India's leading digital lending NBFC. They have been managing huge requests for pending KYCs because of which you may not have been able to access your Paytm Postpaid account. Once KYC is completed, you will be able to use it as before.



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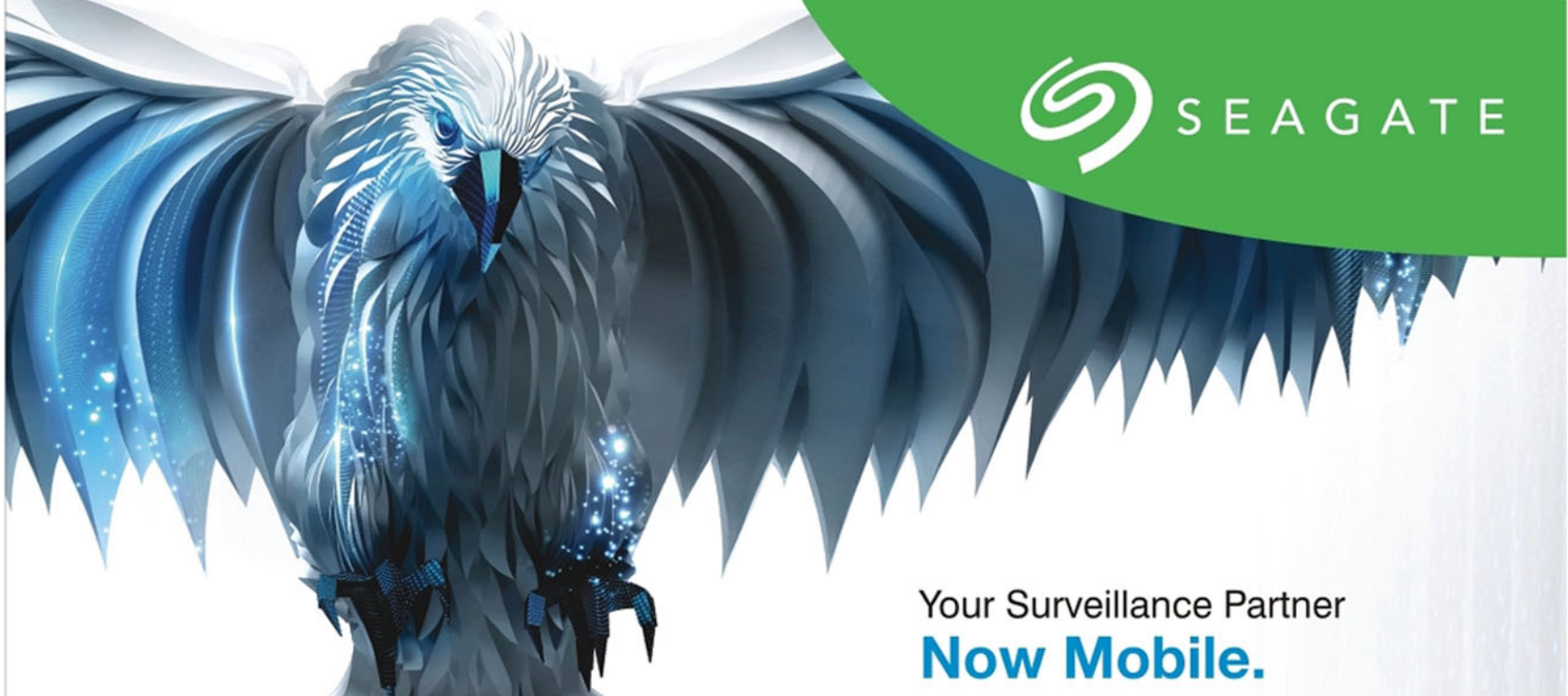
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## Embrace the Revolutionary Future of Desktop Video Collaboration

Yealink Flagship Smart Video Phone VP59



### VIDEO PHONES

Yealink VP59 embodies the future of collaboration, as it's specially designed to optimize communication for in-demand executives and teleworkers alike. With an 8-inch touchscreen and the user-centered interactive design, the VP59 allows users to join or control a meeting quickly and effortlessly. It can greatly reduce the difficulty of using video conferencing system and improve the meeting experience.

### OTHER PHONES



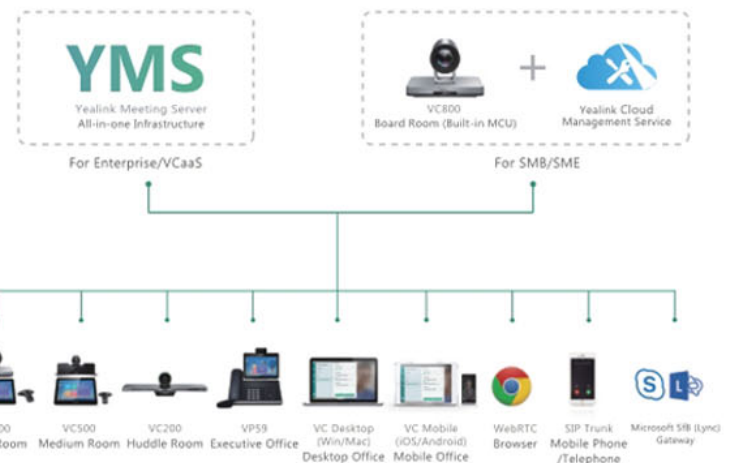
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